

TED^x Atlanta

x = independently organized TED event



“The perfect opportunity to partner with innovators and thought leaders working to build a better world.”

— **Sam Harrison**

Author of IdeaSpotting, IdeaSelling and Zing

TED is a global foundation devoted to Ideas Worth Spreading.

It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then, its scope has become ever broader.

With its two annual conferences, video website TED.com, initiatives, and community projects, TED is now a platform and a global movement focused on meaningful change through the power of ideas.

TED^x

TEDx was created in the spirit of TED's mission, Ideas Worth Spreading. The program is designed to give communities the opportunity to stimulate dialogue through TED-like experiences at the local level.

TEDx events are independently organized under license from TED. Tod Martin, chief executive of Unboundary and a patron member of TED, is the organizer of TEDxAtlanta. Unboundary along with the Metro Atlanta Chamber and Turner Broadcasting, Inc. are the current organizing sponsors of TEDxAtlanta.

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TEDxAtlanta held its first event on September 15, 2009. Response was overwhelming, and the decision was made to produce multiple events each year, rather than the typical annual schedule of most TEDx events. The current schedule is for semi-annual events, held in March and September.

Attending TEDxAtlanta is free of charge, but does require applying for an invitation. As the physical audience is limited to 250, the audience is carefully curated. It is a cross-disciplinary mix of attendees, ranging from civic and business leaders to professionals, educators, technologists, and artists. In addition, TedxAtlanta produces a live webcast that last year garnered over 9,000 viewers from more than 70 countries.

TEDxAtlanta is supported by sponsors, who provide both in-kind contribution of their services or products, or cash contributions. TEDxAtlanta is organized as part of The Greater Atlanta Chamber Foundation's programs, which is a 501(c)(3) organization.

Each event is loosely themed, and speakers — none of whom are paid — are curated both from both local and national arenas. Each program also features a musical performer as well as a tasting by a local chef. Summaries of each program as well as videos of all speakers and performers can be found at TEDxAtlanta.com.

“TEDxAtlanta is the new ‘soft activism.’ It’s the perfect mix of social critique, wit, creative panache, and business savvy.”

— Govantez Lowndes

*President, EndPoint Media
& Former Global VP, IBM*

Event Profile

Past attendees have mentioned how TEDxAtlanta is like a “spa day for the mind.” And they’re exactly right. No one comes to hear just one talk. Rather the experience is all about the interplay of ideas, the rapid succession of 18-minute talks. It requires that you soften your mind, and take in what’s happening on stage, on screen and around you. It’s a time to connect with the ideas and people around you.





“I am a working professional with a very busy schedule, but I always attend. I feel invigorated and recharged by such an amazing variety of accomplished and gifted people.”

— **Tom Rosseland**

Chairman Emeritus, Swedish-American Chamber of Commerce of Georgia

Audience Profile

TEDxAtlanta is unique in that only 300 people can physically attend, which means the audience is as curated as the speaker lineup. In fact, people refer to TEDxAtlanta as a “room” — one of the most unique rooms in Atlanta, because of its diversity. Which means one might find a Coca-Cola Exec and the head of Emory Healthcare sharing thoughts with Big Boi’s producer and GA Tech students.

Past Events



Re:evolution

September 2009

The moment seemed right to ask ourselves what the future of Atlanta required of us.

Eric Lewis, a rockjazz pianist, broke our minds with his perspective of Evolution as not a wholesale change, but a beautiful, intentional, all-in commitment to what we can see or hear or imagine.



Re:purpose

January 2010

Time for ideas to web, weave and layer... loop and remix...

How can we see the things in our world with a different eye for use and sustainability? How can we take the cast-out, the no-longer-used, the excess, and make a positive purpose emerge from the waste? How can we replace the Gestalt of “either-or” with “both-and”?



Re:learn

May 2010

We explored education through a cross-disciplinary lens, with the help of 10 live speakers.

Our first session of speakers included Gever Tulley, Anya Kamenetz and Michael Levine. The thread through their talks was all too clear: Our notion of a “system” of education is flawed, and self-destructing, fragmenting into smaller, more nimble experiments.



Re:solve

September 2010

Enough talk, what are the solutions? Ten wild visionaries shared their ideas to resolve modern problems.

Harrison Dillon, co-founder of Solazyme, nailed it when he told the story about his partner’s first reaction to the idea of making oil from micro-algae: “That’s delusional. I love it!”

Past Events



Creativ!ty

March 2011

We looked more deeply into the source, paths, obstacles and catalysts of creativity.

Grammy-winning singer and songwriter India.Arie talked about developing the ability to “turn feelings into something tangible,” and then joined her musical collaborator, Israel’s Idan Raichel, with her new album, “Open Door.”



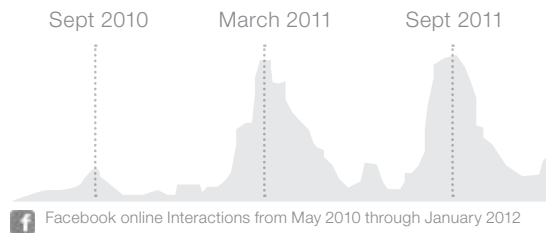
Livestream:	Total viewer minutes:	100,414
	Total livestream users:	9,725
	Number of countries:	63

Balance

September 2011

Balance requires that we come into a clearing together, to both listen to the stories of others and to share our own.

Chuck Leavell shared his memories of how his love for piano is rooted in listening to his mother play; He shared his concern and passion for the future of our environment and communities. And then, having shared his stories, he took his seat, back in the audience, to listen.



Facebook post views:	114,386
Lifetime likes (since May 2010):	1,063
Number of countries:	117



Creating Community

March 2012

We explored community from the neighborhood to the global level, through speakers who are community glue, community organizers and community re-definers.

Somewhere between Shawn Mullins' opening song, "Light You Up," and Doug Shipman's closing admonition for us to love thy neighbor, TEDxAtlanta went from talking about community to acting as one, helping to create a Summer of Possibility for 600 children who live in Atlanta's Boulevard corridor, as part of Kwanza Hall's 2012 Year of Boulevard initiative.

YoBoulevard!

- # TEDxAtlanta members involved: 98
- # Summer Camp Scholarships: 300
- # Summer Internships provided: 11
- # Entrepreneurship Mentors: 12

The Edge of the South

September 2012

We explored the work of Southerners on the edge of technology, medicine, art, fashion and food.

Chris Brown shared his Southern Americana inspiration including fashion that comes from a sexy grit, a rough hewn romance, and honor to roots. He started Refueled as a way to share his personal quest for inspiration and pure artistic expression. And we dig it. He turns new media into an art form full of texture, presence, romance, cool and calm.

New TEDxAtlanta released



Sponsorship Opportunities

TEDxAtlanta thoughtfully seeks sponsors who share the TED belief in the power of ideas to change the world.

Sponsorship is an opportunity to raise the level of dialogue in our city. To engage in an authentic dialogue with a rare cross-section of passionate, open-minded people. And to be inspired, both by the ideas shared by our speakers and by the connections and conversations they inspire.

There are four levels of sponsorship:

Organizing Sponsor \$20,000 +

This level of sponsorship is reserved for companies or organizations that are willing to commit to on-going support of TEDxAtlanta at a level of \$20,000/year or greater. The contribution can be in-kind, cash, or a combination.

These sponsors receive a full page in the printed program, logo on the home and sponsor pages of the website, logo on-screen during breaks at the event, and special thanks from the stage by the event host.

These sponsors also have the benefit of hosting their own private live screening of TEDxAtlanta.

Metro Atlanta Chamber, Turner Broadcasting, Inc., and Unboundary are current Organizing Sponsors.

Contributing Sponsor \$10,000 +

This level of sponsorship is for companies or organizations that commit \$10,000/year or more in support of TEDxAtlanta.

These sponsors receive a half page in the printed program, logo on the sponsor page of the website, logo on-screen during breaks at the event, and thanks from the stage.

Special signage options at the event are also possible, and are arranged when appropriate – for example, when a sponsor wants to contribute lunch or at a dollar level that will cover the cost of lunch, signage can designate that lunch is being provided by this sponsor.

Four Seasons Hotel Atlanta and Silverpop are among the current Contributing Sponsors.

Supporting Sponsor \$5,000 +

This level of sponsorship is for companies or organizations that commit up to \$5,000/year in support of TEDxAtlanta.

These sponsors receive a listing in the printed program, listing on the sponsor page of the website, and thanks from the stage.

A Cappella Books, Perkins + Will, LiveStream, and Portfolio Center are among current Supporting Sponsors.

Patron \$100 +

This level of sponsorship is for individuals who have attended TEDxAtlanta that commit \$100/year or more in support of TEDxAtlanta.

These patrons are guaranteed an invitation to TEDxAtlanta and will receive a listing in the printed program as well as on the website.

Limit 150 Patron sponsors due to limited seating. Currently we have 120 Patron sponsors.

“Equal parts surprise, delight, connection, and education, TEDxAtlanta inspires our management team to look at the bigger pieces of life’s puzzle through a variety of lenses.”

— **Cate Morris Misuraca**

Sales Manager, The Four Seasons Hotel Atlanta

Past speakers



Dr. Rita Charon



Radcliffe Bailey



Eric Lewis / ELEW



Bo Adams



David Fincher



Aron Solomon



Idan Raichel



Melody Moore



Billy McLaughlin



Anya Kamenetz



Michael Levine



Gever Tulley



Hugh Acheson



Greg Best



Harrison Dillon



Sally Hogshead



Chef Dave Larkworthy



Zoë Keating



Farmer D



Jim Hartzfeld



Ryan Gravel



Tad Leithead



Matthias Hollwich



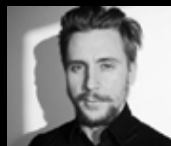
Logan Smalley



Teresa Amabile



The Holmes Brothers



Viktor Venson



Michael Ouweleen



Chef Linton Hopkins



Margaret Baldwin



Bonnie Cramond



Victoria Rowell



Armin Vit



Elizabeth Turk



Sam Williams



India.Arie



Chuck Leavell



John McFall



Ellen Dunham-Jones



Jeff Seabright



Melissa Kushner



Kevin Salwen



Dr. Richard Farson



Dr. Gregory Todd



Ciannat Howett



Anne Milling



Steve Mugiri



Chef Shaun Doty

“I chose TEDxAtlanta because it’s not like any other event; it’s a chance for me to share my true self and make a difference.”

— **India.Arie**

Grammy Award-winner American singer-songwriter and record producer

“The TED talks seem to be magnets for persons of lively intellect, inquisitive appetite for new ideas, and the bravery to consider new things.”

— **Rita Charon**

Professor of Clinical Medicine & Director of the Program in Narrative Medicine at Columbia University



Governance

TEDxAtlanta has a ten-person steering group. Members include Leo Alvarez (Perkins + Will), Charles Green (AdviceOnLoan, and Chairman, Fulton County Arts Council), Barbara Griffin (Turner), Govantez Lowndes (EndPoint Media), Bill Nussey (Silverpop), Tod Martin (Unboundary), Janice Rys (Metro Atlanta Chamber), Tanya Coventry-Strader (Carter's), Michael Piersa (WhatCounts) and Patty Tucker (Edelman).

TEDxAtlanta – like all TEDx events – is an independent, volunteer effort. It is not organized for political reasons, monetary reward, or personal gain. Everyone associated with TEDxAtlanta does so because they believe in the power of ideas to change the world.

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Ideas Worth Spreading

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