

# TED<sup>x</sup>UW

**x = independently organized TED event**

## **Business Proposal**

Prashanth Gopalan, Chair, TEDxUW



Dear Luke,

The University of Waterloo currently enjoys the reputation of being a hub of innovation, ideas and thought leadership, not only in the university community, but also in Canadian society at large. Over the last fifty years, we have succeeded time and time again in matching the scale of our ambitions with the sheer strength of our contributions to Canadian society. As a result, the University of Waterloo has become *a national standard* in preparing for tomorrow's ideas, leadership and talent – today.

Today, we request your support in helping us build a bridge between our university and a larger global movement that is rapidly spreading around the world. Aligning to our vision articulated for the next ten years, we strive as a university to remain competitive in the race for global talent.

With more than 600 talks translated into over 80 languages and watched more than 600 million times worldwide, TED is a fast-spreading and very popular platform for showcasing the achievements of communities worldwide. In fact, no other movement can claim credit for similar stature in such a short period of time.

As a uWaterloo student, I am proud to present you with TEDxUW - the University of Waterloo's first-ever TED-like experience and a hyper-local platform geared towards showcasing the achievements of our vibrant community. With TEDxUW, we're looking to go even further than most events and deliver an experience that itself captures the excitement of what it is to be a part of our university. TEDxUW will be a full-day TED-like experience like no other that showcases speakers and ideas drawn from all four corners of our university, representing the diversity of our contributions of students, faculty and alumni alike.

With the full backing of the university and strong support from our students, faculties, alumni and the local community, we hope to showcase the scale and depth of our university's achievements using this worldwide platform, while at the same time building bridges with the larger global community. We are very honoured to bring to campus an event that enriches the educational experience of students beyond the traditional boundaries of a classroom. We are confident that all the different elements of this event – the venue in Hagey Hall, the interactive workshops and networking sessions – will be effective ways of engaging attendees and promoting a rich dialogue within our university.

Your support would make this event even more meaningful, demonstrating our University's ongoing commitment to teaching and learning via experience.

Please see attached proposal that includes all event details. We look forward to working with you to make our event a success.

Sincerely,

Prashanth Gopalan

Chair

**TEDxUW**

<http://www.tedxuw.com>

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## Project Description

TEDxUW will be a day-long event filled with outstanding speakers, terrific conversations and phenomenal experiences. An event geared towards students, staff, faculty and alumni alike, it provides an unparalleled experience for fostering connections, building great relationships and sharing your passion for “ideas worth spreading.”

TEDxUW provides a level of engagement like none other. There are scheduled breaks between presentations to allow delegates to network, discuss talks and brainstorm ideas for execution. The success of the event not only turns on the success of the speakers, but also on the sheer calibre of interactions that take place between the different delegates. An excellent opportunity to connect with some of UW’s brightest, talented and most driven community members, this is the opportunity of a lifetime to join a global movement of change-makers and thought-leaders.

We received over five times the total number of students we could accommodate in our venue, however we will be hosting several livestream viewing parties across campus to enable students to watch and participate as the experience unfolds. We have enjoyed the considerable support of several on-campus groups, associations and organizations, including the Office of President Hamdullahpur, the Associate Provost of Students Bud Walker, FESD president Matthew Colphon and the Student Success Office amongst others.

## Promotion Description

### 3 Pronged Approach

- Social Media/Online Advertising
  - Facebook
    - 452+ likes, an upswell of 300 likes in just 4 weeks
    - Daily status updates and conversations with UW students, staff and faculty
    - Links to famous TED Talks and new developments posted on a daily basis
    - Full support of key influences on campus – including several members of FEDS
  - Twitter
    - 350+ followers
    - Support of key UW and KW influencers
  - Website
    - Shared 1380+ times
    - Over 3000 unique visits during October
- Positive Word of Mouth
  - There is strong buzz and hype being generated about TEDxUW
  - Over 500 applications were received for 100 spots in the audience
  - There will be multiple live-stream locations throughout campus
  - Support of the Office of the President and numerous other societies on campus
- Posters and other Physical types of Advertising
  - Posters put up across campus advertising TEDxUW
  - Banner placed in SLC for TEDxUW



## Sponsorship Offer

We would like to ask for \$725 dollars of funding towards payment of our TEDxUW After-party to be held in the Bombshelter Pub for the benefit of our attendees, speakers and team. This would include \$551 towards food and \$174 towards Staffing costs.

To recognize the generous contributions of your sponsorship, we are currently offering the following points of recognition:

- The FEDS logo and link will be added to our Sponsors page (<http://www.tedxuw.com/sponsors/>).
- The FEDS logo will be added to the Sponsors page of our program brochure.
- The FEDS logo will be presented on a rotating slide deck during the breakout sessions.

If you have any questions or comments to share regarding the specifics of our Sponsor Recognition, please email [harsh@tedxuw.com](mailto:harsh@tedxuw.com) and cc [prashanth@tedxuw.com](mailto:prashanth@tedxuw.com) for immediate assistance.

**Operating Budget**

<b>Expenses</b>							
<i>Venue Costs</i>							\$1,300.10
<i>Production Costs</i>							\$1,610.00
<i>Food Costs</i>							\$5,474.00
<i>After party</i>						\$725.00	
<i>Food Costs</i>						\$551.00	
<i>Staff Costs</i>						\$174.00	
<i>Volunteer &amp; Attendee Costs</i>							\$1,400.00
<i>Speaker Costs</i>							\$2,800.00
<i>Miscellaneous Costs</i>							\$1,040.00
<b>TOTAL EXPENSES</b>							\$13,624.10
<b>Net Required</b>							\$13,624.10

## Speakers

### Larry Smith



#### Economist & Storyteller

Throughout his three-decade career here at the University of Waterloo, Larry Smith has inspired legions of students to take up the mantle of economics with his passionate and homespun tales of economic wizardry. A renowned story-teller, teacher and youth leadership champion, Larry has also coached and mentored countless numbers of students on start-up business management and career development strategies.

### Natalie MacNeil



#### World Conquerer

Natalie MacNeil is the Emmy Award winning co-founder of Imaginarius, a boutique company that produces award-winning digital media. A serial entrepreneur and innovator – she abides by a philosophy of “Live. Work. Learn” enabling her to showcase her talents for startups and innovation through an internationally-recognized blog for women.

### Raynold Wonder Alorse



#### Youth Champion

A successful motivational speaker and youth champion, Raynold’s story of hope, perseverance and hard work will inspire you to take action and enable you “to dream bigger, dare bigger, demand and serve better”.

### Maria Ly



#### Mobile Fitness Evangelist

A dynamic female athlete-turned-entrepreneur, Maria is an ardent propagator of the youth entrepreneur culture in Canada and beyond. She has applied her passion for fitness to technology and revolutionized the mobile fitness movement – inspiring others to live well and making health and fitness more accessible than ever before.



## Krister Shalm

### Quantum Magician

An experimental physicist by profession, Krister aims to explore the everyday uses of quantum mechanics. His challenge? To demonstrate that technologies based on the science of quantum mechanics have the potential to QQFEunleash the next technological revolution. And if that wasn't enough, take into account that this is all from a person who's well-known for dancing his Ph.D thesis and hosting The Quantum Physics of Harry

Potter.



## John Baker

### Education Reformist

One of the University of Waterloo's well-known success stories – John Baker is the epitome of a successful change-agent. Adopting a nothing-ventured-nothing-gained philosophy, John treaded the entrepreneurial path to follow his passion and fulfill a vision of redefining the future of education.



## Tanya De Mello

### Community Mobilizer

Whether acting as a United Nations Field Officer or as a local student volunteer, Tanya De Mello strives to shift the social equilibrium towards more positive pastures. Whether it's through creating community service initiatives at universities, managing humanitarian aid donations in Senegal, or assisting with refugee relocation planning, Tanya excels at inspiring people to come together around shared ideas to build vibrant communities.



## Wendi Adair

### Negotiation Artist

Cross cultural communication, negotiation, behavioural adaptation, inclusivity and conflict management – to the ordinary eye may seem like a jumble of banal seminar topics; however Dr. Wendi Adair introduces a whole new dimension behind these ideas to illustrate how they can be effectively used in professional and personal settings.

Our speaker recruitment efforts are ongoing - please visit [www.tedxuw.com](http://www.tedxuw.com) for the latest updates and follow us on Facebook ([www.facebook.com/TEDxUW](https://www.facebook.com/TEDxUW)) and Twitter ([www.twitter.com/TEDxUW](https://www.twitter.com/TEDxUW)) to stay abreast with this experience.

## Schedule - Saturday, November 12, 2011

Time	Participant	Speaker	Volunteer	In Lobby	In Theatre
8:00 AM	Register	Greetings	Setup/Register	Living media wall, post secret, collection of attendee made artifacts, 'advice both' for ideas, Interview station (for media), explanations, trivia-style questions based on talks)	
8:15 AM	House opens				
8:30 AM	Seated in theatre	In audience /speaker prep room	Opening remarks/ TED video		
9:00 AM		Speaker 1, stage			Speaker 1
9:20 AM		Speaker 2, stage			Speaker 2
9:40 AM		Speaker 3, stage			Speaker 3
10:00 AM		Speaker 4, stage	Setup break	Setup	Speaker 4
10:15 AM	Move to lobby, break			Animated drawings, "connect" station, food, music, Christie Cube, ranking sessions station	Setup next speaker
11:15 AM	Seated in theatre	Speaker 5, stage			Speaker 5
11:35 AM		Speaker 6, stage			Speaker 6
11:55 AM		Speaker 7, stage			Speaker 7
12:15 PM		Speaker 8, stage	Set up lunch	Setup	Speaker 8
12:30 PM	Move to lobby, lunch			Photobooth (TEDxUW letters), food,	Setup next speaker
1:30 PM	Seated in theatre	Speaker 9, stage			Speaker 9
1:50 PM		Speaker 10, stage			Speaker 10
2:05 PM		Speaker 11, stage			Speaker 11
2:20 PM		Speaker 12, stage		Setup	Speaker 12
2:40 PM	Move to lobby, break			Food	Setup next speaker
3:10 PM	Seated in theatre	Speaker 13, stage			Speaker 13
3:25 PM		Speaker 14, stage			Speaker 14
3:40 PM	Break, move to breakout	In rooms/speaker prep room			Setup next speaker
4:40 PM	Seated in theatre, presenting				
5:00 PM		Speaker 15, stage			Speaker 15
5:20 PM		Speaker 16, stage			Speaker 16
5:40 PM			Closing remarks	Networking station	Clean
6:00 PM	Leave	Leave	Clean		