



Top 7 TEDx Organizers' Hacks

Hacking the Red Circle gives TEDx organizers, curators, licensees and executive producers the opportunity to share lessons they've learned through trial and error. Each conversation opens up another lens to look through, so we see each TEDx experience completely differently. This collection of 7 TEDx Organizers' Hacks come from some of the top organizers in the world.

Through these conversations, you'll be inspired and find new ways of approaching your event. If you're a first time organizer, these hacks will help you with many aspects your event. If you're a veteran, these hacks will provide insights to make your next show even better.

Here are *Hacking the Red Circle's* Top 7 Organizers' TEDx Hacks:

1. Don't do everything by yourself - TEDxLincoln, Dr. Randy Bretz

- Randy suggests that one of the traps organizers can fall into is not delegating enough. He focuses on attracting and developing a vibrant team to create TEDxLincoln. Instead of having his hands in every aspect, Randy concentrates on the part of the event that he's most skilled at, which is the actual production on the day. He suggests that Organizers worry no one can do it as well as they can or will care as much as they do. It's not true. You can trust your team, especially if you attract, develop, retain and motivate successful team members.

2. Partner with a school - TEDxFultonStreet, Aaron Sylvan

- One of the biggest challenges to creating a TEDx is finding funding. Aaron suggests by working with a local community college or University, you'll tap into a wealth of talent eager to work on real-world projects to gain experience. He brings in students to work on audio-visual as camera operators and other technical positions. Imagine working with communications and graphics classes or tapping into marketing programs to find talent to apply to your project.

3. Just ask. People are eager to participate. - TEDxPasadenaWomen, Heather Brunold

- Heather has built her team by tapping into the community with the understanding people want to help and are willing to give freely of themselves if you just ask. It's an exciting challenge to build a cohesive team that is aligned and ready to do the work. So many of the [Hacking the Red Circle](#) interviews have highlighted the critical nature of the composition of the teams. Heather found that just asking turned out to be easier than she imagined.

4. Don't ask for money. Ask for something you need - TEDxMontreal, Katy Yam

- We know raising funds is challenging. You need to find a venue, have your talks professionally recorded and feed your audience. These are the biggest expenses you'll face. Katy discovered early on it was easier to have partners give services and products than writing checks. Being creative in this way is a win-win for everyone and reduces the out of pocket expenses for the event and the partner. When you make your list of everything you need, from printing and signage, to sound gear, to marketing services and snacks for the break, think about who might want to participate and support your cause. Don't ask for money, ask for something they could easily give.

5. Always say, "Yes, I can." - TEDxSalinas, Michelle Serna

- Michelle has an abundance of passion and energy. She also produced her first TEDx at 18. Michelle found what she lacked in experience she made up for with a can-do attitude that was hard to ignore. She's a force of nature and suggests just because you've never done something before doesn't mean you can't learn how to do it on the job.

6. Build a great team. Share the spotlight. Love others. - TEDxFargo, Greg Tehven

- Teamwork is everything when you're considering how to pull off an event that will bring the entire Community together. Greg thinks big, from producing the event in a stadium to setting up opportunities for the speakers to meet with city leaders and entrepreneurs, before, during and after the event. This is what he means by sharing the spotlight; he knows that TEDx is about the overall community, not about him or his team.

7. Figure out your key presenters and build the day around them. - TEDxKualaLumpur - Daniel Cerventus

- Daniel's TEDx typically plays out in one of the city's large stadiums. He needs that much room because his TEDx tops out at 4,700 attendees. He suggests that the best way to plan out the day is to look for the speakers you know will draw a crowd, and plan your sessions around them. Most of your presenters will be unknown to the audience, but a few will stand out a bit more and allow you to attract a larger audience as a result. As a consequence of this hack, Daniel's event has grown 50% year over year.

FINAL THOUGHTS

TEDx organizer Steve Garguilo reminded me that most organizers do not have event experience and that we learn from each other. In the early days of 2009 and 2010, there was little institutional knowledge about how to run a TEDx. Since then, resources have emerged that support and nurture all aspects of the event production. With so many areas to focus on - the venue, the attendee experience, speaker curation, fundraising and managing the team - it's no wonder that organizers find ways to **Hack The Red Circle** to produce a world class event.

You will find more hacks from organizers, producers, curators, speakers and TEDx enthusiasts at **Hack The Red Circle**. We encourage you to share these conversations and ideas with your team. This community of global licensees is growing quickly. By freely sharing their best hacks, tips, tricks, and advice, organizers all become better at producing events that propel our TEDx speaker's ideas into the universe.

Cheers,
Mark Sylvester, Host
Hacking The Red Circle Podcast



If you'd like to be considered as a guest on the show, visit our website and fill out the Contact Form at the bottom of the page and we'll be in touch. Your hack might be one we feature.