Curating TEDx Events as Entry-Level OTD Capstone Projects

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What is TED and TEDx?

- TED is short for Technology, Entertainment and Design.
- X after the name = independently run events
- First TEDx happened in 2009 at USC
- Over 100,000 talks globally since 2009
- There are about 50 talks by former, present, and future occupational therapy students and practitioners

What is TED and TEDx? (cont.)

- 5 is the most anyone has done, 2 is the most by anyone in the OT community.
- Anyone can apply to present at TEDx. However, speakers are invited to speak at these events.

TEDx Curation Process

- Event Proposal Must Be Prepared
  - Proposed Event Name, Location, and Date
  - Proposed Themes
  - Proposed Speakers
- Initial application takes 8+ weeks; subsequent renewals takes less time
- Event types- standard, university, youth, Ed, TEDxLive, TEDxWomen, Business, Internal, Library, Level 2
- 12 months to run event; 4 months for 1-time extension
- You may have multiple licenses concurrently.

TEDx Curation Process (cont.)

- Unless curator attended a TED-sanctioned event, event license can only have up to 100 paid attendees and 120 people in room total.
- Profits from events supposedly should go to subsequent events; curator must be 100% responsible for financial losses
- TED sanctioned events cost at least $3000 to attend.
- Speakers can't have direct association with event sponsors. They also can't have influence on event related decisions.
- Curator can't speak at their events

How Much Does TEDx Events Cost?

- Anywhere from under $10,000 to $1 million +
- Fiscal agent/sponsor or own non-profit organization
- Business sponsors (institutions, banks, local businesses, etc.)

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ARE YOU NUTS, BILL???

- AOTA Presidential Address in 2010's + Slagle Lecture in 2012
- Reach of TED and TEDx Talks YouTube channels
- Lots of potential OT topics can still be presented on TEDx stage
- ACOTE standards for entry level OTD capstones

According to ACOTE…

- Capstone Experience (14 weeks)
- Capstone Project (14 weeks)
- Can be one of the following areas- clinical practice skills, research skills, administration, leadership, program and policy development, advocacy, education, and theory development

TEDx Event Curator Responsibilities

- Oversee entire event operations
- Create a high-quality program for audience (live) and speeches overall (online)
- Troubleshoot event related issues ASAP
- Post-event clean up (e.g. upload videos, follow up if uploads get flagged)
- Apply for renewal (for future events under the same name)
- Train future successors

Why TEDx Event Curation Fits

- Curating a TEDx event fits the following criteria for entry level OTD capstones
  - *Leadership*
  - *Advocacy*
  - *Program Development*
  - *Research Skills*
  - *Administration*
  - *Education*

Why TEDx Event Curation Fits (cont.)

- Time frame (12 months for event license, can apply for a 1-time extension of 4 months) and commitment required
- Students have **_COMPLETE_** autonomy of the project as long as TED guidelines are followed.
- Exposure in working with multidisciplinary teams
- Providing OT advocacy opportunities for peers on a well-known platform

Risks

- Failure to operate event under normal circumstances = fail!
- Event needing extension = incomplete until project is finished
- Students may need to take out additional loans to cover possible event costs
- **_Extra difficult_** if entry level OTD students are also serving in AOTA ASD Steering Committee

Why SO HARSH???

- Curators have to be responsible for ALL financial short falls from their TEDx events.
- Students have to spend responsibly for the community programs they design for their OTD capstone projects **_anyway_**.
- More autonomy = more responsibilities
- It is NOT right for OTD capstone coordinators or their OT departments to clean up their students' financial mess from running these events.

Will Students Be Paid?

- Not paid unless one has a level 2 event license.
- Level 2 event licenses are hard to get <u>and</u> the curator must apply every time
- **_Nobody in OT has capability of a 100+ seat event license, let alone a level 2 event license._**

How to Minimize Potential Risk???

- Short events
- Build relationships in your community, as well as surrounding TEDx teams around you
- Resources
  - TEDxHub
  - TEDx Community (Facebook group)
  - Solving for X, TEDxHub, and Hacking the Red Circle podcasts
- Different students taking turns to lead a different event (e.g. salon, youth, standard) while sharing responsibilities to support one another.

How to Minimize Potential Risk??? (cont.)

- Outgoing students are responsible for mentoring incoming students.
- ***To maintain continuity, OTD capstone coordinators should be the primary license holder.*** But, they will delegate all responsibilities to their students.
- If department regulations requires an OTR or COTA as capstone project preceptor, ***I will be glad to be one for you***.
- Present idea to institutional president (if your institution don't have one)
- Reach out to existing license holder (if your institution has a license holder or someone in your local community has a license) for potential collaboration opportunities.
- OTD capstone coordinators should already either have active licenses or connections to someone who already has one.

Pitfalls From Bill's Experiences

Ideal Students?

- Not only love TED/TEDx talks, but also know how to tell good talks from bad talks.
- Responsible and Reliable
- Ethical
- Organized
- Makes people around them better/motivated to work
- Team player
- Self-directed

- Strong awareness of strengths and weaknesses
- Good mentor
- Interested to know about other fields
- Proactive in seeking help
- No conflict of interest with AOTA or their state associations