

TED^x Geneva

x = independently organized TED event

2024

HOW TO BECOME OUR PARTNER



IDEAS CONNECTIONS EVENTS

TEDxGeneva is a local, independently organized event that is licensed by TED, a nonprofit organization that is dedicated to spreading ideas in the form of short, powerful talks. TEDxGeneva is an annual event that takes place in Geneva, Switzerland, and features a diverse range of speakers who share their innovative ideas, inspiring stories, and creative solutions to the world's most pressing challenges.

TEDxGeneva aims to create a platform for individuals from different fields and backgrounds to share their unique perspectives and insights, spark conversations, and promote positive change. The talks are recorded and made available for free on the TEDxGeneva website, as well as on the official TED website, so that people all around the world can benefit from the ideas and knowledge shared at the event.

Since 2013, our team organizes unique TEDx experiences including conferences and networking activities.

Every year, we offer an open stage, allowing speakers who have messages that are worth spreading to speak regardless of their public speaking experience. For each edition, we have a call for speakers, to which anyone can answer by means of a 3 minutes video presenting their subject. For each edition, we select our speakers, local or international, from around 100 applications received.

TEDxGeneva 2024

Our TEDxGeneva "*Being Intelligent*" edition will take place on the:

22.11.2024



Being intelligent

We do not believe that technology around us is intelligent. Or that statistics and probabilities consist of intelligence.

We, also, do not believe that simple access to consciousness or human capacities defines intelligence. Particularly because, accessing the consciousness of “others”, remains extremely complex.

We believe that we need to understand better what being intelligent is.

We believe that this understanding goes hand in hand with grasping the context that makes something be or appear intelligent.

We believe being intelligent implies that there is something at stake, something to lose.

We believe that we always need to learn more from animals, plants, micro-organisms, but also, from our interaction with humans, organic or non-organic agents.

Not only learn from them but also collaborate, experiment, and live with them.

A new symbiose is on its way and being(s) intelligent will define it.

ABOUT TED AND TEDxGeneva

TED

TED is an original conference format designed to convey reflections to a wide audience on topics related to Technology, Entertainment and Design. TEDx conferences are TED events organized by independent teams of TED, and under TED license. Since 2013, we organize the TEDxGeneva conferences in Geneva. For each edition, we invite about 10 people to give their talk on stage, and share with our audience a vision, a story, an idea about a wide selection of subjects...

TED^xGeneva


x = independently organized TED event

TEDx events are created following TED's model. Our conferences cover regularly subjects such as social transformation, ecological and technological developments, the evolution of common goods through art, design and humanism. Our themes remain open and in compliance with the TED spirit, in order to allow a wide diversity of topics and innovative ideas. Each talk is filmed, then edited and published on the web under a Creative Commons license for wide distribution in schools, professional associations, micro-entrepreneurs ...





WORLDWIDE AND LOCAL COMMUNITY

The talks are filmed and published on YouTube to ensure a wider audience*

TEDxGeneva is :

- | | |
|--|---|
|  114 online talks |  2500+ followers |
|  13 issues since 2013 |  2500+ followers |
|  More than a million views |  3000+ followers |
|  +10 speakers every year + |  300 followers |
|  400 participants per issue | |

TED It's :

- | | |
|---|---|
|  + de 3500 talks worldwide |  + More than 2 000 TEDx talks all over the world |
|  • More than 5 billion views | |
|  • An open and free licence for all the 11000 talks (2020) | |

* Creative Commons license BY-NC-ND without commercial use, without modifications

WHY SUPPORT SUCH AN EVENT?

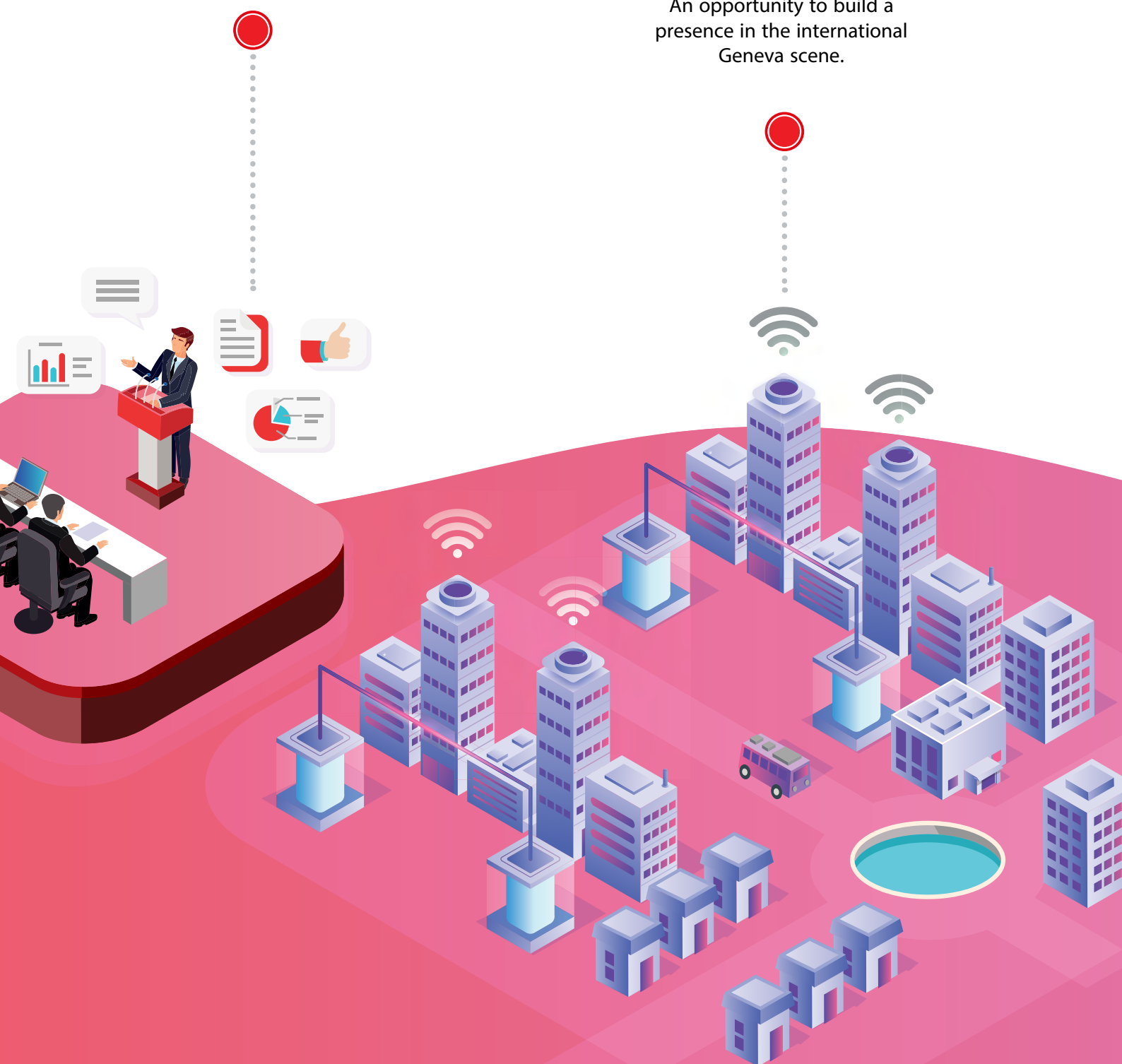
A sustainable presence of your brand through our videos with thousands of views.

Join a global movement that is a leader in innovative ideas.



A platform to share ideas worth spreading and create civic awareness for your partners and collaborators.

An opportunity to build a presence in the international Geneva scene.



WHAT IS THE BENEFIT FOR YOU?



Supporting TEDx Geneva is above all the opportunity to live and share with your clients / partners / collaborators the experience of being actors in the TEDx adventure: of being part of those companies that invest in the emergence of innovative ideas and demonstrate this through their active participation in life changing projects.

This is an opportunity to showcase your brand image, your products and services to our audience of opinion leaders, decision-makers, creatives and gain visibility through your presence on site, through visuals or on our videos, by mentioning your support.

At the same time, it is the possibility of inviting your network to an exceptional event.

WHAT IS YOUR ORGANIZATIONAL PARTNERSHIP?

Every partner has specific needs: to strengthen the confidence of existing key customers , to acquire new customers, to continuously train employees on the culture of change.

We can offer you a wide range of customised partnerships, based on the following guidelines (1 to 3):

	★	★★	★★★
MAXIMUM NUMBER OF PARTNERS	10	6	4
costs	≥ CHF 5'000	≥ CHF 10'000	≥ CHF 20'000
NUMBER OF PUBLICATIONS	1	1	1 / an
VISIBILITÉ	Minimal	Medium	Maximal
On www.tedxgeneva.net	1 an	1 an	According to the duration of the partnership
On the event program	✓	✓	✓
On the partner slide projected during the event	✓	✓	✓
On the videos (intro)			✓
On the videos (end)		✓	✓
On our mailing		✓	✓
On the event's banners			✓
CHOICE OF BENEFITS*. *according to offers below	1/2	1	2
SEATS OFFERED PER EDITION	5	10	20

YOUR OWN INCUBATOR

We encourage you to see TEDxGeneva as an incubator of ideas within your organization and to participate not only as a partner, but also for your continuous learning. We look forward to hearing your ideas and being part of our future creative community.

Following the exchange, we draw up an offer of service. When agreed, the partnership is established. For both 2 and 3 stars, we encourage partnerships over 3-5 years.

Your financial commitments cover **only the incompressible costs:**

- ✈ Speakers' travels
They are all involved without compensation, for the passion to spread ideas or for their own socio-professional careers.
- 📷 Recording and editing of videos by an outstanding professional studio.
- 🛒 Rental of equipment: sound, video, images, banners.
- 🍷 Food & Beverages, event administration, room rental, rewards for volunteers.



CHOICE OF BENEFITS

1

COCKTAIL & TICKETS

Participation in the cocktail party at the end of the conference, is an opportunity to meet other partners, our speakers, and outstanding personalities who participate in TEDxGeneva. For an efficient networking, a private space is reserved during the cocktail reception with our local providers and our team

The number of tickets you receive varies according to the type of partnership you choose.

2

WORKSHOP «LET'S PITCH TED-STYLE»

We can provide your organisation with a TED style ideas workshop, ideally for 12-15 participants. At this workshop, we offer a talent appreciation contest.

There is an extensive literature about the art of presenting innovative ideas, the transformation of an idea into a story... that we help you enjoy, assimilate and adopt in your daily business practices.

Our team can also help you organise and format your own internal TEDx, and leverage our expertise to make the most of that experience. This workshop typically takes between 4 to 8 hours to complete.



3

PUBLICATIONS

We invite you to combine your logo with a printed or digital publication that will be distributed before, during and after the event to the public interested in innovation, technology and design in Geneva. We have produced various publications and supports that extend and reinforce the approach of useful ideas to share, which you can distribute to your target audience. What these publications have in common: they are all relevant, informative and functional.

4

WEB-TV

Together we produce a meaningful video interview with one of our keynote speakers for your website and/or online courses that you can use for internal training or for third parties. The video publication is under the same licence as TEDx conferences, allowing a broad dissemination of knowledge under your umbrella.

Example: how to use the good practices of the Internet and the culture of change. Refer to the book "Citoyens du Net".

([tinyurl.com / livreCDN](http://tinyurl.com/livreCDN)).



5

TEDxGeneva SPEAKER AT YOUR COMPAGNY

We offer you an additional conference in your company with one of our Keynote speakers. This conference will be longer and more detailed, 45-75 minutes, on a theme related to your fields of reference and allow a meeting with your audience.

6

BOOTH DURING THE EVENT

To reach directly our audience of leaders, decision makers and opinion makers, you can present your products on a stand (during start, intermission and cocktail end - no direct sales). A space is reserved for each partner and we also offer innovative and valuable ideas in terms of visibility.

7

INVITATION BEHIND THE SCENE

We invite you to have a unique experience, by attending a rehearsal of speakers prior to the date of the event.

This experience allows you to discover the art of coaching and organizing a TEDx conference, meet our team and enjoy every opportunity.

You can interact directly with our speakers on topics that are likely to be useful to your business.

THEY SUPPORTED US DURING OUR OUR PAST EDITIONS



RAIFFEISEN

AND MANY OTHER LOCAL
AND INTERNATIONAL
ACTORS:

Fairward, Piguet Galland & Cie, Switcher, Virtua, Labellebleue.ch, Fondation Emilie Gourd, My Big Geneva, Opaline, Prolibre, RAW-LAB, SI-Swiss Informatics Society, Social IN3, Sylvain&Co, Remarq, and others.

YOU ARE WELCOME TO CONTACT US.

MORE INFORMATION

You can find all the information by clicking on the links below.
You can also contact us directly; we would be delighted to talk with you!

About TED : www.ted.com

What is a TEDx ? <https://tinyurl.com/TEDxwhatis>

About TEDxGeneva : www.tedxgeneva.net

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THANK YOU!
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