



City & Hackney  
**Population Health Hub**

**How to do a TEDx style talk**



# TED style talks

## Difference between TED talks and usual presentations:

- ◆ TED talks are not about information exchange. Rather, they are about emotional resonance, potentially leading to behavioural change
- ◆ No slides (trust me irony of this isn't lost on me!)
- ◆ Valuing people's attention and time

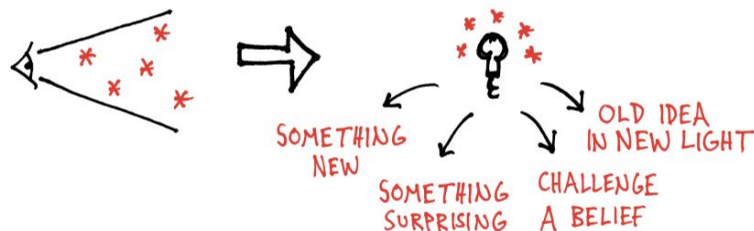
## Start with:

- ◆ Is your idea a new idea?
- ◆ Is it interesting to the least interested member of your audience?

## DEVELOP AN IDEA

### WHAT MAKES A GOOD IDEA FOR A TALK?

TAKE EVIDENCE OR OBSERVATIONS AND DRAW A LARGER CONCLUSION





# Questions to improve your idea

## Develop:

What is your unique idea (convey this in a few key sentences) and why are you best placed to talk about it?

- Make your audience care (use relatable examples or intriguing ideas)
- Explain your idea in a few sentences
- Call to action – what do you want from the audience?
- Reveal new reality (how the audiences' lives will be affected by your idea)

**Watch:** <https://youtu.be/-FOCpMAww28?si=mKr2jKK55nddk7iF>



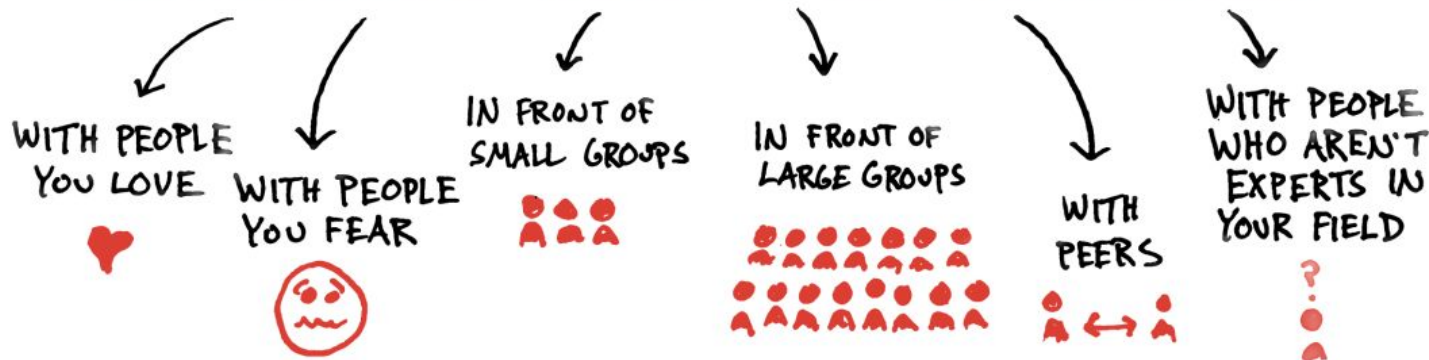
## Slides / visual aid

- ◆ **NO SLIDES!** – this is to force you to know how to communicate your idea without relying on slides.
- ◆ Remember **a picture is worth a 1000 words**, so unless the visual aid adds impact, you are better off talking about this.



# Practice

## REHEARSE, REHEARSE, REHEARSE!



ACCEPT CRITICISM, LEARN FROM IT, AND KEEP REHEARSING

**★ TIP:** MAINTAIN A NATURAL VOICE BY IMAGINING YOU'RE SPEAKING TO  
JUST ONE PERSON IN A SPONTANEOUS ONE-WAY CONVERSATION



# Resources

- [Speaker Guide | TEDx Talk](#) (PDF)
- [TED's secret to great public speaking | Chris Anderson | TED](#) (YouTube video)