

Talking like a TED: Pimp Your Presentation in a Writers' Workshop

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Only a few speakers share a one once in a lifetime experience. They perform on stage at [TED Conference](#). Presenters must prepare a lot to qualify for a chance to provide their »[ideas worth spreading](#)«. As a result, they often present jaw-dropping topics, provide stunning visual means and rehearse a lot they are ready for delivery.

After a long history of TED Conferences, you can look at a collection of [2,000+ high-value presentations](#) from topics like [Activision](#) to [Yesallwoman](#). All these presentations had been prepared with an extreme effort to deliver surprising insights.

But you can increase your presentation capabilities without assistance from TED organizers. We have customized the rules of a writers' workshop to improve your presentation literacy. Now, what is the link between TED conferences and a writers' workshops?



Curator Chris Anderson at TED Conference 2007

The Roots

Richard Gabriel wrote a seminal work on the art of writers' workshop [[Gabriel 2002](#)]. From the very beginning, it was crystal clear to him that such a review format was written even »for businesspeople looking for ways to improve collateral material and presentations, ...« [Gabriel 2002:xvii]. His fundamental approach is »not limited to writing, drawings, and designs, but can be applied - and has been applied - to anything that people make: software, patterns, pattern languages, organizations, presentations, brochures, marketing campaigns, business plans, companies, plays, performances, music, conference plans, food, interior decoration, landscaping, hairstyles, perfume choices, and on and on.« [Gabriel 2002:1f]. He has noticed that »participants who are new to the format have commented that it seems to get more information out of the work in far less time and that a standard review process that might require weeks can take place in one or two days.« [Gabriel 2002:4].

For the first time, we will offer a writers' workshop especially adapted to a »presentation delivery« at EuroPlop 2016! You are invited to join, either as a speaker or as a listener and reviewer.

Apply to Present or Review

If you consider applying for a presentation slot there are simple rules:

- You decide on your topic (no limits, no constraints)
- Slides or other supporting means are not a must, but optional
- You will inform in advance of your expected target group
- The presentation is limited to a maximum of 18 min

As a speaker if you want to use slides or other supporting tools you will find tips and instructions in the [TED Speaker Guide](#).

Your Outcome

What will be your result of that workshop? As a presenter, you will get insights in your presentation style. As a reviewer, you will learn how a writers' workshop format can be adopted to a real-life communication context beyond the typical writer-reader-gap.

Either way, you will increase your awareness how a presentation creates an impact on the uninformed viewer. You will gain a precise perception on how your body language influences your performance (and the reception process viewers).

Join in!

We await your application. The workshop offers limited presenter slots and audience seats. If you like to attend, please mail to stefan.holtel@brightone.de. Leave your contact details, the title of your presentation, and request your technical requirements. First come, first served. We will arrange the agenda accordingly.

Don't miss this opportunity to deliver a presentation to an audience that will provide valuable feedback on your efforts. We are looking forward to transferring the benefits of a writers' workshop to the realm of live presentations.