

The Speaker's CODE

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TED Ideas worth spreading

TEDx + TEDx Talks

ABOUT TALKS | FIND AN EVENT | ORGANIZE AN EVENT | ORGANIZER RESOURCES | FEEDBACK

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TEDxFlanders - Lars Sudmann - On public speaking

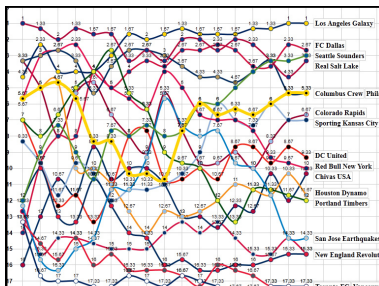
Budget Proposal for next Fiscal Year

- Invest 150 K in fixing the issues

	Share of share		Share of size		Share of label	
	Jan-June	Index	Jan-June	Index	Jan-June	Index
Belgium	FreeTex	-2	100	85	117	115
France	FreeTex	24	100	85	117	115
Germany	FreeTex	12	100	85	117	115
Luxembourg	FreeTex	40	118	28	105	102

- Invest 200 K' EUR in growing the consumer equity via sophisticated, multi-media enabled synergy copies

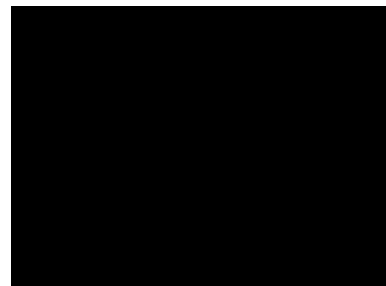
Delivering Excellence through Passion



What I have

Martin Luther King, Jr

- I have a dream
- I want to have it implemented asap



CONTENT ORGANIZATION DELIVERY EFFECT

CONTENT ODE

Exploration

C
ORGANIZATION
D
E

World
Championship

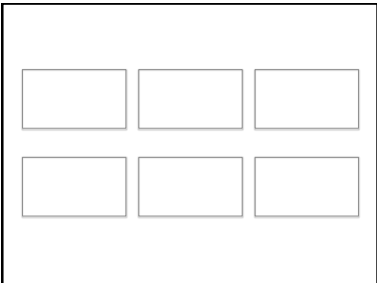
Guy Kawasaki



Guide Your
Audience

Introduction
Statement
Point 1 Statement
Point 2 Statistic
Point 3 Story
Conclusion
Call for Action

Storyboard



Your Turn

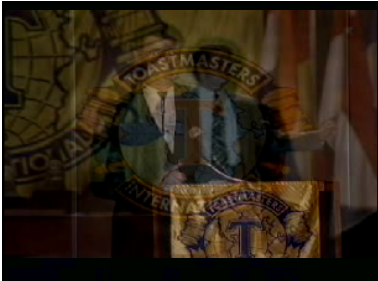
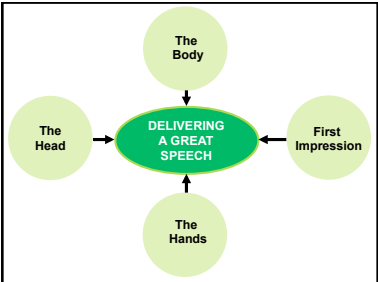
Delivery
PechaKucha
style



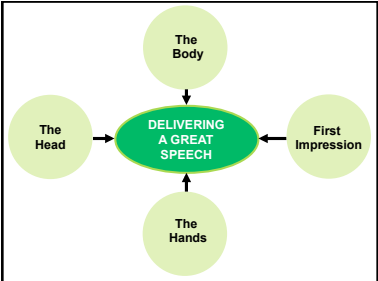
15 seconds
per slide

The 'Elephant Rule'

C
O
DELIVERY
E



Forget all Body
Language "Laws"

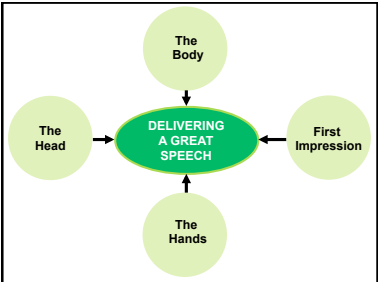


Body Posture

Ancient Statue & Repetitive Gesture Style

Steve Ballmer Style

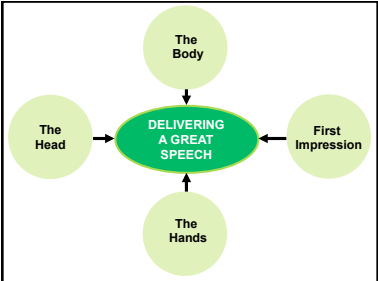
Professional Style



Feedback



Your Turn



Interact with
your audience

Stories



Once upon a time there was _____
Every day _____
One day _____
Because of that _____
Because of that _____
Until finally _____

Analogy	My data point compares to....
Story	This is what happened
Interesting Fact	Did you know that?
Data Development	Any data flow that I could show?
Anything else?	Any other interesting element?

**CONTENT
ORGANIZATION
DELIVERY
EFFECT**