

THE TEDX CONFERENCE, 16 OCTOBER, THE OPEN WINDOW, PRETORIA

Who or what is TED?

TED is a small nonprofit devoted to Ideas Worth Spreading. It started out (in 1984) as a conference bringing together people from three worlds: **Technology, Entertainment, Design**. Since then its scope has become ever broader. Along with the annual TED Conference in Long Beach, California, and the TED Global conference in Oxford UK, TED includes the award-winning TED Talks video site, the Open Translation Program, the new TEDx community program, this year's TED India Conference and the annual TED Prize.

What does TEDx mean?

TED has allowed individuals in countries all over the world to organize and host smaller, localized TED-like events. These are called TEDx events, where the x denotes it as an independently organized TED event.

TEDx Pretoria 2009 is such a local TEDx event, which will take place on the 16th October 2009.

What are the themes of a TEDx event?

TED and TEDx events cover a wide spectrum, from **Technology, Entertainment and Design** (from which the name "TED" is derived), to arts, culture, conservation, sustainability and social upliftment, to name but a few.

About TEDx Pretoria 2009

TEDx Pretoria 2009 is a local TED event, organized under license from TED, and will take place in Pretoria on the 16th October 2009.

The event will have as its 'theme' the areas of technology, entertainment and design.

The program of the event will include content supplied by TED (from their international conferences) as well as a live presentation in each of the three areas by carefully selected guest speakers.

The event will be professionally facilitated, with a high standard of quality in presentation and execution being adhered to.