

TED^x

SaxionUniversity

x = independently organized TED event



Ideas worth supporting

What is TED?

TED

TED is a non-profit organization devoted to “Ideas Worth Spreading”. Started as a four-day conference in California in 1984, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world’s leading thinkers and doers to speak for 18 minutes. Their talks are then made available, for free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and Gordon Brown.

TED and TEDx

In the spirit of ideas worth spreading, TED has created a program called TEDx, which is a program of local, self-organized events that bring people together to share a TED-like experience. The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at a local level.

TEDxSaxionUniversity

In order to support the TED idea in the Eastern part of the Netherlands, we established a TEDx event on our own in 2012 at Saxion University of Applied Sciences, which became one of the biggest TEDx Events in the Netherlands. We are an international stage for people with inspiring ideas from and around Saxion University of Applied Sciences in the Netherlands, located in the cities Enschede, Deventer and Apeldoorn. TEDxSaxionUniversity is an independently organized TEDx event under the guidelines from TED.

Statistics and facts worth sharing

Facebook

- Our fan page has more than 1.500 Facebook likes at the moment and is still growing
- On average we reach about 600 people per post, during events this number even goes up to about 13.000 people
- Most of our fans are aged between 25 and 34
- 56% of our fans are female and 44% are male
- The biggest part of our fans is based in the Eastern part of the Netherlands, mainly in Enschede and Deventer

Flickr

- All our official event pictures are published on our Flickr account, where you will already find more than 1.000 pictures

Website

- Our website tedxsaxion.nl is our central communication platform which is viewed about 1.000 times per month on average
- We also have blogposts by several authors which are published 2 to 3 times a month

YouTube

- The videos of our events are posted on our own YouTube channel, which already had more than 9.000 views in total

Twitter

- Our Twitter account has 868 followers and is mainly used for community building and web care

Newsletter

- More than 1.600 people subscribed to our regularly sent TEDxSaxionUniversity newsletter

Instagram

- More than 400 follow us on Instagram, where they see about 2 to 3 posts per week

Other

- TEDxSaxionUniversity has been founded at Saxion University of Applied Sciences, which is located in Enschede, Deventer and Apeldoorn and has more than 26.000 students and 2.900 employees
- TEDxSaxionUniversity is regularly mentioned in many places at and around Saxion University of Applied Sciences
- Our team consists of about 20 volunteers with a great (international) network

Why do we need partners?

In order to organize TEDx events in our region, we depend on the support from innovative people and organizations within our region. Therefore we are looking for partners who believe in the TEDx idea of ideas worth spreading and who want to engage in an authentic dialogue with an exclusive and valuable audience: young people with fresh ideas, who want to share their visions and thoughts in a passionate, open-minded and most notably, an innovative community.

By providing their support, partners of TEDxSaxionUniversity will have an opportunity to test their ideas for the future and be challenged to positively impact their community in new ways!

We appreciate every form of contribution to our events; not only through financial contributions but also volunteering at our events, for example in the form of catering or technical support etc.

TEDxSaxionUniversity is primarily organized by volunteers, but is subject to the general conditions and strict rules by TED and is therefore guaranteed to be executed in a professional way.



Why should you support TEDxSaxionUniversity?

- **Support innovations and innovative young people with great ideas**

TEDxSaxionUniversity events are crowd-pulling, non-profit events and therefore attract a lot of attention from regional (newspaper and word of mouth) and supra-regional (website and social media) crowds. The support of our partners will be mentioned where possible.

- **Show your own ideas worth spreading**

The public attention we attract through our events is not only high in numbers, but also in quality: people are attracted by TED because of the innovative and international nature of the community, where people can get in touch with like-minded people and gain new insights about solutions and answers for tomorrow's problems. TEDxSaxionUniversity is the perfect meeting place for innovative and creative people and organizations.

- **Get in touch with our community**

The TEDxSaxionUniversity community is very diverse and consists of (international) students, entrepreneurs, researchers and innovators who are curious about what's happening all around TEDxSaxionUniversity. They seek to get in touch with like-minded people and generally are open to new solutions and ideas from like-minded organizations.

TEDxSaxionUniversity events are fully planned and coordinated by independent, enthusiastic individuals, operating under a license from TED. Organizers of TEDxSaxionUniversity events are not hosting events for political reasons, monetary reward or personal gain. They do it because they truly **believe in the power of great ideas.**

An extract of our partners & supporters



Recent & upcoming



Who are we?

“Pursuit of Happiness”

What will make you truly happy? And what is really important to you? More than 1.000 people joined us in finding those answers during the big TEDxSaxionUniversity conference themed ‘Pursuit of Happiness’, in November 2015 in Wilinktheater in Enschede. In two sessions with live speakers and artists, we challenged our visitors to find purpose in our fast and constantly changing world.

“Open Mic 2016”

In June we held our second Open Mic event. Over 40 pitchers sent in their ideas worth spreading, out of which 16 potential TEDx speakers were selected to pitch their idea in a 3 minute mini-TEDx talk. In the end the audience voted for their favorites, who now have the chance to share their idea at our next big conference.

“Brave New World”








Our next big TEDxSaxionUniversity conference will be held at Deventer Schouwburg on 29 November 2016. A wide range of speakers and artists with different backgrounds will be sharing their insights and ideas on our “Brave New World”, which will be the main theme of this event. Keep checking our website and social media channels for more information!

Our 2016 TEDxSaxionUniversity team is very diverse; it ranges in age from a 17 year old high school student to a 60+ retired employee. In nationalities we have roots in Iran, Egypt, Nepal, Indonesia, Ghana, Romania, Bulgaria, Poland, Germany and of course the Netherlands. The team represents our community and the audiences that attend our events. We’re all volunteers and are actively involved in TEDxSaxionUniversity because we truly believe in the power of great ideas.

Have we sparked your interest?

We would gladly share ideas on how we could work together with you. Feel free to contact us for any further information, we are looking forward to hearing from you soon!



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-  info@tedxsaxionuniversity.com

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