GORNYI TALKS: TED-STYLE PRESENTATION FORMAT

TED stands for Technology, Entertainment, Design.

The unique style of presentation in this format is the ability to deliver the idea in accessible language that the audience was interested in. Speakers of TED conferences are people who have been successful in their field, ready to share ideas worth spreading. TED format gives 5-10 minutes, maximum 18 minutes per talk. During this time, the speaker manages to demonstrate the value of his idea for the audience.

The basic principles of TED-style talk are:

- novelty;
- popular and non-formal presentation;
- emotionality;
- unforgettable experience, intrigue;
- gentle humor;
- individual style of presentation.

During the speech, is not supposed to speak from a lectern and lecture from notes. It is possible to demonstrate slides or video. The speaker talks about his idea from the stage.

TED speakers should not touch on sensitive political, religious or pseudoscientific topics, as well as advertise any commercial products.

The main TED conference is held annually in Vancouver, British Columbia, Canada at the Vancouver Convention Centre. Prior to 2014, the conference was held in Long Beach, California, United States.

TEDx is a local TED-like event (TEDxNevaRiver, TEDxSadovoeRing).

TEDx conferences are new for the university and at the same time a very successful form of the popularization of science.