

HOW CENTER STAGE IMPROVES TED-TYPE KEYNOTES



TED (Technology, Entertainment and Design) is a nonpartisan, nonprofit phenomena devoted to sharing ideas in communities around the world. These inspirational conferences, led by experts with ground-breaking content, set the kind of high standards for effective public speaking that has always been the hallmark of Center Stage. With common ground of being short, sweet, and to the point, Center Stage and TEDx talks both strive to inspire and educate. A variety of TED speakers have used Center Stage principles and techniques to present their ideas with a memorable stage presence.

EXAMPLE

The TED logo, consisting of the letters "TED" in a bold, red, sans-serif font, enclosed in a white rectangular box.

As with all public speaking, there's the content and the delivery. Most people struggle with both. One Center Stage client had an interesting idea and was selected for a TEDx talk, but the best parts of her talk were buried among words that were less powerful. In addition, she'd become mechanical in her delivery. She learned the skills to speak more from the heart with stronger content. After the entire event was over, and her talk earned her a standing ovation from a packed house, the organizer asked her to do it again to an empty auditorium. Why? The videographer made an error and there was no recording for her. Exhausted, she nonetheless less did it again, like the seasoned pro she had become.

CENTER STAGE TIP

TED talks stakes are high, because you are videotaped for the world to see-- forever on the TED website. The physical circumstances are demanding. For example, a small red carpet defines the space where you stand. Rehearsing with a specific, physical setting in mind, for any presentation, means you will be more likely to handle unexpected challenges that may arise.