

TED^xBeaconStreet

Adventures

ADVENTURE TOOLKIT

TABLE OF CONTENTS

Overview of Adventures	3
Background of TEDx and Adventures	4
Our Objectives for Adventures	5
The Essence of an Adventure	7
The Rules for Adventures	8
Life Cycle of an Adventure	9
Adventure Best Practices	12
Adventure Examples	13
Adventure Checklist	16



OVERVIEW OF ADVENTURES

Adventures are unusual and thought-provoking experiences that give participants the chance to engage with their community and region in a unique way.

Adventures are unique and intimate events, designed to offer participants unparalleled, behind-the-scenes access to the people and places that make the local community so dynamic.

Adventures can serve many purposes for different communities, but for TEDx organizers, they extend the TEDx phenomenon beyond the single day of the event, enabling many more people to participate as we extend the possibilities for both speakers and audiences. By holding Adventures throughout the year, many people can become involved in presenting, learning, and advancing ideas into action.

Because Adventures offer an alternative format to the standard TEDx talk, concepts that are not easily communicated in a brief presentation can be explored and discussed. Adventures can include hands-on or on-site experiences, deepening understanding and accelerating the spread of ideas. Communities dedicated to the advancement of worthwhile ideas can support ideas in action.

Participants can meet and interact with the masterminds behind the future of technology, business, and entertainment, to name just a few. As many of our Adventures are cross-generational by design and open to all, we can stimulate conversations among people of all ages, professions, and neighborhoods.

With Adventures, we can harness the energy and enthusiasm generated by a TEDx conference and turn our community into a laboratory where ideas can continue to evolve and spread beyond the day of the event.



BACKGROUND OF TED^x AND ADVENTURES

Adventures join a valuable tradition of TED innovations – we'd like to see them take hold and spread rapidly



2006

From its original conferences, TED expanded its reach by building a website for videos of the conference talks that has become a powerful channel for the spread of ideas.

2009

TED Curator Chris Anderson announced the TED^x initiative, a series of local, licensed TED events around the world to continue TED's mission of "Ideas Worth Spreading."

2010

TEDxBoston Executive Curator John Werner piloted Adventures for TEDxBoston and hosted post-conference activities at several TED conferences.

2011

TEDxBoston expanded from 20 to 60 Adventures, involved 5500+ participants, and proved so successful that there seemed only one thing left to do: take them further and create TEDxBeaconStreet with Adventures as its foundation.

2012

TEDxBeaconStreet hosted an Adventure Catalyst workshop at our inaugural event.

OUR OBJECTIVES FOR ADVENTURES

Our Adventures have objectives from several different perspectives

Audience

- Engaging the local community by involving people across a diverse spectrum
- Exploring, talking, engaging, mingling and celebrating for a more active experience
- Stimulating questions, learning concepts and viewing things from new perspectives
- Reaching greater depths of involvement and acting on ideas beyond the single day
- Connecting with speakers before or after an event
- Enabling community members to step up to design and lead Adventures

Speakers

- Creating deeper two-way conversations with the audience in a more intimate setting
- Providing a format for ideas that do not fit well into a talk from stage or for speakers who may not be at their best in a stage talk setting
- Creating a new “unit of media” (video documentation of Adventure) to help spread an idea
- Providing a “test bed” for feedback and refinement of ideas for future presentations



OUR OBJECTIVES FOR ADVENTURES

Our Adventures have objectives from several different perspectives

Ideas

- Enabling more in-depth discussions and deeper understanding of ideas
- Showcasing local gems and innovations
- Providing a way to update ideas, as ideas progress and change
- Enabling “citizen journalists” to report on and spread ideas they are interested in
- Experimenting with different formats and faster ways to spread ideas

Your TEDx

- Continuing the connection and engagement of the audience between events
- Engaging people who might be interested in getting involved in your event
- Providing “wind at your back”— Adventures are EASIER than organizing a full event



THE ESSENCE OF AN ADVENTURE

At the core, Adventure participants...

- ...experience something really different, unique, and inspirational
- ...have a shared, active, memorable experience
- ...feel connected to the local community and its people and resources
- ...receive an infusion of new ideas - a fresh look at something, a discussion that generates deeper understanding
- ...feel inspired to DO something and advance new ideas



THE RULES FOR ADVENTURES

Dream Big Strive to create the best Adventure possible

Be Memorable Do something attendees will remember

Show Off Showcase your region's strengths

Reveal New Items Something never seen or heard of before

Engage People Unlike a talk, participants DO things in an Adventure

Simplify Things Make the complex plain with stories

Connect people Mingle and network with others

No Selling Unless asked, the speaker should not talk about his / her company



LIFE CYCLE OF AN ADVENTURE

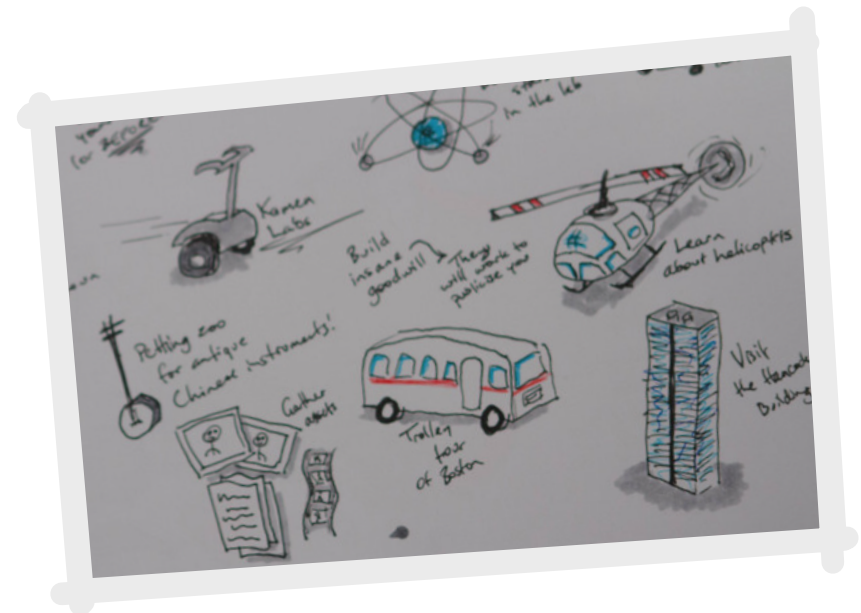
Planning an Adventure

1. Solicit and Prioritize Ideas

- Share our concept with others
- Encourage people to contribute thoughts and contacts for future Adventures
- Periodically, review Adventure suggestions and choose top Adventure candidates
- Invite hosts to develop specific Adventure ideas

2. Develop Ideas

- Work with hosts to develop unique and exciting Adventures
- Determine Adventure details and logistics



LIFE CYCLE OF AN ADVENTURE

Communicating with attendees

3. Announce Adventure

- Create event in your registration system
- Post Adventure in Adventure Calendar on website
- Set up registration to collect key info from attendees (fun fact, title, affiliation, waiver if necessary)
- Solicit people to photograph, video, document
- Encourage people to share and invite others

4. Send Confirmation & Reminder

- Confirm venue and all logistics, include map
- Generate interest by sharing interesting information about speaker and “fun facts” about other participants
- Request that they cancel if they have had a change in plans

5. Finalize with Host

- Share the attendee list with the host and the facilitator (name, title, affiliation, fun fact)
- Provide the max number of attendees and estimate the no-show rate



LIFE CYCLE OF AN ADVENTURE

Adventure and follow-up

6. Hold the Adventure

- Facilitator or Master of Ceremonies sets the stage, encourages participation, and makes sure Adventure runs smoothly
- Encourage participants to photograph, video, and communicate about the Adventure via social media

7. Follow-up

- Send attendees thank-you letter; solicit feedback and testimonials about the experience
- Encourage blogging, social media, and providing you with photos, video, and testimonials for your website
- Send thank-you note to host; include notable quotes from participant feedback and any particularly good photos and videos from participants



ADVENTURE BEST PRACTICES

Important ingredients that make a big difference in the whole experience of an Adventure.

No charge for Adventures

Make the Adventure accessible to a wide range of participants. If money is needed to defray out-of-pocket costs, a sponsor should be sought.

Interesting Combinations

Think about how to get different people / entities to each contribute a little something unique - and the combination will be something interesting and unexpected.

Interesting Venues

Every city has interesting venues, landmark buildings, and hidden gems. Don't use ordinary conference rooms, but have the venue itself add an element of interest to the Adventure.

Topics

Adventures framed around current events can be really compelling. What is going on RIGHT NOW that you can build an Adventure around?

Formats

Consider wildly different formats: panel discussions, hands-on demonstrations, using the audience as a focus group or test team, or trying someone's profession for a few hours.

Timing

An Adventure can take place any time! Weekdays, weekends, crack-of-dawn, nighttime - all will be accessible to different audiences.

Audience

Gather information on your potential audience (we love to collect "Fun Facts"), curate the participants, and share the information with the speakers. Encourage the speakers to use the information to figure out how to get the audience really engaged.

Master of Ceremonies

Set the stage at the beginning of an Adventure, ensure that there is a good two-way dialog, clarify a "Call to Action" at the end.

ADVENTURE EXAMPLES

Become a Minimally Invasive Surgeon



Do you think you have natural surgical skills? Let's find out. Join Dr. Steven Schwaitzberg and his team of Harvard Medical School researchers at the Cambridge Health Alliance, and try your hand at the real laparoscopic skills used in surgery. Adventurers will get their chance to try the skills of the Fundamentals of Laparoscopic Surgery Examination (FLS), which is required of all general surgeons in training. Scores will be recorded throughout the day, and a Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) t-shirt will be sent to the winner, along with significant bragging rights.

WE LIKED

- # access to a surgeon at the top of his career (who incidentally had a talk on TED.com)
- # hands-on
- # multi-generational
- # opportunity to try something unusual
- # might encourage young people (possibly with video game skills) to consider surgery as a career

ADVENTURE EXAMPLES

For The Love of Lobster



WE LIKED

- # connection to a local specialty and key industry (lobster)
- # important current topic (lobster surplus drove prices way down)
- # hands-on
- # multi-generational
- # opportunity to try something unusual
- # interesting combination of science and real-world business
- # high-school student who participated blogged about the Adventure

Join our experienced lobstermen as you actively participate in hauling 100 lobster traps and learning the day-to-day things of what it takes to be a New England lobsterman. A marine biologist will explain why there is a current surplus of lobsters, and the lobstermen will describe the effect this has on the lobster business. Afterward, partake in the delicious feast you helped bring in with your own hands!

ADVENTURE EXAMPLES

Glass-Blowing



WE LIKED

- # Adventure held in a low-income neighborhood
- # Adventure held on a holiday
- # multi-generational
- # historical and contemporary element
- # good combination of science and art

What is involved in the ancient process of glass making? How are its techniques relevant to today and is it still a relevant art form?

Diablo Glass School, which opened in 2001, allows novices and artisans alike to create glass arts in the School's Boston studio. Join us on Veteran's Day for this Youth Adventure, which will open children's eyes to the centuries-old art of glass making.

Participants will be exposed to a broad spectrum of glass techniques in glassblowing, flame working, fused glass and stained glass. Come see what students learn by becoming initiated into this process - do they simply acquire an appreciation for the art? An appreciation for the science? Perhaps both.

ADVENTURES CHECKLIST

Before the Adventure

1. Develop the Adventure concept. Consider combinations of topics, presenters, activities, and location to make the Adventure unique. Involve as many senses and make it as hands-on as possible.
2. Recruit a team to make your Adventure a success. You may need an organizer, presenter, venue host, writer, facilitator, and videographer / photographer.
3. Determine the Adventure logistics: date, time group size (we recommend no more than 20 – 50), address, directions, maps, security or non-disclosure requirements, safety gear or clothing requirements.
4. Work with presenter on the info you will need for communications: title, thought-provoking question as a header, compelling description, speaker bio and photo. Determine your promotional strategy: website, email, social media?
5. Determine the information you want to collect from participants and develop the electronic registration form. Curate the attendees if appropriate.
6. Draft the participant communications: acceptance letter, directions, background, pre-reading, any other requirements. Consider letting the participants learn about each other before the event (fun facts!).
7. Confirm final details with speaker, venue, etc. Assemble food / drink, supplies, badges, printed materials, props. Provide the speaker with a list of the attendees, affiliations, and fun facts.

- Average depth is 4,000 m (~2.5 miles); 8 tons per square inch at deepest point
- one person supporting 50 jumbo jets
- Mid-ocean ridge system is ~65,000 km (40,000 miles) long; ~ 90% of all volcanic activity

"How inappropriate to call this planet Earth, when clearly it is Ocean".

ADVENTURES CHECKLIST

During the Adventure

1. Clearly mark the arrival area for your Adventure, and provide names of attendees to Security if needed. If required, secure a signed waiver form from participants.
2. Having an Adventure facilitator or Master of Ceremonies can help create a special experience. Have the MC lead the following:
 - Introduction. Introduce the speaker and have the participants introduce themselves with an interesting fact.
 - Dialog. Prepare some thought-provoking questions to stimulate dialog among the participants. Get the participants engaged and involved — solicit feedback about the idea from the presenter.
 - Call to Action / Next Steps. Prepare a “Call to Action” for the end of the Adventure: what the participants can do and act upon, or how the participants can help bring an idea to life.
3. Ideally, the presenter should interact with the audience, asking questions and encouraging dialog. Include humorous stories, candid viewpoints, and even stories of things that didn’t work!
4. Encourage participants to get video and photos of the event, and to post their experiences and thoughts on social media.



ADVENTURES CHECKLIST

After the Adventure

1. Send thank you notes to the presenter and host location and anyone else who helped.
2. Post photos, summaries, reflections, feedback on the Adventures website, and use social media to spread the word about the amazing experience. Ask participants to help generate interest and connections!
3. Send a follow-up survey to the participants and share the results with the presenter.



THANK YOU

For more info, please contact john@tedxbeaconstreet.com or laura@tedxbeaconstreet.com