



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**

Council Meeting Presentation Request

Completed requests to make a public presentation must be received by 12:00 noon on the Wednesday immediately prior to the scheduled meeting. **Presentations are a maximum of 5 minutes in duration.**

Presentation Information	
Preferred Date of Presentation	February 26, 2019
Name of Presenter(s)	Manny Makia, TEDxYMM Curator
Organization Represented	TEDxFortMcMurray (#TEDxYMM)
Topic	TEDxYMM: a not-for-profit, community & volunteer-driven program that includes events that inspire innovation and showcase Wood Buffalo to the world
Please List Specific Points/Concerns	Announce the revival of the acclaimed TEDx global program in Wood Buffalo. Inform Council of extensive community network of partners to support the program Highlight youth development & rural inclusion as core components of the program
Action Being Requested of Council	Request Mayor and Council's support of the implementation of the TEDxYMM 2019 Portfolio.
<p>Are you providing any supporting documentation (ie: Powerpoint)? <input checked="" type="radio"/> Yes <input type="radio"/> No</p> <p>If yes, the documentation <u>must</u> accompany this request, as handouts will not be distributed at the meeting. To ensure that your documents meet minimum standards, please see presentation guidelines on the next page.</p> <p>Supporting documents may be e-mailed to Legislative.Assistants@rmwb.ca.</p>	

As per Procedure Bylaw No. 14/025, a request to make a presentation may be referred or denied.

x = independently organized TED event



TEDx
FortMcMurray
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This is TEDxYMM.

*Imagine a day filled with brilliant speakers, thought-provoking video and mind-blowing conversation. Welcome to the new **TEDx** platform in Wood Buffalo, creating unique gatherings throughout the region that will unleash new ideas, inspire and inform.*

About TEDxYMM

A suite of short, carefully curated talks, demonstrations and performances that are idea-focused, and cover a wide range of subjects to foster learning, inspiration and wonder - and spark conversations that matter.

Diversity of topics

All **TEDx** events present multiple issues and a diversity of voices from many disciplines.

Community-driven and bias-free

All TEDxYMM events are organized by volunteers from the local community, and lack any commercial, religious or political agenda. The overriding goal is to spark conversation, connection and community.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, **TEDx** is a program of local, self-organized events that bring people together to share a **TED**-like experience. At a **TEDx** event, **TED** Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where **x** = independently organized **TED** event. The **TED** Conference provides general guidance for the **TEDx** program, but individual **TEDx** events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, **TED** has grown to support its mission with multiple initiatives. The two annual **TED** Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. **TED** speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual **TED** Conference takes place each spring in Vancouver, British Columbia.

This is for Wood buffalo.

TEDx connects Wood Buffalo to the world. We believe that a well-designed, high quality TEDx platform is a strategic economic, educational and quality of life asset for Wood Buffalo. For this reason, we are building an exceptional TEDxYMM portfolio to connect the world to Wood Buffalo.

History of TEDxFortMcMurray

Like many things that benefit community, the idea for TEDx in Fort McMurray came from a group of emerging local leaders as they contemplated creating a highly impactful community project. Hence, in March 2012 the inaugural TEDx event was held in the region under the theme *Sharing Our Potential*. The following year, a second TEDx event was held focused on the theme *Shift in Thought*. The third and last event was organized in February 2015 focused on the theme *Pioneering*.

Kudos to the pioneers of TEDx in FortMcMurray and the organizing team of volunteers for building a successful stage for the new TEDxYMM.

The New TEDxYMM

We recognize the opportunity to connect the world to Wood Buffalo. So, in 2019 and beyond, we will deliver carefully curated talks, demonstrations, performances and tours, all designed to elevate Wood Buffalo as a launchpad for innovation.

We will deliver classroom programming, special school events and after-school clubs so that school-aged children will benefit from the educational value of TEDx. TEDxYouth@YMM, another first in Wood Buffalo, will be held in Spring 2019.

A series of TEDxYMM Salon events will take place throughout the year, culminating with the inaugural TEDxWomenYMM in Fall 2019. This TEDx is custom-made for all of Wood Buffalo.

TEDxFortMcMurray Standard Event

FALL 2019

TEDxYOUTH@YMM Special Event

SPRING 2019

TEDxYMMWOMEN Special Event

FALL 2019

TEDxSTARS School Clubs

FALL 2019

TEDxYMM SALON Themed Events

ALL-YEAR-ROUND

TEDxYMM PITCH Special Events

ALL-YEAR-ROUND

This is making a difference.

*We have a primary goal. Build **TEDx**YMM as Wood Buffalo's premier platform to unleash new ideas, inspire breakthrough actions and a launchpad for new innovations. We have the KPIs that align with that goal, including the following:*

Key Performance Indicator	Now	2019	2021
Total registered participants	400	2,500	6,000
Total livestream attendees	N/A	2,500	9,000
Attendee satisfaction	N/A	85%	90%
Net Promoter Score (NPS)	N/A	61	74
Total active TEDx YMM community members	2,500	7,000	20,000
Partner/Sponsor satisfaction	N/A	80%	90%
Total Social media reach (all channels)	N/A	350K	900K
Total YouTube views	250K	400K	800K

An aerial photograph of Wood Buffalo, Alberta, showing a dense urban landscape with numerous buildings, streets, and green spaces. The entire image is overlaid with a semi-transparent red filter. The text "This is Wood Buffalo." is positioned in the upper left quadrant.

This is Wood Buffalo.

This is our **home.**