



Report to:	Development Committee
Subject:	TEDx Belfast 2012
Date:	22 May 2012
Reporting Officer:	John McGrillen Director of Development ext 3470
Contact Officers:	Shirley McCay Head of Economic Initiatives ext 3459

1 Relevant Background Information	
1.1	TED stands for Technology, Entertainment and Design and is a global set of conferences owned by the private non-profit Sampling Foundation, formed to disseminate ideas worth spreading.
1.2	It was founded in 1984 as a one off event and through the internet has now expanded into a global phenomenon known for its cutting edge knowledge assembly and analysis. Since 2006 the talks have been offered for free viewing on-line with now over 1000 talks available. Past presenters included Bill Clinton, Gordon Brown, Bill Gates and many Nobel prize winners.
1.3	TED grants licenses to third parties to organise TEDx events in cities around the world. The programme is designed to give communities, organisations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. As of 2012 more than 3200 TEDx events have taken place in 800 cities and 126 countries around the world.

2 Key Issues	
2.1	The first TEDx event was successfully held in Belfast in March 2011 at the Harbour Commissioners' Office, with a number of leaders in technology, the arts, politics, education, science and the voluntary sector from the United States, South Africa and Ireland giving short, engaging talks which were then broadcast via YouTube

	<p>2.2 In keeping with our time our place campaign, the TEDxBelfast 2012 event is being held in Titanic Belfast on 6 June, with the theme 'Titanic Ideas'</p> <p>2.3 It is anticipated that there will be 8-10 speakers at the 2012 event: -</p> <ul style="list-style-type: none"> - Each speaker is limited to 18 minutes and no speaker is renumerated in accordance with TEDx guidelines. <p>2.4 The target audience will include 150 senior representatives from public and private sectors, entrepreneurs, creative minds and thinkers and doers in technology. Viewing will be available online following the live event which has the potential to be picked up and showed by the international TED network.</p> <p>2.5 The organising team of TEDxBelfast Team is made up of:</p> <p>Dr Gary Burnett who has many years' experience in the software industry, and now works with technology companies coaching them on business strategy, change and growth.</p> <p>Mark Finlay is a Fellow of the Royal Institution of Chartered Surveyors, who has delivered several City and Port Development/Regeneration and Economic projects.</p> <p>Davy Sims has been involved in broadcasting, new media and social media for over 30 years.</p> <p>2.6 The TEDxBelfast team is seeking headline sponsorship from Belfast City Council (£3,000) to help deliver this event.</p> <p>2.7 In return, Belfast City Council would be clearly identified as a headline sponsor alongside Titanic Quarter and Titanic Belfast on all pre-event materials (invitations, mail-shots, website) and at the event (including thanks from stage, presentation branded slide, opportunity to provide promotional stands and literature). VIP delegate places would also be made available for all Council Members and relevant council officers.</p> <p>2.8 Sponsorship of this event provides an opportunity to support valuable discussion around areas of the economy and community development which are pertinent to the roll out of the Investment Programme, complements our State of the City initiative, and provides an opportunity for us to target key influencers and decision makers with timely information on the Titanic Ideas theme.</p>
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3	Resource Implications
3.1	Financial contribution of £3,000.

4	Equality and Good Relations Considerations
4.1	The discussions during the event have the potential to lead to positive impacts in terms of equalities and good relations through developing more connected and engaged communities.

5	Recommendations
5.1	Members are asked to approve sponsorship of the TEDxBelfast event at a cost of £3,000.

6	Decision Tracking
	There is no Decision Tracking attached to this report.