

Imperial College Union  
**TEDx and TEDMED Events**  
*A paper by the DPFS – Kieron Creagh*

## **Background**

'TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design.'

As an organisation TED run various events and programs dedicated to their mission statement, 'Spreading ideas'. Most notably the annual TED Conference. They also run the TEDx program allowing local TED-like events to take place. In order to run a TEDx event the organiser must apply for a licence and abide by the rules set in place by TED.

TEDMed is a related organisation that used the TED name on licence. Its purpose is to run an event once a year on the US West coast over 3 days. TEDMed Live events are a way for Medical Schools and other qualifying institutions to broadcast as much or as little of this event for free to their members.

## **Previous Events**

This paper covers two events that have been run under the TED name, TEDx ImperialCollege on the 24<sup>th</sup> March 2012 and held in the Great Hall. The event was successful and hosted a range of speakers covering topics in Science, Medicine, Fashion and Music. Some talks appeared to merge the lines between these topics. This event was run through Media Exec and generated a surplus of £1,765.59 which has yet to be spent due to questions around what it can be used for.

TEDMED Live Imperial College was run on the 21<sup>st</sup> April 2013 in the Royal Geographical Society. Taken from the no longer active web page:

*'On the 21st of April 2013, 500 delegates travelled from 14 countries, all the way from California and Tokyo, to the inaugural TEDMED event at Imperial College London. The event combined the nexus of health, information and technology with compelling personal stories and glimpses into the future of healthcare and medicine.'*

The event made a loss of £2193.04 despite the budget going through the correct procedures at the time because of seemingly low interest and an overestimation of catering requirements.

## **Discussion**

Both TED events have been organised under what seem to be unrelated groups because of the unusual nature of the event and in the organisers effort to ensure the event could be run through the Unions systems. This is not ideal and the proposals will ensure this does not happen in the future. It would also guarantee more support and greater oversight of the budget which would help to prevent further losses.

As part of TEDx rules any surplus from an event must be spent on another TEDx event or donated to a charity, it would be against the spirit of TEDx to spend any

surplus on other activities. With this in mind we feel it is also unfair that the future activities of the groups are hindered by the loss or inability to spend funds however that a new TED Code should start at £0. Therefore the surplus from TEDx and the same loss from TEDMed Live should be moved into the code.

## Finances

<i>SCC Imperial Entrepreneurs (228)</i>			<i>Media Exec (380)</i>	
TEDMED Live (57)			TEDx 2012 (52)	
Account (Code)	12/13	13/14	Account (Code)	11/12
Consumables (640)		-1284.00	Consumables (640)	-716.34
Decorations (655)	-100.00		Decorations (655)	-2170.65
Equip. Hire (690)	-2406.00	-500.00	Donations (430)	2650.00
Equip. Purchase (685)	-66.24	-34.43	Equip. Hire (690)	-4383.74
Ground Hire (710)	-5166.00		Equip. Purchase (685)	-851.67
Hospitality (730)	-1569.47		Goods&Services(450)	133.33
Printing Costs (820)	-88.54		Hospitality (730)	-7405.00
Publicity (825)	-1309.06		Printing Costs (820)	-290.39
Sponsorship (550)	2000.00		Publicity (825)	-1345.38
Stationery (860)	-435.60		Sponsorship (550)	7000.00
Ticket Income (580)	8766.30		Stationery (860)	-156.58
Ticket Income (580)			Ticket Income (580)	9302.01
Subtotal:	-374.61	-1818.43		
<b>Total:</b>		<b>-2,193.04</b>		<b>1,765.59</b>

## Proposal

- To create a TED Project under CSPB rather than a Management Group with oversight from the DPCS & DPFS.
- To move the previous TEDx event surplus to the TED Project, £1,765.59
- To move the same value of TEDMed Live loss to the TED Project, **-£1,765.59**

## References

<http://www.ted.com> , (About TEDx, All Rules)

<http://web.archive.org/web/20121020043836/http://tedximperialcollege.com>

<http://webcache.googleusercontent.com/search?q=cache:3cgUMYPVlh0J:tedmedliveimperial.com/>

<http://www.tedmed.com/about-tedmed/faq?ref=faqGroup18860>