

# How Can I Get on TED Talks?

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# Background

- AOTA presidential addresses in recent years talked about the importance of sharing our distinct value to public.
- Jacobs (2012) Slagle
- Currently there are 25+ OT TED/TEDx Talks in existence. Nobody in OT has done more than 1 until this speaker did his second in March 2017.
- Most OT TED/TEDx Talks have been done in US

# Why We Should Get on TED?

- Share what we do in community health
- Highlight our distinct value in various settings
- Increase the profession's visibility to public



# Some TED Facts to Know

- You can nominate yourself, or you can have people nominate you to go on one.
- Themes are generally abstract in nature to encourage people from all backgrounds to apply
- Being aware of theme and nomination criteria are important during nomination process
- A TED talk is a TED Talk- whether it's TED, TEDx, TEDxYouth, TEDxTeen, or TEDxWomen
- Most people do by themselves. However, you can team up with others for one proposal.
- 18 minutes is supposedly the maximum length of time, but it is not strictly enforced.

# Strategies to “Increase Your Chances”

- Attend nearby TEDx events and socialize with other attendees and/or planning team during break.
- If you do or a part of anything great at a community level, make sure you make the public aware locally and/or nationally.
- If someone you know is in a TED talk planning committee, start asking for info and see if he/she will nominate you. Some TED Talks value nominations from their past speakers. Get to know some!
- If you have YouTube videos of you speaking to general public, great! If not, it’s important to set up some. Evaluators want to see how good you are under the gun in public speaking.

# Mastering Your Elevator Speech- TED Style

- Do a quick assessment of the person who is/are evaluating your sales pitch. Ask questions if needed about his/her background.
- Always mindful of the theme once you are told!
- Aside from describing what you do, sell why *you are the best qualified to speak*
- Keep your pitch concise- no more than 2 minutes!

# Hands On Activity

- You can be by yourself, or with a “trusted” partner.
- Preparation Time: 15-20 minutes (depending on time)
- Each person/duo will give a 2 minute real-time sales pitch (intro about yourself, what you do for the community as OT’s w/ community impact, why what you are doing is tackling a community-based issue, why you are the best person/duo to do it). Assume the audience have little or no understanding of what OT is.
- When you are not presenting, you will evaluate others’ sales pitch based on criteria sheet I will be giving you. (I will keep track of time to provide 1-minute and 30 second warnings, and when time is up.) Door monitor will record all sales pitches.

# References

Jacobs, K. (2012). PromOTing Occupational Therapy: Words, Images, and Actions. *American Journal of Occupational Therapy*, 66(6), 652-671.

Clark, F. (2010). High-Definition Occupational Therapy: HD OT. *American Journal of Occupational Therapy*, 64(6), 848-854.