



UK Speechwriters' Guild

What goes into a TED-quality talk

Writing an 18-minute (or less) talk for the YouTube generation

Denise Graveline, communications consultant and author

Denise will lead an interactive workshop on how to structure, write and deliver a TED-quality talk.

She will show you what goes into a presentation that achieves a TED standard, based on her experience coaching nearly 100 speakers for TEDMED and for TEDx conferences.

Using examples from the different formats, Denise will help you think about how to go beyond merely mimicking the style to create your own original and compelling TED talk.

You'll discover how to plan for video as well as for the stage, and how to think about delivery as well as structure and preparation.

You'll study why and how TED presentations engage, surprise, intrigue, inspire and put forward "ideas worth sharing".

Specifically, you will learn to use the following tools:

1. How to get past the obvious and identify the real story that will become your script
2. Vulnerability, intrigue and more: the qualities that take TED talks viral
3. What to leave out of your talk
4. Structures and how much you can get into the shorter formats
5. How to decide whether you benefit from props, slides, or a demonstration
6. Considerations that will help you plan for the video
7. Top delivery tips specific to TED talks, from strong starts to gesture, pace and vocalising



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Denise Graveline



Denise Graveline is a former journalist and communications leader who has coached speakers for the TEDMED conference as well as for Fortune 100 and Fortune 500 corporations, nonprofit organizations, universities and the U.S. federal government.

She chaired the 2013 European Speechwriter Network conference in Brussels.

TESTIMONIALS FROM PREVIOUS WORKSHOPS

"How good is Denise as a speech coach? I would call her a professional's professional. You can be in the business 25 years and still learn a lot from her, in part because she herself is always learning and growing. As an added bonus, she's really fun to work with."

Marcus Webb, Chief Storytelling Officer, TEDMED

"I found her instruction clear and insightful, her tips useful and her presentation style engaging....Denise can offer you practical guidance that you'll be able to put into practice immediately. I particularly appreciated her emphasis on understanding a speaker's needs and motivations in order to help them deliver the best possible presentation."

Rachel Coker, director of research advancement, Binghamton University

"Denise helped me immensely with my TEDx talk, providing edits to the content and expert coaching on my delivery, stage presence, and tone. She also had lots of very practical advice and tricks-of-the-trade that I'll be able to use for future presentations."

Megan Moynahan, Case Western Reserve University