



BLUE TALK

Overview

This information sheet is for educators and other stakeholders interested in organising a Blue Talk event in the context of Sea for Society, or other projects raising awareness on marine ecosystem services. Blue Talks are based on the TED Talk format: short, carefully prepared talks, demonstrations and performances that are idea-focused, on a wide range of Blue Society topics, to foster learning, inspiration and wonder.



Objectives

- To raise awareness on what the ocean brings to our daily lives
- To disseminate Blue Society principles to a broader audience
- To foster endorsement of the Blue Society principles

At a glance

Duration: 20 minutes per speaker (several hours to one day in total)
Organisation time: 3 months to book speakers, 1 year to organise the complete event
Target group: General public, Researchers, Decision makers, Business sector

Organisation

Based upon the TED talks model we intend to organize a series of conferences on Blue Society issues, involving scientists, stakeholders, politicians, etc. The speaker doesn't need to be known: he/she just needs to have an incredible idea or perspective, working on an amazing subject that the world needs to know about.

Theme: The focus or theme should be multidisciplinary and broad, and address a variety of topics. A theme is not a topic, like "medicine," or "entrepreneurship" but a broader area of exploration, like "Inspired by nature." Standard Blue Talks events can be as brief as a couple of hours, and up to one day in length.

Youth events: If you decide to hold a Blue Talk for Youth, you can host one in universities, schools or organize a special day dedicated to this audience. The topics should also be multidisciplinary and broad but centred on topics that will interest young people.

Salon events: If you want to hold a Blue Talk for less than a day, you can attend a salon event. Salons re-engage your community and team, and spark discussion on issues of interest to your local community. Unlike the other events, they may focus on a single subject area. You can choose either a salon with live speakers (no more than 4) or projection of Blue Talk videos.

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Planning

1. Find speakers with a different point of view on Blue Society issues.
2. Prepare the programme: talks must not last over than 20min. Between the talks, you can organise informal discussion spaces to allow your speakers and participants to interact and share.
3. Find a place with adequate logistics (multimedia, lights, seating etc)
4. Don't forget to record the talks so you can post them online.

Communication

The essence of Blue Talks is to raise awareness among people who don't usually come to places of informal learning. The presentations will be available to watch online for free.

A website and/or a mobile app are places to promote conversation and sharing of good ideas. People can view as many Blue Talks as they wish for free, and share what they learn with others both online and offline.

The website also provides a platform to join the Blue Society community in rating and commenting on Blue Talks, participating in conversations, translating Blue Talks, or by getting involved in a local independently organized event.

All Blue Talks event names need to follow the same format: BlueTalks followed by a location-based descriptor such as the name of your city, school, neighborhood, local landmark or street (e.g. BlueTalksLisbon, BlueTalksThames, BlueTalksUGOT). It refers to the community you address to and should be relevant and meaningful to your audience.

Social media is an ideal way of communicating on Blue Talks.

SFS partners should share each other's Blue Talks online after the event.

Links

TED Talks organizers' guide

<http://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide>

TED talks on ocean

<https://www.ted.com/topics/oceans>

Education resources for building activities around TED talks

<http://ed.ted.com/lessons?category=environmental-science>

Graphic notetaking for TED talks

<http://blog.ted.com/2013/06/10/a-field-guide-to-ted-graphic-notes/>