



TED^x

NHS

**x = independently
organized TED event**

FAMILY HANDBOOK



Overview

TED^x

NHS

**x = independently
organized TED event**

- Welcome (p3)
- Our Values & Legacy (p4&5)
- Our Team (p6)
- Organic Growth (p7)
- The 2018 Event (p8)
- The 2019 Event (p9)
- The Future of **TEDxNHS** (p10)
- **TEDxNHS & You** (p11)
- 1 **TEDxNHS** Stage (p12)





Welcome

TEDx
NHS

**x = independently
organized TED event**

Welcome to the **TEDx**NHS family — a growing community to change the way we think about healthcare and empower NHS staff to affect change.

As we enter a new chapter in the growth of **TEDx**NHS, we hope you will choose to support us to deliver our aims and share in our progress.

Please read ahead to understand the journey so far, our future plans and how you can help.



A GLOBAL HERITAGE

TED is a **global community** that brings together the world's leading thinkers and doers to share ideas that matter in any discipline — technology, entertainment, design, science, humanities, business, development.

In the spirit of '**ideas worth spreading**', TED has created TEDx, a programme of local, volunteer-led events that bring people together to share a TED-like experience.

Among these is **TEDxNHS**...

FOR THE NHS BY THE NHS

TEDxNHS encompasses a **growing community** representative of the 1.5 million+ people that work for the National Health Service (NHS). It represents a **unique movement** that's bringing people together to share their stories on a national stage; inspiring us **to think differently, dream bigger, and design better**, for the population we serve.

Founded in 2016 by two NHS clinicians, **TEDxNHS** is the **world's largest TEDx license holder**. **TEDxNHS** is organised by and for NHS employees on a completely **voluntary basis**. This team of volunteers is made up of NHS staff from across the UK.

OUR TEAM FOR 2019



TED^x
NHS

x = independently
organized TED event

Co-Organisers: Allegra Chatterjee, Anthony James, Ayse Gungor, Shane Costigan

Operational Team Leads:

Charlotte Hall – Curation

Katie Harrison – Communications

Tory Tozer-Brown – Logistics

Zainab Garba-Sani – Partnerships

20+ Operational Team Members & Crew

1 strategy board

TEDxNHS is entirely voluntary relying on the dedication of a rotating team of NHS staff

ORGANIC GROWTH

TEDx
NHS

x = independently
organized TED event

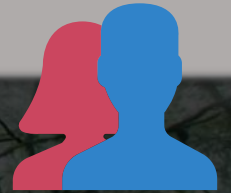
SOCIAL MEDIA

2016 – None
2017 – Trending on Twitter
2018 – Over 9million impressions
on Twitter



AUDIENCE

2016 – 100
2017 – 300
2018 – 500
2019 – 1100



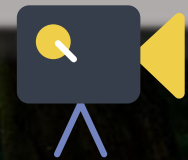
VENUE

2016 – Google Campus
2017 – Wilton's Music Hall
2018 – BFI IMAX
2019 – indigo at The O2



LIVE STREAM SITES

2016 – None
2017 – 100
2018 – 1,350



THE 2018 EVENT

Celebrating the **70th birthday of the NHS** with the theme *'Shaping Our Legacy'*, exploring the topics:

- **Infectious Ideas** – Disruptive innovations that go viral
- **Untold Stories** – The everyday extraordinary
- **Evolution** – Imperfection, resilience and learning to adapt

We had a **new cohort of 16 speakers**, all their talks are now available to view on our website – [TEDxNHS.com](https://tedxnhs.com)

We had **incredible feedback** from our audience of over **500 NHS staff**:

- “Everything I expected it would be – entertaining, inspiring and insightful.”
- “Very inspiring stories to make us feel proud of the NHS and those who work in it.”
- “There was a great range of speakers and performers. there was a real sense of an NHS community.”

We had a **more diverse audience** than ever before, representing **all sectors** of the NHS workforce. **With VIPs including:**

- **Sir Bruce Keogh**, former National Medical Director at NHS England
- **Dr Zoe Williams**, ITV This Morning
- **Peter Lees**, Chief Executive of The Faculty of Medical Leadership and Management



THE 2019 EVENT

Each year we select an individual theme and topics to **shape a unique event**.

Over the course of several workshops key themes **around identity, diversity and accessibility** became the clear priorities for TEDxNHS 2019. This helped shape our final decision...

Beyond Our Component Parts

- **Open Hearts** — A celebration of our workforce, culture and people
- **Divergent Thoughts** — A platform for innovation, the spread of ideas and knowledge
- **Progressive Steps** — A journey to embrace change and shape our health system for the better



TED^x
NHS

**x = independently
organized TED event**

THE FUTURE OF TEDxNHS

These are some of the new ideas and channels we are currently developing to launch during 2019/20.

TEDx
NHS

x = independently
organized TED event



The Main Event 2.0

- World Class Venues
- Bigger Audiences
- A Unique Fingerprint

On The Road

Launching local TEDxNHS events across the UK



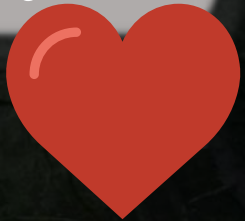
Content Creators

Launching TEDxNHS blogs, videos and podcasts to learn the story behind the stage show



The Community

Activating our alumni network of over 3000 to create change



The Learning Lab

Delivering innovative training and workshops to our volunteers and audience



TEDxNHS & YOU

TEDxNHS continues to grow and we would love for you to join us on our journey. We are keen to develop meaningful partnerships across the health and social care landscape.

Here are just a few ways you or your organisation could get involved:

TEDx NHS

**x = independently
organized TED event**

Join the main event — Attend as an individual or bring a group from your organisation

Host a local event — We can provide the skills and resources to support you delivering your own unique TEDxNHS event within your organisation or local area.

Host a livestream — Turn your organisation into an official livestream partner, to allow as many of your colleagues to access the magic of TEDxNHS.

Create content — We are producing more content in the form of blogs, videos and podcasts. We would love to showcase the work of you, your colleagues or your organisation through these.

Donate skills/resources — TEDxNHS relies on a team of volunteers from across health and social care. As we grow, we would particularly benefit from tech, data, comms and design support.

Advertise — Share our content, events and workshops through your internal comms, professional networks and other channels.

Create future speakers — Talent scout, finding potential future speakers for the TEDxNHS stage from your own organisation. Or invite us in to run speaker workshops and classes.

Sponsor us — TEDxNHS is a non-profit organisation that relies on the kind donations of our network of partners. With a growing audience and global branding, we have a wide variety of potential benefits to offer our partners.



TEDx
NHS
x = independently
organized TED event



TEDx
NHS
x = independently
organized TED event



TEDx
NHS
x = independently
organized TED event



TEDx
NHS
x = independently
organized TED event



TEDx
NHS
x = independently
organized TED event

Our NHS has:

- £125 billion budget
- 160+ hospitals
- 7,500+ GP practices
- 1.5 million staff
- 66 million patients

1 TEDxNHS
Stage



GET IN TOUCH...

As we take our next steps, we are looking forward to developing relationships with more and more partners from across health and social care. Get in touch to see how we can work together to deliver change.

Email: TEDxNHS2019@GMAIL.COM

Website: TEDxNHS.COM

Twitter: [@TEDxNHS](https://twitter.com/TEDxNHS)

We look forward to hearing from you!

TEDx NHS

**x = independently
organized TED event**





TED^x

NHS

x = independently
organized TED event

WELCOME TO THE FAMILY