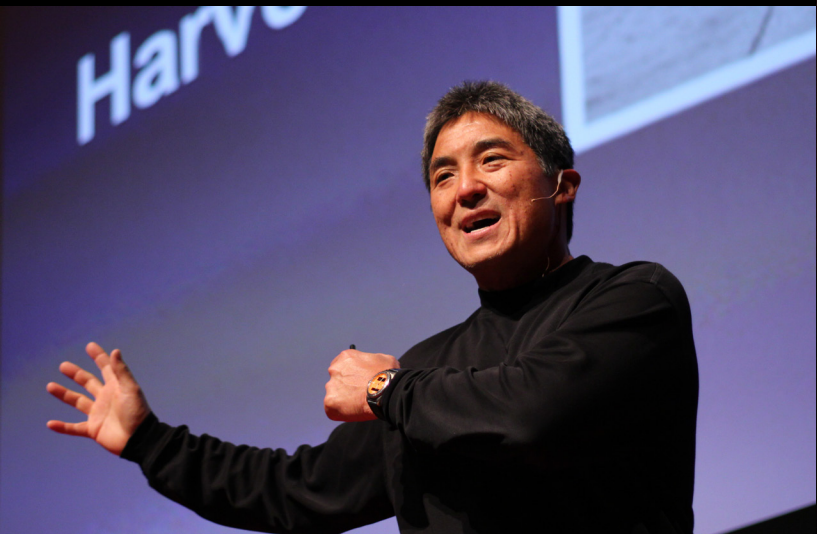


Year 1

# Innovation & Tradition

May 11th, 2013





# TEDxUCSD

x = independently organized TED event

## Year 1 Report

**18** Speakers

- Jamie Alexandre\*** Cognitive science Ph.D. student, UC San Diego
- Adah Almutairi\*** Director of the Center of Excellence in Nanomedicine, UC San Diego
- Roger Bingham\*** Faculty member at the Center for Brain and Cognition, UC San Diego
- Todd Coleman\*** Director of the Neural Interaction Laboratory, UC San Diego
- Kathryn Furby\*** Ph.D. student at Scripps Institution of Oceanography, UC San Diego
- Pablos Holman** Futurist and inventor with Intellectual Ventures Laboratory
- Guy Kawasaki** Author and enchanter
- Tim Lee\*** Science comedian and UC San Diego alumnus
- Seth Lerer\*** Dean of Arts and Humanities, UC San Diego
- Albert Lin\*** National Geographic Explorer, UC San Diego researcher and alumnus
- Stephen Mayfield\*** Director of San Diego Center for Algae Biotechnology, UC San Diego faculty
- Michael Meyer\*** Partner at Essential and lecturer at Rady School of Management, UC San Diego
- Catherine Mohr** Director of medical research at Intuitive Surgical
- Inanc Ortac\*** Electrical engineering Ph.D. student, UC San Diego
- Camille Saltman** President of MD Revolution
- Peter Samuelson** Founder of Starlight Children's Foundation and Everyone Deserves a Roof
- Cris Valerio** Innovator in residence at IDEO.org
- Victor Wilson** Co-founder of ETA4

\*Affiliated with UCSD

**2** Performers

- Paul Dateh** Youtube Sensation
- Debutantes** Miren Edelstein (UCSD PhD Student) and Summer Swee-Singh

**543** in attendance

**71** Alumni Present

**281** Student Admission

**305** People Waitlisted

**263** General Admission

**1,300** Entered Ticket Giveaway Contest



The event was amazing - and you've left a legacy at UCSD for future generations of students to run with!

-- Michael Hirschman, UCSD Alumni and Chancellor's Associates

I enjoyed the opportunity to listen to all speakers instead of having to choose one from each session. I also loved the musical performances. I also enjoyed viewing a TEDx clip and then seeing the beach balls around me, very clever, interactive, and fun! -- Rhonda Faye, Student Life Business Office Funding Manager

I had a wonderful time - but, more importantly, I was astounded by the enthusiasm, dedication, spirits you all showed. -- Roger Bingham, Speaker, Faculty Member



“I’m pleased that our students have taken the initiative to organize this conference. TEDxUCSD is a great **opportunity to showcase talented individuals at UC San Diego** and in the local community, and the work they are doing to positively impact our society.”

- **Chancellor Pradeep K. Khosla**

**TEDxUCSD’s mission is to bring together leading thinkers and doers to share ideas** that matter in and to any discipline – technology, entertainment, design, science, humanities, business, development, and much more. Through a local forum, we hope to inspire people to change their lives, their futures and ultimately their world. We aim to **engage, inspire,** and **celebrate** all generations of the UCSD family.

## 2014 theme | **The power of one. The power of many.**

### Year 2 Plans and Improvements

#### Organizational structure of planning committee to be improved for efficiency

- 2 Co-Director + Managers for 4 Teams (Internal Relations, Speaker Relations, Marketing&Media, Finance)
- Maintain organization as an undergraduate-led team

#### More events aside from the larger conference

- Have events in Fall and Winter quarter to lead up to the larger conference in Spring quarter. These events would be shorter, approximately a 3 hour event

#### More marketing for student auditions

- We received 70 applicants for student auditions this year; We chose 3 PhD students
- More marketing efforts towards undergraduate students

#### More marketing towards faculty

- Faculty was the least represented population in the audience

#### Relationships to develop next year

- Office of Student Admissions
- Preuss School
- UCSD Health Systems
- Office of Diversity, Equity, and Inclusion

#### Talk times to have more variance

- Many speakers in Year 1 spoke for more than 15 minutes which may have exhausted attention
- Speakers in Year 2 will be given set, strict times to follow

#### More interaction within the audience

- The conference is not just about the speakers. It’s also about the audience. It’s about the connections people make. Interactive activities will be planned for future events to stimulate connection and conversation.



**General Inquiries**  
**Speaker Relations**  
**Internal Relations**  
**Finance**  
**Marketing & Media**

tedx@ucsd.edu  
tedxspeakers@ucsd.edu  
tedxinternal@ucsd.edu  
tedxfinance@ucsd.edu  
tedxmedia@ucsd.edu

**Website**  
**Facebook**  
**Videos**

www.tedxucsd.com  
www.facebook.com/tedxucsd  
Search 'TEDxUCSD Playlist' on Youtube

**TED<sup>x</sup>UCSD**

**x = independently organized TED event**