

# ED TALKS

101

## An Introduction for Potential Speakers

Based on the TEDTalks model, our Twin Cities-based EDTalks are lively happy hour events featuring two compelling presentations by cutting-edge educators, youth advocates, journalists, artists, policy-makers and others on a wide range of issues impacting young people and public education. Each program includes a Q & A portion at the end, ensuring that the audience has an opportunity to dive deeper into the topics presented by our speakers.

### EDTalks Season Theme

Each season, our EDTalks planning committee selects a timely theme based on current issues impacting public education, and then chooses speakers and presentations that align with that theme. Before submitting your application, be sure to find details on this year's theme on the EDTalks web page to make sure that your topic is a good fit. Past themes have included Elevating BIPOC Voices (2020-21), Emerging Voices in Education (2021-22) and What's Next? Where Does Education Go from Here? (2022-23).

Each year, EDTalks hosts  
4-6 events, with up to  
12 individual speakers  
or speaker groups

### What makes a good EDTalk?

While there isn't an exact formula, we have found that EDTalk speakers experience the most success when:

- **They are organized and prepared:** Making time to practice is essential! Each talk is roughly 20 minutes in length.
- **They are speaking to a topic that is timely and relevant:** There are so many issues to cover within the realm of youth and education. We want to be sure EDTalks speakers are presenting the most up-to-date information on any given topic.
- **They build their talk from scratch:** For experienced speakers, it may be tempting to edit a presentation you have previously given. We like to challenge all speakers to build their talk from scratch with the EDTalks audience in mind.
- **They are conversational and casual in their presentation:** There should be a good balance between anecdotal and data-based information in your talk.
- **When possible, they include student voices:** Our audiences love hearing directly from students. If you can incorporate student voices in your presentation (including, for example, having a student be a co-presenter with you), please do!

### Who is our target audience?

EDTalks are designed for adult audiences who are interested and invested in public education and our young people. Audiences tend to vary based on the speaker and topic, but generally fall into one (or more) of these groups:

- Educators
- Youth advocates
- Policy-makers
- Parents/caregivers
- Community leaders
- Community members who care about the well-being of our young people

While we strive for EDTalks to have a wide appeal, crafting your talk with a certain audience in mind is the best approach, as it will help provide direction and determine the main content for your presentation.

### What kind of support and coaching do we offer?

We partner with storytelling coach Erin Lovelien who provides introductory group coaching sessions for each speaker pair or speaker group. Additionally, speakers or speaker groups are allotted private coaching time with Erin to use however they wish to strengthen their presentations. All coaching is done virtually.

## A sample of past EDTalks include (to name a few):

- The Power of Strong Relationships for Student Success (Salma Hussein)
- Uncovering Indigenous Models of Leadership (Leiataua Dr. Robert Jon Peterson)
- Trauma Informed Classrooms (Mark Sander)
- Creating Anti-Racist Third Spaces In and Out of the Classroom (Jeannine Erickson)
- Self-Care for Educators and Advocates (Rebeka Ndotsi)
- Creating Gender Inclusive Schools (Jason Bucklin)
- Exploring the Loss of Language and Identity in Education (Laichia Vang)



## What kind of speaking experience is required?

We are looking for speakers who are passionate about their subject matter. So whether you're a seasoned presenter or someone looking to gain experience, we want to hear from you! We provide professional coaching to our speakers to help strengthen their presentations. If you're brand new at this, never fear! We will be here to support you along your EDTalks journey.

## Your commitment to us:

- **Good communication** - we ask that speakers respond to emails in a timely manner. If another method of communication is preferred, speakers should indicate this on their application.
- **Direct communication** - we are unable to work with "third party" representatives of speakers (ie: public relations representatives, organization leaders, etc.) We must be able to communicate directly with you!
- **Speaker support for event promotion** - Achieve Twin Cities works hard to promote each EDTalks event. Our speakers are also expected to reach out as much as possible to their own networks to help us spread the word and attract a larger audience. Our speakers often have strong networks of individuals who are interested in their work, and this is a great way to introduce new people to EDTalks.
- **Speaker coaching participation** - we require that all speakers, at minimum, attend the introductory coaching session (virtually) and encourage speakers to use all coaching time allotted to them.

## Application and selection process:

All speakers submit an application via the Achieve Twin Cities website (a paper copy can be provided if needed). Applicants should review information regarding season theme on the EDTalks webpage before submitting an application to ensure their topic is appropriate for the upcoming season.

The EDTalks Planning Committee, which consists of staff from host organizations Achieve Twin Cities and Grave Ventures (a project of The Graves Foundation) and additional community members selected by the team, review all applications. EDTalks is committed to selecting speakers who are passionate about their subject matter and represent the communities we serve. Our selection process is guided by these equity values: embracing differences such as race, culture, religion, ability, gender, gender expression, sexual orientation and class, eliminating racism and other forms of bias, and creating inclusive spaces where all persons feel valued, heard and respected.

### Selection criteria:

- The topic selected by the speaker "fits" within the full scope of the EDTalks season
- Speaker brings new ideas and concepts to the conversation
- Speaker demonstrates expertise in subject matter and concern for young people

## For more information:

Be sure to visit our EDTalks website at [www.achievetwincities.org/EDTalks](http://www.achievetwincities.org/EDTalks) to learn more and link to EDTalks videos and podcasts. We invite you to follow us on Twitter, Facebook and Instagram via #EDTalksMN.

We would love to connect with you! Please reach out if you have any questions or concerns to Heidi Draskoci-Fricke at [events@achievetwincities.org](mailto:events@achievetwincities.org).