

TED

Ideas worth spreading

- TED stands for Technology, Entertainment, Design. It started out (in 1984) as a conference bringing together people from those three worlds. Since then its scope has become ever broader.

TED代表技术, 娱乐, 设计。它开始初（1984）作为会议汇集这三个世界的人。从那时起, 其范围变得更加广阔。

关于开场

- 以“有针对性的故事”开场
 - 以“震撼人心的事实”开场
 - 以“有影响力的问题”开场
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- 开场的一二分钟，甚至10~20秒，是观众参与程度的最高的时刻。如果观众被分神，就很难重建兴趣。

- The annual conference now brings together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives (in 18 minutes).
- 一年一度的会议现在汇集了世界上最迷人的思想家和实干家, 他们面临的挑战给了他们关于生活的谈话(在18分钟)。

为什么只有18分钟？

- The fact that each TED talk is limited to 18 minutes. That might sound too short to convey much. Yet TED curator Chris Anderson imposed the time limit, he told Gallo, because it's "long enough to be serious and short enough to hold people's attention ... By forcing speakers who are used to going on for 45 minutes to bring it down to 18, you get them to think about what they really want to say." It's also the perfect length if you want your message to go viral, Anderson says.

- Think about the last time you heard someone give a speech, or any formal presentation. Maybe it was so long that you were either overwhelmed with data, or you just tuned the speaker out. If PowerPoint was involved, each slide was probably loaded with at least 40 words or figures, and odds are that you don't remember more than a tiny bit of what they were supposed to show.
- 回想一下你上次聆听某人发表演讲或任何正式陈述的情形。它也许太长了，以至于你被各种数据搞得头昏脑胀，甚或干脆不理睬演讲者。如果演讲者使用了PPT文档，那么每张幻灯片很可能塞入了至少40个单词或数字，但你现在或许只记得一丁点内容。

- 如何把一个复杂的陈述压缩至18分钟左右？加洛就这个问题提供了一些小建议，其中包括他所称的“三的法则”。具体说就是，把大量观点高度浓缩为三大要点。TED大会上的许多演讲高手就是这样做的。他还指出，即使一篇演讲无法提炼到这样的程度，单是这番努力也一定能改善演讲的效果：“仅仅通过这番提炼，你就可以大大增强陈述的创造性和影响力。”

- TED大会象征着我们所知的PPT文档正走向终结
- 最吸引人的TED演讲为我们提供了一个补救策略：如果你必须使用幻灯片，务必记得要大量运用图像资源。这种做法同样有科学依据，它就是研究人员所称的“**图优效应**” (Picture Superiority Effect)：听到或读到一组事实三天后，大多数人会记得大约10%的信息。而添加一张照片或图片后，记忆率将跃升至65%。

幻灯片设计流派

- 高汀流 (Godin method)
- 高桥流 (Takahashi method)
- 莱斯格流 (Lessing method)

- 对于公司培训，有哪些**TED**的经验可以借鉴？
- 技术类的分享培训，是否需要演讲技巧？

Thanks