

## GETTING YOUR IDEAS AT TED TODAY

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Some of us may want the right information and to have more ideas about something but do not know how to get it, right? All of this you can get in TED Talks events. Have you heard about it before?

TED Talks is a non-profit organization that is big on spreading awesome ideas, usually in the form of short, powerful talks, lasting 18 minutes or less. TED began in 1984 as a conference where technology, entertainment and design converged, and today covers almost all topics in more than 100 languages.

The first conference was established to bring together an eclectic group of artists, entertainers, designers, and technology. Even though the event did not make enough financially, they still had an amazing experience from it. Despite the popularity of the event with those who attended, the second conference did not occur until 1990, for financial reasons. With active promotions done by co-founder Richard Saul Wurman, the TED concept exploded during the 1990s and expanded beyond the original technology, entertainment, and design fields to include politicians, business leaders, and interesting presenters.

As TED Talks continue to be watched around the world, with an average of 17 new page views a second, TED conferences and events continue to inspire, motivate and thrill attendees. In 2014, the annual TED Conference celebrated its 30th anniversary in Vancouver, Canada. The theme of this milestone conference: "The Next Chapter", both a reflection on developments of the past 30 years as well as a look at what **is** ahead.

TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. It is a way for you to run a mini TED-style event in your own town, hold talks around issues that matter to your community, free from corporate, political and religious agendas.

In Malaysia, these types of events are not as so well-known but local groups have started to organize and shared such events. These includes TEDxYouth@KL, TEDxJonkerStreetSalon and TEDxPetalingStreet. Universiti Sains Islam Malaysia (USIM) had also been one of the venues used to organise an event called TEDxUSIM. The event was not formally organized by the university itself, it was organized by a student from the Faculty of Quranic and Sunnah Studies, Nur Amirah Abd Mutolib.

Her objective was to make this program a platform to share experiences and inspire USIM students. She wanted USIM students to get used to this type of events and in turn become one

of the cultures among students to gain information and ideas. Among the panels that presented on that day was a host of Motif Viral, Hazeman Huzir and founder of Youth Mentor, Aiman Azlan.



Through this event, everyone can determine what are the current issues going on in the country or abroad. So, take part and do not stop watching videos at TED.com. Keep an eye for your nearest TEDx events and if you are up to it, apply to start your own.