

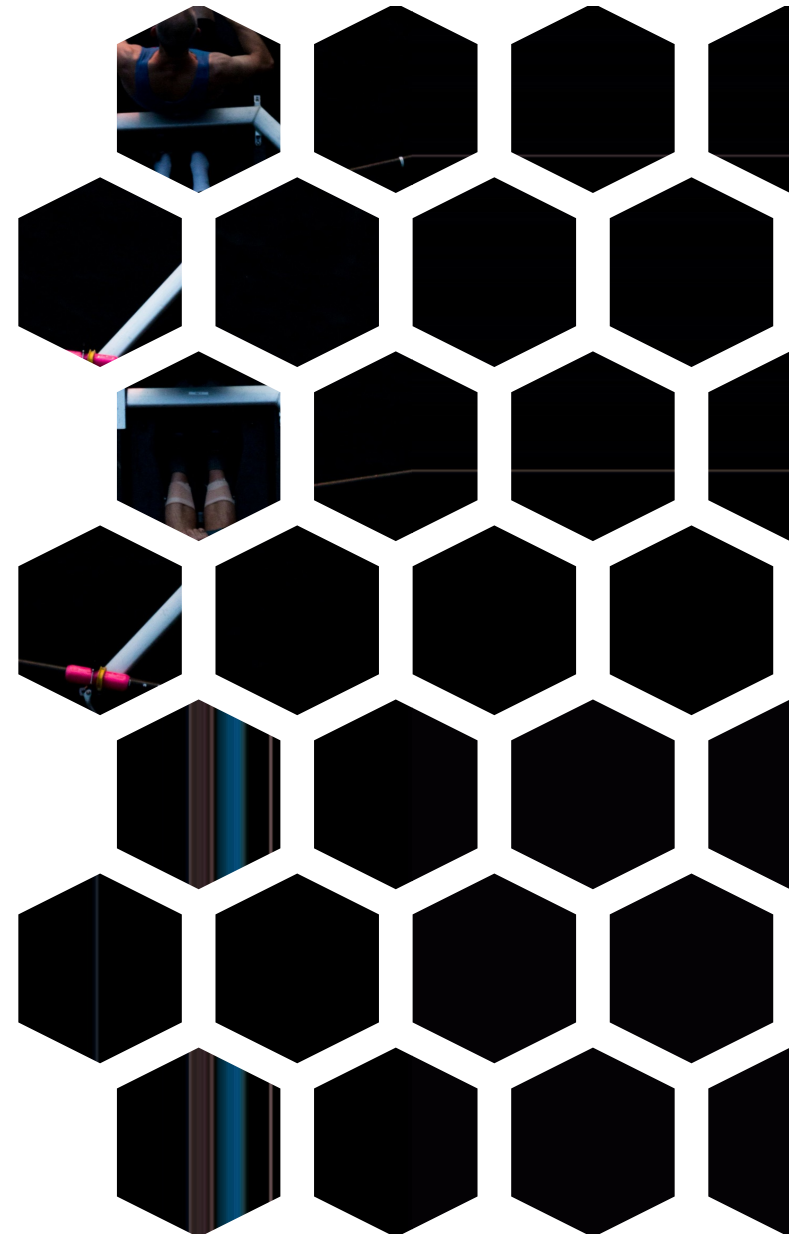
Behind the Red Dot

Secrets Every TEDx Speaker Should Know

Ramkumar Sethuramalingam

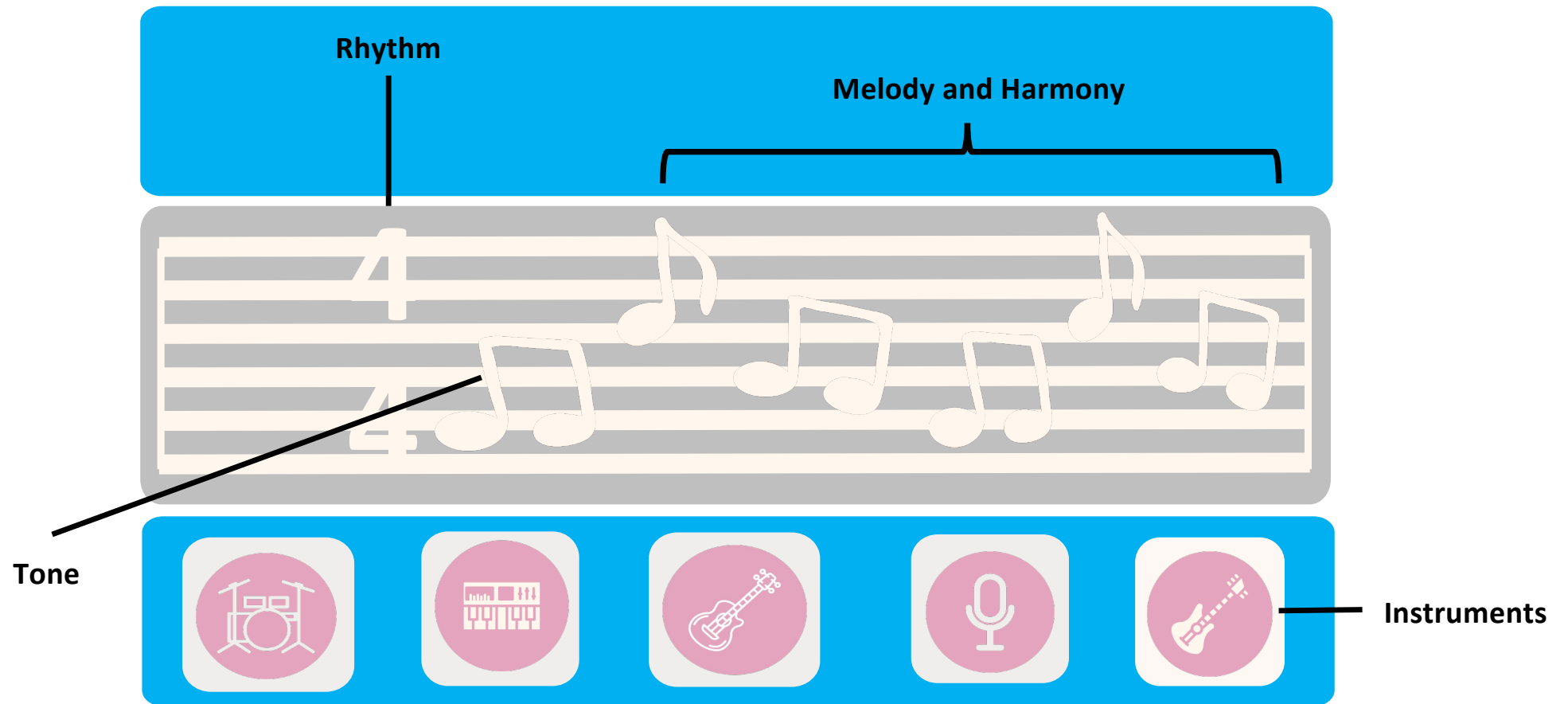


TED^x Paradeplatz



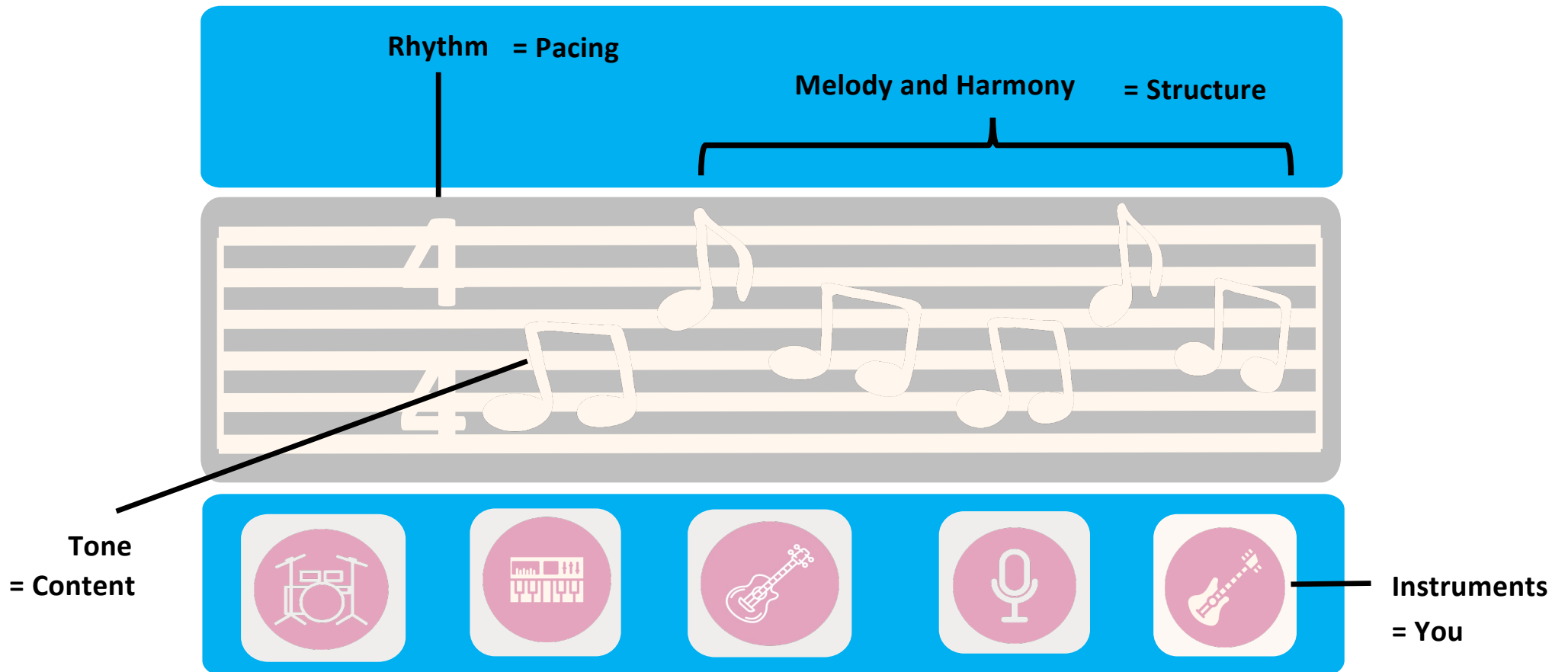


Components of Good Music



Components of Memorable Speech

Good Song = Memorable Speech

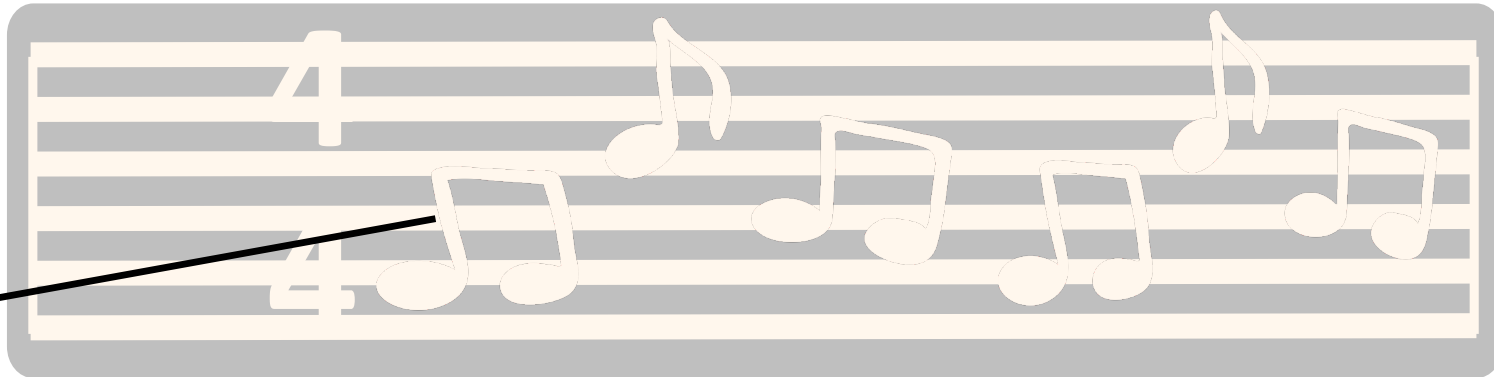


My TEDx Journey

Should you trust marketing
AI? | Ramkumar
Sethuramalingam

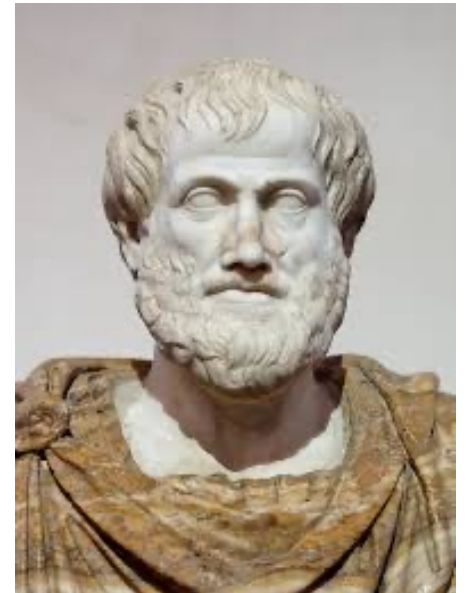


Components of Memorable Speech - **Content**

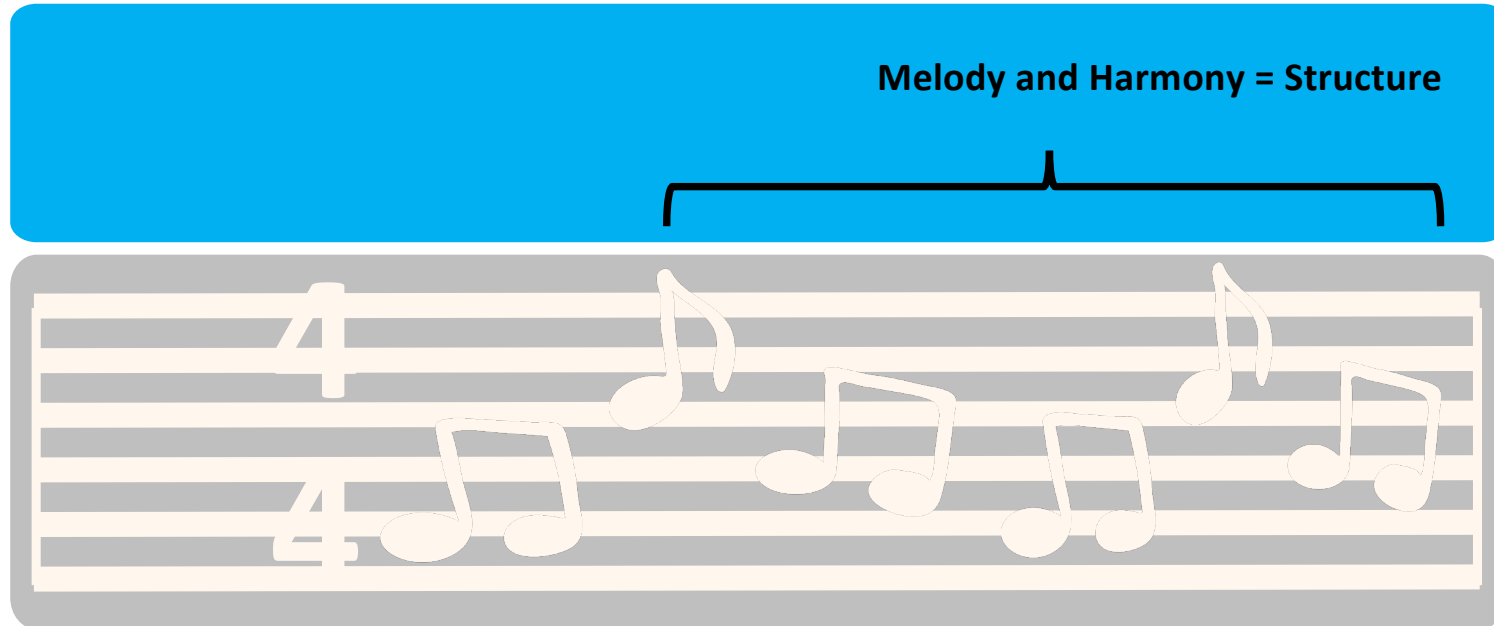


Tone
= Content

1. Format – Ideas worth Sharing – *TEDx*
2. **Logos** – Logic – *Statistics*
Pathos – Emotion – *Story*
Ethos – Credibility – Experience
3. Message – *#Instagramable*

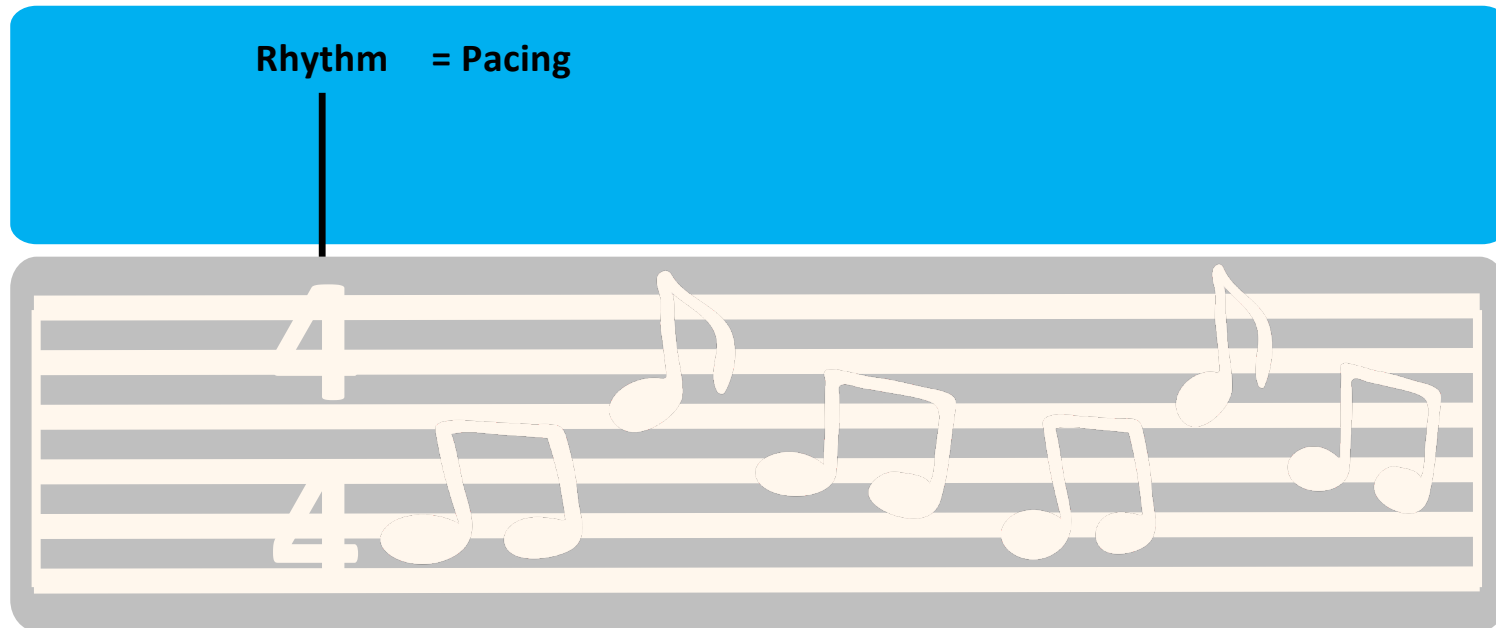


Components of Memorable Speech - Structure



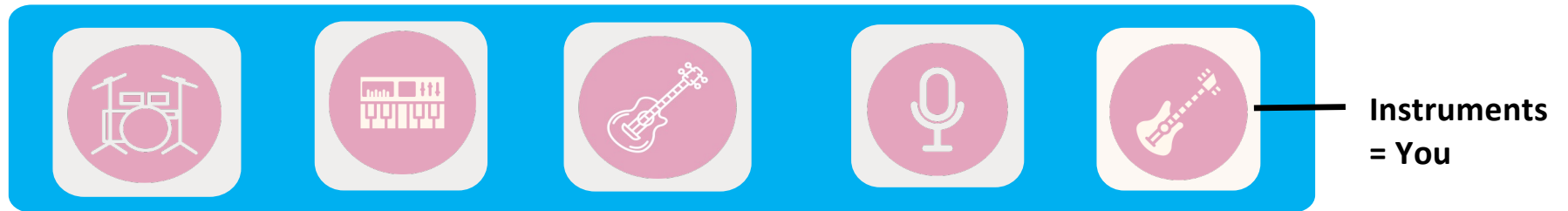
1. Opening – *Lympic Opening*
2. Middle – *Core Message, Personal Story, Problem*
3. End – *CTA – Call to Action – With in 4 steps*

Components of Memorable Speech - Pacing



1. Pauses – Time
2. Stress – *Bold*
3. Emotion – *Humor, Anger, Sadness*

Components of Memorable Speech - **You**

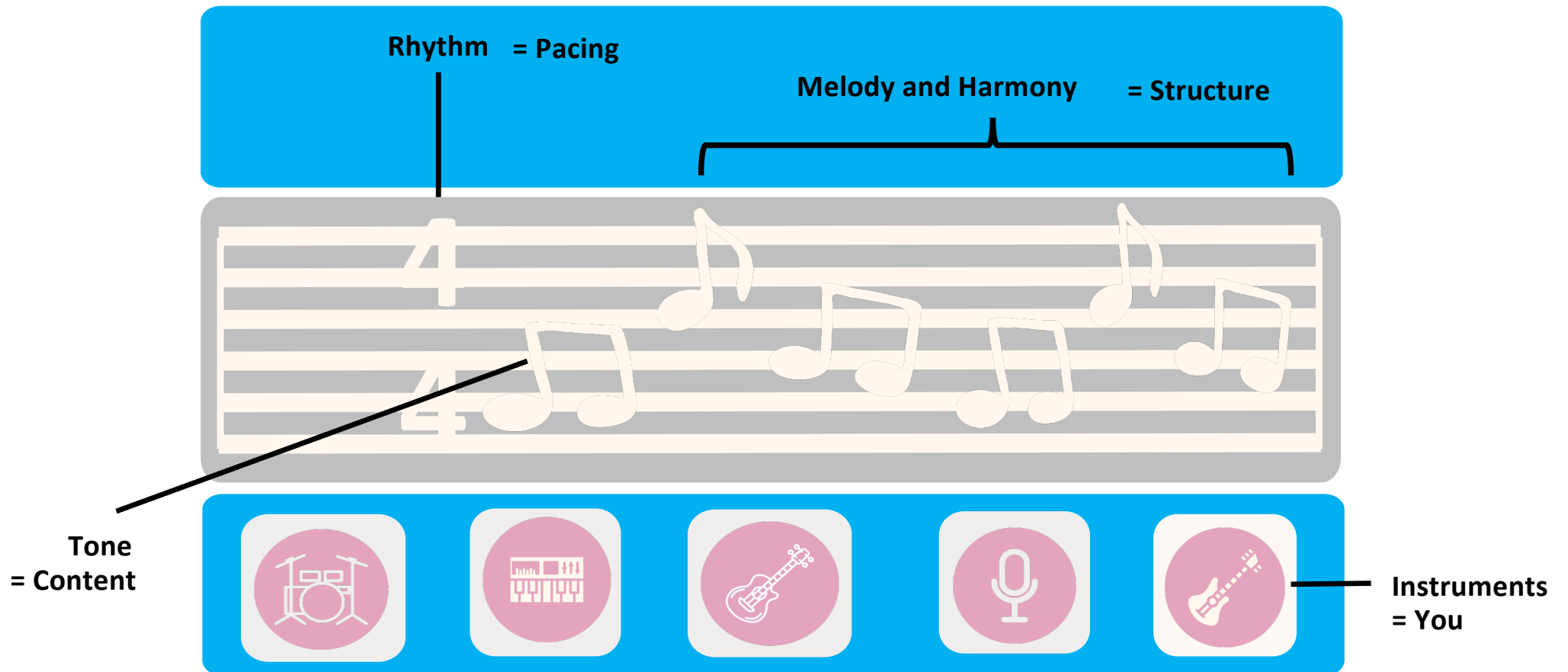


1. Practice – *Audience, Camera, length of the carpet, Toastmasters*
2. Patience – *Why I am doing this ?, 120th Draft*
3. Present – *Dress, Stress and breath, and be authentic*



Components of Memorable Speech

Good Song = Memorable Speech





IT'S TOTALLY WORTH IT! – *Become the Beethoven of Your Own Speech*