



WEE *WE Education*

No.003: TED开放策略及社会化媒体营销策略研究

《第一部分：TED产品线梳理》

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课程大纲：

1. 先绘制出TED的产品线，到底现在TED有哪些产品，大会，全球大会，大奖，TEDx, TED@官方沙龙，为何有时是TEDWomen, 有时是TEDxWomen

2. TED开放的时间线，按时间进度，对TED的开放的进程进行梳理，例如将商业机构切换成一个NGO，设立[TED.COM](#)将内容CC授权，发布TEDx品牌开放计划，发布开放翻译计划，发布TEDEd, 然后把每个开放策略的对应结果都展示一下

3. TED品牌架构，在上述产品线的基础上，绘制出TED品牌架构图。重点分析TEDx品牌对整个品牌架构体系的贡献。例如TEDYouth, TEDWomen, TEDChange 这三个新品牌都和TEDx系统有很大关系

4. 重点分析TED的社会化媒体战略的布局，到底他们有多少个社会化媒体阵地

5. 逐一分析它的社会化媒体策略，例如BLOG策略，FLICKR策略，TWITTER/FACEBOOK策略。
6. 一大堆的TEDx的社会化媒体帐号发布形成的网络效应，如何给TED系统带来增值？
7. 练习题：从TEDx到CAPEx：我们如果设计一个CAPEx开放品牌计划，如何从TEDx学习哪些东西？

一、TED产品线梳理

TED在短短的几年时间里，发展出了庞大的产品线，下面是我们根据现有的资料整理的。按缩进层级表示产品线的层次关系。最底层的产品只是举例。例如城市主题的TEDx活动有很多，我们在这里只是举例一下。

1. TED.com
 - iPhone app
 - Android app
 - TED Labs (for developer, <http://developer.ted.com/>)
2. TED conferences
 - TED conference
 - TED2013 (Long Beach, California / US\$7,500)
 - TEDActive 2013 (Palm sPRINGS, California / US\$2,500)
 - TEDGlobal
 - TEDGlobal 2012 (Edinburgh, Scotland / US\$6,000)
 - TEDIndia (2009, <http://conferences.ted.com/TEDIndia/>), now its name is INK conference
3. TED associated conferences
 - INK conference (In association with TED, <http://www.inktalks.com>)
2010, 2011, 2012 **Note 1**
 - TEDMED conference **Note 11**
4. TED events
 - TEDYouth (2011) **Note 2**
 - TEDWomen (2010, <http://conferences.ted.com/TEDWomen>) **Note 4**
 - TED@Cannes (2010, <http://bagtheweb.com/b/tCb7p0> ; 2011, <http://bagtheweb.com/b/luZJPW>)
 - TED@State (2009, http://blog.ted.com/2009/06/03/tedstate_today/)

- TED@MotorCity (2011, <http://blog.ted.com/2011/01/10/report-from-teddetroit/>)

5. TED Prize

- TEDPrize@UN: celebrate the Charter for Compassion (Nov 2010) **Note 7**
- The Mission Blue Voyage (April 2009) **Note 8**

6. TEDx events

- TEDxBoston
- TEDxBeijing
- TEDxShanghai
- ...and more city-named TEDx
- TEDxUSC
- ...and more university-named TEDx
- TEDxNYED (2009, 2012 <http://tedxnyed.com>)
- TEDxOilSpill (2010, <http://tedxoilspill.com/>) **Note 10**
- TEDxVolcano (2010, <http://bagtheweb.com/b/d0cwen>) **Note 9**
- ...and more special theme TEDx
- TEDxYouthDay (2010, 2011, 2012) **Note 3**
 - TEDxYouth@Tokyo
 - TEDxYouth@Metroplex
 - TEDxYouth@Pune
 - TEDxYouth@LaColorada
 - ...all more (<http://tedxyouthday.ted.com/events/>)
- TEDxWomen (2011) **Note 5**
 - TEDxClaremontCollegesWomen
 - TEDxReddingWomen
 - TEDxSKEWomen
 - TEDxAUWomen
 - ...and more
(http://www.ted.com/tedx/events?filter=&autocomplete_filter=&when=past&eventperiod=tags&tags=tedxwomen&go=Go)
- TEDxChange (2010, 2011, 2012) **Note 6**
 - TEDxABQChange
 - TEDxAbujaChange

- TEDxBaghdadChange
- TEDxBusanChange
- ...all 193 participating events around the world
- TEDxSummit (2012, for TEDx curators)

7. TED Fellows

8. TED Open Translation Project

9. TED Open TV Project

10. TED Books

11. Ads Worth Spreading

12. TED Conversations

13. TED-Ed

14. Others

- TEDtoChina.com
- TEDify.org

附注 Notes:

1. INK

In 2009, Lakshmi Pratury, longtime TEDster, and Chris Anderson – Curator of TED Conference – hosted TEDIndia, a one-time conference that expanded TED's reach to Asia. Nearly 1000 attendees from 46 nations traveled to Mysore, India to hear from a diverse group of accomplished speakers. This conference brought together accomplished artists, architects, technologists, business people, musicians, dancers, scientists and social entrepreneurs as well as one hundred young TEDIndia fellows. Riding the momentous energy and demand generated from TEDIndia, the inaugural INK (Innovation and Knowledge) Conference in association with TED was held in December 2010 in Lavasa Hill City, India with the theme of Untold Stories. INK is grateful for its relationship to TED as an independent partner conference and its association, where TED provides strategic advice and hosts some popular talks from The INK Conference on TED.com following the same editorial process and rigor as all other TED talks.

The unique stories that inspire and create today's leading thinkers take center stage at INK. As ink serves as an essential medium to express thoughts, INK strives to be an essential medium

through which individuals voice and act on ideas. INK pushes the geographic boundaries of nation-states encouraging a network of connections worldwide – striving for intellectual renewal and inspiration on a global scale.

<http://www.inktalks.com/history>

2. TEDYouth

TEDYouth, our first-ever TED event for young people, was held on Saturday, November 19th, 2011 at the Times Center in Manhattan. TEDYouth coincided with more than 100 self-organized TEDxYouthDay events happening worldwide over a 48-hour period. The theme for the day was "Play, Learn, Build, and Share". Attendance was open, free of charge, to 300 youth from 6-12th grades within the New York area. Each of the 20 passionate speakers inspire creativity, share mind-shifting stories, and engage their physical and virtual audience in ways that every student deserves.

<http://www.ted.com/pages/659>

3. TEDYouth Day

TEDxYouthDay is a series of TEDx events happening all around the world coinciding with Universal Children's Day in late November. These events are designed to empower and inspire young people.

TEDxYouthDay events present a combination of live speakers and TEDTalks to audiences around the world. These events vary widely in size, format, and theme, but they share a common vision: inspiring curiosity, igniting new ideas, and empowering young leaders.

TEDxYouthDay 2012

This year, TEDxYouthDay will take place on a weekend from Saturday, November 17th to Sunday, November 18th.

TEDxYouthDay 2011

There are over 100 TEDxYouthDay events in nearly 50 countries happening this year. The theme for TEDxYouthDay 2011 is Play, Learn, Build & Share, chosen by the TEDx community. Individual events will also feature their own unique themes.

TEDxYouthDay 2010

In November 2010 — over a period of 24 hours — 60 TEDxYouthDay events were held in 24 countries. A dedicated TEDxYouthDay Livestream Channel allowed 22,600 viewers to watch nearly half a million minutes of live TEDxYouthDay events.

<http://tedxyouthday.ted.com/about/>

4. TEDWomen (2010, two-day conference)

As always with TED, the event will bring together an audience of men and women as fascinating and accomplished as the speakers themselves. TEDWomen will be co-hosted by the president and CEO of The Paley Center for Media, Pat Mitchell—a lifelong journalist and pioneering producer (she was previously the first female president of PBS).

TEDWomen will be held at the International Trade Center, located on historic Pennsylvania Avenue, and will close with a celebratory evening program at the newly built United States Institute of Peace. It will be the first event held in this architecturally stunning building designed by TED speaker Moshe Safdie.

Groups or individuals around the world are encouraged to hold their own independently organized TEDx for TEDWomen events.

Over the past several years, a flood of fascinating data from the worlds of education, microfinance and more has shown an essential link between investing in women and girls and economic growth, public health, political stability. A new lens reveals women as powerful change agents in developing nations; meanwhile, in the West, generations of educated women are forging new directions in the sciences, arts, business and beyond.

To track this emerging story, the first-ever TEDWomen will invite both women and men to explore in depth: Who are the women leading change? What ideas are they championing? How are women reshaping the future?

The cross-disciplinary, cross-generational program will focus on how women think and work, communicate and collaborate, learn and lead -- what this means and why it matters to all of us. Speakers from around the globe -- both men and women, from anthropologists to artists, scientists to soldiers, farmers to futurists -- will share their ideas in the classic TED format, creating a program that surprises and inspires.

<http://conferences.ted.com/TEDWomen/program/>

5. TEDxWomen

Last December, the first-ever TEDWomen conference (hosted by Pat Mitchell) took a curated look at women through the lens of change agent, intellectual innovator, and idea champion; from twenty-six countries we gathered more than seventy speakers—Secretary of State Hillary Clinton, Somali mother-daughter doctors Hawa Abdi and Deqo Mohamed, Nobel Peace laureate Jody Williams, Egyptian-American blogger Mona Eltahawy, media mogul Ted Turner, and young roboticist Cynthia Breazeal, to name a few. On those days, more than 100+ self-organized TEDx events connected to the TEDWomen conference, enabling the live participation of over 10,000 people on every continent and in every time zone.

The conversation continues on On December 1, when TEDxWomen will reunite these vibrant communities to hear leading-edge innovators and powerful ideas from women and girls—and a few men too. Organizers of TEDxWomen events will watch the livestream of the Paley Center mainstage events, and have the opportunity to host their own local speakers on women's issues.

The TEDxWomen stages in New York and Los Angeles will be connected and the speaker sessions simulcast to both locations so that attendees can experience an extraordinary program of speakers from both coasts. And of course, the dialogue will continue long after the conclusion of the conference, as the talks get released to the world online.

TEDxWomen will stream live from our stages to a global network of TEDxWomen events happening around the globe.

<http://tedxwomen.org/about-tedxwomen/>

6. TEDxChange

TEDxChange 2010 was held at the Paley Center for Media in New York City, on September 20, 2010. On that same day, a global conversation took place -- as participants in 84 TEDx events around the world watched its live webcast.

Convened by Melinda French Gates and featuring talks by some of the world's most inspired thinkers and doers, the first-ever TEDxChange event looked at what changes have taken place in the last decade, and what more needs to be done to ensure the health and well-being of future generations.

<http://www.ted.com/pages/562>

TEDxChange 2012 – April 5, 2012, live from Berlin

The Bill & Melinda Gates Foundation is a strategic partner of the TEDx program, and together we teamed up for a very special project called TEDxChange -- an initiative devoted to ideas worth spreading in the areas of global health and development. The TEDxChange team works with TEDx organizers around the world to help facilitate meaningful discussions on topics such as vaccines, polio, malaria, HIV/AIDS, maternal and newborn child health, and agricultural development. The TEDxChange initiative also includes a global signature event convened by Melinda Gates and broadcast across the TEDx community.

http://www.ted.com/pages/tedxchange_overview

The future is not fixed. We all have a hand in how it plays out. TEDxChange is a partnership of TED.com and the Bill & Melinda Gates Foundation, designed to act as a catalyst for global conversations on ideas worth spreading on health, development, and education issues.

TEDxChange is a program and partnership of TED and the Gates Foundation, created to spark global conversations about social issues. The focus of Thursday's event, TEDxChange: The Big Picture, will be to challenge traditional thinking around global issues.

<http://maternalhealthtaskforce.org/discuss/wpblog/2012/04/03/tedxchange-the-big-picture/>

<http://tedxchange.org> (http://www.facebook.com/tedxchange?sk=app_133541933424737)

7. TEDPrize@UN

Today, Thursday, Nov. 18, at **11 a.m. ET**, join us in celebrating the one-year anniversary of the launch of the [Charter for Compassion](#) — Karen Armstrong's 2008 [TED Prize Wish](#). The event, [TEDPrize@UN](#) — hosted by the United Nations — will be streamed live over the web, and feature talks on compassion by a number of fascinating speakers.

<http://blog.ted.com/2010/11/18/today-watch-the-tedprizeun-webcast/>

Talk

http://www.ted.com/talks/chade_meng_tan_everyday_compassion_at_google.html

8. The Mission Blue Voyage

Mission Blue是从TED大奖的一个获奖项目衍生而来的一个公益计划，他们在2010年4月组织一班人去海上考察，去一个小岛上。在4天的旅行过程，他们还在船上办演讲活动。

2009年，席薇亚·厄尔站在TED讲台上，号召人们在全球各地都建立海洋保护区域，让这个不受破坏或人为影响的保护区帮助地球恢复生态平衡。为了帮助各行各业的领导者共同协作，保护海洋，TED大奖筹办了今年4月，历时四日（4月6日-10日）的加拉帕戈斯群岛之旅。这次航程邀请了众多海洋学专家，深海探险者，科技发明者，政策制定官员以及商业领袖，文化艺术家，他们将共同去了解地球水生态，并探索如何更有效地保护可贵的海洋。在这四天旅程中还将举办8场TED演讲，下面就是部分演讲嘉宾的介绍。

这里是详细的细节，以及演讲者名单(英文)：

<http://www.tedprize.org/mission-blue-voyage/>

中文

<http://www.tedtochina.com/2010/03/07/mission-blue/>

9. TEDxVolcano

一群人在伦敦，参加斯考尔环球论坛 (Skoll World Forum) 这个以社会企业家精神为主题的大会时，欧洲发生火山喷发了，他们就即兴在斯考尔环球论坛结束之后，带了一班人，搞了这个 TEDxVolcano，几个人演讲。。。

An unprecedented TEDx event after 2010 Skoll World Forum in London. Sunday, April 18th. 5:15 doors open, 6:00pm talks commence, The Hub Kings Cross.

<http://bagtheweb.com/b/d0cwen>

10. TEDxOilSpill

2010年墨西哥湾BP漏油事件是美国乃至全球很大的新闻事件，延续了好几个月。他们就组织了TEDxOilSpill来响应这个公共事件。

<http://tedxoilspill.com/>

这两个会议虽然名字都是TEDx开头，但是TED的人员在其中起了很大的推动作用，积极参与推动。和普通的TEDx很不一样。

11. TEDMED conference

Richard Saul Wurman (March 26, 1935) is an [architect](#) and [graphic designer](#) who coined the phrase 'Information Architecture' and is considered to be a pioneer in the practice of making information easily understandable. Wurman has written and designed over 83 books, and created the [TED conference](#), as well as the EG conference, **TEDMED** and the WWW suite of gatherings, now in development.

http://en.wikipedia.org/wiki/Richard_Saul_Wurman

19 January 2010

TEDMED: a new partnership

We have some exciting news. TED has signed a unique partnership agreement with a sister conference, **TEDMED**, that extends TED's reach into the vital realm of medicine and wellness. It's a mutually supportive partnership that will allow us to bring the best of their talks to TED.com ... starting today with [this talk from David Blaine](#)!

TEDMED was founded in 1998 by TED's founder Richard Saul Wurman. It used the famous

TED conference format to address wide-ranging issues in healthcare, and was an immediate hit. When Richard sold TED to Chris Anderson's Sapling Foundation in 2001, he retained the rights to run TEDMED. For a while the two events maintained a distant relationship. But now we see much to gain by working more closely.

Richard is transferring ownership of TEDMED to entrepreneur Marc Hodosh (while continuing to act as key adviser and co-host), and the first event under Hodosh's ownership was held in San Diego in October. It was a terrific success, generating numerous talks that deserve a much wider audience. That's where TED.com comes in. Starting today we will begin releasing these talks to what has become a large global web audience. We're doing it because:

- We share a history and a brand-name
- The talks fit the familiar TED format, typically just 18-minutes, carefully prepared
- Most important of all, their subject matter is of importance to millions around the world

These are not obscure medical talks. They are accessible, powerful and relevant to anyone interested in human well-being. We're launching today with [an amazing, highly personal talk](#) from magician [David Blaine](#) describing what he went through in order to break the world breath-holding record. It will change your concept of what a human body is capable of. [Take a look](#) ... and know that there are plenty more where that came from!

As an organization, TEDMED remains 100% independent of TED. They are fully responsible for their events. We are simply granting them a license to use the TED logo as part of the TEDMED name, and also acting as adviser, video editor and key web distributor. We're thrilled at their success and at the prospect of a new source of amazing talks to share with the world.

If you like what you see, and would like to get involved more deeply than just viewing online, visit <http://tedmed.com>. The event is now annual, so you can sign up for their 2010 conference to be held October 26-29. It promises to be a great experience.

http://blog.ted.com/2010/01/19/tedmed_a_new_pa/