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## PRESS RELEASE

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### New Documentary Highlights the Creation of TEDx Talks

(5/30/2013) Columbus OH – If you have seen a TED talk, and asked how each presentation could be so polished, you may have wondered if the speakers came by those skills naturally. A new documentary shows that those results are the product of hard work. The video "The Talk Emerges" follows two speakers at the 2012 TEDxColumbus event, and shows how hard they worked to create their talks within the strict guidelines of the TED rules, from concept to final delivery and beyond.

The video can be seen on YouTube at <http://youtu.be/hwnsSufDQXI>.

Two women - invited to speak at TEDxColumbus in 2012 - agreed to allow their preparations to be examined and were interviewed for the 6 weeks leading up to the event.

Jan Allen is a local speaker, author, life coach and consultant whose talk dealt with the "third 1/3" of life, what people can do toward the needs of their careers and into retirement. She was invited to speak at the 2012 event after a public audition in the summer of 2012.

Naomi Stanford is an international consultant at the local architectural and design firm NBBJ. Her work focuses on organizational development and change. Her talk focused on the future of work. Ms. Stanford was traveling extensively during the process, and interviews were held via Skype from locations like Oxford, England and Shanghai, China.

Curator Ruth Milligan (of TEDx Columbus) appears in the video hosting the event and highlighting coaching during the talk preparations. Milligan provided key support for the documentary project.

The result is an intense study of the creative process, and the struggle to learn and meet a performance standard that was unknown to them when they began.

“I wanted it to reveal insight to what a speaker goes through -- to both excite potential speakers that it can be done - and weigh on those that don't take this very seriously. It is hard work that pays off,” Milligan said.

The performance of the talks themselves can be accessed from <http://tedxcolumbus.com> .

“I have always been fascinated about creativity,” said Rich Bowers, producer of the documentary. “These women gave me unprecedented access to their process – refining their ideas, shaping them into a cohesive story, then presenting them within very specific rules for the presentation. A TED talk is not something you can just walk in and deliver. It may look natural, but it requires a lot of effort.”

TED (<http://ted.com> ) has become a gold standard as a source of useful and interesting information (“ideas worth sharing”) and for the presentation of those ideas. The “TED talk” has earned a reputation as an archetype - for the emotion, story-telling, effectiveness and entertainment in the staged result. It is the product of intense preparation and a list of rules that dictate a unique kind of performance and style.

“The preparation of this documentary was a privilege, and it was a privilege to earn the confidence of Jan and Naomi, and to have their honesty and candor about their experience preparing the ‘talk of their lives’...” Bowers said.

Other documentary work produced by Bowers, and his Practical Video Studios, includes “Blues in the Garden,” the story of a local performer preparing a show for new performance space in the renovated Garden Theater in Columbus. See it at <http://youtu.be/BsR0KtTc-3g> . Shorter version here <http://youtu.be/DwgS3PVfoto> .

“The Talk Emerges: Two Speakers’ Journeys to the TEDx Stage” is a production of Rich Bowers and Practical Video Studios. <http://www.practicalvideostudios.com/>. Phone/text 614-859-2012.