



There is no greater force for changing the world than a powerful idea.

At its heart, the mutual goal of TED and USC is to foster the spread of great ideas. We aim to provide a platform for the world's smartest thinkers, greatest visionaries, and most fascinating teachers to come together and create a better future through innovation.

As the first university to host a TEDx program, the TEDx USC "Ideas Empowered" Conference stayed true to the spirit of the TED conference by hosting the world's most fascinating thinkers and doers, and challenging them to give the talk of their lives in 18 minutes or less.

"I experienced more than one conversation where talented folks exchanged cards and I thought: 'that will lead to something special.'"
- TEDx USC attendee

USC is home to some of the most groundbreaking research and brilliant minds. Bringing TEDx to this university provides innovators at USC and beyond an experience that challenges the mind and senses, connects people together, and inspires them to move their ideas beyond the campus and out into the world.

"I think we are all working to better understand what creates that 'pop' moment when something resonates deeply, and TEDx USC has certainly pioneered that feeling in the arena of intellectual stimulation."
- TEDx USC attendee

USC Presenters included Kellee Santiago, Videogame innovator;
Paul Debevec, Creator of new 3D technologies;
Mark Humayun, Ophthalmologist developing methods to restore sight to the blind;
David Logan, Tribal leadership thought-leader;
Donal Manahan, Creator of the Blue Revolution;
Qi Zhang, Masters candidate, USC Thornton School of Music.
They were joined by presenters
Salman Ahmad, UN Goodwill Ambassador and Muslim rock star;
Markus Nordberg, Scientific coordinator for the Large Hadron Collider;
Jane Poynter, Scientist in Biosphere 2.

TEDx USC by the numbers:

- 1150+ guests
- 8 speakers
- 4 TED 2009 talks
- 4 musical performers, including surprise guest Melissa Etheridge
- 4 films from USC students, including first student film ever produced by alum George Lucas
- 2500 tweets, making TEDx USC the #1 trend on Twitter during the event
- 7 interactive installations and demos at the reception
- 8 student bloggers for CNN.com

More Information:

<http://stevens.usc.edu/tedxusc>

TEDx USC was sponsored in part by our partners at



TEDxUSC
x = independently organized TED event

ideasempowered

