

2012

TED^xSilkRoad

x = independently organized TED event

April 11, 2012, Istanbul, Turkey

Borderless Creativity & Commerce

www.TedxSilkRoad.com



By: **ANYSCREEN**
PRODUCTIONS



What is TED^xSilkRoad?

2012

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Inspirational speakers both local & international

Showcase of cutting edge mobile and internet innovation

Cultural performances

Networking for partnerships and investment

Opportunities for entrepreneurs

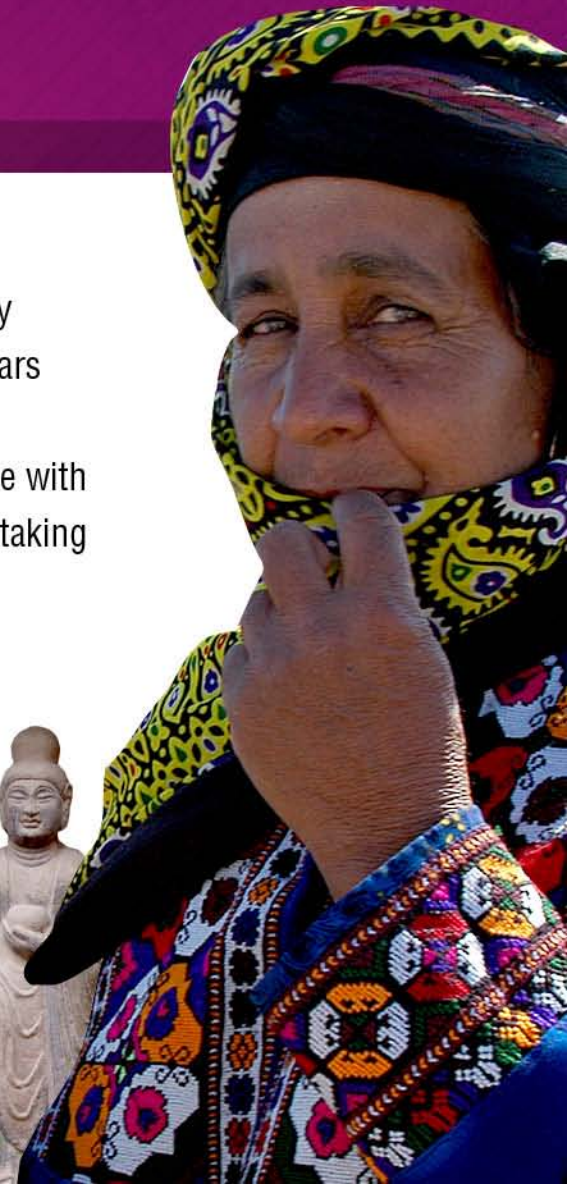
Call to action for social innovation

A one day inspirational conference plus pre and post entrepreneur-investor networking and collaborative workshops

The old Silk Road

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- A web of trading routes from China to Italy which linked East to the West for 2000 years
- It was a route of innovation and commerce with long journeys, physical hardship and risk taking
- It was also an exchange of beliefs, new ideas, and cultures, through the power of music, food and stories...



The 21st century Silk Road is digital

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- It is the social web
- The smart phone in your pocket
- The high speed fiber optic or cloud network which connects everything
- It goes beyond national and cultural borders...

it is:

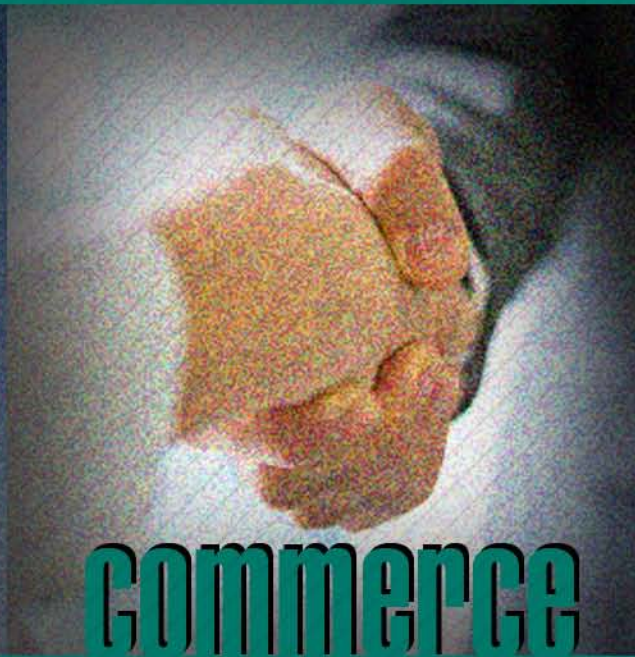
Next Generation Commerce
Global Communities
Education Revolution
Connected Creativity

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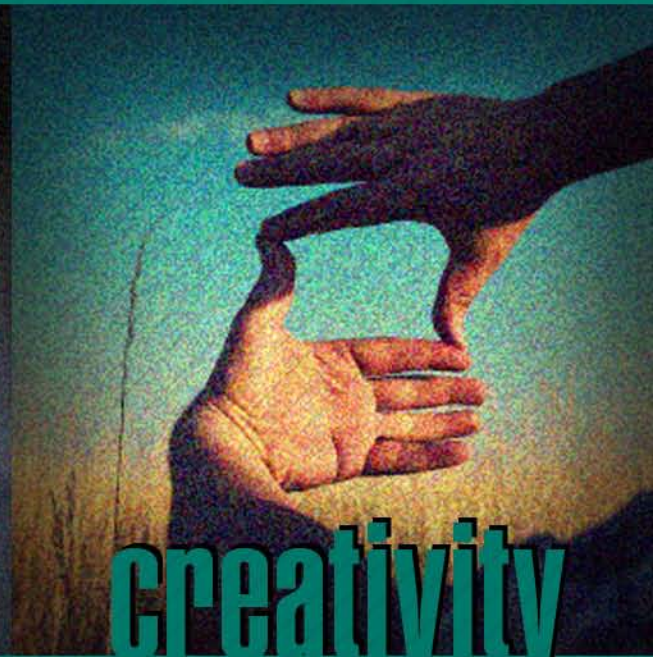
THE CONFERENCE IS ABOUT



innovation



commerce



creativity

on the 21st century Silk Road

digitalSILKROAD

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4 Program modules

1

THE NEED TO INNOVATE

- Digital Silk Road versus the ancient SilkRoad, what can we learn from tradition?
- What is fuelling our need to innovate?
- Digital globalisation and the new economy
- What are the new rules of the digital global market place?
- Collaborative consumption in the 21st century
- Bridging the East & the West : Turkey's new role

2

BORDERLESS CREATIVITY

- How does technology eliminate the borders around content, media, knowledge, cultures, science, and empower more creativity?
- What are our "borders"? What limits our creativity? If we had no borders, how far could we go?
- Do we need to be talented to be creative?
- Crowdsourced and shared creativity
- Going beyond your limits at the intersection Arts, Sciences and Technology
- Using your knowledge outside the box

Borderless Creativity & Commerce

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4 Program modules

3

CONNECTED & EMPOWERED

- 6 billion connected souls - the wisdom of the crowd
- Brevity & Intimacy in digital storytelling, and the power of the personal narrative
- Future of Social Media: How to build Trust and Reciprocity in telepresence.
- All media will be social media. What is the future of Connected TV?
- The power of Mobile and Internet to build communities and activate change
- Idea cashing: how can it help save your life and of those in your community

4

A JOURNEY WORTH SHARING

- The quantified self - know thy biological data!
- The journey within: how far do you need to go to discover yourself?

Prominent International & Turkish Speakers

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Mark Norell

Curator, American Natural History Museum



Arvind Gupta

IDEO, Asia

Heather Leson

Ushahidi, New York & Kenya



Didem Altop

CEO of Endeavor, Turkey

Karen Lancel

Social media artist, V2, Holland



Tulin Akin

Founder, Tarimsal Pazarlama.com, Turkey

Ralph Simon

Chairman, Mobilium, UK



Patrice Slupowski

VP Digital Innovation & Communities, Orange

Marie Jose Monpetit

Social TV Researcher at MIT



Joey Ellis

TED Fellow, Water Sculptor, Indonesia, China

(Note: These are the currently confirmed Turkish and International speakers as of March 2012, subject to change)

- TEDxSilkRoad will be held in Istanbul, a beautiful city, on the old Silk Road
- Bridging the East and the West
- The venue is Feriye , an historic location on the Bosphorus.
- With originally designed ambiance mixing the old and new, traditional and modern, digital and analog



Feriye
Ortakoy, Istanbul

Unique City, Unique Venue

Who will attend?

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250 specially curated and invited guests including:

Turkey's Mobile and Internet leaders ■ International Digital Media Executives ■ Corporate Innovation Leaders ■ Academic community ■ Major international and local press ■ Cultural Attaches and guests ■ Venture Capitalists, and Angel Investors ■ Internet and Mobile Entrepreneurs ■ International TEDx Organizers from Europe and Asia

Our Sponsors

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The curator of TEDxSilkRoad

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Ferhan Cook



- Digital media expert with over 25 years of international experience
- 11 years at Apple as one of the original multimedia team members
- Over 10 years experience in organizing high quality global television and digital media festivals (MIPTV, MIPCOM, PICNIC)
- Extensive global network and connections
- Frequent speaker and chair at major global media events (Seoul Digital Forum, FICCI India, Digital Hollywood, International Emmy's)
- Based in London and Istanbul
- Robert College and Bogazici University Alumni
- Founder of AnyScreen Productions (**ANYSCREEN** PRODUCTIONS) and Digital SilkRoad Innovation Platform (**digitalSILKROAD**)

What is TED ?

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TED is:

- An annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. Broad subject areas that are collectively shaping our future, are included
- All the TED Talks are shared freely at TED.com which now has 200 million viewers world wide. TED Talks are translated by a volunteer community into more than a 100 languages
- Sponsors to date include, IBM, BMW, NOKIA, ROLEX and more



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Total Events
Past: 2491

Total Events Future: 1224

Number of Countries in which TEDx
events have been held: 114

Number of Languages: 47

Number of Photos uploaded to
Flickr: 119,037

Number of TEDx Talks
Videos: 9,189

Total views of Tedx Talks:

45 million views

TED^x STATISTICS TO DATE

TED^x is:

- In the spirit of ideas worth spreading, TED has created a program called TEDx – local events that bring people together to share a TED-like experience. This program is popular around the world

These local, self-organized events are

- branded TEDx, where x = independently organized TED event

The individual TEDx events are

- non-exclusive and there could be more than one TEDx in each town



- The Turkish TEDx community is also growing... Ideas are spreading... TED Talks are getting to be known amongst young professionals in Turkey
- There have been several Turkish TEDx events to date which have been growing an audience interested in “ideas worth sharing”. TEDxSilkRoad will contribute to this effort.

Number of views TEDxTalks have received from Turkey

60,000



The Digital Silk Road Innovation Platform™ objectives

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- To foster digital innovation among the entrepreneurs and corporate leaders of Turkey
- To spread new trends, ideas and the digital culture quarterly “Digital Silk Road Salons” and the annual “Digital Silk Road Art and Technology Festival”
- To create and support mobile innovation in Turkey through “Mobile Innovation Awards” and seed funding for start ups
- To create and support mobile internet empowered social projects, involving health and education aimed at women, children and the elderly
- To facilitate both commercial and social innovation by supporting university students, and young entrepreneurs

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PRODUCTIONS

April 11
Istanbul
Turkey

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Join us on this journey that will
start next April...Thank You!

Presented BY:

digital SILKROAD

An Initiative of:

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