



# TEDx BerkleeValencia

Berklee College of Music  
Music Business Program  
Course 2013-2014

*Maxwell Moya Wright*

## OUTLINE

- Rules + Licenses
- Organization + Team
- Venue + Location
- Speakers + Performers
- Coaching Process
- General Production
- Rehearsal + Day of Event
- Outcomes

# RULES + LICENSES



## GOALS + OBJECTIVES

- Idea + Theme
- Projection + Validation
- Deadline



## **RULES + LICENSES**

- TEDx Guidelines
- Licenses
- Application

# ORGANIZATION + TEAM



## PROJECT DIRECTOR



Emilien Moyon

## PROJECT DIRECTOR

- Curator
- Licenses
- General Management
- Leadership



## ARTISTIC DIRECTION



Maxwell Wright



Ludovico Vignaga



Louis Vallbona

## ARTISTIC DIRECTION

- Speakers and Performers
- General Design + Sponsors (Brand/Web/Partners)
- General Curators / Program Designers

## MARKETING



Cristina Dominguez



Alejandra Menendez



Alexandra Morancy

## MARKETING

- Content
- Brand Awareness
- Publicity

## PRODUCTION



Aishwary Narolia



Gael Hedding



Rozelle McBernette

## **PRODUCTION**

- Planning
- Costs
- Execution

## VENUE + LOCATION

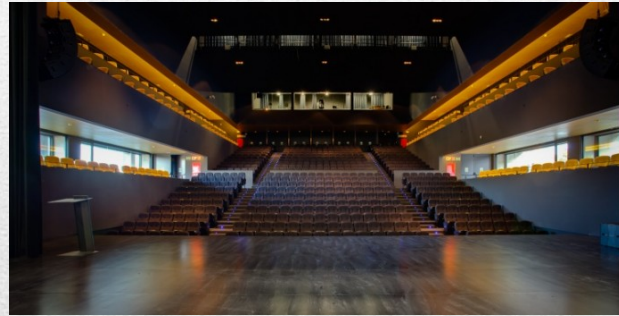


## OPTION A. Palau de les Arts





## OPTION B. La Rambleta



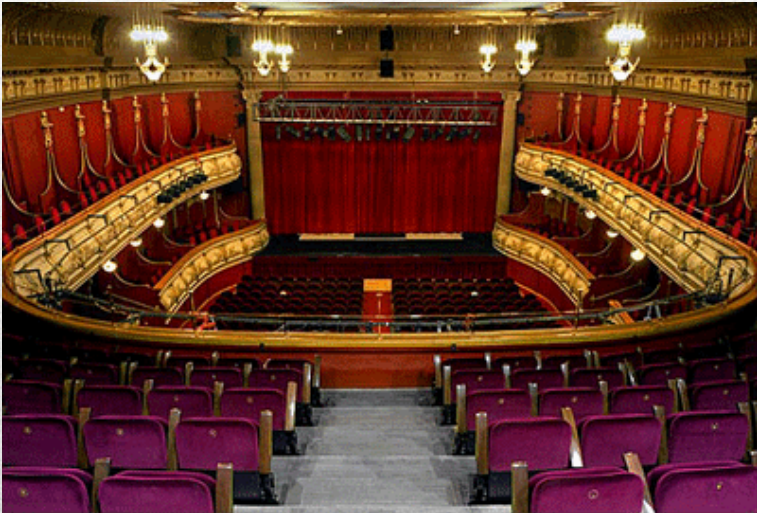
## OPTION C. Palau de la Música



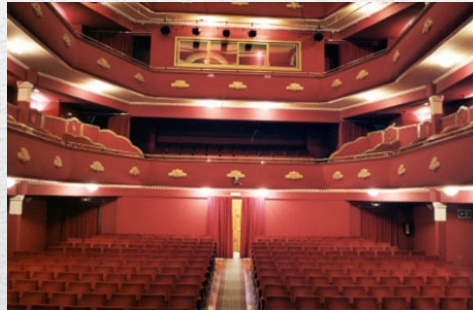
## OPTION D. Teatro Principal



# OPTION E. Teatro Olimpia



## OPTION F. Teatro Talia



# SPEAKERS + PERFORMERS





## STATISTICS (TEDx 2014)

### Gender

Male: 10

Female: 6

### Disciplines

Musicians, Film Composers, Videogame Composers, Designers, Sound Designers, Illustrators, Contemporary Dancers, Flamenco Dancers, Entrepreneurs, Dj's, Psychologists, Singers, Educators..

### Countries

Spain, USA, Jamaica, India, Ireland, Portugal, Brazil, Cyprus, Austria



## STATISTICS (TEDx 2014)

### Berklee Students

5 Students

1 Fellowship

### Berklee Alumni

2 Alumni

### Berklee Faculty

3 Members

### External Guests

4 Guests

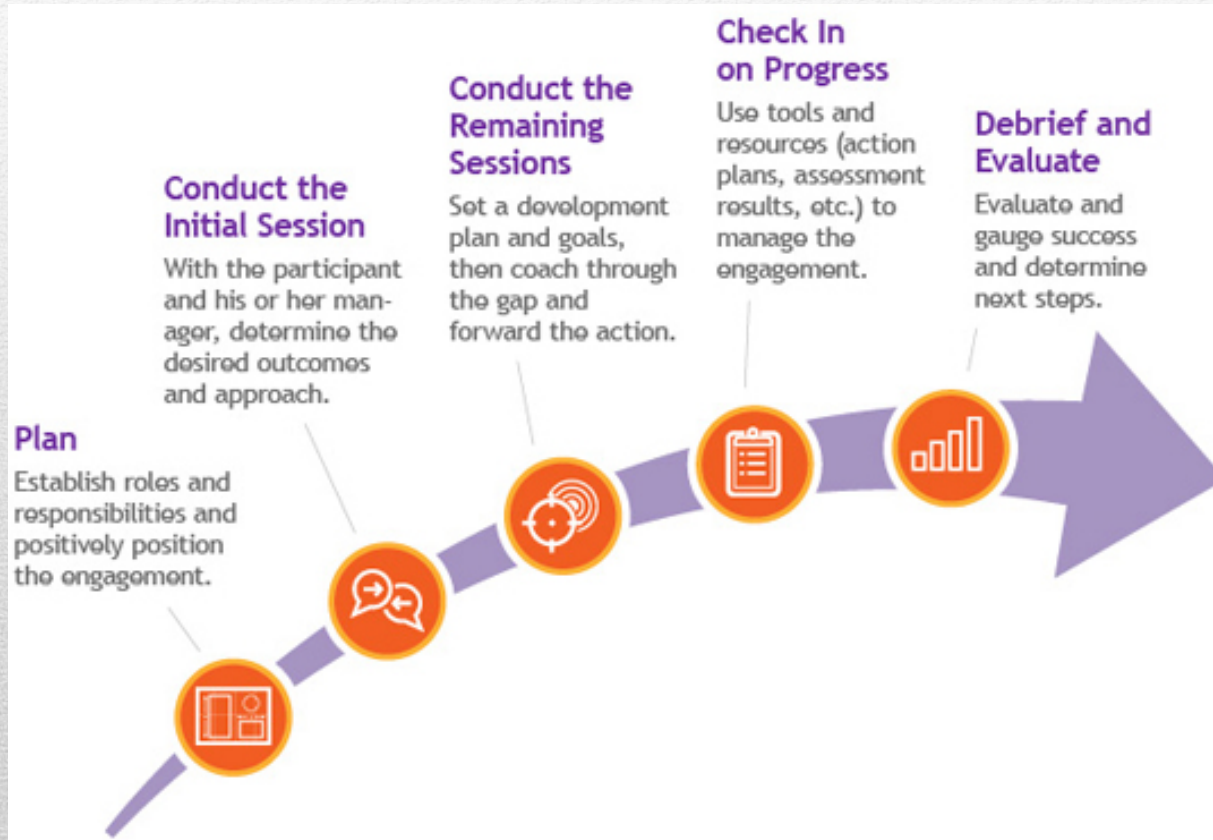
## GLOBAL EVENT



# COACHING PROCESS



# COACHING PROCESS



## COACHING PROCESS

- Follow up
- Editing
- Directing
- Feedback Sessions
- Confidence Building

# GENERAL PRODUCTION



## PRODUCTION

- Emails
- Check Lists
- Follow Up
- Quick Decisions
- Physical Displacement





# REHEARSAL + DAY OF EVENT





## REHEARSAL DAY

- Get in
- Run Through
- Light + Sound Requirements
- Coaching Feedback

## **DAY OF EVENT**

- Volunteer Coordination
- Presentation Rehearsal
- Doubts
- Concentration on Event
- Get Out of Venue

# OUTCOMES



## WHAT I LEARNT

- Team Management
- Time Management
- Leadership Skills
- Organizational Skills
- Production Management
- General Coordination

## WHAT I NEED TO LEARN

- Follow up
- Tracking of outsourced tasks
- How to Delegate
- Management of Agenda
- Management of Time
- Designate Roles + Responsibilities
- Leadership + Authority (Respect)

## WHAT WENT WELL

- Rehearsals
- Schedules
- Timing
- General Coordination
- External Attendance



## WHAT WENT WRONG

- Communication
- Direction
- Feedback to coaches
- Post-Production
- Internal Attendance

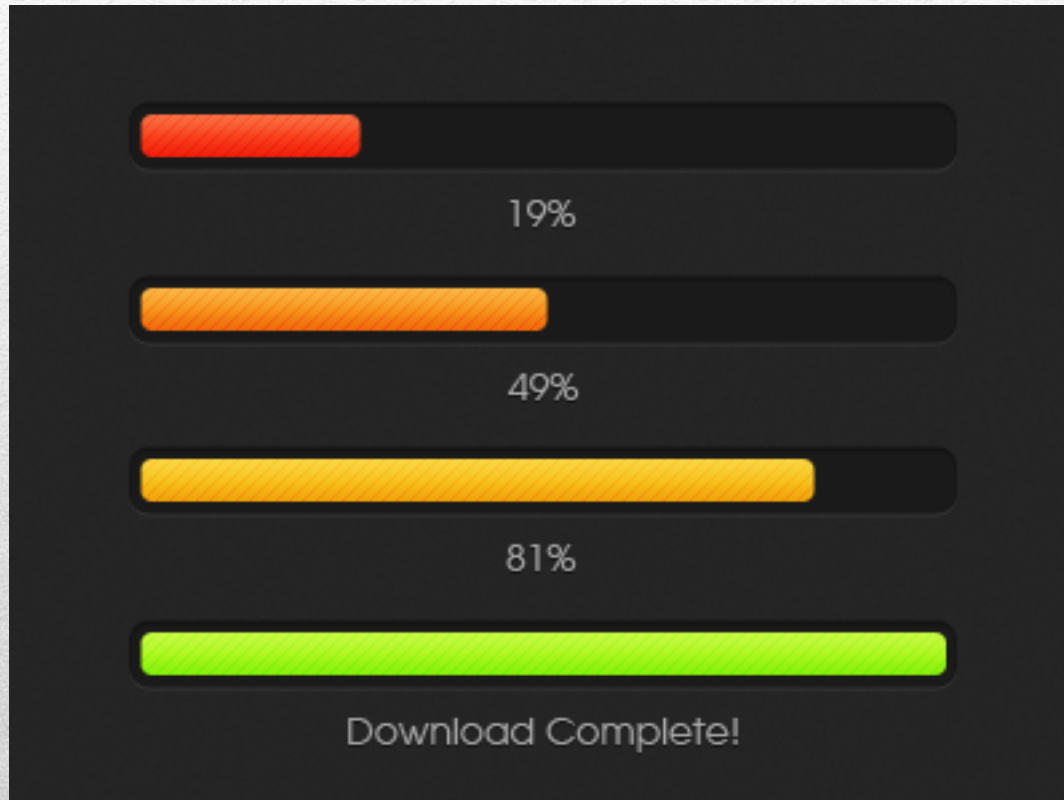
## WHAT SHOULD HAVE BEEN DONE DIFFERENTLY

- Organizational Chart
- Sp. Confirmation
- Coaching
- Technical Rehearsal

## WHAT SHOULD I HAVE DONE DIFFERENTLY

- Take more Responsibility
- Organize my time (Prioritize)
- Learn to Delegate
- Motivate Group
- Confront Issues

## GENERAL CONCLUSION





**THANK YOU!**