

## 'Global Thought Leaders' Come to Campus University to host first 'TED Talk' experience

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SMU will host the TEDxSMU for the first time this semester. The event will bring global thought leaders to campus, exposing students to the theme, "What will change everything?"

The event, which is described as an "intellectual circus," brings thinkers together who are then challenged to give the talk of their lives - in 18 minutes. TED stands for Technology, Entertainment and Design, and brings together the brightest minds from these categories to take on the challenges facing our world today.

TEDxSMU is a special event unique to SMU, which is local and self-organized to bring a TED like experience to the university.

The event will be held on Oct. 10, however students must apply for admission by Aug. 31. Applications can be found at TEDxSMU.org. The cost of the event is \$100 for students and includes the day session speakers as well as an evening party.

Co-chair for the event, Dean of the Lyle School of Engineering Geoffery Orsak believes this could be one of the most thought provoking events of the year.

"Dallas is a city that thrives on big ideas, and TEDxSMU will encourage our community to think even more ambitiously about our future," Orsak said.

Since 1984, the TED conference caters to CEOs, scientists and philanthropists. Since its first event, it has expanded to include science, business, art and global issues facing our world.

Past attendees have called the conference "the ultimate brain spa" and "a four-day journey into the future," according to the conference's Web site.

Past speakers at the event have included Bill Clinton, Bill Gates, Sir Richard Branson and Bono.

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