

Information for TEDxSMU Attendees

Dear TEDxSMU Attendee:

We hope you're as excited about TEDxSMU as we are! Below you'll find some important info about the conference on December 3. Please don't hesitate to call any of the TEDxSMU team if you have any questions.

TEDxSMU EVENT INFORMATION AND DETAILS

Non-negotiable: come with an open mind!

This day is about exploration – meeting new people, hearing new ideas, experiencing the unexpected. There will be elements that will move you, make you think, bring you to tears, give you chills, make you laugh, and perhaps even offend you. You'll love some of it, and might hate some of it. But to have any reaction, you've first got to show up.

SATURDAY CHECK IN + REGISTRATION

Check in is from 9:00-10:00 a.m. on Saturday, December 3. You will receive all your event credentials at check in, or you are welcome to pick them up the night before on December 2 at the TEDxSMU Pre-Party from 6-8 (also at the Wyly Theatre). No tickets will be mailed for the event. The physical location for the conference is the Dee & Charles Wyly Theatre in Dallas (2400 Flora Street, Dallas, Texas 75201).

GETTING THERE + PARKING

To get the Wyly, you can walk, ride your bike, take the DART Rail to the Pearl St. Station, drive or cab it. If you drive, here are several parking options available to you:

Self parking is available for \$5 per car in the Lexus Silver parking lot, located under the new City Performance Hall just east of the Wyly. The entrance to the garage is on Jack Evans Street between Flora and Ross. Designated Handicap Parking – handicap parking spaces are located adjacent to the elevator / escalator lobbies. These spaces are on a first come first serve basis. There are several other self-park lots located in the general vicinity of the Wyly Theatre.

For cyclists attending events in the district there are THREE bike rack locations.

- Northwest corner of Ross at Harwood (by the DMA)
- Parking lot on Flora, between Olive and Pearl (adjacent to the attendant building)
- One Arts Plaza – South of Screen Door along Routh St.
- East side of Dee and Charles Wyly Theatre – Closest to the elevators and stage door

THE SCHEDULE FOR THE DAY

Please see the PDF of the program, including the schedule and speaker bios (this will be emailed the week of Thanksgiving). The house doors open at 9:00 a.m. and the show runs from 10:00 a.m. to 6:00 p.m. with breaks for lunch and conversation. The After Party is from 6:00-7:00 p.m.

THE AFTER PARTY

The Crow Collection of Asian Art

Located three blocks west of the Wyly (0.2 miles) at 2010 Flora Street, Dallas, Texas 75201.

WHAT'S HAPPENING AFTER THE PARTY ENDS AT 7:00?

We encourage you to go get some dinner and have some down time! If you're still going at 8:30, come join us at the After-After Party at Tech Wildcatters in Uptown (2700 Fairmont) for more conversation and a relaxed environment.

FREQUENTLY ASKED QUESTIONS

Will you start on time?

Yes! We'll start the program promptly at 10 a.m., so be sure to arrive in time to check in, grab a bite of breakfast and meet someone new. With very few exceptions, all seating is general admission. The theatre doors open 10 minutes before each session for general admission.

DISRUPTION

TEDxSMU 2011

Will there be food?

Yes! We'll have light breakfast snacks, box lunches -or- the option to purchase a ticket for lunch at One Arts Plaza with one of the speakers, and afternoon snacks. There will be light hors d'oeuvres and a cash bar at the after party.

Who will be speaking?

Please see our website at www.TEDxSMU.org or the PDF of the program for the list.

What should I wear?

No need to dress up just for us. It's a Saturday! Be comfortable; it's a long day.

What should I bring?

While you really don't need to bring anything, you may chose to bring something to jot down some notes. Please leave your errand lists at home! Oh, you might want to bring a reusable water bottle. We'll have water stations and glasses throughout, but if you bring your own bottle, it saves the water from having to wash as many dishes.

I can't imagine unplugging for the whole day...can I bring my laptop?

It's ultimately up to you, but we do ask that you turn off your phones, computers, and anything else with an on/off switch while you are in the theatre. Those screens are really annoying to the people sitting behind you. If you would like to Tweet or blog from the conference, you are welcome to do so from the Lobby or one of the break spaces. We will be broadcasting the conference throughout the building.

What about my friends who couldn't be here today?

We are webcasting the entire conference from 10:00 a.m. to 6:00 p.m.! Tell your friends to log in at TEDxSMU.org or they can join one of the three viewing parties happening around town at the Texas Theatre, Tech Wildcatters or the AT&T Foundry. These are free and open to the public! More information is on our website at www.TEDxSMU.org.

DIRECTIONS TO THE WYLY / LEXUS SILVER PARKING

FROM US 75 NORTH/ I - 45 SOUTH: Take US 75/I-45 toward downtown Dallas. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans St.

FROM I - 35 NORTH/SOUTH: Take I-35 toward downtown Dallas. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans Street.

FROM DALLAS NORTH TOLLWAY: Take Dallas North Tollway South. Dallas North Tollway becomes Pearl Street; continue on Pearl Street into downtown Dallas. Take an immediate left on Woodall Rodgers service road. Turn right off of the service road onto Jack Evans Street.

FROM I-30 EAST AND WEST: Take I-30 toward downtown Dallas. Merge onto I-35 North. Merge onto Woodall Rodgers Fwy., exit at Pearl Street. Take a left on Flora.

VIA DART: Take the Red or Blue line toward downtown Dallas and exit at the Pearl Street DART Rail Station. Dallas Center for the Performing Arts is 3 blocks north and 1 block east at Flora Avenue and Leonard Street.

DISRUPTION TEDxSMU 2011

EVENT SCHEDULE

Friday, December 2, 2011

- 6-8 TEDxSMU Pre-Party
- 6:30 Art Installation Dedication (Located on the Hall Financial Group Property, one block west of the Wyly)

Saturday, December 3, 2011

- 9:00 Registration Begins - TEDxSMU
- 10:00 TEDxSMU Session I
- 12:00 TEDxSMU Break
- 1:15 TEDxSMU Session II
- 3:00 TEDxSMU Break
- 4:00 TEDxSMU Session III
- 6:00 TEDxSMU After Party, Crow Collection of Asian Art
- 8:30 After-After Party, Tech Wildcatters

