

# TED<sup>x</sup> Swansea

x = independently organised TED event

Showcasing ideas and talent from  
the Swansea Bay City Region.



National  
Waterfront  
Museum

# evolve

SATURDAY / 2017  
**June 24**

#TEDxSwan17

# About TED/x

## x = independently organised

In the spirit of ideas worth spreading, TEDx is a programme of local, self-organised events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organised events are branded TEDx, where x = independently organised TED event. The TED Conference provides general guidance for the TEDx programme.

*(Subject to certain rules and regulations.)*

**Talks that  
empower  
great  
thinking.**

## About TED

Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjoleweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia, along with the TEDActive simulcast event in nearby Whistler. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation

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Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TEDEd. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organised TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

**Change is at the very core of evolution  
and without it, all creatures would look  
alike and behave the same way.**

- MARTIN DANSKY -  
Canadian Actor

**TED is a non-profit organisation  
devoted to Ideas Worth Spreading.**



**MAI** DAVIES

@MaiDaviesNews

Mai is a journalist, television and radio broadcaster, having worked for the BBC, Sky and ITV amongst others. She is also a presentation and media trainer for international training organisations, broadcasters, major companies and NGOs. In her TEDxSwansea talk Mai will explore our everyday communication. This includes interaction with each other, to our social media audience, to our colleagues and, sometimes, to the public. She will look at how we conduct our communication and will ask the question, "are we failing to connect with the people we want to connect with?"



DR. **ANDREW** KING

@SHOALgroup

Associate Professor Dr Andrew King is a Behavioural Ecologist based at Swansea University, conducting research in the field of social behaviour. His research group – SHOAL – studies a variety of group-living fish, birds, and mammals (including humans) in the lab and in the wild. With more than 50 scientific publications he has also spoken at lectures and seminars around the world. Andrew, who has previously worked at The Zoological Society of London, is well-known for his work investigating the evolution and ecology of leadership, and this will be the topic of his TEDxSwansea talk.



DR. **JANE** DAVIDSON

@JaneBryngwyn

Dr Jane Davidson is a former Welsh Government Environment and Sustainability Minister (2007-2011) and is Director of the Institute of Sustainable Practice, Innovation and Resource Effectiveness (INSPIRE) at the University of Wales Trinity Saint David. According to the Independent on Sunday in 2009, she is the third most influential environmentalist in the UK. With the world in a precarious condition and with nations struggling to collectively find a solution for a sustainable future, Dr Davidson will explore the tangible ways in which nations can evolve to create a sustainable future, both for individual countries and for the planet as a whole.

# The Speakers

**TEDxSwansea** - bringing together imaginative, creative thinkers and achievers.

The team has worked hard to bring you a group of engaging and informative TEDxSwansea speakers. Thank you to everyone who expressed an interest in speaking at this year's event.



**RHINAL** PATEL

@rhinal1982

Rhinal Patel is of Indian descent and grew up in South Wales. She had a high-flying communications job and worked with A-list stars such as Angelina Jolie and Sienna Miller. At the age of 24, she decided to ditch it all and travel the world. With little money, she took to learning from indigenous hunter/gatherer tribes and volunteering in the Amazon jungle. At TEDxSwansea she will talk about her experiences of being a single female traveller and some of her life-changing moments.



**MATT** CROME

@mattcrome

Matt is Managing Director of Square Peg Coffee House, a thriving social enterprise based in Swansea that generates profits for charities, both in the city and overseas. Square Peg was recently named as one of the top twenty coffee houses in the UK. Matt is passionate about doing business differently and looking beyond ourselves in our everyday decisions and actions. With this in mind, he will look at how a society approach to business can bring benefits in a world that is dealing with funding cuts, social care reforms and austerity.

# The Performers



**Steve Balsamo**  @stevebalsamo

Steve Balsamo came to prominence in the late 1990s after playing Jesus, to great critical acclaim, in the West End revival of Jesus Christ Superstar. After winning a Variety Club award for the role, Steve signed to Columbia/Sony Records, made an album and won best male solo artist at the Welsh Music Awards all in the same year.

In 2004, Steve formed The Storys, a West Coast-influenced harmony band. Their debut album came to the attention of Elton John who publicly declared it 'fantastic' and invited the band to tour with him for three summers. The Storys have also toured with Joe Cocker, Celine Dion, Santana, Van Morrison and Tom Jones to name a few. The Storys' songs have been featured in the US teen drama One Tree Hill and hit Brit-flick The Bank Job.

His recent project was a duet album, called Unfolding, with folk singer Rosalie Deighton.



**Sian Richards**  @Sian\_R\_Music

Sian Richards is a Swansea-based bilingual singer/songwriter. She has recorded an English language 5 track EP called 'Where Do We Go From Here' and recently released a 12-track album called 'Borderline'. She also writes and performs in the Welsh language, with her most recent song called 'Welai di eto'.

Sian's Welsh music is regularly played on BBC Radio Cymru and her English songs on sites such as BBC Introducing and Museboat Radio New York, amongst others. She was named 'Artist of the Week' in early 2016 on BBC Wales Introducing as well as having the 'Track of the Week' with one of her Welsh songs, 'Tywyllwch Ddu'.

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# Our Partners



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

The University of Wales Trinity Saint David (UWTSD) has a clear and exciting strategic plan which places emphasis upon applied learning, strong academic disciplines and a clear commitment to innovation, enterprise and knowledge transfer. This connected university is driving through structural and strategic change which is closely associated with industry, business and enterprise.

The University has a clear national profile – delivering for Wales and celebrating its distinctiveness on a UK and international stage.

[uwtsd.ac.uk](http://uwtsd.ac.uk)

[@uwtsd](https://twitter.com/uwtsd)



**National Waterfront Museum**

The National Waterfront Museum in Swansea is one of Amgueddfa Cymru - National Museum Wales's seven sites. The museum tells the story of industry and innovation in Wales, now and over the last 300 years. Its vast industrial and maritime heritage is ready to explore via cutting-edge, interactive technology married with traditional displays.

It means a unique, captivating and involved visitor experience lies in wait at Wales's newest national museum.

[museum.wales/swansea](http://museum.wales/swansea)

[@The\\_Waterfront](https://twitter.com/The_Waterfront)

Our Partners and Friends make it possible to organise TEDxSwansea and bring you engaging and informative talks and performances. *They share the ethos of TED and believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.*

# Friends



**PERAGO-WALES**

Perago has extensive experience in enabling digital transformation and specialises in public services. Their approach goes beyond individual service transformation to focus on every aspect of digital delivery. Perago take an integrated approach to organisational change, focusing beyond standalone digital services.

[perago-wales.com](http://perago-wales.com)

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Buffoon Film and Media have been helping businesses (big and small) across the UK with its video production service and they love what they do. Based in the industrial town of Port Talbot in south Wales, they have an experienced team of Producers, and offer a bilingual service, which means that you can deal with them in Welsh, English or a bit of both.

[buffoonfm.co.uk](http://buffoonfm.co.uk)

[@buffoonfm](https://twitter.com/buffoonfm)

# South Wales Evening Post

Founded in 1932, the South Wales Evening Post has been reporting the latest local news and sport from across South West Wales.

[walesonline.co.uk/all-about/swansea](http://walesonline.co.uk/all-about/swansea)

[@SwanseaOnline10](https://twitter.com/SwanseaOnline10)



Jigsaw Creative understand that every brand comes in different shapes and sizes. They strategically take a brief, can brainstorm bespoke concepts and - using promotional gifts, printing, web, and branding display- create a buzz about your business.

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# iCREATE

iCreate are a team of 3D artists with a passion for visualising spaces and places. They turn your architectural drawings into compelling CGIs, flythroughs and interactive apps that make your proposals feel real long before you've laid the first stone.

[icreate3d.com](http://icreate3d.com)

[@iCreate\\_Ltd](https://twitter.com/iCreate_Ltd)

# The Programme

Registration

First Session

## Welcome

Live talk : Matt Crome

Live talk : Mai Davies

 TED Video

## Performance

Steve Balsamo

(accompanied by Pete Thomas)

Buffet (45 mins)

Second Session

Live talk : Rhinal Patel

Live talk : Dr. Andrew King

 TED Video

Live talk : Dr. Jane Davidson

## Performance

Sian Richards

Close

**TED** is a non-profit organisation  
devoted to Ideas Worth Spreading.

# The Team

**TEDxSwansea** was brought to you by

## ORGANISERS

**Steven**  
STOKES

**Lee**  
IBBOTSON

## HOST

**Denise**  
DAVEY

## TEAM MEMBERS

**Amber**  
WHEATLEY

**Mabrouka**  
SALEM ABUHMIDA

## Special thanks

The organisers would like to extend a special thanks to our partners and friends for their support in making this event happen.

A big thank you in particular to **Andrew Kuhne, Phil Coleman, Sathia Lackhmanan and Vivian Richards** for their assistance in planning and organising TEDxSwansea at The Waterfront Museum, and to all the staff at the museum for their support on the night.

evolve

TEDx Swansea

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The graphic features a large, irregular ring of red and white dots of varying sizes, resembling a molecular structure or a network. In the background, there is a faint, dark grey geometric pattern of lines and dots, some of which are connected by arrows, suggesting a network or flow. The text "ideas." is in white, "worth sharing" is in red, and "TEDx Swansea" is in white.

**ideas.**  
worth sharing

TEDx Swansea



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