



ACADEMIC SEMINAR & RELATIONS  
ON EDUCATIONAL ADMINISTRATION, 2025

GLOBAL  
CITIZEN  
LEADERSHIP



**TEDx**

# EDUCATIONAL ADMINISTRATION

*Naresuan University*

**IDEAS WORTH SPREADING**

## **Preface**

This document is a supplementary material for the activity of presenting ideas, experiences, and inspirations about new-generation educational leaders (TED TALK). This is part of an activity where students from the Educational Administration program present their ideas through public speaking. It serves as a platform for students to express themselves and engage in an activity related to educational administration, including listening to the presentations of ideas, experiences, and inspirations from students in the Educational Administration program. This allows one to gain insight into the thoughts and experiences regarding educational development from the perspective of students in the field of Educational Administration.

The organizing committee recognizes the importance of this and has therefore presented the results of the TED TALK activity on ideas, experiences, and inspirations. The organizing committee sincerely hopes that this document will be beneficial to those who are interested in participating in the activity to share their ideas, experiences, and inspirations for the further development of education.

**The Organizing Committee**

## Table of Contents

Contents	Page
Preface	i
Table of Contents	ii
TED Talk	1
What You Gain from TED Talks	2
Preparation and Speaking Tips for TED Talks	3
Steps to TED talk	5
Criteria for Scoring the Competition	6
Activity Schedule	8
Atmosphere of the Event	9
Example of a TED Talk Speech	11
QR CODE for Contestant Groups	12

# TED Ideas worth spreading

## TED Talk

TED (Technology, Entertainment, and Design) is a seminar format centered around topics such as Technology (T), Entertainment (E), and Design (D), which is the origin of the term TED. It was established by a non-profit organization aimed at spreading new ideas through TED Talks, which are no longer than 18 minutes long. TED was first established in 1984 and later revived in 1990 under the slogan "Ideas Worth Spreading." Initially, TED focused on technology and design, but over time, it expanded to cover topics such as science, linguistics, psychology, culture, arts, and various academic disciplines. It also includes stories, experiences, inspiration, and narratives valuable for listeners from various speakers.

In simple terms, TED Talk is a platform where expert speakers present stories and ideas on diverse topics under the motto "Ideas Worth Spreading." TED Talks are widespread across the world and cover topics such as science, linguistics, psychology, culture, arts, ethics, theology, mathematics, sociology, and education, as well as sharing personal stories, experiences, inspirations, and diverse perspectives. Speakers are carefully selected to cover a wide range of topics, which is why TED is unique compared to other talk platforms. TED covers subjects such as dinosaurs, DNA, fear, religion, countries, sex, the internet, and God. TED seeks speakers who are leading thinkers and doers; meaning those who not only have excellent ideas but have also put them into action, not just offering motivational speeches. The ideas and positive energy shared by TED speakers come from real experiences and practical actions.

## What You Gain from TED Talks

### 1. Practical Ideas

TED Talks have become internationally popular, partly because of the carefully selected speakers who present valuable, actionable ideas. Speakers share their creative ideas that have been implemented successfully, not just motivational or abstract speeches. Every TED Talk presents ideas that are not only feasible but also beneficial for real-world applications. No matter the subject, each talk offers valuable perspectives and actionable ideas for listeners.

### 2. Powerful Inspiration

TED Talks are known for their concise, well-prepared speeches, usually lasting no more than 30 minutes, often 20–22 minutes, or even 10 minutes. The goal is to deliver powerful, memorable speeches that truly connect with the audience. Preparation is key, with speakers collaborating with the TED team to ensure the presentation is impactful. The result is a powerful inspiration, as each talk is designed to evoke deep thoughts and inspire the audience. TED Talks deliver rich ideas that can stimulate creative thinking, whether they cover science, education, society, or culture.

### The Core of TED Talks

The core of TED Talks is the presentation of profound and engaging ideas in a short period. Typically, these talks last no more than 7 minutes, allowing speakers to share their knowledge, experience, and viewpoints from various professions. This diversity enables the audience to gain a broad and deep understanding of various subjects. TED Talks are a key platform for thought leaders, innovators, entrepreneurs, and experts from many fields to share creative ideas and develop their presentation skills.

### TED Talks Audiences

TED audiences have unlimited access to learning, as these talks are freely available online. The goal of each TED video is to inspire, broaden perspectives, and encourage creative thinking. Topics can range from scientific research to societal issues, offering a wealth of global knowledge to viewers.

## Preparation and Speaking Tips for TED Talks

### 1. Preparing the Speech

#### Do:

- Choose a clear, valuable topic that you are passionate about and knowledgeable in. Confidence and depth in your presentation are key.
- Create a structured presentation with a clear beginning, middle, and end, ensuring smooth transitions.
- Practice speaking naturally and confidently, avoiding over-reliance on scripts.
- Use simple, concise language that is easy to understand.
- Incorporate emotion and engagement to make your talk memorable. Personal anecdotes or experiences help create emotional connections.

#### Don't:

- Avoid overwhelming the audience with too much information. Focus on key points that can be communicated clearly and concisely.
- Don't treat the presentation like a lecture. TED Talks should be engaging storytelling, not academic lectures.

### 2. Preparing the Presentation

#### Do:

- Use meaningful, simple images that complement your message.
- Choose large, readable fonts on slides to ensure clarity for everyone in the room.
- Keep slides brief, focusing on key points and not overwhelming the audience with too much text.
- Design slides with a clean, organized layout, avoiding clutter.
- If using data, use graphs or charts that are easy to understand and clearly support your message.

#### Don't:

- Avoid cluttered slides with excessive text or detail.
- Limit the use of animations or transitions, which can distract from the presentation.

### 3. Body Language and Delivery

#### Do:

- Maintain a confident, relaxed posture and avoid tension.
- Use eye contact to engage the audience and express confidence.
- Use appropriate hand gestures to reinforce key points, but avoid overuse.
- Speak clearly, using varying tones and volume to maintain the audience's attention.
- Move purposefully on stage to emphasize important points.

#### Don't:

- Avoid tense body language or inappropriate gestures like crossing your arms.
- Don't show signs of nervousness, such as fidgeting or excessive repetition.
- Avoid focusing too much on the media or slides during your presentation; it should flow naturally.

## TED Talks

### Speaker's Personality

- Appropriate attire (suit), with self-confidence.

### Speech

- The speech is formal, with gestures to accompany it.
- Speak in a way that is credible, persuasive, and captivates the audience's attention, making them focus on the speaker.

### Steps of the Speech

#### Introduce (2 minutes):

- Begin with enthusiasm, possibly starting with a question or an event.
- Engage with the audience through an interactive image or situation.

#### Middle (4 minutes):

- Tell a story in a step-by-step manner, using storytelling techniques.
- Include statistics, numbers, or visuals/events that are related and harmoniously aligned.

#### Conclusion (1 minute):

- Share a thought or pose a question that is thought-provoking and captivating, encouraging the audience to reflect or take further action.



## Evaluation Criteria for TED Talks

Criteria	Level 5 (Excellent)	Level 4 (Very Good)	Level 3 (Good)	Level 2 (Fair)	Level 1 (Needs Improvement)
<b>1. Content</b>	New, innovative, and valuable ideas in education with clear supporting evidence.	Interesting and valuable ideas with sufficient supporting evidence.	Good ideas, but not innovative, with some supporting evidence.	General ideas, lacking sufficient supporting evidence.	Unclear or uninteresting content, no supporting evidence.
<b>2. Structure</b>	Excellent content flow with a strong introduction and conclusion.	Clear content flow with a good introduction and conclusion.	Adequate content flow, with some disconnections between points.	Confusing content flow, unclear transitions.	No clear structure, difficult to understand.
<b>3. Delivery</b>	Excellent tone, facial expressions, and body language that effectively convey emotions and inspire.	Interesting delivery with emotional engagement with the content.	Good delivery in some parts, but lacking energy in others.	Disjointed delivery, uninteresting.	Lacking energy and emotional engagement.
<b>4. Engagement</b>	Excellent interaction with the audience, using body language and tone effectively.	Good at attracting and holding the audience's attention.	Some audience engagement, but inconsistent.	Mostly speaking to oneself, no interaction with the audience.	Fails to engage the audience.

Criteria	Level 5 (Excellent)	Level 4 (Very Good)	Level 3 (Good)	Level 2 (Fair)	Level 1 (Needs Improvement)
<b>5. Impact &amp; Inspiration</b>	High impact with practical, actionable ideas that inspire.	Good impact, provoking new thoughts in the audience.	Some impact, but not profound.	Limited impact, little inspiration for the audience.	No clear impact or inspiration.
<b>6. Appearance &amp; Personality</b>	Appropriate TED Talk attire, looks professional, confident, and credible.	Good attire suitable for the occasion, good personality, though minor improvements needed.	Appropriate attire, but personality lacks confidence.	Inappropriate attire, lacks confidence in personality.	Inappropriate attire, unprofessional personality.

### Schedule

Activity: Presentation of Ideas, Experiences, and Inspirations

“Global Citizens Leadership”

Friday, April 4, 2025

At Seminar Room 2, Faculty of Education, Naresuan University

Time	Activity
12:45 – 13:00	check-in
13:00 – 13:15	Opening Ceremony by Professor Dr. Anucha Kornpuang
13:15 – 13:35	Presentation of Ideas, Experiences, and Inspirations by Representative of Naresuan University Students
13:40 – 15:30	TED Talk presentations from Presenter 1 to the last presenter
15:30 – 16:00	Announcement of the final 5 award recipients
	Summary of the event and presentation of souvenirs to the evaluation committee and closing Ceremony

Note: The schedule may change as appropriate.

Atmosphere of the Event







Example of a TED Talk Speech



TED Talk Inspirational  
Speech Video

QR CODE - Competitor Group

