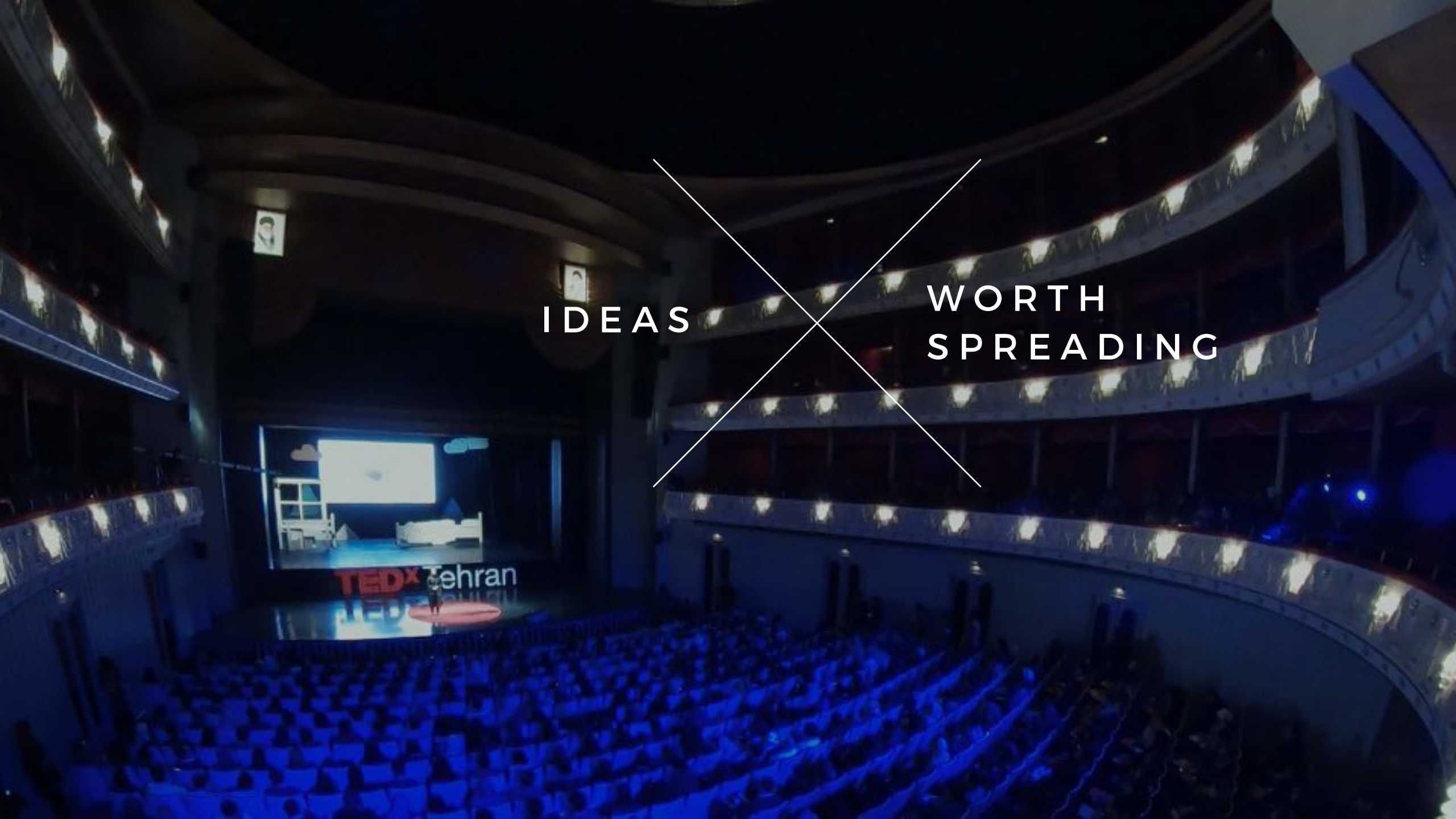


TEDxTehran

x = independently organized TED event

Data Studies

2013-2021



IDEAS

WORTH
SPREADING

TED^x Tehran

^x = independently organized TED event

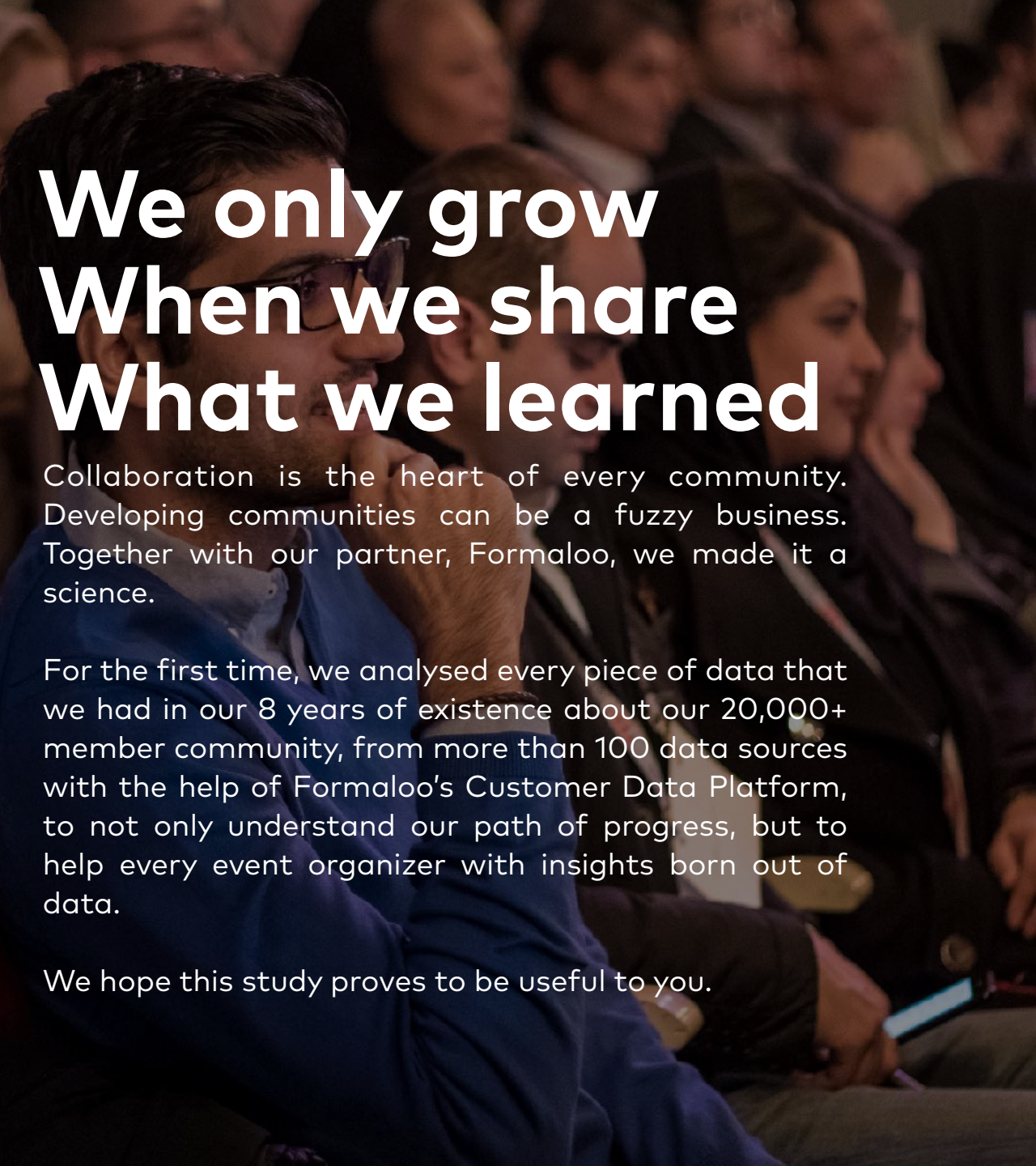
DATA STUDIES & REPORT

Version	1
Document last changes and copyright date	April 25, 2021
Contents & Design	TEDxTehran team
Data Analytics & Reports	Formaloo Customer Data Platform
Prepared for	Global TEDx Community

Alone we can do so little;
together we can do so much.

- Helen Keller





We only grow When we share What we learned

Collaboration is the heart of every community. Developing communities can be a fuzzy business. Together with our partner, Formaloo, we made it a science.

For the first time, we analysed every piece of data that we had in our 8 years of existence about our 20,000+ member community, from more than 100 data sources with the help of Formaloo's Customer Data Platform, to not only understand our path of progress, but to help every event organizer with insights born out of data.

We hope this study proves to be useful to you.

What you will learn about TED | TEDx | TEDxTehran

Document goal

To analyze:

- "History" of TEDxTehran
- "Why" and "How" it works?
- Path to "create" & "grow" a community via an event

Executive summary

> TED

WHAT IS TED?

TED is a nonprofit organization and conference that invites speakers to share profound "ideas worth spreading".

>> TEDx

WHAT IS TEDx?

They are conferences organized, designed and hosted by local community members who want to enjoy a TED-like experience.

>>> TEDxTehran

WHAT IS TEDxTehran?

TEDxTehran is the first and largest TEDx experience in Iran licensed by TED which have been organized in Tehran since February 2013.

>>> Data Studies

Reports, Insights & Lessons

We gathered our 20,000+ audiences' data from 100+ Data Sources over the last 8 years, to first of all learn from our mistakes and grow & secondly, to help event organisers to create impactful communities.

The TED logo, consisting of the letters 'TED' in a bold, red, sans-serif font. The background is black with a large, faint, light gray 'X' shape spanning the entire frame.

TED

What is TED

TED is a global community

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

Mission: Spread Ideas

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics – from science to business to global issues – in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

HISTORY OF TED >



TED IS A NON PROFIT

TED is a nonprofit organization and is a part of the Sapling Group. The foundation was established in 1996 by publishing entrepreneur Chris Anderson.



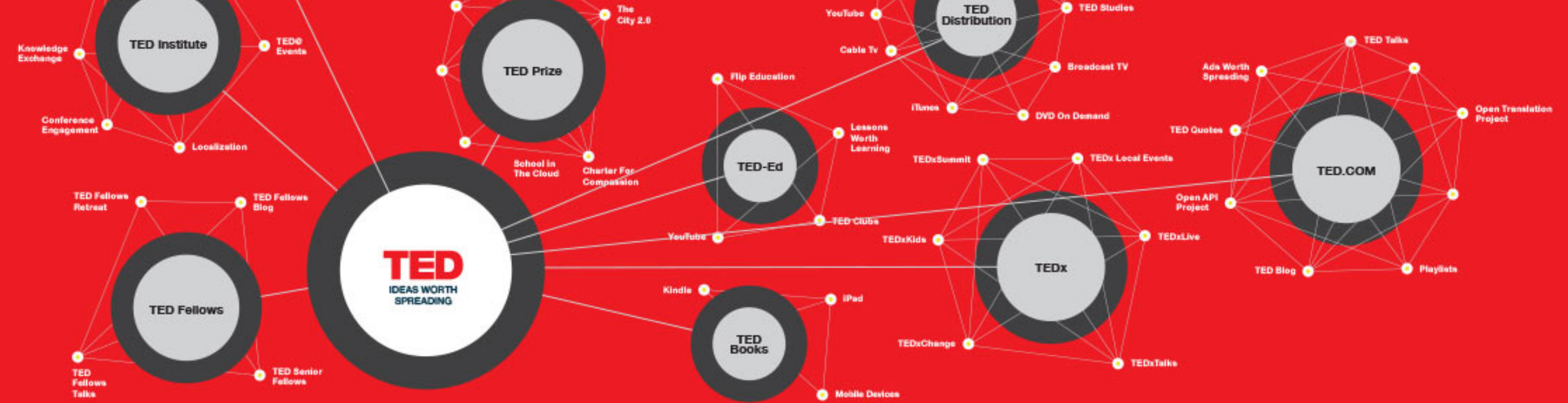
TED IS A CONFERENCE

TED is a unique conferences that shares profound life changing ideas. TED and TEDGlobal conferences invite speakers from diverse nationalities and disciplines to share ideas that offer the audience with profound life changing thought within an allocated 18 minutes.



TED DISCOVERS & AMPLIFIES IDEAS

In 2006, TED began the release of the best of the talks via TEDTalks, available for on-line view or download for free, see www.TED.com. The website has been viewed over ONE BILLION views in 2012.



Programs & initiatives

TED's mission of "Ideas Worth Spreading" reaches far beyond the conference and video series, encompassing a variety of projects and initiatives that leverage the power of ideas.

READ MORE [➤](#)

The TEDx logo is displayed in a bold, red, sans-serif font. The letters 'TED' are in a standard weight, while the 'x' is slightly larger and more prominent. The background is dark with a large, faint 'X' shape formed by two intersecting diagonal lines.

x = independently organized TED event

What is TEDx



TEDx is TED's largest & most global initiative

A TEDx event is a local gathering where live TED-like talks and videos previously recorded at TED conferences are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The content and design of each TEDx event is unique and developed independently, but all of them have features in common.

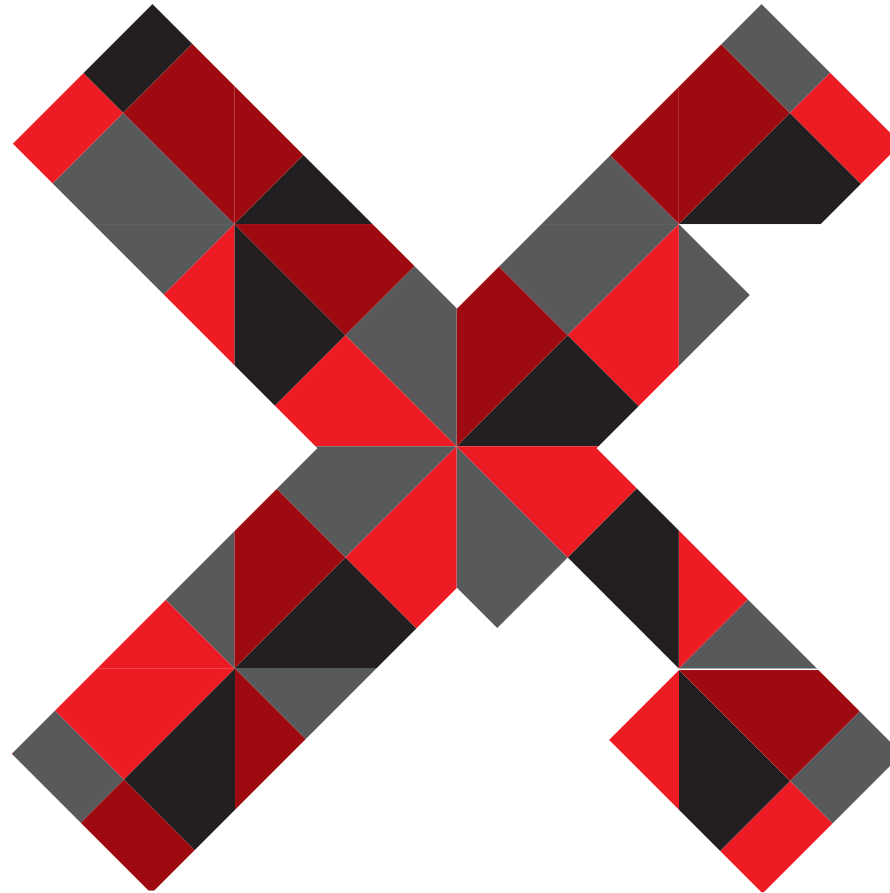
What is a TEDx event?

TED'S FORMAT

A suite of short, carefully prepared talks, demonstrations and performances that are idea-focused, and cover a wide range of subjects to foster learning, inspiration and wonder – and provoke conversations that matter.

COMMUNITY-DRIVEN AND BIAS-FREE CONTENT

A TEDx event is organized by volunteers from the local community, and just like TED events, it lacks any commercial, religious or political agenda. Its goal is to spark conversation, connection and community.



LOOK AND FEEL

Imagine a day filled with brilliant speakers, thought-provoking video and mind-blowing conversation. By organizing a TEDx event, you can create a unique gathering in your community that will unleash new ideas, inspire and inform.

DIVERSITY OF TOPICS

All TEDx events present multiple issues and a diversity of voices from many disciplines. After all, what's the fun without a little variety?

TED^x Tehran

^x = independently organized TED event



TEDx Tehran

TEDxTehran is the first and largest TEDx event in Iran. We have successfully organized various events since 2013. More than 80% of our audience stated that they will refer TEDxTehran to others.

SEE OUR WEBSITE [➤](#)



× نرگس فتحعلی‌ها ×
× محمد حسین فرشاد ×
× مرجان فضل ×
× فرشته قیش آبادی ×
× عسل قمری ×
× محمد حسین کلاهی ×
× بهاران مولایی ×
× آرش نامجوورد ×
× محمد علی نجفی ×
× حسن نوری ×
× امیر هاشمی ×
× علی یکانی ×

× علی ترکی ×
× صادق تقوی ×
× فرناز جعفری ×
× فریما حسین پور ×
× نیروشا خطیب ×
× فرشید روحی ×
× پارسا زرشکی ×
× وحید زمانی ×
× رشا شفیعی ×
× فرخ شهابی نژاد ×
× کمند صداقت نیا ×
× رشا غیابی ×
× امیر فاتحی ×

× حمیدرضا آداب ×
× بردیا ابوری ×
× پاسین احمدی ×
× مونا اسلامی بلده ×
× آذین افشار ×
× لیلا اکبری ×
× طاهه الکسانی ×
× صبا باقری ×
× فائزه بخشعلی ×
× گلنوش برات پور ×
× مهنوش برات پور ×
× عطیه بیات ×
× شهبود پورصفر ×



History of TEDx Tehran

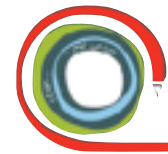
On Thursday February 14th, 2013 we started the first TEDx event in Iran, to be held at Amir Kabir University of Tehran, with this theme of Tehran En Route to showcase amazing talent and ideas brewing in present day Iran, and how its glorious history of thoughts, words and deeds still manifest themselves within Iran.

On Friday September 26th, 2014 the second TEDxTehran was held at the amazing Vahdat Hall of Tehran, aiming to make a year of hope and anticipation of a breakthrough at an individual, community, economic, social, and technological dimensions.



TEDxTehran 2013

The first ever TEDx in Iran kick-off on Bahman 26, 1391 at Mowlana Hall of AmirKabir University, Tehran.



TEDxYouth@Tehran 2013

Our second event was the first TEDx for Youth of Iran. The event was on Aban 25, 1392 at Institute of Culture, Arts and Architecture.



TEDxTehran 2014

At Mehr 4, 2014, the second TEDxTehran event has been held at the great Vahdat Hall.



History of TEDx Tehran

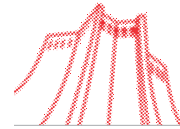
On December 4th 2015, the third TEDxTehran event has been held with the theme of New Paradigm introducing new paradigms to old problems, and marked it as biggest TEDx event in MENA region.

At our 2016 event, we said Good Morning! to our Tehran. We thought, the morning can be an occasion to reconnect with our internal world, to reflect, reevaluate and to change the course of not only of a singular day, but perhaps our entire life. Then it came the majestic TEDxTehran 2017 as the largest TEDx experience in Iran and the theme of Crossroads.



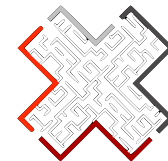
TEDxTehran 2015

Our 2015 event was the largest TEDx event in Iran yet. The event was on Azar 13, 1394 at Raazi International Conference Hall. With this event, TEDxTehran became to biggest TEDx event in MENA region.



TEDxTehran 2016

The next version of our program was again at the Vahdat Hall on 30 Azar, 1395.



TEDxTehran 2017

TEDxTehran 2017 has been held at the Milad Conference Hall on Azar 31, 1396

History of TEDx Tehran

On December 8th 2018, we held the first ever TEDxTehranWomen event in Iran.

This is an exciting opportunity to share some of the main stage TEDWomen 2018 talks to a curated audience of leaders, male and female in our community. We have invited some of the top and active leaders in Iran to continue and activate the conversation. We will celebrate how these dynamic and diverse people are showing up to face challenges head on, all while empowering each other to shape the future we all want to see.



TEDxTehranWomen 2018

The first ever TEDxWomen event in Iran was held on December 6, 2018 with the global theme “Showing up”.



TEDxYouth@Tehran 2018

Our 2nd TEDxYouth@Tehran held on December 17, 2018 with the theme “BrainFood”.



TEDxTehran 2019

TEDxTehran 2019 has been held at the Milad Conference Hall on July 12, 2019 with the theme “Responsible Optimism”.

History of TEDx Tehran

This is an uncertain time. And yet, amid the physical, cultural and economic challenges affronting us at every level – from personal to global – now is the time to engage. With the theme of Fearless, we’re drawing upon our collective courage and our community to create a global step forward together. Fearless is having fears, but not being afraid to face them. The voice in your heart overpowers what you want to think.

A wall builds up behind you to keep you from going back even if you wanted to. We as TEDxTehran are working tirelessly to distinguish the meaning of having fear and being Fearless in this event, and we welcome you – TEDxers – to share what Fearless mean to you.



TEDxTehranWomen 2019

December 13, 2019 marks our second TEDxTehranWomen event with the global theme “Bold+Brilliant”.



TEDxTehran 2020 (Countdown)

The first Countdown event of TEDxTehran with focus on climate change topics and issues was held on October 23rd, 2020.



TEDxTehranWomen 2020

Our 3rd TEDxTehranWomen (Fearless) was organised completely virtually because of Covid-19 pandemic, on November 27th, 2020, making it our biggest virtual event yet.



SECTION 4

Audience X Information



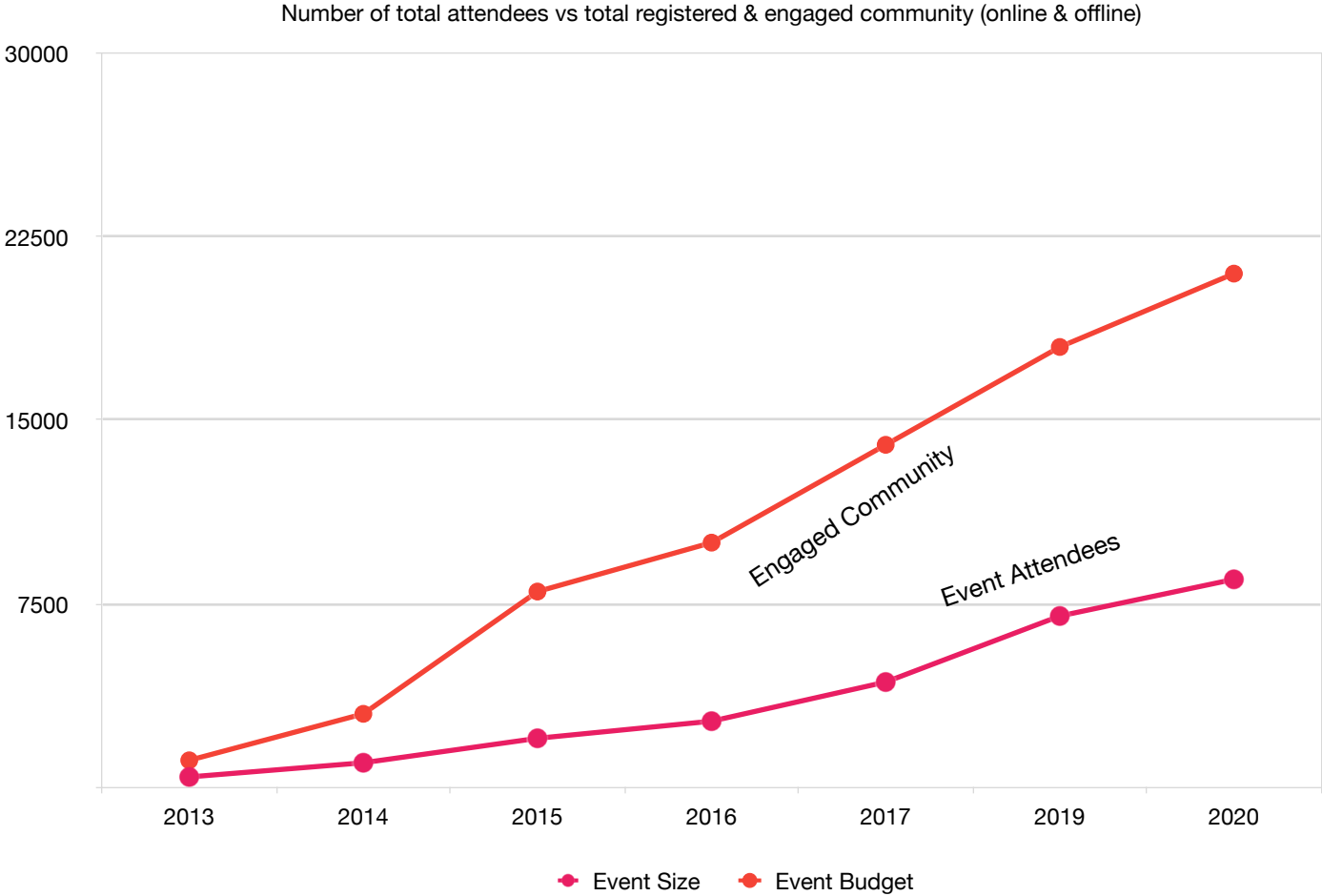
Data Studies

We analysed every piece of data that we had in our 8 years of existence about our 20,000+ member community, from more than 100 data sources with the help of Formaloo's Customer Data Platform, to not only understand our path of progress, but to help every event organizer with insights born out of data.

Community Growth

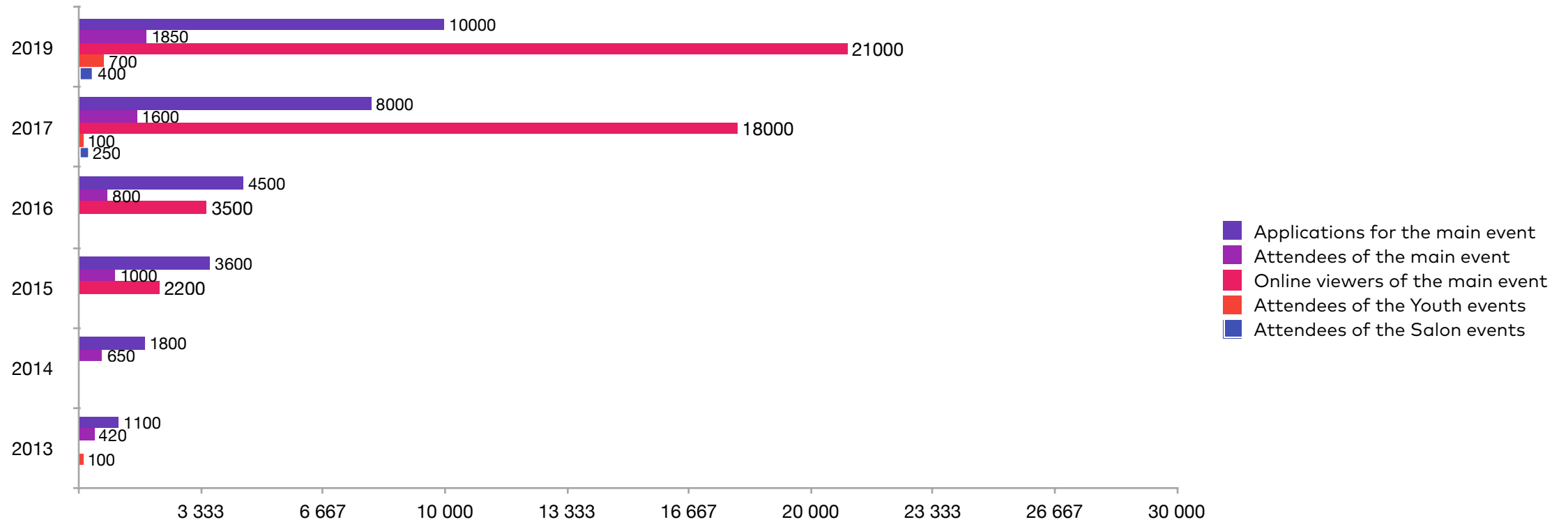
The most valuable asset of every event, is its community. Over the years the number of our community grew and they became more engaged, although we missed a lot of opportunities to keep them more active and grew to the full potential expected of a community of this size.

By end of 2020, we had over **8500** unique attendees in our events and our registered community grew to more than **21,000** people.



THE SUM OF

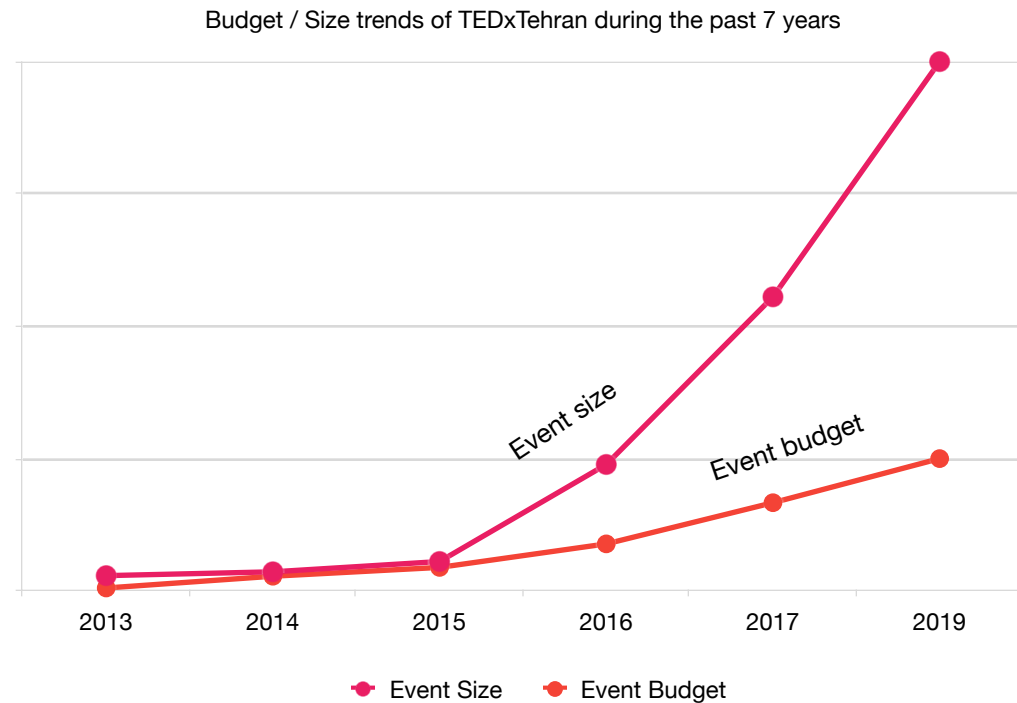
Attendees & Applicants Growth



Budget performance

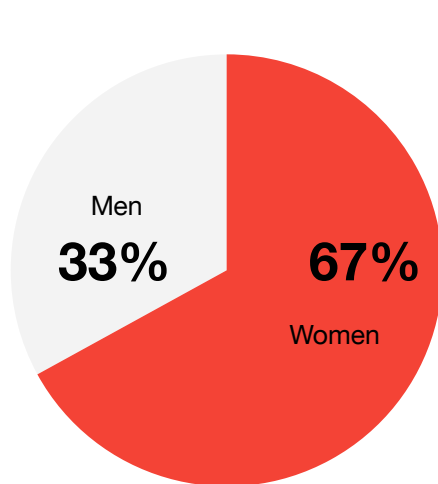
TEDxes are non-profits so it's essential to eliminate waste. We don't waste our partners money!

Giving the high inflation rate of Iran, we continuously improved event size/budget ratio. With the increasing of 10%-15% of the event budget, the event size (participants + 0.5 * online viewers) dramatically improved.

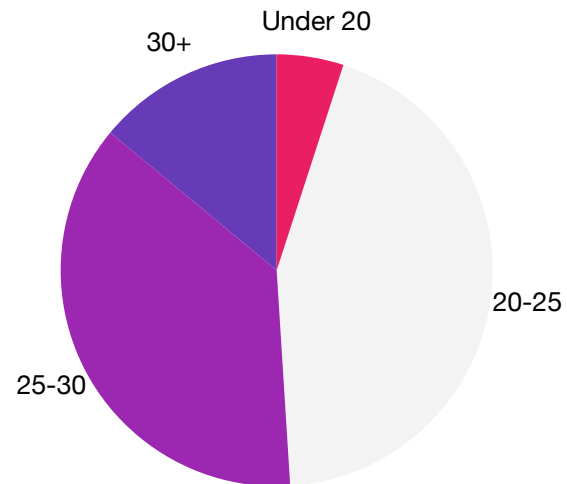


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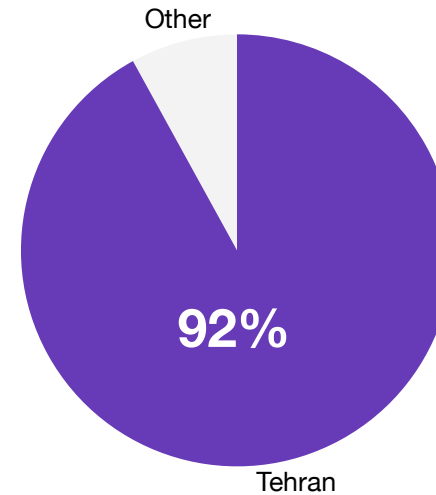
Team & Volunteers



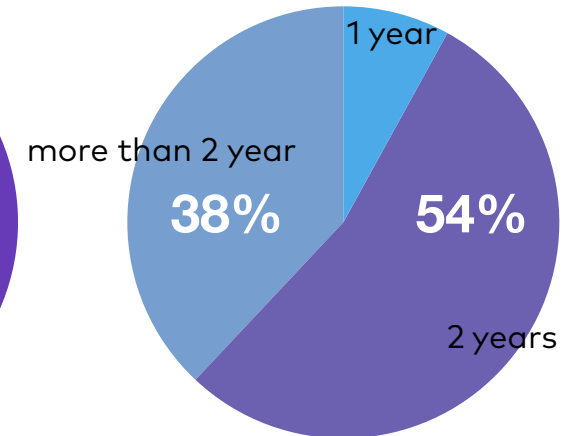
GENDER BALANCE



Age Balance



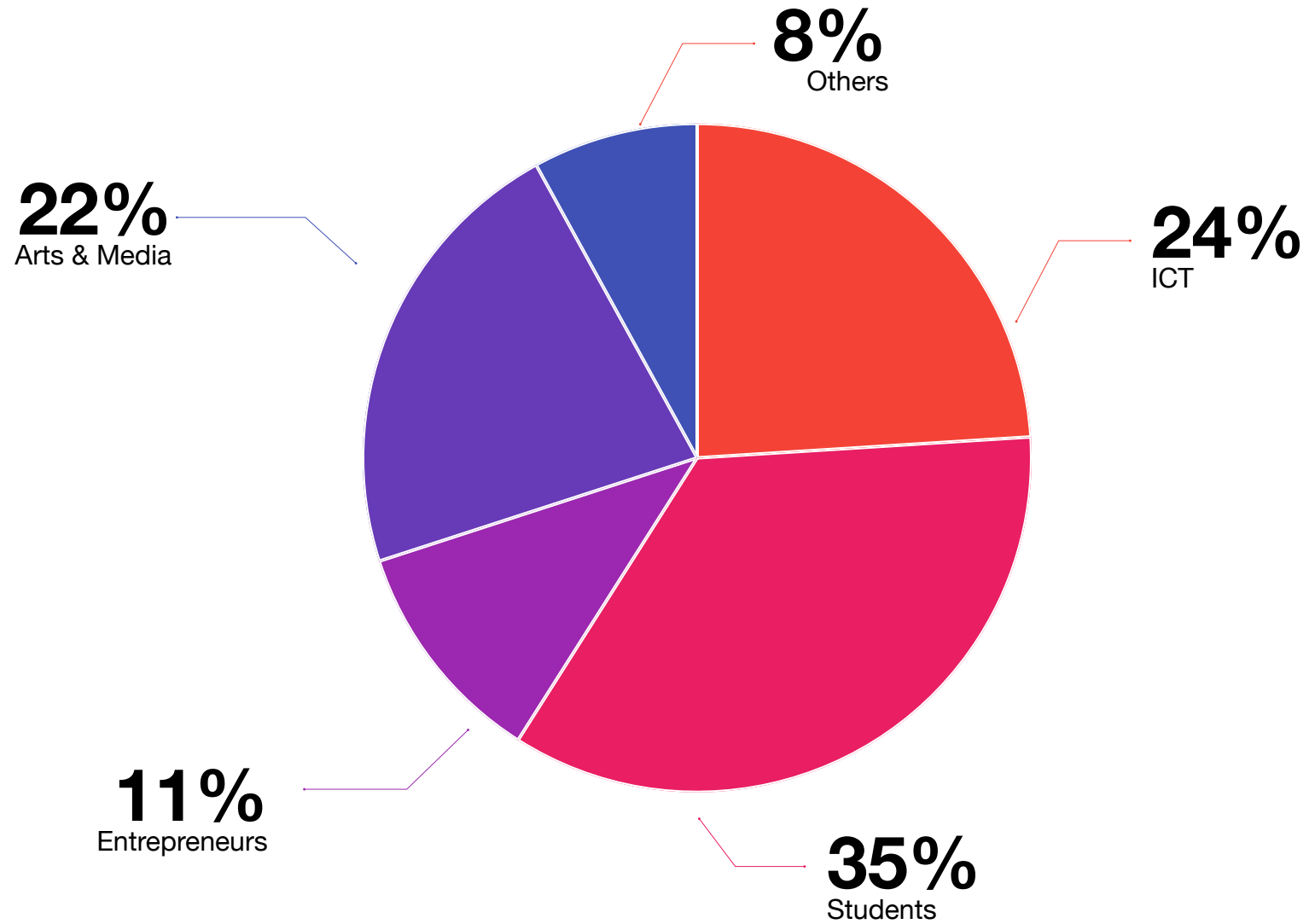
CITY OF RESIDENCE



Active period in the team

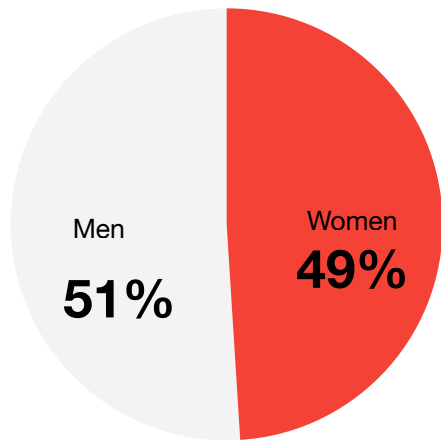
Volunteers Background

2013 - 2021

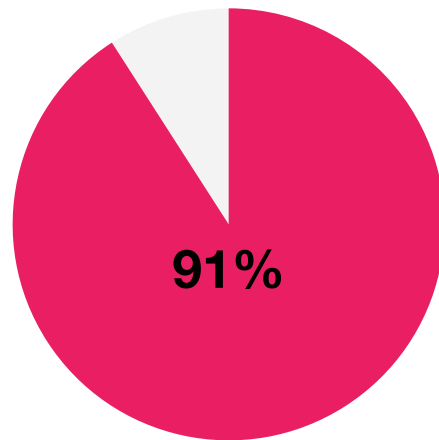


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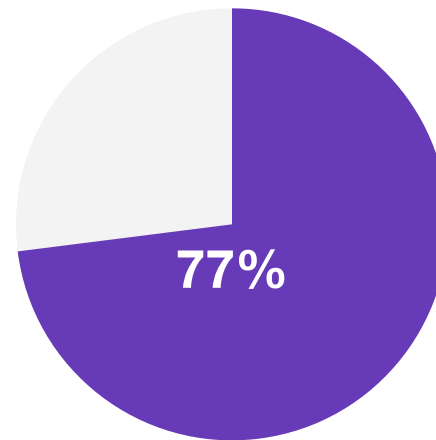
Event Attendees Data



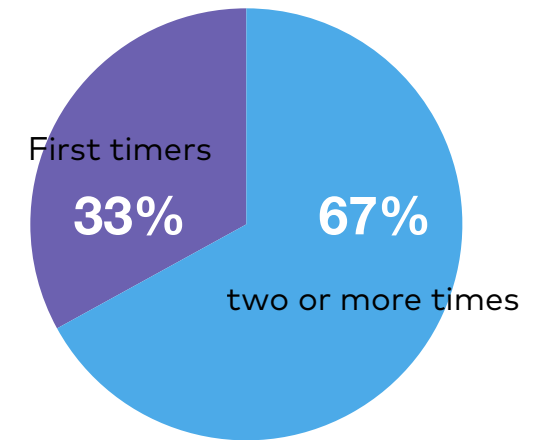
GENDER BALANCE



COUNTRY OF RESIDENCE



CITY OF RESIDENCE

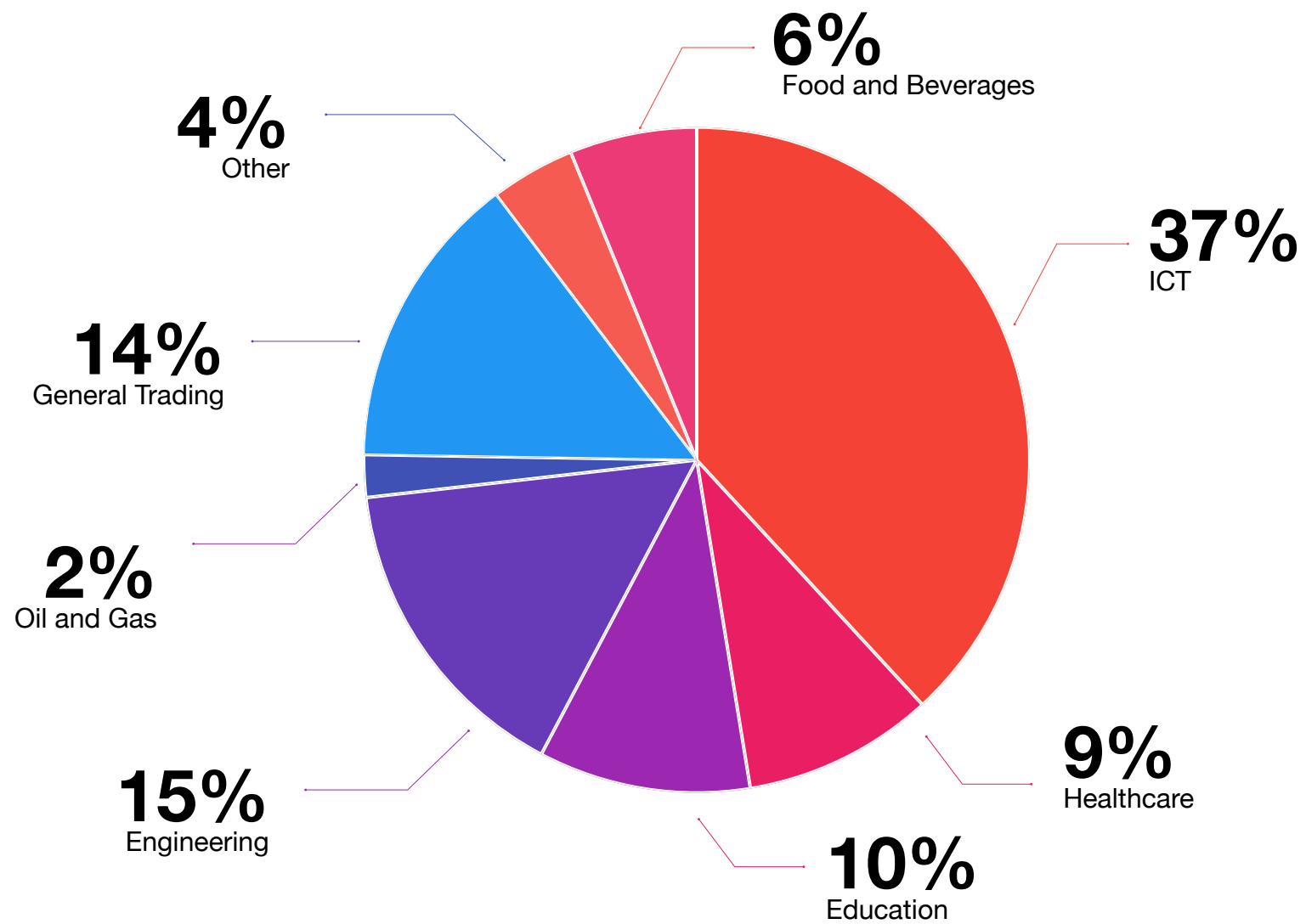


New vs Returning Attendees

Most of our attendees are from Tehran but in recent years, virtual & hybrid events enabled more people to join our event from different countries & cities.

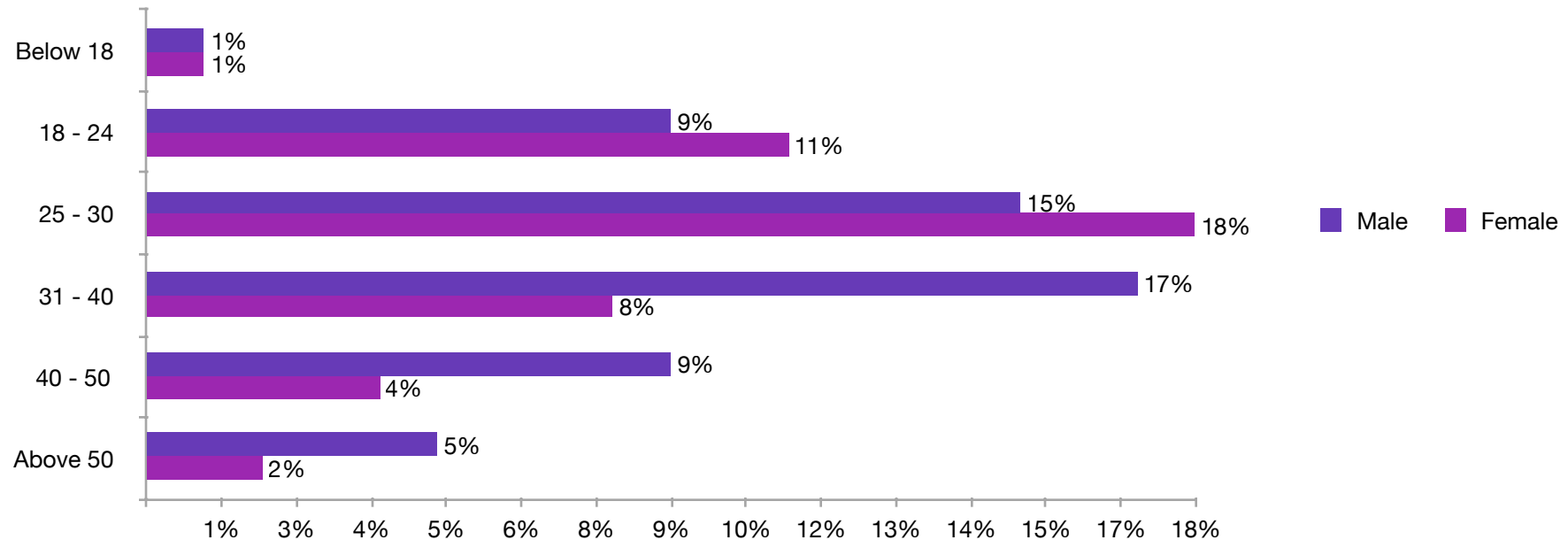
Sectorial Representation

2014 - 2021



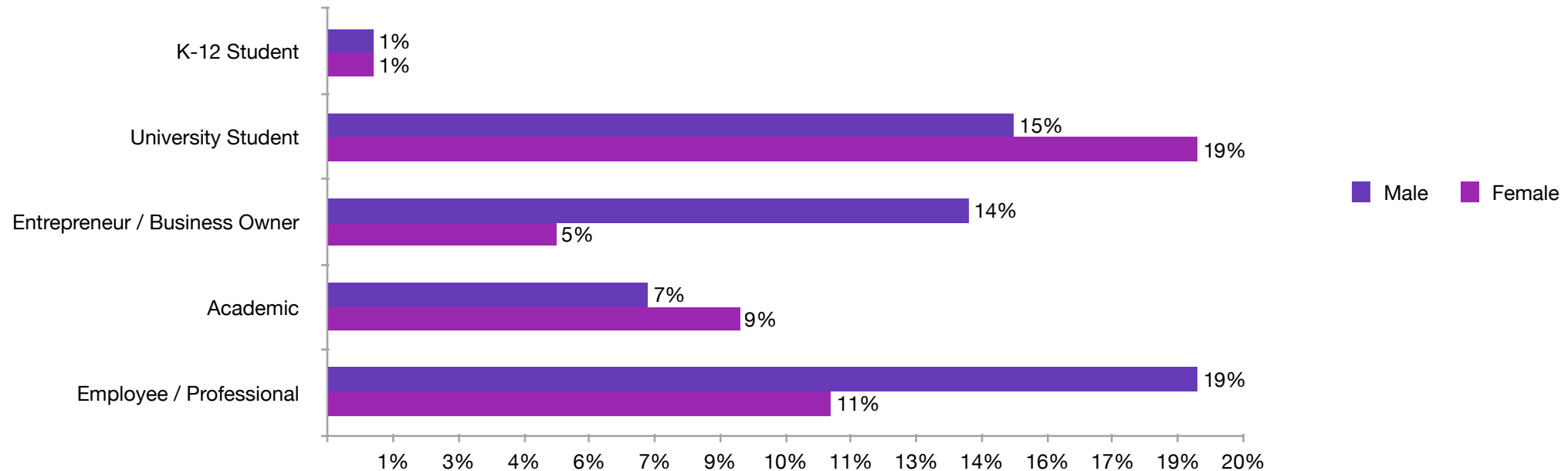
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Age Groups



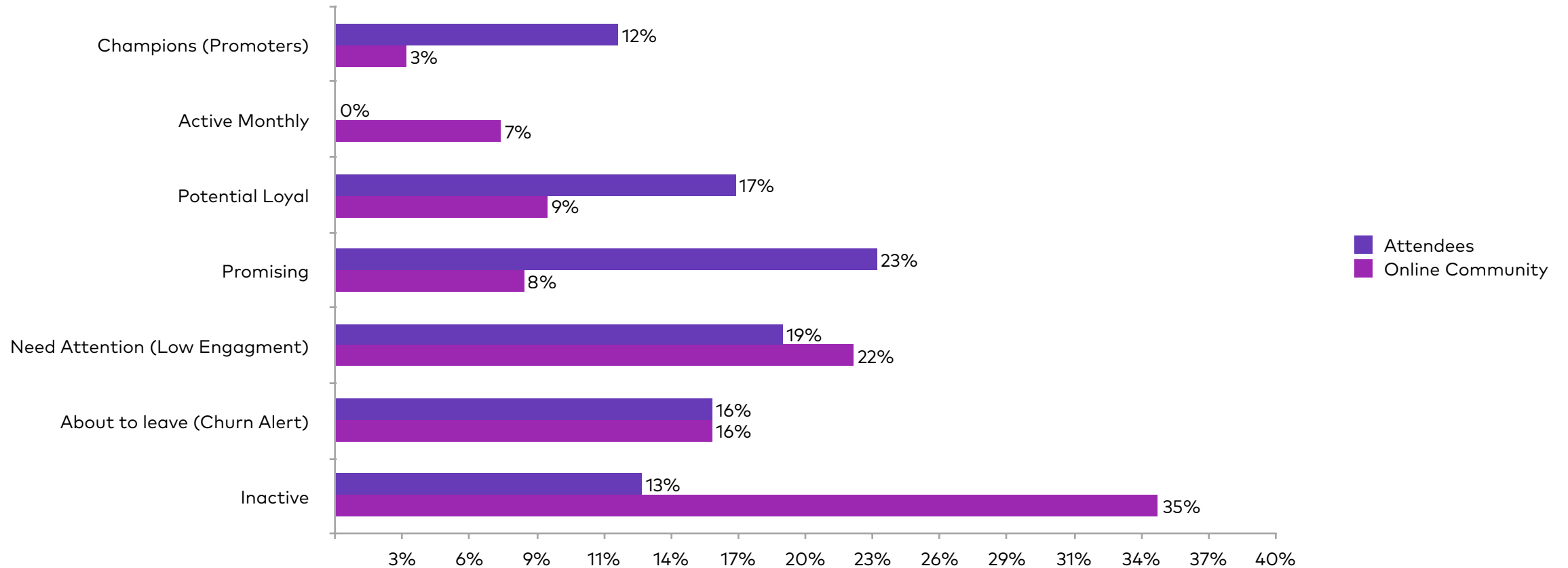
2014 - 2021

Professional Background



2 0 1 4 - 2 0 2 1

Community Experience

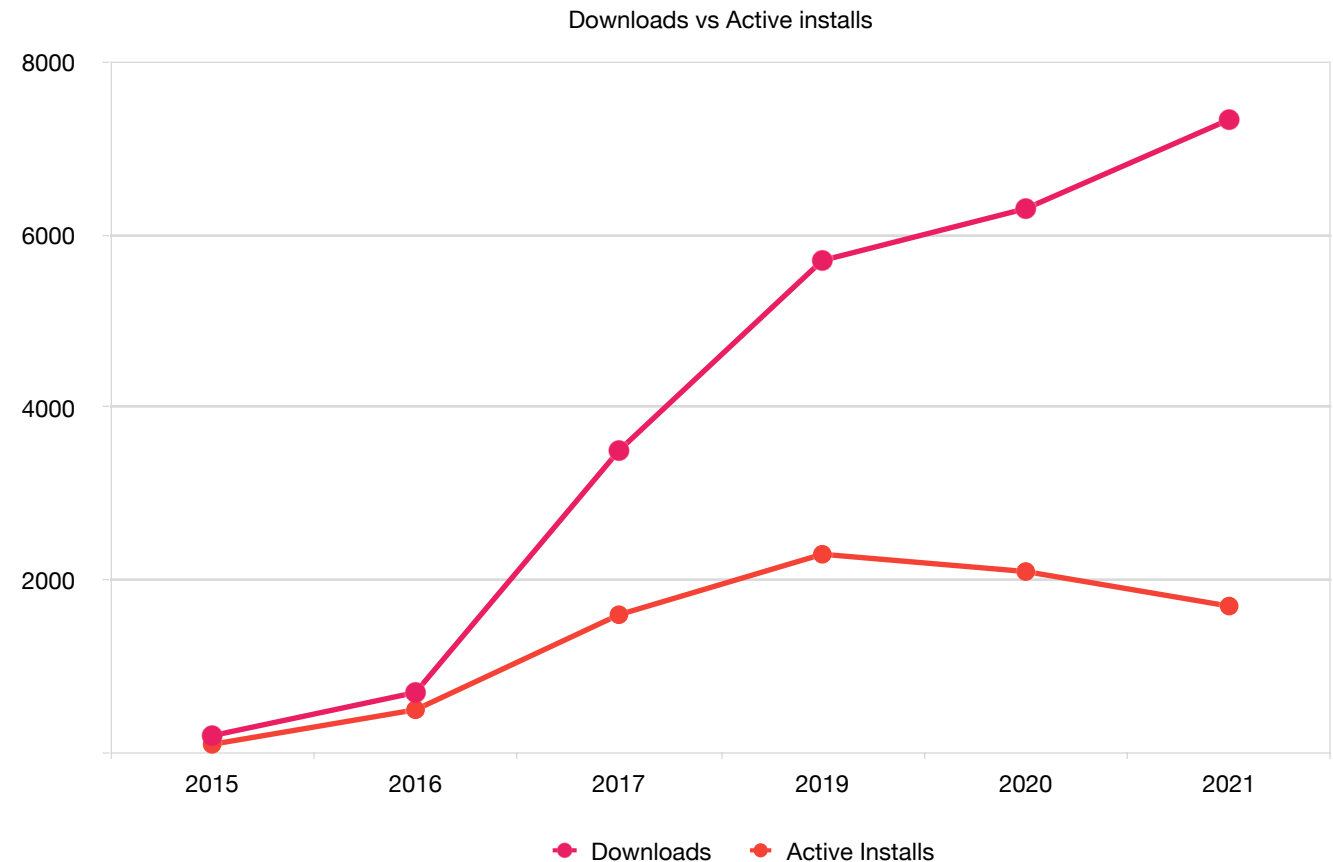


Mobile Apps performance

In 2015, we introduced first version of our mobile application to not only to connect and improve engagement with our community, but to run additional networking activities all year around with our community and also get one step closer to becoming a paperless event.

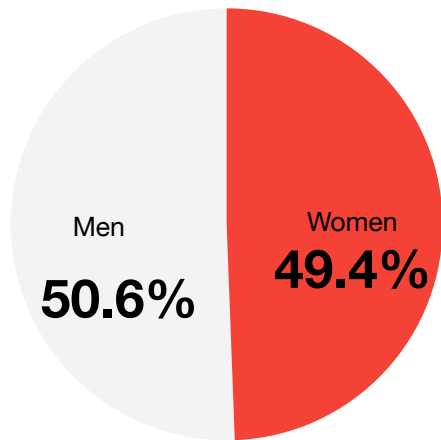
Unfortunately, we're not still using the full potential of our mobile applications and our application engagement score is relatively low.

In 2021, we announced that TEDxTehran decided to open-source its mobile app code source for all the TEDx'es around the globe: <https://github.com/TEDxTehran-Team>

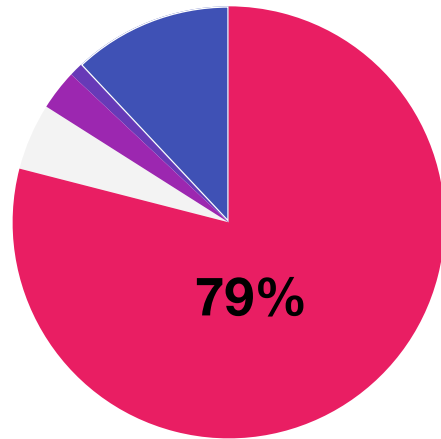


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Instagram Insights

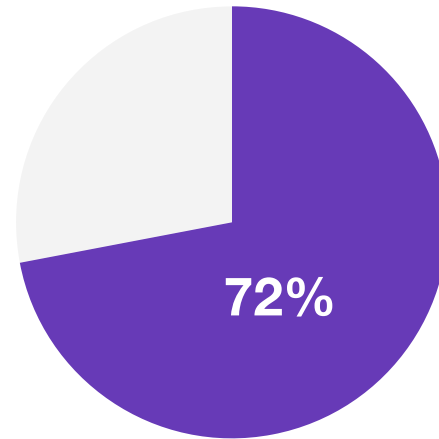


GENDER BALANCE



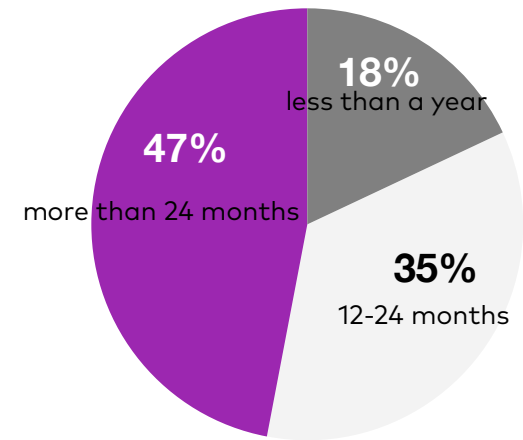
COUNTRY OF RESIDENCE

Iran (79%), USA (5%), Canada (3%),
Turkey (1%), Others (12%)



Active Followers

72% of our followers check our
channel regularly and engage



Followers Retention

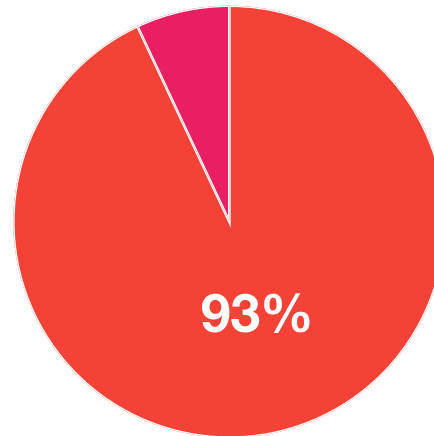
How long our followers stayed with
us

Twitter

3.5K followers on Apr 2021

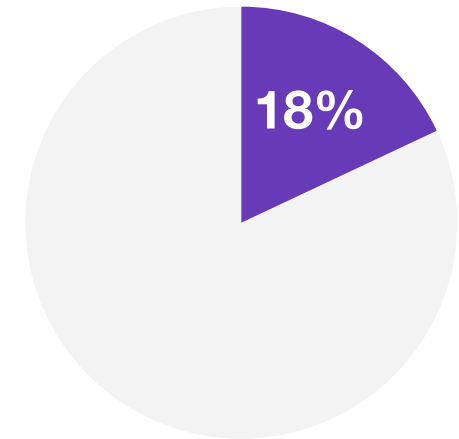
Average YoY Growth rate: 7%

Insights & Analytics
generated by  FORMALOO



Real Followers

93% of our follower are real people and active accounts.



Engagement

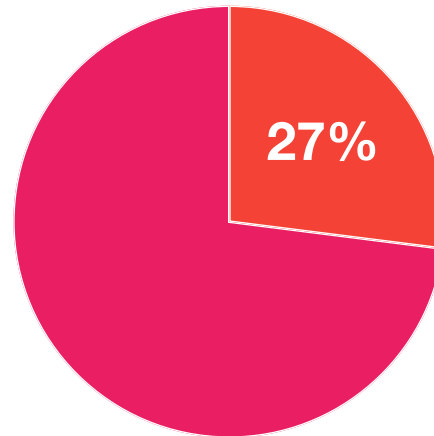
Only 18% of our followers are engaging, which means they only follow our account for announcements

Facebook

11K followers on Apr 2021

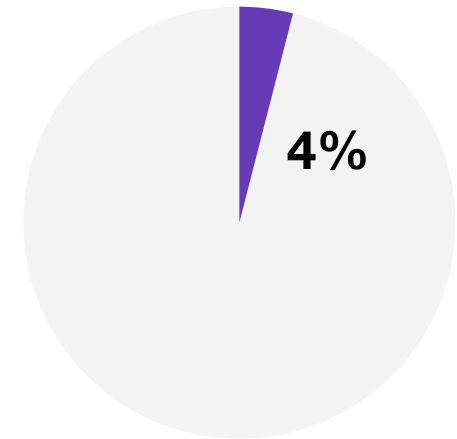
Average YoY Growth rate: 1%

Insights & Analytics
generated by  FORMALOO



Real/Active Followers

27% of our follower are real people and active accounts.



Engagement

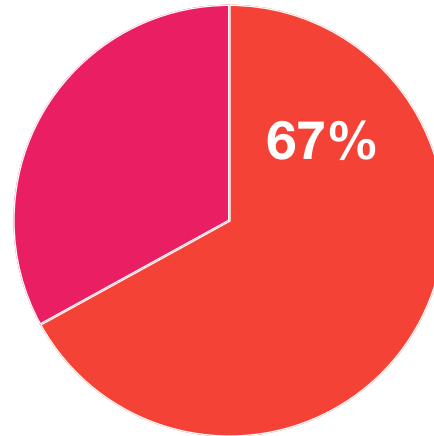
Only 4% of our followers are engaging, they are mostly Iranian living abroad.

LinkedIn

3.8K followers on Apr 2021

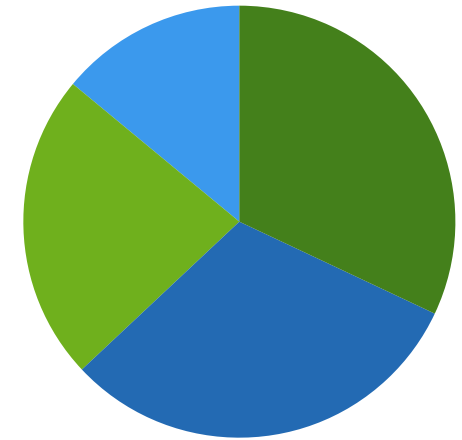
Average YoY Growth rate: 26%

Insights & Analytics
generated by  FORMALOO



Real/Active Followers

67% of our follower are real people and active accounts.



Active Industries

Most of our followers are from Big enterprises (32%), Startups & ICT companies (31%), Educational institutes (14%) and others (23%)

Events Analysis



**Breakdown of our
major events & what
we learned from
their feedback data**



TEDxTehran 2013: Tehran En Route



SPEAKERS

Amir Hossein Zahedi / Masoud Boroomand /
Dr.Nasrin Moazami / Ali Akbar Sadeghi / Siavosh
Arasteh / Rouzbeh Pirouz / Nasser Hadjlloo /
Dr.Reza Maknoon / Bahram Azimi



DATE & VENUE

February 14th, 2013
Bahman 26th, 1391
AmirKabir University



AUDIENCE

1100 applicants
420 attendees



Enthusiasm

More than 1100 people applied to attend, we reviewed each application to pick the best 420.

i.e. One of stage hosts put a cage on his head to show barriers of creative thinking and introduce AliAkbar Sadeghi

Lack of Data

2013, was our first year and unfortunately we didn't use any platforms to survey and collect feedback from our attendees & audiences.

If we were to Strat again, our top lesson would be to *collect useful data from our community and study our data from the day 1.*



TEDxTehran 2014: On the Verge of Breakthrough



SPEAKERS

Dr. Amirhossein Mahoozi/ Dr. Nasrin Hafzparast/
Dr.Darius Mahdjoubi / Sohrab Pournazeri / Tandis
Tanavoli / Reza Pakravan / Ramin Sadighi



DATE & VENUE

September 26, 2014
Mehr 4, 1393
Vahdat Hall



AUDIENCE

1800 applicants
650 attendees

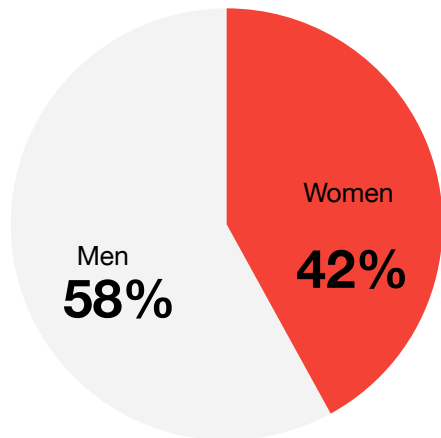


Pure event engineering

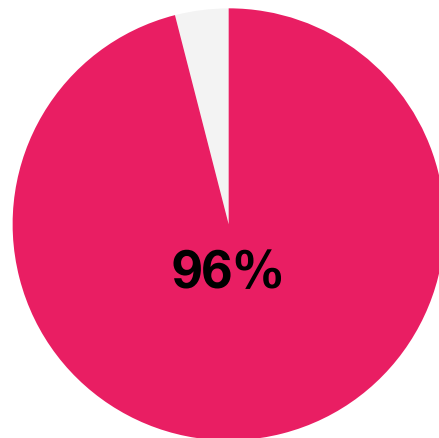
We picked the most active thinkers, doers and influencers among 1800 applications. More than 8 weeks of working closely with our speakers, made their message cristal clear and easy to share

2 0 1 4

Event Audience Data

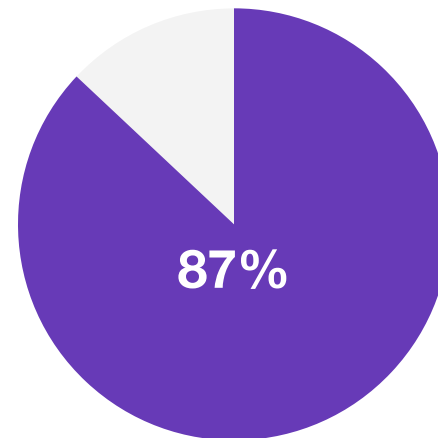


GENDER BALANCE



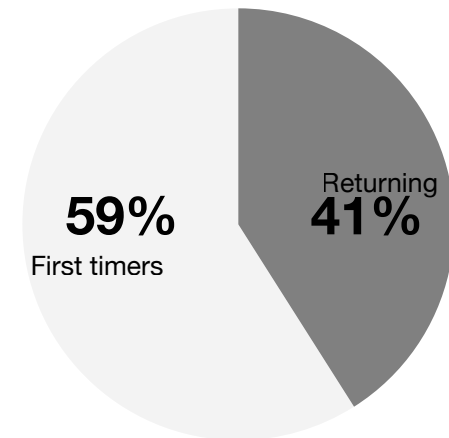
COUNTRY OF RESIDENCE

Most of TEDxTehran audience are
Iranians who live inside the country.



CITY OF RESIDENCE

Most of attendees were from Tehran.
After that: Isfahan, Shiraz, Tabriz,
Rasht & Qazvin.



New vs Returning Attendees

Online Activities

2 0 1 4

Website Average visits:

1000 Unique visitors/month

Average page views:

4 Page Views/Visitor

Attendees NPS Score:

+12

Social Media Feedback:



Total views of
TEDxTehran Talks
(End of 2014):

60K



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. Capacity of the event is not big enough
2. Quality of talks must improve
3. Diversity of the topics of the talks is causing minority of audience to be bored between talks.
4. Networking sessions are as important as the talks
5. A large segment of audience wants the event to be more about entrepreneurship than anything else
6. A large segment of the attendees wants the event to be for elites and not main stream.
7. About 50% of talks are unsatisfactory for most of the attendees, but they seem to find different talk unsatisfactory
8. Two of the talks are loved by +80%
9. Theatrical entertainment add a very positive vibe to the experience



TEDxTehran 2015: New Paradigm



SPEAKERS

Yasaman Azadeh Nabizadeh / Alireza
Tahmasebzadeh / Mohammadali Inanlou /
Mashallah Naghilou / Dr. Nasser Aghdami / Sassan
Behzadi / Azita Houshiar / Leila Araghian / Kiana
Shafiei / Gilda Gazor



DATE & VENUE

December 4, 2015
Azar 13, 1394
Raazi International Conference Hall



AUDIENCE

3600 applicants
1000 attendees
2200 online viewers

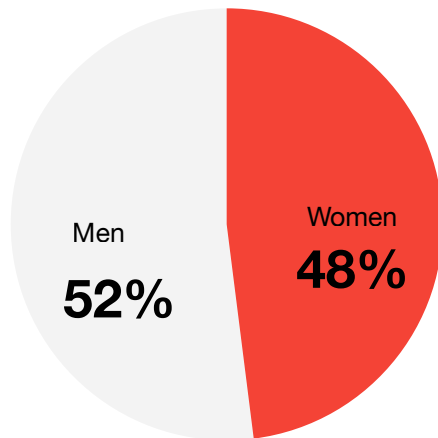
Largest TEDx event In MENA!



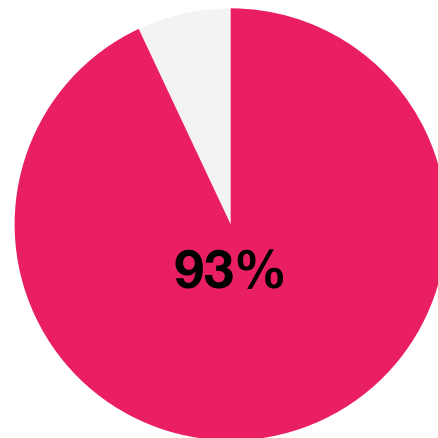
With the help of online campaigns for TEDxTehran 2015, more than 3300 people applied to attend. The 1000 attendees inside the hall was carefully engineered in terms of diversity, as well as sectorial and geographical representation. We also had free event live-cast with 2200+ online viewers.

2 0 1 5

Event Audience Data

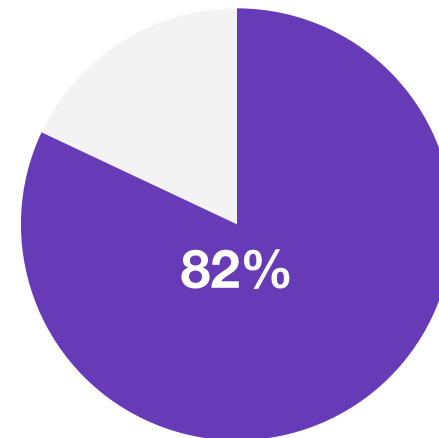


GENDER BALANCE



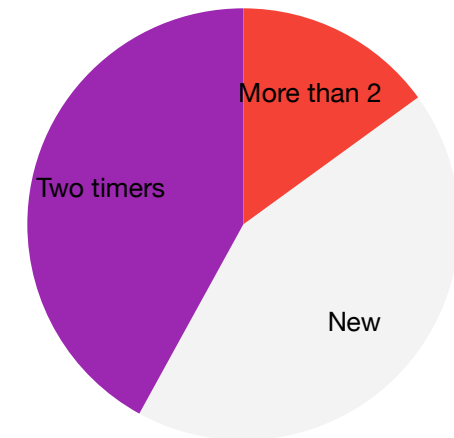
COUNTRY OF RESIDENCE

Most of TEDxTehran audience are
Iranians who live inside the country.



CITY OF RESIDENCE

Most of attendees were from Tehran.
After that: Shiraz, Isfahan, Tabriz,
Rasht.



New vs Returning Attendees

Online Activities

2 0 1 5

Website Average visits:

7000 Unique visitors/month

Average page views:

5.5 Page Views/Visitor

Attendees NPS Score:

+36

Social Media Feedback:



Total views of
TEDxTehran Talks
(End of 2015):

200K



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. Livestream is a hit, very positive
2. Quality of talks are better than last years, but still should improve a lot
3. People love 3 of the talks but 2 talks should've been removed
4. People are asking about TED a lot more in Persian (+200% increase over last year)
5. A small segment of the attendees wants the talks to be in English rather than Persian
6. People loved networking activities and want even more
7. People want to engage after the event, an opportunity that we missed
8. Success of previous speakers are making their talks popular again, much more than original publication



TEDxTehran 2016: Good Morning Tehran!



SPEAKERS

Christophe Rezai / Gelareh Kiazand / Kosar
Movahedi / Lena Vafaey / Lili Golestan / Mohammad
Majidi / Ramtin Monazahian / Sanaz Minaii



DATE & VENUE

December 20, 2016
Azar 30, 1395
Vahdat Hall



AUDIENCE

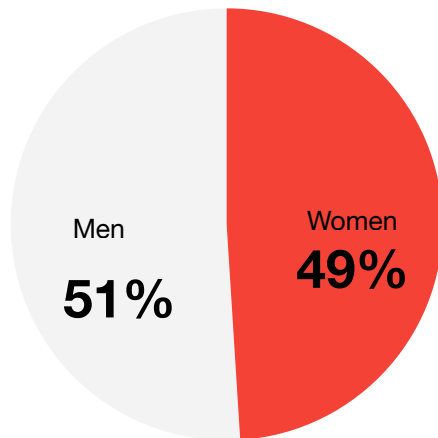
4500 applicants
800 attendees
3500 online viewers



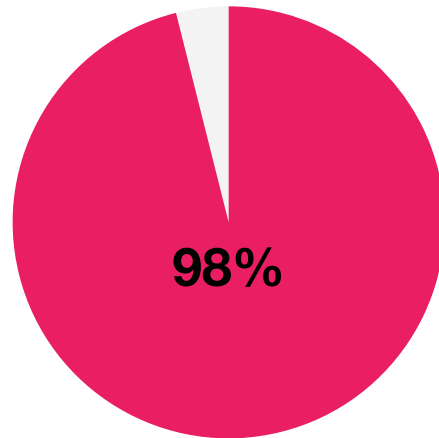
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Event Audience Data

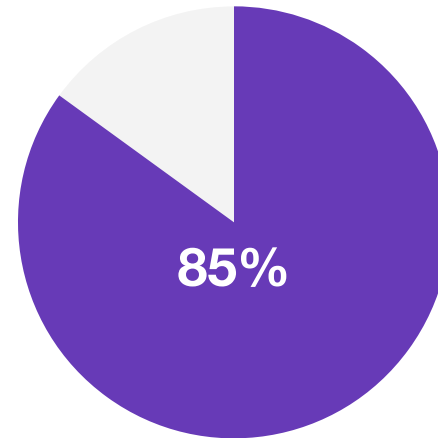


GENDER BALANCE



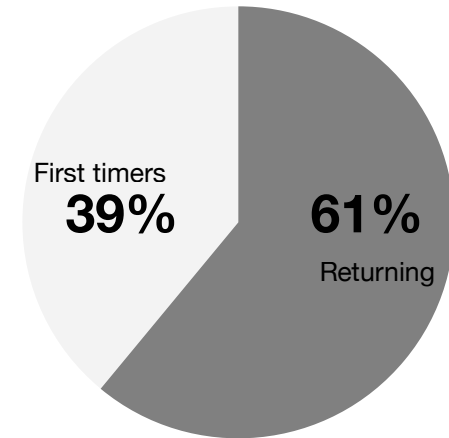
COUNTRY OF RESIDENCE

Most of TEDxTehran audience are
Iranians who live inside the country.



CITY OF RESIDENCE

Most of attendees were from Tehran.
After that: Isfahan, Shiraz, Tabriz,
Rasht & Qazvin.



New vs Returning Attendees

Online Activities

2 0 1 6

Website Average visits:

2500 Unique visitors/month

Average page views:

4.5 Page Views/Visitor

Attendees NPS Score:

-24

Social Media Feedback:



Total views of TEDxTehran Talks (End of 2016):

2M

Including unofficial sources such as Telegram,
as well as official channels in Youtube & Aparat



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. The event should not be held in a working day
2. Quality of some talks are questionable
3. People love 2 of the talks but 4 talks should've been removed
4. People didn't like the venue at all
5. Lack of enough networking activities and downsizing of the event made a lot of people mad.
6. Heavy traffic & rain that day effected experience of some attendees
7. People wants to be involved with TEDx community all year around, not one event per year
8. Most of the criticism is about one of the talks
9. Heated debates about another talk made it very popular with millions of views



TEDxTehran 2017: Crossroads



SPEAKERS

Farid Shokrieh / Kiarash Aramesh / Ehsan
Jahandarpour / Paniez Paykari / Hamidreza Keshavarz /
Mohammad Kazem Ghanbari / Christopher Patrick
Peterka / Reza Sayah



DATE & VENUE

December 22, 2017
Dey 1, 1396
Milad Conference Hall



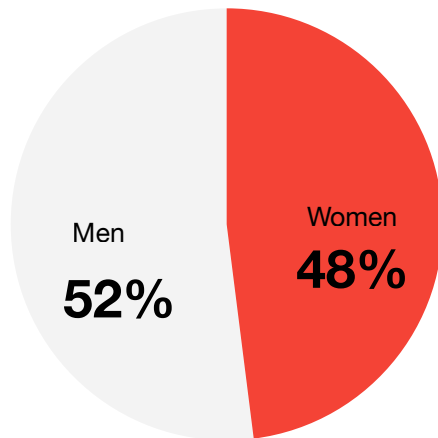
AUDIENCE

8000+ applicants
1600 attendees
18000 online viewers

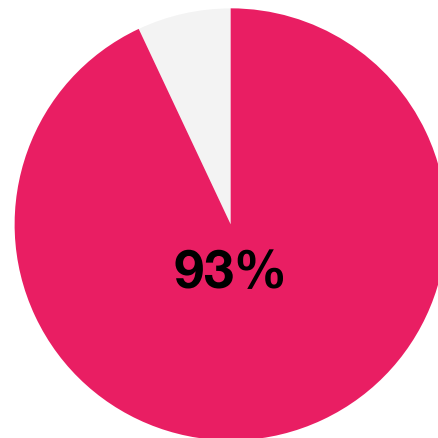


2 0 1 7

Event Audience Data

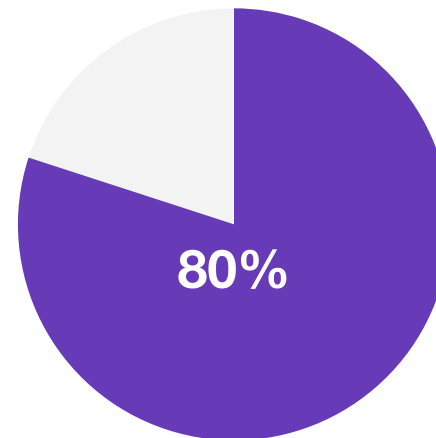


GENDER BALANCE



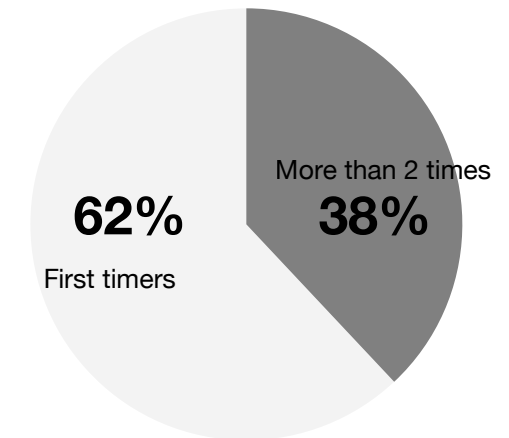
COUNTRY OF RESIDENCE

Most of TEDxTehran audience are
Iranians who live inside the country.



CITY OF RESIDENCE

Tehraners love their own TEDx event.
Most of the audience live in Tehran.



New vs Returning Attendees

► Online Activities

2 0 1 7

Website Average visits:

5000 Unique visitors/month

Average page views:

5 Page Views/Visitor

Attendees NPS Score:

+18

Social Media Feedback:



**Total views of
TEDxTehran Talks
(End of 2017):**

4M

Including unofficial sources such as Telegram,
as well as official channels in Youtube & Aparat



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. People are enjoying livestream very much, from 21 countries (new record)
2. Quality of talks are better than last years, but still should improve a lot
3. People love 3 of the talks but 1 talk should've been removed
4. People are not satisfied with watching TED talks in the event
5. Attendees feel the networking activities are not enough
6. People love that venue is bigger & better, but complain about long queues
7. People feel that after each event, there is almost no engagement with the community
8. Live-streamers wants networking activities too





Photo: www.wikipedia.org



TEDxTehran 2019: Responsible Optimism



SPEAKERS

Jafar Mahallati / Shabnam Yazdani / Nima Rezaei /
Aseyeh Hatami / Behrang Motamedi – Arash
Eskandarloo / Amir Hossein Yazdani / Saba Nassiri /
Hamed Abdi / Nushe band / Shahla Safaei / Majid
Naghedinia / Sepehr Mousavi / Tehran Vocal ensemble



DATE & VENUE

July 12, 2019
Tir 21, 1398
Milad Conference Hall



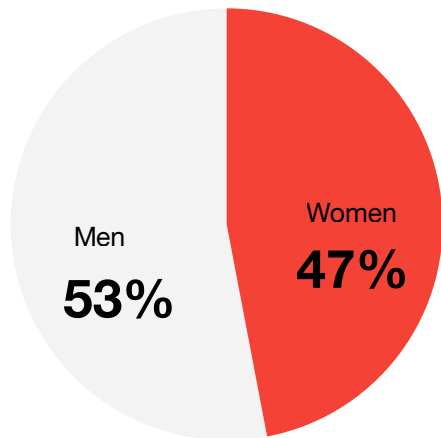
AUDIENCE

10000+ applicants
1850 attendees
21000 online viewers

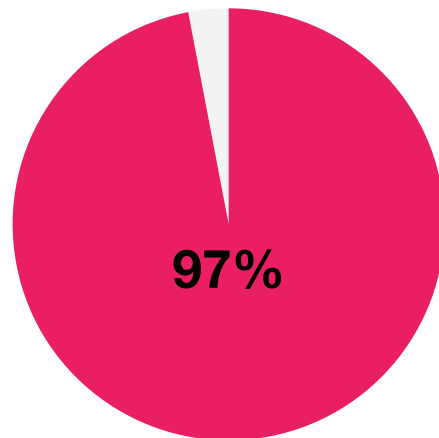


2 0 1 9

Event Audience Data

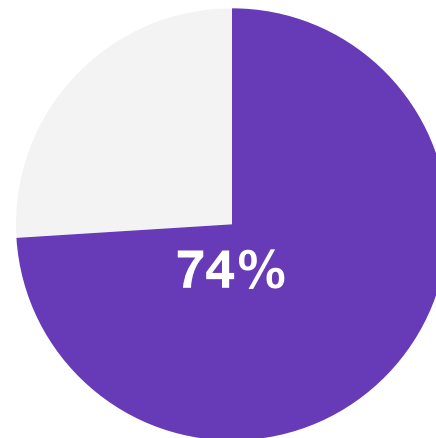


GENDER BALANCE



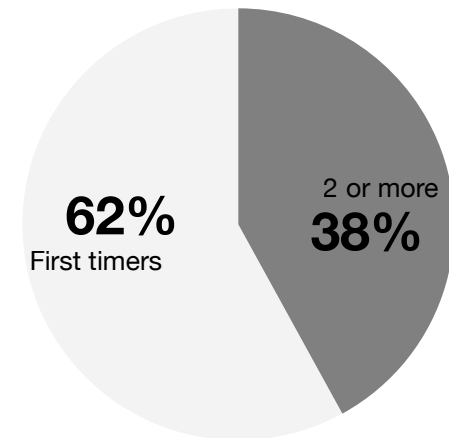
COUNTRY OF RESIDENCE

Most of TEDxTehran audience are
Iranians who live inside the country.



CITY OF RESIDENCE

Most of attendees were from Tehran.
After that: Isfahan, Shiraz, Tabriz



New vs Returning Attendees

► Online Activities

2 0 1 9

Website Average visits:

3000 Unique visitors/month

Average page views:

4 Page Views/Visitor

Attendees NPS Score:

+28

Social Media Feedback:



**Total views of
TEDxTehran Talks
(End of 2019):**

5M

Including estimates of unofficial sources such as TV & Telegram, as well as official channels in Youtube & Aparat



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. People love music performances & entertainments
2. People love one of the talks tremendously
3. 3 of the talks needed major improvement, 1 of the talks should've been removed
4. People are not satisfied with inactivity of the event in social networks during the event
5. Networking activities are popular
6. Mobile apps are popular during the event but engagement rate after the event was very low
7. The audience is a little bit younger than the years before
8. Live-streamers want to be more engaged and feel left out



TEDxTehranWomen 2020



SPEAKERS

Ariana Vafadari / Jabiz Hafizi / Roya Mahboob / Shima Beigi / Mahsa Alafar / Mandana Nouri / Kamuran Ucar / Sanaz Sadooghi



DATE & VENUE

Nov 27, 2020

Virtual Event



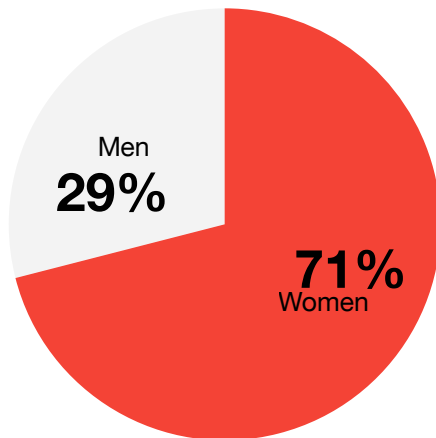
AUDIENCE

700+ applicants

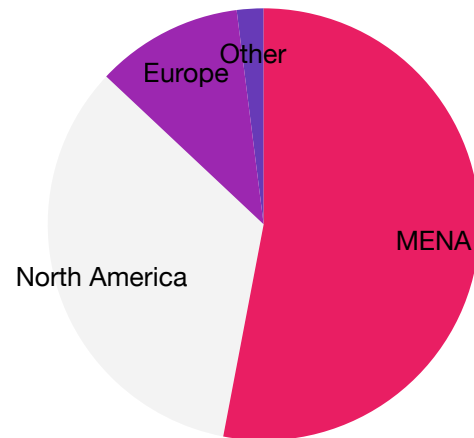
430 attendees

2 0 2 0

Event Audience Data

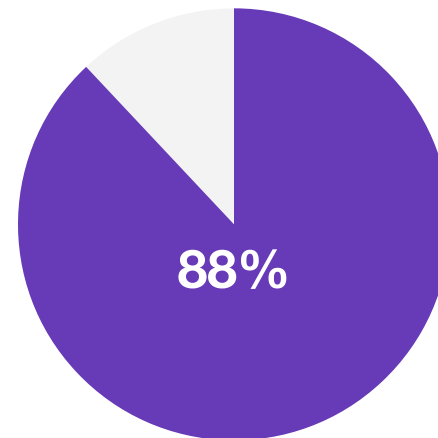


GENDER BALANCE



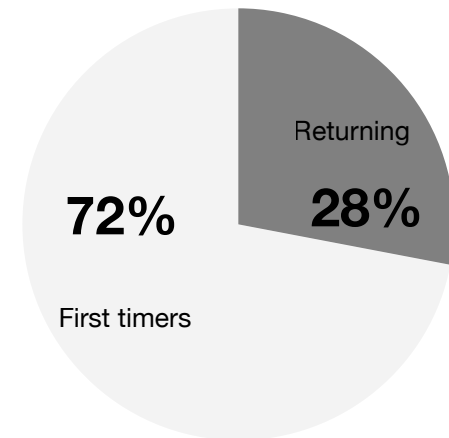
Region OF RESIDENCE

Being virtual resulted people attending globally from 16 countries.



Networking Activities

People like not only to be an online viewer, but to be engaged in networking activities, same as offline events.



New vs Returning Attendees

Online Activities

2 0 2 0

Website Average visits:

1000 Unique visitors/month

Average page views:

2 Page Views/Visitor

Attendees NPS Score:

+81

Social Media Feedback:



**Total views of
TEDxTehran Talks
(End of 2020):**

5M

Including estimates of unofficial sources such as TV & Telegram, as well as official channels in Youtube & Aparat



Feedback born insights

This is the insights generated from consolidation of analytics of post-event surveys, website activities, thousands of social networks' engagements and comments (Twitter, Facebook, Youtube, Instagram, Aparat), direct emails & random surveys.

Insights & Analytics
generated by  FORMALOO

1. People are not interred in the virtual only events, they want something more (Added Value)
2. People love online networking activities
3. People respond better to group activities rather than 1:1 meetings
4. Minority of audience are reluctant to use new tools & technologies
5. People feel that the activities should be community based, not event based
6. Topic oriented events attract different group of attendees, usually bring in new audiences to the community and therefore, their impact are huge
7. People feel virtual events should happen more often than offline events





MOMENTS

SELECT HONORABLE MENTIONS







Watching TEDGlobal>NYC online at TEDxGlobalDay, September 22, 2017, Book City Fereshteh, Tehran, Iran.



Organizers of TEDx events gathered at TEDxGlobalDay, September 22, 2017, Book City Fereshteh, Tehran, Iran.



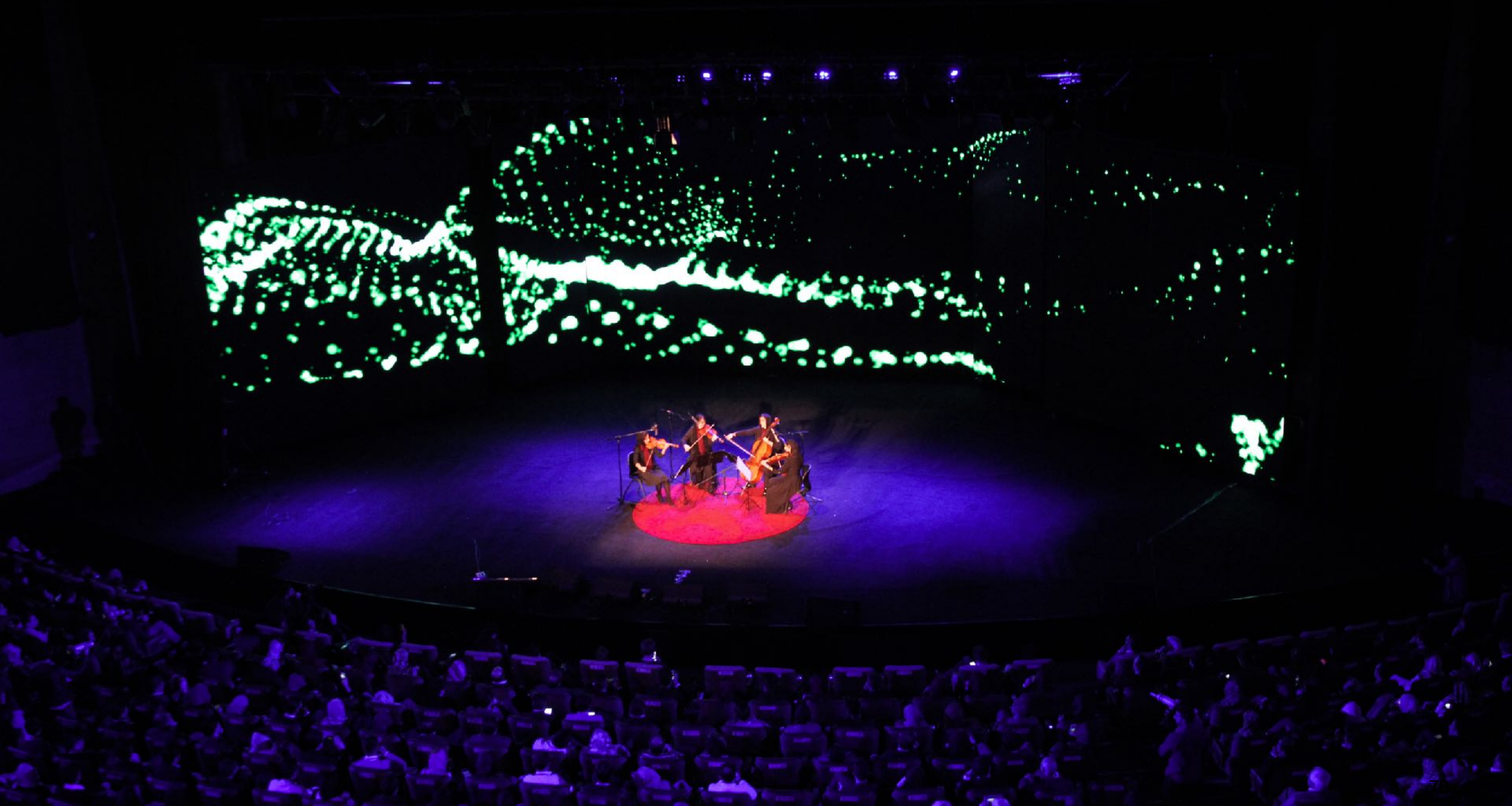
TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



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TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.

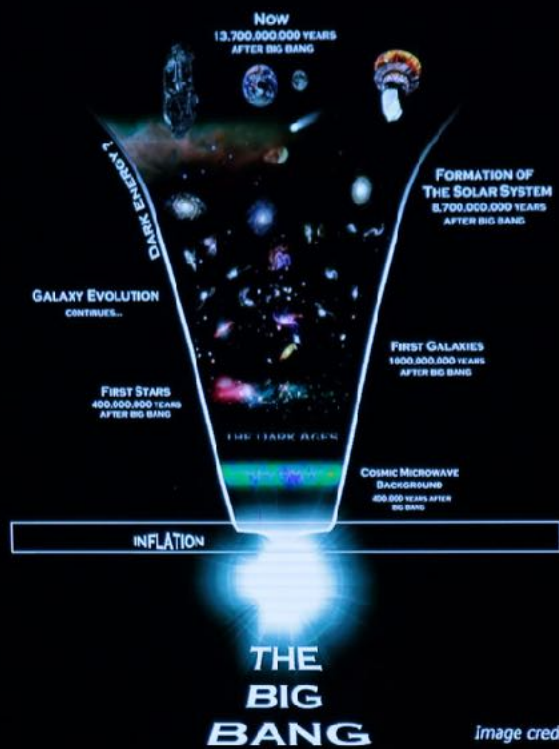
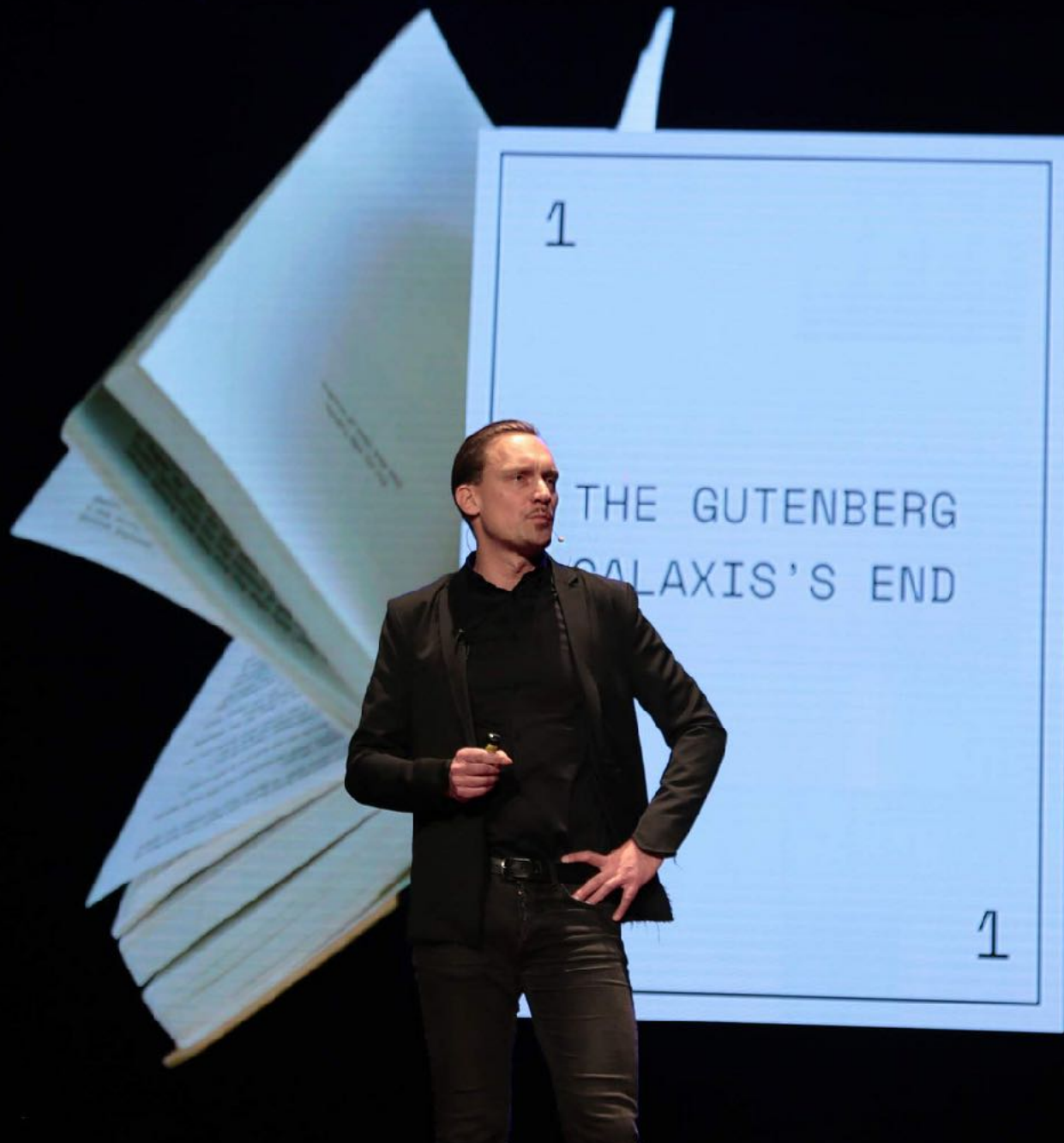


Image credit: Rhys Taylor, Cardiff University



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



TEDxTehran 2017: Crossroads, December 22, 2017, Milad Tower, Tehran, Iran.



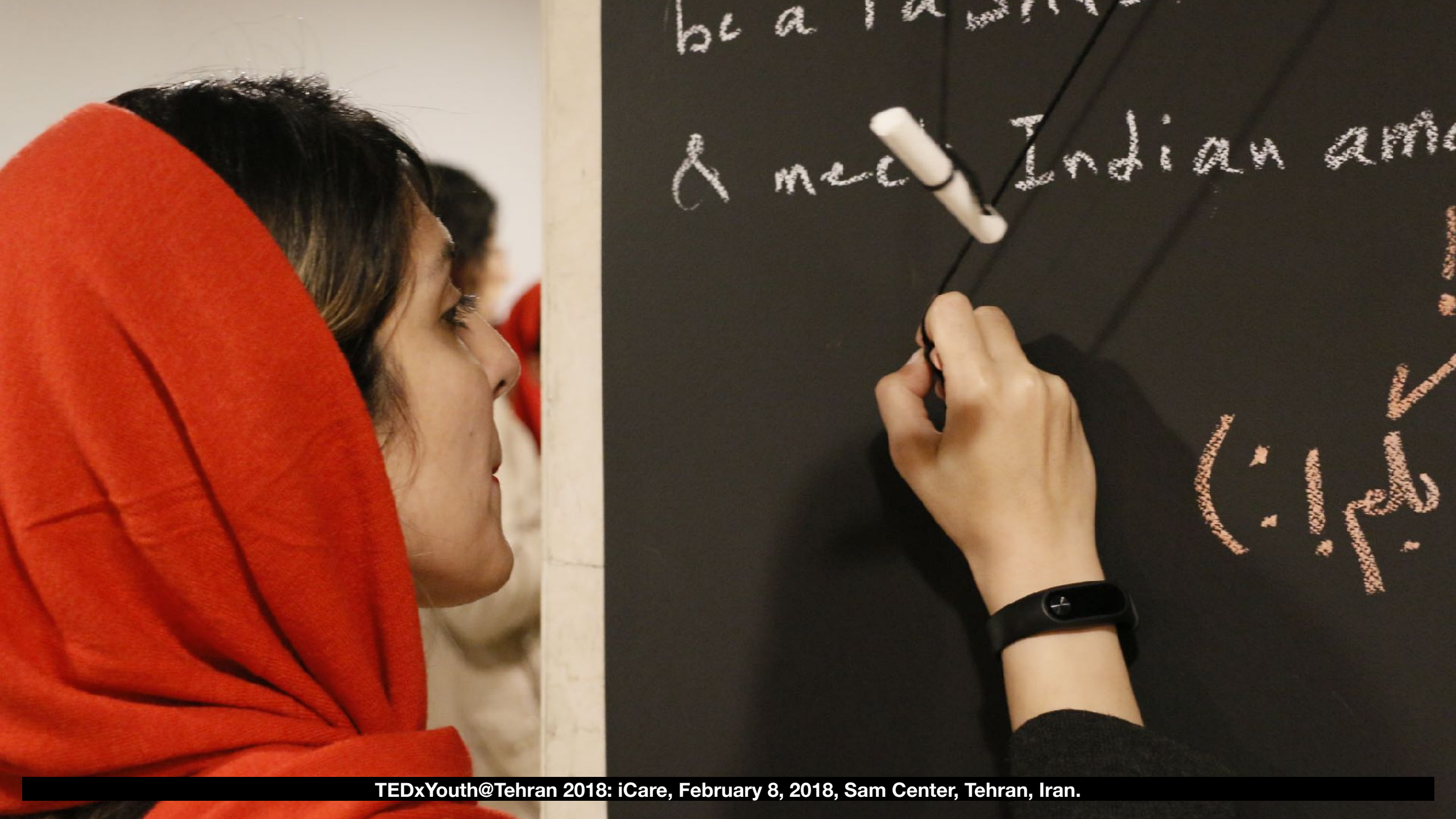
TEDxTehranSalon, January 2018, Dijon Cafe at Fereshteh Bookcity



TEDxYouth@Tehran 2018: iCare, February 8, 2018, Sam Center, Tehran, Iran.



TEDxYouth@Tehran 2018: iCare, February 8, 2018, Sam Center, Tehran, Iran.





TEDxYouth@Tehran 2018: iCare, February 8, 2018, Sam Center, Tehran, Iran.



TEDxYouth@Tehran 2018: iCare, February 8, 2018, Sam Center, Tehran, Iran.



TEDxYouth@Tehran 2018: iCare, February 8, 2018, Sam Center, Tehran, Iran.





TEDx TehranSalon
an independently organized TED event

Tehran 2.0

ريخانه وجديان صادق



TEDxTehranSalon July 2018: Tehran 2.0, July 05, 2018, Boostan Goftegoo's Exhibition Center, Tehran, Iran.



Talks available online via

[TED.com](https://www.ted.com), [TEDxTehran.com](https://www.TEDxTehran.com) &
[youtube.com/tedxtehran](https://www.youtube.com/tedxtehran)
[aparat.com/tedxtehran](https://www.aparat.com/tedxtehran)



THANK YOU

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