

**The third edition of TEDxMcGill will gather 15 speakers from all backgrounds at Bain-Mathieu in Montreal gather 15 to share their extraordinary story with more than 300 people eager to redefine reality.**

*This year, the discussions initiated during this exceptional event will focus on the essential need for creating hope and re-frame old conventions to face global uncertainties. Talks will revolve around the following theme:*

## ***Redefining Reality***

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**TEDxMcGill has gathered for the past three years the brightest and boldest thinkers of McGill and Montreal for a day of engaging talks and presentations.** Debates have taken place on a variety of subjects including business community, the combination of music and psychology, new technologies and the environment, entrepreneurship, children affected by wars, Himalayan communities or even amphibious robots.

**Speakers come from many different backgrounds**, being professors, students, adventurers, musicians, analysts, architects or managers **but share the same goal of addressing critical issues through innovative thinking.**

**This year, in exclusivity, Morgan Wienberg** will talk about Haiti's dramatic orphanage situation, **Craig Silverman** will enthusiastically describe how failure can build trust, **Alain Tascan**, co-founder of Ubisoft Montreal, will explain how gaming reflects changes in human culture and evolution and **Brenda Milner** will illustrate why language builds bridges. **Craig Buntin** will also tell us how determination allowed a 10-year-old to decide to and successfully become an Olympic figure skater, then an entrepreneur, and the first MBA student at McGill without a previous degree. **Many other fascinating subjects will be expressed** such as improvisation and team work, active listening, outdated technologies, communities' connections.

**TEDxMcGill 2011** will not only reach out the academic community and the Montreal population **but all TED enthusiasts.**

It is through **the spread of new ideas but also past experiences that we can enable ourselves to overcome the most challenging issues.**

Learn more on the official TEDxMcGill website: <http://tedxmcgill.com/>

### **What are TED and TEDxMcGill?**

**TED (Technology Entertainment and Design) is a revolutionary format of conference** and is the parent organisation of TEDx events. Past TED speakers include Bill Clinton, Richard Dawkins, Jane Goodall, Al Gore, Bill Gates, and many Nobel Prize winners. TED talks all share the same purpose of spreading inspiring ideas to change society and improve, beyond people's lives, the world as a whole.

In the spirit of ideas worth spreading, TED has created a program called TEDx. **TEDx is a program of local, self-organized events** that bring people together to share a TED-like experience. Our event is call **TEDxMcGill, where x=independently organized TED event.** At our TEDxMcGill event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides **general guidance** for the TEDx program, but individual TEDx events, including ours, are self-organized.