

TED^xEuston

X = independently organised TED event

TEDxEuston redefining Africa through the power of ideas: London Saturday 26th November 2011

London, England (November 7, 2011) – Contemporary developments on the African continent will be the focus of a dynamic day of talks, performances and films on Saturday 26th of November 2011 in London. Featuring a diverse range of high profile speakers, TEDxEuston, independently organized by a group of 14 volunteer African professionals and operated under licence from TED, will take place at the Royal institute of British Architects in London.

The third edition of the annual event organized around the theme: “Africa: Redefine; Reimagine,” presents 14 leading thinkers, innovators, artists, and leaders representing such diverse fields as business, politics, literature, technology and education.

Organizing team member, Chikwe Ihekweazu said, “We’re really excited about the stellar line-up of speakers for our 3rd annual event and our new venue at RIBA provides the ideal setting for showcasing new ideas about Africa”

Journalist Hannah Pool who spoke at last year’s event noted, “TEDxEuston was one of the most inspiring events I’ve spoken at. It’s an event that stays with you, and that’s because of the great speakers but also the incredible audience, who would be intimidating in their knowledge were they not so open to the exchange of ideas”.

Continuing the conversations begun at the TEDGlobal conference held in Arusha, Tanzania in 2007, a select audience of 200 will have the opportunity to listen to, and be inspired by, speakers such as Herman Chinery-Hesse, founder of the SOFTtribe <http://softtribe.com/>, Ghana’s leading software developer; Lola Shoneyin, author of the Orange Prize nominated *The Secret Lives of Baba Segi’s Wives* <http://www.lolashoneyin.com/>; the playwright Kwame Kwei-Armah artistic director of Center Stage <http://www.centerstage.org/>; Hadeel Ibrahim of the Mo Ibrahim Foundation <http://www.moibrahimfoundation.org/en>; Arnold Ekpe Group CEO of Ecobank <http://www.ecobank.com/>; Paul Boateng, first black cabinet minister in the UK and Helen Lieberman of Ikamva Labantu <http://ikamva.org.za/>. Other speakers at this year’s TEDxEuston include Kola Karim, chief executive of Shoreline Energy International <http://www.shoreline-group.com/>; guitarist Femi Temowo <http://www.femiguitar.com/>; Governor of Ekiti State in Nigeria Dr Kayode Fayemi <http://ekitistate.gov.ng/> Paula Akugizibwe, writer and activist; architect and industrialist Jerome Okolo; and Toyin Saraki, founder of The WellBeing Foundation <http://wellbeingfoundationnig.org/>.

Tickets for TEDxEuston 2011 are sold out, but a waiting list is available at <http://www.eventbrite.com/event/1889935849>

Notes for editors

The Twitter-account of TEDxEuston is www.twitter.com/tedx/euston. The Facebook page for TEDxEuston is www.facebook.com/tedx/euston

Additional information about TEDxEuston is available at <http://www.tedx/euston.com> and on <http://www.ted.com/tedx/events/1958>

Information about the organizing team is available on www.tedx/euston.com/

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Sponsors and Partners

TEDxEuston is sponsored by CDC (the UK government's development finance institution), SHELL INTERNATIONAL LTD (Shell is an international energy company which has significant assets in Nigeria), ROYAL AFRICAN SOCIETY (The Royal African Society is Britain's prime Africa organisation), LANDMARK (offers flexible, cost-effective office solutions across Africa, Europe and the USA), and LUFTHANSA (Lufthansa flies to 203 international destinations in 78 countries across Africa, Americas, Asia, and Europe).

About TEDx

Information on TEDx is available at <http://www.ted.com/tedx>

In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxEuston, where x = independently organized TED event. At TEDxEuston, 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.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Edinburgh, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to organize local, independent TED-like events around the world; and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

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