

## TEDSalon: international conference for ideas for the first time in Berlin

German première on 23 June

**Berlin, 20 June 2014** On 23 June 2014, the most creative minds in technology and entertainment will gather for the TEDSalon in Berlin. The acronym of the American-based ideas conference TED stands for technology, entertainment and design. Under the slogan "ideas worth spreading," TED conferences are held on a regular basis around the world. The TEDSalon in Berlin is the first official TED event in Germany and also the only one in Europe this year. Under the motto "Bits of Knowledge", talks on current topics such as "Big Data" and "Generation App" will be held at the Admiralspalast.

"The TEDSalon combines innovative thinking with modern technologies and thus fits perfectly in the creative start-up city Berlin", says **Cornelia Yzer**, Senator for Economics, Technology and Research. "Leading minds from around the world are developing concepts for the future here in Berlin and are thus contributing to the design of the modern information and knowledge society. We are proud that the only TED event in Europe this year is taking place here in the capital."

**Burkhard Kieker**, CEO of *visitBerlin*, adds: "It was ultimately not difficult to attract TED to Berlin. I am confident that this is only the beginning of collaboration with the masters of viral knowledge dissemination."

**Melanie Bähr**, CEO of Berlin Partner: "The TED Salon is a perfect fit for Berlin: Berlin is a city of creative people, start-up entrepreneurs and the young digital scene. Participants will enjoy a creative time full of inspiration from and for Berlin."

Next Monday, around 1,200 guests from Germany and abroad are expected to arrive in Berlin. 15 speakers will present their innovative ways of thinking, ideas and visions in just 18 minutes each. A day before the TEDSalon, some 300 organisers of the TEDx conferences will be gathering in the German capital. TEDx is a licensing model for independent TEDx conferences worldwide. In Berlin, they will be discussing ways of further advancing the TEDx concept. The TEDx organisers will also get the chance to experience the capital through offerings such as guided tours. The tours will show the city's hotspots for start-ups and point out just how much Berlin has changed in the quarter century since the fall of the Berlin Wall.

The TEDSalon and the meeting of the TEDx organisers is being supported by *visitBerlin*, Berlin Partner, *beBerlin*, the Berlin Chamber of Commerce and Industry, Medienanstalt Berlin-Brandenburg, Medienboard Berlin-Brandenburg, Technologiestiftung Berlin and the Senate Office for Economics, Technology and Research. The event is being organised by the redonion agency. For more information about the TEDSalon in English, go to [on.ted.com/TEDSalonBerlin](http://on.ted.com/TEDSalonBerlin). At [www.ted.com](http://www.ted.com), you can check out the latest TED talks that are updated on a daily basis.

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# Press Release



## **About TED**

TED stands for Technology, Entertainment and Design and is a non-profit organisation that operates according to the principle of "Ideas Worth Spreading". The TED Conference in the U.S. brings together experts from the fields of design, communication, science, IT, politics, technology, art and culture for several days of sharing ideas. In just eighteen minutes, they present their innovative approaches, ideas and visions. Well-known past speakers have included Bill Gates, Bill Clinton and Gordon Brown, former Prime Minister of the United Kingdom. More at [www.ted.com](http://www.ted.com)

## **visitBerlin**

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin*'s Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is third-most popular European city for tourism, with 26.9 million overnight stays in the German capital during 2013. Berlin has been among the top five most popular destinations for conventions and meetings for the past ten years. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitberlin* operates five Berlin Tourist Info offices. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At [visitBerlin.com](http://visitBerlin.com), you can access information about Germany's capital in 13 languages.

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