

TEDx

St Helier

MOVE – IDEAS IN MOTION

...Ideas worth spreading →

2026 SPONSORSHIP INFORMATION PACK



A Message from the Convener

Hello, I'm Ope Olaleye - Licensee of TEDx St. Helier. With the support of other brilliant minds, we are looking to host the inaugural edition of TEDx St. Helier - a half day event, tentatively May 2026.

As residents of this unique Island, I believe no one can fully explain or represent Jersey as authentically as those who live here. The spirit of sharing ideas within a community remains at the heart of our vision. At the same time, we recognise the immense value in broadening our perspectives by welcoming external speakers from beyond Jersey, whose diverse experiences and insights can complement and enrich the ideas we share as a community. Together, this fusion of local authenticity and global perspectives allows us to spark meaningful conversations and inspire innovative solutions.

We're thrilled to extend an invitation to all to be part of this edition, celebrating the ideas and perspectives that make St. Helier and Jersey so special. This event will celebrate the Island's diversity, foster inspiring conversations, and create lasting connections within our community.

My role is to bring this vision to life, oversee logistics, and ensure that the TEDx spirit of curiosity, collaboration, and open dialogue is upheld. Our TEDx event is not organised by TED Conferences, but is operated under a license from TED. The entire team is run on a volunteer basis, and we do not profit or make money from running the event.

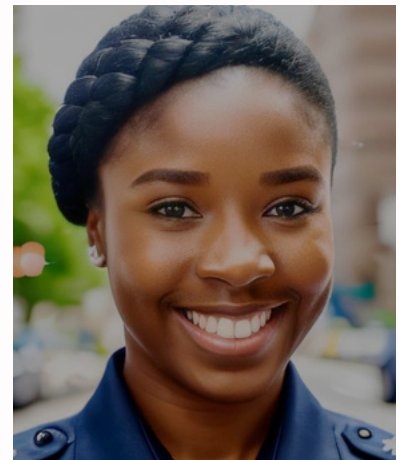
For more information, please visit: www.ted.com, www.ted.com/tedx

Our team of volunteers are passionately dedicated to this event and we look forward to discussing with you further.

Sincerely,



Ope Olaleye
Convener, **TEDx** St. Helier





A unique opportunity for Jersey

In the spirit of ideas worth spreading, TEDx brings people together for a TED-like experience at locally organised events. These gatherings combine live speakers and TED Talk videos to spark deep discussions and meaningful connections.

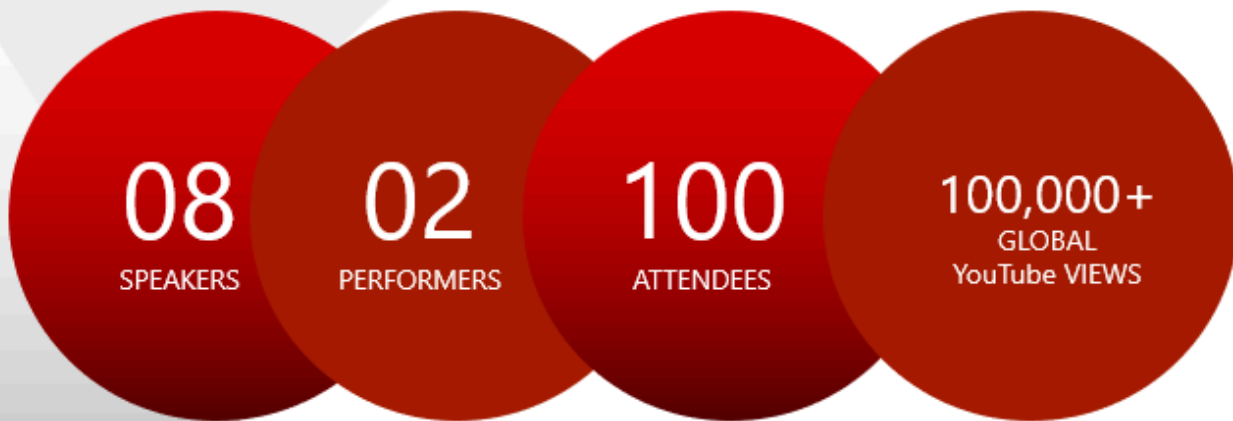
Each TEDx event is independently run where “x” marks the spot for local innovation and inspiration. While TED provides general guidance, every TEDx event is uniquely shaped by its community, creating a space for bold ideas and new perspectives to thrive.

TEDx St. Helier 2026 - "MOVE – Ideas in Motion!"

We're not just sharing ideas; we're setting them in motion. This theme invites speakers, partners, and participants to explore how ideas take shape, spark momentum, and drive visible change personally, socially, and globally. **2026 is about action over aspiration.** We're focusing on ideas that go beyond inspiration and create real-world outcomes.

Our Objectives:

- Showcase speakers whose ideas are already in motion.
- Inspire audiences to act locally while thinking globally.
- Strengthen Jersey's identity as a hub for bold, future-facing ideas.
- Celebrate movement of people, creativity, and change.



16 MAY 2026
JERSEY ART CENTRE

Event composition

- Half-day event (afternoon/evening)
- 8 speakers (local and external)
- 2 performers
- Broad audience including business leaders, innovators, scientists, designers, musicians, students, thought leaders and many more.
- Thoughtful conversations to inspire and stimulate actions.
- Speakers will make their contribution free of charge.

The vision

We want to create an event that becomes a catalyst for creativity, innovation, collaboration, and progress on the Island. Our vision includes:

- Building TEDx St Helier to become a sought after event in Europe.
- Bringing internationally recognised speakers to Jersey.
- Bringing TEDx St Helier Speakers to the TED Stage and Vice Versa
- Sparking conversations that inspire action and transcend borders
- Ultimately, improving Jersey's social capital on a global scale.

We aim to build a platform where every idea has the potential to inspire, transform, and shape the future. With your support, TEDx St. Helier will grow into an annual gathering that continues to push boundaries, celebrate innovation, and drive progress for years to come.

2025 Attendee comments

As a professional speaker for 31 years and a great fan of Ted, I thoroughly enjoyed a live event for the first time. It was so well organised and ran very smoothly with a great line up of speakers. I will be recommending the Jersey event to all my friends, family and colleagues.

It was very inspirational and enjoyed the real-life stories from the presenters. The organisers were on point.

The speakers were slick. Very interesting subjects. Well run.

Well organised and fantastic speaker!

It's a one of its kind event in St Helier, Jersey and one that brought new thinking and inspiration to people. I particularly enjoyed my time, learning something new entirely. It was totally an amazing and beautiful experience. The topics, talks and speakers' delivery were impactful and life changing. The organisers and hosts were professional.

Scintillating event, with great variety of interest. There is something for everyone..

Why TEDx matters in Jersey

Jersey is a unique island that is global yet intimate, diverse yet deeply connected. TEDx provides a platform where Jersey's voices, ideas, and creative energy can stand alongside global thought leaders.

- It gives our community a space to think, question, imagine, and innovate.
- TEDx St Helier matters because it:
- Showcases local talent and brilliance
- Connects our island to the world through officially recognised TED content
- Creates a meeting point for innovation, creativity, and conversation
- Inspires the next generation of thinkers and problem-solvers

TEDx ensures Jersey isn't just consuming global ideas. We are contributing them.

How TEDx transforms lives

For speakers, it becomes a life-changing moment finding their voice, telling their story, sharing an idea they have carried for years. For attendees, it sparks curiosity and ignites courage. People leave the room believing in possibility again.

2025 was the comeback year. The first TEDx event in Jersey in over a decade and it shifted the atmosphere of the island. The impact from feedback was clear:

- People walked away inspired, emotional, and energised
- Attendees shared stories of renewed confidence and hope
- Young people expressed a desire to speak, create, and lead
- Community members said it helped them feel seen, heard, and connected
- Speakers described it as a transformational personal journey
- New friendships, collaborations, and projects were born because of the event

Jersey is ready for big ideas and hungry for more.

Why partner with us



Estimated Impressions

- **20,000–30,000 total impressions** across all combined platforms
 - Includes social media posts, website traffic, email campaigns, and event-day visibility
- Sponsors included in more tiers (Platinum/Headline) receive significantly higher impression volume.*



Projected Social Reach Growth

2025 actual reach: 18,001

2026 target reach: 30,000+

Growth driven by expanded marketing content, speaker campaigns, paid promotion boosts and podcast cross-promotion



Live Audience Size & Engagement

100–150 live attendees expected

Audience profile includes business leaders, professionals in finance, tech, legal, and creative industries innovators, founders, creatives, students & young professionals

High-engagement audience with strong social sharing behaviour.

TEDx St Helier returns after a successful relaunch in 2025, where the event achieved a collective social media reach of 18,001, impressive audience engagement, and strong community impact.

For 2026, we are expanding our platform, our audience reach, and our sponsorship visibility opportunities.

TEDx is built on the TED mission: “Ideas Worth Spreading”. By partnering with us, your brand joins a movement that connects Jersey with the global stage, amplifying voices. You will gain:

Expanded Digital & Website Visibility

As part of our commitment to long-term visibility, all sponsors will also be featured on the official TEDx St Helier website, which serves as the central hub for event information, speaker profiles, videos, and updates.

We are **targeting 30,000+** social media reach across LinkedIn, Instagram, Facebook, YouTube and Local community networks. Sponsors receive:

- Inclusion in countdown campaigns, speaker features, and highlight reels
- Brand visibility in both pre-event and post-event marketing

TEDx St Helier Podcast (New for 2026)

Launching TEDx St Helier: Behind the Ideas, a podcast series sharing speaker stories, behind-the-scenes conversations and community impact discussions

Sponsor Recognition Includes:

- “This episode is brought to you by...” opening credit
- Closing acknowledgement

TEDx podcasts typically attract listeners not just locally but internationally. Episodes remain online indefinitely, giving your brand long-term global visibility.

Event-Day Exposure

Your brand will be visible throughout the live TEDx experience:

- Display before/after sessions
- Acknowledgement by the event host
- Programme and signage branding
- Opportunity for branded items or gifts (optional)

Post-Event Legacy

TEDx talks live on for years. Your brand will appear:

- In video credits of official TEDx St Helier talks
- On the TEDx YouTube channel which reaches a global audience
- Across ongoing digital engagement as talks continue to circulate

Why sponsor TEDx St Helier 2026 now

- Only few sponsorship slots available
- 2025 relaunch momentum is high
- 2026 theme MOVE - Ideas in Motion is generating interest
- Increased media coverage & digital partners
- Rising community engagement numbers
- Global exposure & local impact by aligning with the TEDx movement while driving ideas that shape the future of Island life.

Sponsorship options starting from £500, with both cash and in-kind contributions. We recognise the value of your support and are committed to ensuring meaningful impact in return for your partnership.



Becoming a sponsor

To learn more and explore partnership opportunities, please reach out via email or connect with us directly using the contact details provided on the final page of this pack.



Why 2026 will be bigger

- **Bigger digital footprint** - projected 30,000+ social media reach, enhanced content, and a new podcast series.
- **New TEDx St Helier podcast**- Behind the Ideas" will multiply audience engagement and give sponsors long-term global visibility.
- **Larger venue and higher attendance** as a result of increased interest, we expect 100/150 live attendees for all sessions.
- **Stronger community buzz**- 2025 created excitement. 2026 will create movement.
- **More local and international impact.** Speakers, ideas, and conversations from Jersey will continue to circulate globally through TED's platform, extending influence beyond the island.
- **TEDx community** is growing and becoming more impactful
- **We will measure impact across 4 dimensions** - speaker, audience, community and digital.

TEDx St Helier 2025 - Legacy & Impact

When TEDx St Helier returned after more than a decade, it re-ignited Jersey's voice and sparked tangible motion. One year on, those ideas are still moving - evolving into projects, collaborations, and community initiatives that continue to shape Jersey's story.

The talks sparked a mindset shift that strengthened collaboration, creativity, and enterprise. From Bubbleecture, a sustainable design initiative born directly from the Meanwhile Use talk, to new partnerships and ventures inspired by ideas first shared on our stage. Several speakers have since carried Jersey's voice to global platforms, showcasing the island's capacity for innovation and thought leadership. The sense of pride and engagement the event generated has continued to ripple across the island, with initiatives like TEDx Youth Jersey emerging as part of this renewed movement. Together, these ideas have moved hearts, minds, and hands driving social value, creative confidence, and long-term economic opportunity that continue to evolve through 2026 as ideas in motion.

The ripple continues

Brave ideas never expire; they evolve. The conversations that began on stage are still unfolding- new prototypes, new projects, new partnerships.

We began a cycle of movement where yesterday's ideas inspire tomorrow's actions.



Why Sponsors Matter

Your support turns bold ideas into real-world impact. By partnering with TEDx St Helier, you help power Jersey's innovation, elevate its global reputation, and connect your brand with the thinkers and doers shaping the island's future. Together, we move ideas and Jersey forward.

TEDx St Helier 2026, MOVE- Ideas in Motion will build on this legacy, continuing to turn ideas into action.

TEDx StHelier

Voices and Visionaries of TEDx St Helier 2025



Speakers:

- Jo Febrache
- Trudi Roscouet
- Tama Coxshall
- Taiba Bajar
- Dave Crossland
- Chenayi Mutambasere
- Gus Fraser
- Douglas Kruger
- Simon Nash
- Emily Jenning
- David Warr
- Carolyn Rose Ramsay
- Jodie Lee Performing Arts (Dance)



- Ola Olaleye - Co-organiser
- Gaelle Deschamps - Speaker Coach
- Tim Rogers - Event Advisor
- Gamu Mbetu - Co-host

TED^x StHelier

Prototype Event Programme

TEDx St Helier is more than an event. It is a full-day experience of ideas, inspiration, and connection, designed to spark meaningful conversations and bring the community together.

Event Structure

- 1:00 PM – 1:15 PM - Arrival & Networking (Guests welcomed with drinks and light nibbles). Sponsor opportunity: welcome drinks, branded snacks, networking zone.
- 1:15 PM – 1:30 PM - Opening Session (Introduction to TED & TEDx)
- TEDx Talk Sessions - 1:30 PM – 5:00 PM (The programme features three curated talk sessions, each exploring a different dimension of the theme):
 - Session 1: The Spark (Inspiration & Disruption)
 - Session 2: The Shift (New Perspectives & Possibilities)T
 - Session 3: The Breakthrough (Action & Transformation)
- Each session includes:
 - Multiple 12-minute talks
 - Short transitions for audience reflection
 - Host-led engagement moments
 - Sponsor opportunity: session partnerships, branded visuals.
- Networking & Refreshment Breaks - 2 intervals
- Dedicated social hour after the event
 - Sponsor opportunity: coffee/snack partner, branded tasting stations, product displays, client-hosted mini-meetups.
- 5:20 PM – 6:00 PM Optional Social Hour (A relaxed networking experience for attendees, speakers, and sponsors.
 - Sponsor opportunity: drinks partner, hospitality sponsor, product showcases.
- Exclusive Post-Event Dinner
 - Sponsor opportunity: A private celebration dinner for speakers, organising team and sponsors - This intimate gathering offers exclusive networking and relationship-building, giving sponsors premium access to thought leaders and community influencers.



Sponsorship Packages

Silver £ 500	Gold £ 1,000	Platinum £ 2,000+
<ul style="list-style-type: none">• Acknowledgement by the host on Stage• Your branded goodies in participant gift bags	<ul style="list-style-type: none">• Acknowledgement by the host on Stage• Your branded goodies in participant gift bags• Reserved seating	<ul style="list-style-type: none">• Categorised as official sponsors with company description in program guide.• On-site branding through printed banners and collateral• Logo on independent screen at main entrance• Your branded goodies in participant gift bags• Brand acknowledgement• Reserved seating

In-Kind Sponsorship Options

We encourage in-kind partners that can help meet our space, food, marketing, and audio-visual needs, which include:

- Venue hire
- Set design and event materials (e.g. posters, programmes, badges etc)
- Marketing, media, and advertisement
- Catering for meals and breaks (including pre-event speakers' dinner, tea, coffee, lunch and after party)
- Recording of the talks and webcasting
- Simultaneous translation
- Exhibits and demonstrations
- Speaker travel and accommodation expenses (please note: none of our speakers are paid to present)



THANK YOU!

LOOKING FORWARD TO YOUR RESPONSE.

PLEASE CALL OR EMAIL:

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