



November 18, 2015

To: Rohan Roberts

Re: Invitation to attend TEDGlobal>Geneva 2015

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Dear Rohan,

We are excited to present you with this special invitation to attend, AS OUR GUEST, the TEDGlobal>Geneva 2015 Conference and TEDx Pre-Conference Workshop taking place December 6-8 2015 at the Bâtiment des Forces Motrices in Geneva, Switzerland. We chose you as 1 of 450 TEDx organizers to attend the conference with a complimentary pass because of your demonstrated excellence as an innovative thinker and doer! TED is covering all expenses associated with the conference pass for your attendance, however you as the attendee handle all travel-related costs.

1. TED stands for Technology, Entertainment, and Design – three broad areas shaping our future. Since our founding in 1984, TED has expanded to showcase innovative and effective ideas in all disciplines. The annual TED conference is a renowned four-day annual event where the world's leading thinkers and doers share what they are most passionate about. Past speakers include former President Bill Clinton, Secretary of State Hilary Rodham Clinton, Bill Gates, Steve Jobs, Jane Goodall, Karen Armstrong, Richard Branson, and Bono.
2. TEDGlobal is an internationally-focused conference that brings together extraordinary people from around the globe and facilitates the exchange of ideas, experience, and vision. TED inspires massive creativity and cultivates lifelong relationships that can help promising individuals like you to realize your goals.
3. As you know, TEDx brings TED's mission – "Ideas Worth Spreading" – to local communities, organizations and individuals around the world. Independent TEDx organizers like you represent many disciplines, and each year a selected few are invited to attend TEDGlobal. We selected YOU to be one of them because of your unique personal and professional accomplishments and because you have already set a foundation for TEDx events in your local community. We believe this experience will help you to build a stronger platform, maximizing the impact of TEDx globally in your community.

Congratulations, **Rohan!** We look forward to meeting you in person in December in Geneva! Should you have any questions before then, please feel free to contact me at [tedx@ted.com](mailto:tedx@ted.com).

Best,

A handwritten signature in black ink, appearing to read 'Jay Herratti', with a stylized flourish at the end.

Jay Herratti

Executive Director, TEDx