

GSL INSPIRE GUIDELINES AND TOOL KIT

Congratulations! We are delighted that you and your ideas will be part of a Global Social Leaders Inspire event.

GSL Inspire is a series of speaker events, which can be held at a school or community venue anywhere in the world. The aim is to celebrate and connect the very best thinkers, doers and innovators from the world of social action to share their journey and inspire a new audience to join the GSL movement and make positive social change. GSL Inspire is an opportunity for young people to take to the stage and talk about the issues that matter to them.

This kit provides an introduction to the Global Social Leaders Movement and instructions for hosting your own GSL Inspire event. We advise you to follow the guidelines step by step to maximise the impact your speakers have on the audience and enable us to share it with people worldwide.



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AN INTRODUCTION TO GLOBAL SOCIAL LEADERS

Founded in 2011, Global Social Leaders is a movement of young people that want to change the world for the better through social action. GSL programmes are transformational leadership experiences developed and delivered by Future Foundations and the Wellington Leadership Institute that bring together young people from across the world who are driven to make social change on a global scale.



PLANNING A GSL INSPIRE EVENT

GSL Inspire can either be a stand-alone event or held part of a wider school or community event, such as conference or festival.

You may decide to set a broad topic for your GSL Inspire event that links the talks thematically and give your audience an idea of what the event will entail, to encourage attendance. Previous organisers have themed their events around topics such as 'Optimism', 'Positivity' and 'Leadership'.

Your GSL Inspire event should ideally feature more than one talk, we recommend a minimum of at least 3 different speakers, with at least one of those being a young person. This could be based on an experience of participating in the GSL Global Goals Competition, but doesn't have to be.

You may also choose to invite special guests from beyond school, such as someone from the world of social enterprise or development or with an inspiring story to share that you feel links to the theme of your event.

Another approach is to open it more widely and ask people to apply to speak at your event, then select the applications you feel will work best.

We recommend you start planning a couple of months in advance, to give yourself time to plan and promote your GSL Inspire event and to give speakers adequate time to prepare an impactful talk.

GETTING STARTED

Global Social Leaders has an ethos and is guided by a series of values that we embody and emulate. Think about what these mean to you and how you can eat, live and breathe these through your talk. You may even wish to speak about these as your chosen topic, or use them as a theme for your event.



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We've gathered some great resources to help you/your speakers prepare to give a talk at GSL Inspire. There are some great TED talks below that we recommend you watch and share with those speaking at your event. This list is by no means exhaustive so please do let us know any that you think are worthy of sharing with our network.

Our partner Sarah Lloyd-Hughes, founder of Ginger Public Speaking offers a free video masterclass:

- TED Style Speaking Masterclass Part 1 - <https://www.gingerpublicspeaking.com/resource/free-ted-speaker-master-class-video-1>
- Free downloadable book on the 10 Best Ways to start your talk: <https://www.gingerpublicspeaking.com/resource/the-10-best-ways-to-start-your-talk>

Other recommended TED Talks to watch:

- What makes a great TED talk, Scilla Elworthy's TEDxExeter. [ADD LINK]
- Tim Urban [ADD LINK]

We recommend your GSL Inspire talks are limited to around 7 minutes each in length. Like the best TED talks, your GSL Inspire talk should be focused and sharp and go deep rather than broad. It can include aspects of your personal experience or social action projects, but these examples should be powerful, illuminating and succinct.

Effortlessness takes effort. Great presenters look like their talk has been effortless, but the truth is hours of preparation go into it. Make sure you practise, practice, practice.

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Other recommended TED Talks to watch:

- **What Makes a Great Ted Talk:** <https://www.youtube.com/watch?v=URXHZwuCKNg>
- **Tim Urban - Inside the Mind of a Procrastinator:** <https://www.youtube.com/watch?v=ari7oStGLkU>

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Best Practice Guidelines – Dos and Don'ts

Do Practice	Don't speak from a piece of paper
Do be passionate	Don't preach or sell
Do speak the truth	Don't try to intellectualise
Do be real	Don't pretend
Do speak of success	Don't show us you ego
Do speak of failure	Don't use foul language



WHAT YOUR GSL INSPIRE EVENT SHOULD LOOK LIKE

We want your GSL Inspire to sound great and look great. Your event should be captured for others to watch and be inspired! If you plan to use visuals, such as slides as part of your presentation please follow the guidelines below.

1. Make sure your display size conforms to 1280 x 720 or 1024 x 768
2. Remember slides will be seen on film, so San Serif fonts are better.
3. Please make sure you have the correct permissions to use content and images for example Creative Commons licensing or your own content is the easiest way to ensure you are allowed to use the materials.
4. Use high-resolution pictures and graphics. Full-quality photos from a digital camera will look better than images pulled off the web.
5. Keep your slides simple and try not to have more than 6 sentences on a slide.
6. Use high-resolution images.

- GSL logo needs to be visible at the beginning of the video. This can be a logo on a slide. This is provided in your downloadable pack.

Background:

Please make sure you film your talk with a background that is simple. Try to avoid busy settings. Inside is best to reduce background noise. A simple coloured background is preferable.



GSL INSPIRE CHECKLIST

	BEFORE THE EVENT	Completed
1	Complete the registration form: https://podio.com/webforms/21775464/1518981	
2	We will email you to arrange a call to discuss your event.	
3	Write an overview for the GSL website. This must include an image as well as your school logo and speaker details (if these have been confirmed). We will list your event on our website page www.globalsocialleaders.com/gslinspire to help promote it. The more detail the better! You can then use this to help with promoting your event. We can of course link the page to registration systems like Eventbrite etc.	
4	Send us an update. We can help to invite other schools and relevant organisations in your area if you keep us posted.	
	AFTER THE EVENT	
5	Send us your footage. This needs to be in an editable file format. We will add the GSL watermark and return to you a video you can then distribute. We may contact you with questions regarding speaker titles etc. Please make sure you send these in a WMV format.	
6	Write a blog. This does not have to be long, just some reflections on how the event went and what you learnt. We can then publish this and you can share it with your school networks and audience.	

We may distribute your video under a “Creative Commons” license, which allows it be distributed and republished in a non-commercial way and as long as appropriate credit is given and the presentation is not edited or distorted in any way. By completing the registration form and signing the release you acknowledge and agree that you do not object to us distributing your video in this way. You also agree that:

- You will not receive any form of payment
- You may not revoke the rights granted in the release
- You affirm that you have the full power and authority to grant the rights granted in this release.
- You own all the rights in the presentation. You will advise and credit any third-party material used and send this to Future Foundations in writing.

AND FINALLY

Young voices matter, go out there and make yours heard. We can’t wait to hear what you have to say. Good luck!