

**TEDx UDINE 2017** - At the "G. Marinelli "of Udine, on 5 January 2018, the combined study/work experience (ASL) related to business simulation comes into contact with real life with the analysis (carried out by a group of students of the third year) of the event TEDxUdine held on 3 March 2017 at the Castle's "Hall of Parliament" in Udine.

TED (Technology Entertainment Design) was founded in 1984 in the United States on the initiative of Richard Saul Wirman and consists of a series of non-profit conferences held under the slogan "Ideas worth spreading". These conferences, covering a wide range of topics, are organised and spread all over the world, thanks also to the TED.com website, where they are available to everyone for free. G. Marinelli High School has recently joined this asset opening a **TEDEd Club**, which involves two classes of the second year and whose representative is the teacher Ilaria Zorino.

On 17 March 2017, a Ted event was inaugurated in Udine by Eva De Marco, an "evolving" engineer who, after being a guest at TEDxAssisi in 2015 and getting passionate about it, decided to present it in our city, precisely Udine. It is with her that, during the combined study/work experience (ASL) - and in particular during the business simulation experience - we had the pleasure to talk with regard to the aspects concerning the organisation and the problems which may arise in planning an event of this significance. During a class held at Marinelli High School, we analysed the event and simulated a corporate meeting, on the model of the call conference, to interact with Eva De Marco as a leader to whom we asked several questions. Some of us analysed the financial aspects connected to the event, others examined the component linked to the press office and advertising of a cultural event, others eventually analysed the logistics related to documentation and timing necessary to organise a cultural event in a public place, which in this specific case was the "Hall of Parliament" in Udine.

Eva De Marco was the one who personally took care of the organization of the event in Udine, starting with obtaining a license from Ted for the creation of the event itself, all the way to the choice of the location and the theme of the conference. Once Ted's approval was received, she told us, the choice of the location was based on the suggestiveness of the place and its symbolic function as an 'amplifier of ideas' while, as regards the theme, it was chosen the theme of time. Starting from a reflection on a quote by Benjamin Franklin who wrote: "Time is the substance of which life is made", (but does time actually exist? Why are we conditioned? How do we organise our day and what value do we give to our time in life and work?), twelve international speakers (from Italy, Germany, Israel) entertained the audience, discussing the topic according to the "Science, Experience & Work" categories. [link to the speakers' page <http://www.tedxudine.com/speaker/> ]

Even the choice of the speakers "was not easy because the logistics of the event required a finite number of speakers, while the people we met (and we wanted to involve) were many more." As the staff says, "It was a challenging job, but at the same time very rewarding" especially for the considerable interest aroused: the event's tickets, in fact, were sold out in just 14 hours.

The activity was an opportunity for growth and experience regarding the modality and complexity of business organisations even more in particular of a cultural event like TED.

What really caught my attention was the emblematic determination with which Eva pursued her goal carrying out this project despite the obstacles arisen along the way.

Getting the chance of talking and listening to Eva De Marco's personal experience was an extraordinary opportunity the Marinelli High School's students had and it was also of fundamental importance to the understanding of how, thanks to her willpower, she succeeded in overcoming all the challenges and the issues raised, actualising this event successfully and making it a moment of enrichment for the citizens of Udine who had the opportunity to participate in the event.

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