

EVENT BOOKLET

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WELCOME TO

**THE BIG BANG**

**TEDx**NOVA  
x = independently organized TED event

NOVA SBE CAMPUS  
24TH SEPTEMBER 2021

**ARE  
YOU  
READY?**





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# INTRODUCTION

## Welcome

Welcome to TEDxNOVA!  
Welcome to an inspiring day, filled with stories and ideas worth spreading. TEDx is all about connecting with the people and stories around you, therefore engage with other attendees, enjoy our amazing speeches, participate in all the fun activities we have planned throughout the event and finish the day at our rooftop for some drinks.

Prepare for an "out-of-this-world" event.  
**TEDxNOVA 2021**

## Our First Edition

Today, we are making history together!  
You are now part of the first edition of TEDxNOVA and we couldn't be happier to have you on board.

Hope you are prepared for launch.  
It's going to be epic!

## The Big Bang

This year's theme is "The Big Bang". Our theme is up for individual interpretation, as it could be a story that had a major impact on society, an idea that changed the perceptions of people or even a unique moment in your life.

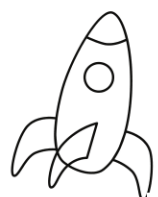
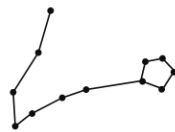
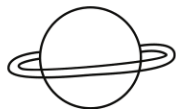
*Hence, this event's underlying question is*  
**What is The Big Bang to you?**

Our speakers will answer this question and we want to leave you with the same challenge. Check our activities.

## Smile for the Cameras

TEDxNOVA would like to remind you that the event is being photographed and filmed to then be shared on TEDx official accounts.

This means that you will most likely appear on camera.



**TEDxNOVA**  
x = independently organized TED event



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# ***EVENT PROGRAM***

# EVENT GUIDE MAP

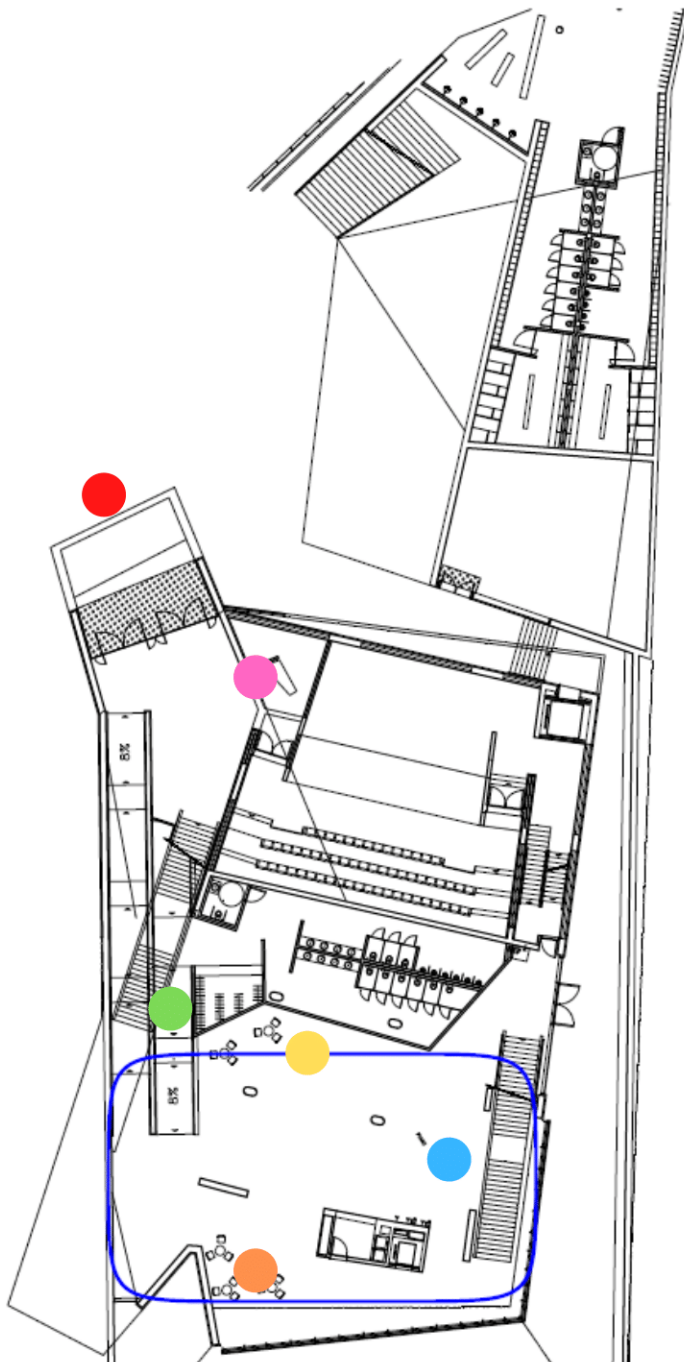
## How to get to campus?

**Address:** Rua Holanda, nº1 - Carcavelos

**Public Transportation:** Take Cascais' train route and leave either in Oeiras or Carcavelos Train Stations + take a 15min walk.

## NEED HELP?

In case of any doubts, ask someone wearing a **TEDxNOVA t-shirt** for help.



## BLUEPRINT

- Auditorium Entrance
- Registration
- Innovation Hub
- Food & Coffee Station
- Sponsor's Lounge
- WC

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# EVENT AGENDA

- 09:00 - 10:00 Registration Opening ●
- 10:00 - 10:15 Welcome Speech by Prof. Daniel Traça
- 10:15 - 10:45 **First Talk** by Will Burrad-Lucas  
*The space between dreams and reality*
- 10:45 - 11:00 **Second Talk** by Dr. John B.Arden  
*Energize your Mind*
- 11:00 - 11:30 Coffee Break ●
- 11:30 - 11:55 **Third Talk** by Mariana Carreira  
*5 lessons of pursuing happiness*
- 11:55 - 12:15 **Fourth Talk** by Nuno Prego Ramos  
*Never lose your curiosity*
- 12:15 - 13:30 Lunch ●
- 13:30 - 13:55 **Fifth Talk** by Janne Müller-Wieland  
*The golden side of failure*
- 13:55 - 14:15 **Sixth Talk** by Miguel Herdade  
*Mind the Gap*
- 14:15 - 14:45 Coffee Break ●

14:45 - 15:00

Performance - **Fado Novo**

15:00 - 15:20

**Seventh Talk** by Susana Soares

*Can design shape a more sustainable future?*

15:20 - 15:40

Closing Ceremony

From 15:45

**After-Party** - Rooftop Drinks

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## ***BIG BANG ACTIVITIES***



**TEDxNOVA Photo Wall**



**TEDxNOVA Experience Wall**



# TEDXNOVA BUCKETLIST

- Take a picture at TEDxWall
- Laugh at a speaker's joke
- Say "hi" to a stranger
- Find my "Big Bang" moment
- Eat the candy in my goodie bag
- Draw in the TEDxExpression Wall
- Write a "Big Bang" moment in the Timeline wall
- Hear "Big Bang" more than five times
- Express how I feel through my candy wrap
- Relax at the Sponsor's Lounge
- Google one of the speakers
- Take a Polaroid picture
- Post an Instagram story tagging @tedx\_nova



# OUR SPEAKERS

# KNOW OUR SPEAKERS



## **Will Burrard-Lucas**

*The space between dreams and reality*

Will is a full-time entrepreneur and wildlife photographer, that captures up close iconic predators and some of the most endangered creatures on the planet! Will has also developed several resources and devices to enhance wildlife photography, creating a company along the way - Camtraptions Ltd - to help others push the boundaries of their own photography.

Visit Will's website: <https://willbl.com/>

## **Dr. John B. Arden**

*Energize your Mind*

Dr. John B. Arden was responsible for the development of the largest mental health program in USA, in 2016. Being the author of numerous books in the fields of neuroscience and psychology, Dr. John B. Arden has revolutionized world's understanding, as well as the treatment of mental health. How? By linking body to mind, through psychotherapy.

Visit Dr. John's website: <https://drjohnarden.com/>



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# KNOW OUR SPEAKERS



## **Mariana Carreira**

### *5 lessons of pursuing happiness*

*"I worked in the bank and corporate industry as CFO, but 14 years ago I realized that, even though I like numbers, the relation and the impact that we can have on people is my purpose in life!"*

Mariana left the banking world to pursue her purpose and is now the CEO of "Make-A-Wish Portugal" - a non-profit organization that helps fulfill wishes of children with severe illnesses.

*Learn more about Make-a-Wish Portugal: <https://makeawish.pt/>*

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## **Nuno Prego Ramos**

### *Talk Title*

Nuno is the CEO of a pre-clinical stage biopharma that fights for cancer treatment solutions. How? CellmAbs is a biopharma that captures some of the inefficiencies in cancer treatment and develops new and promising cancer therapies. This project actually started as a NOVA University translational R&D project.

*Get to know CellmAbs: <https://www.cellmabs.com/>*



## **Miguel Herdade**

### *Mind the Gap*

Miguel Herdade is a true philanthropist and a big bang force in providing education for every child, no matter their background. He works exclusively for non-profits around public policy, strategy and philanthropy, highly focusing on educational disadvantage and social integration. Miguel works at Ambition Institute, helping schools tackle educational disadvantage.

*LinkedIn: <https://www.linkedin.com/in/miguel-herdade/>*

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# KNOW OUR SPEAKERS

## **Janne Müller-Wieland**

### *The golden side of failure*



Janne is a German Olympic medalist and entrepreneur that led her hockey team to a bronze medal in 2016, in Rio de Janeiro Summer Olympics. Janne's journey through several Olympics taught her that failure is necessary to someday reach success. In her own words, "failure is the fuel that led her to always do better".

Keep on following Janne's journey

*Instagram:* @janne\_mw

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## **Susana Soares**

### *Can design shape a more sustainable future?*

Susana's projects combine design and scientific research that aim to increase public awareness, engagement and motivate action towards sustainable living. Recently, Susana has been exploring food systems by designing 3D-printing an insect-based diet and plants for extreme weather conditions.

*Check Susana's work:* <http://www.susanasoares.com/>





# *HOST & TEAM*

## MEET OUR HOST



### *Terry Hamill*

Terry Hamill is an incredible and inspiring communicator. With over 30 years of experience in business leadership, Terry is an entrepreneur and networking expert, responsible for BNI Portugal and Corporate Connections. Terry is also a professor at Nova SBE and the TEDxNOVA team could not be more proud to have him as our host!

*LinkedIn:* <https://www.linkedin.com/in/terryhamill/>

## MEET OUR TEAM

We could not be more proud to introduce to you the masterminds that made this event possible. To all our 27 team members:

***You are out of this world!***

*Thank you, team!*



The background is a dark space filled with white line-art icons. These include various constellations (like Orion and Taurus), planets with rings (like Saturn), moons with craters, and rockets. A thin red vertical line is positioned on the left side of the image.

***OUR  
JOURNEY  
IS NOT OVER***



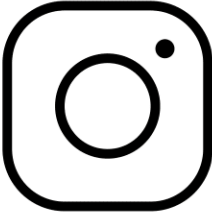


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***THANK YOU***

***FOR JOINING US***

**TED<sup>x</sup> NOVA**  
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