

TEDx Soweto

THE  
FUTURE  
IS INEVITABLE  
24 SEPTEMBER 2011  
MIA GI CENTRE  
FOR MUSIC  
SOWETO

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Greetings, from Kelo Kubu and the TEDxSoweto team.

In the spirit of ideas worth spreading, TED has created a program called TEDx – local, self-organized events that bring people together to share a TED-like experience. Since 2009, over 2000 TEDx events have happened, in over 100 cities, in 100 countries, touching millions of people.

TEDxSoweto's mission is to find local ideas worth spreading.

We look for remarkable people doing amazing things, put them on the TEDxSoweto stage, film their talks and amplify them online. Their innovations, stories, teachings, experiences and insights enrich our lives and inspire a better future.

The first TEDxSoweto was held on 27 April 2010, at the Apartheid Museum in Johannesburg. This year, TEDxSoweto has come to the heart of Soweto – at the MIAGI Centre for Music. The programme line-up is a combination of selected TEDTalks and the perspectives of more than a dozen remarkable local and international live speakers. The theme is a challenging one – “The Future is Inevitable”. Our speakers will reveal possibilities about what's coming. From that, we hope to gain insight into the anticipated twists and turns of this thrilling but sometimes terrifying human adventure.

Welcome to the future.

# TEDxSoweto2011Programme

9:00 - 10:00

Registration

10:00 - 11:45

## 1 **BEING**

### TEDTalk

LEROTHODI **LEEuw**

Astrophysicist

JENNY **BUCCOS**

Global Citizen

11:45 - 12:15

Conversation break

12:15 - 13:30

## 2 **LIVING**

TIAAN **FRANKEN**

Animation Director

RITA **DOHERTY**

Communication Strategist

PATIENCE **MTHUNZI**

Biophotonicist

STAFFORD **MASIE**

Tech Entrepreneur

13:30 - 14:30

Lunch by **ROOTS**

14:15 - 15:30

### 3LEARNING

**TED**Talk

BRONWEN**MCCONKEY**

e-Learning Luminary

MARIÉME**JAMME**

Social Entrepreneur

TADDY**BLECHER**

Educationist

15:30 - 16:00

Conversation Break

16:00 - 17:00

### 4SOARING

SPOEK**MATHAMBO**

Afro-Futurist Musician

ARIANE**CORNELL**

Space Advocate

DIRTY**PARAFFIN**

Digital Kwaito Exponents

17:00 - 19:00

Networking Reception at **ROOTS**

# 7 ways to get the most out of **TEDxSoweto2011**

## **1 Lend us your brain**

You are about to be hit by a blizzard of incoming ideas. Your mind will be zapped, pinged, prodded and teased. But to benefit from TEDxSoweto's brand of brain therapy, you need to shut down the competition. Forget about work for just one day. Banish your email. Switch off your phone. Experience what is happening on stage, on screen and around you.

## **2 See every session**

The best TEDxSoweto moments will happen when you least expect them. TEDSoweto is not about what you already know. It is about how what you know connects to everything else.

## **3 Stay the distance**

We're not used to having our minds treated this way. The process takes time to work it's magic. Expect to be intrigued, then excited, then inspired. Don't miss the climax of the conference near the end.

## **4 Devour this guide and our brand new apps**

Our schedule is so crammed, we don't have time for long speaker introductions. We've designed the speakers' biography pages to be easy to skim. Our iPhone and Android apps are full of rich media references to click through.

## **5 Do talk to strangers**

The TEDxSoweto audience is an open-minded, curious and intelligent group of people. They come from the full spectrum of professional disciplines and from all walks of life. Don't pull back from starting a conversation. You'll never know what it might lead to. Also, we are proud to announce a new conversation tool on [tedxsoweto.co.za](http://tedxsoweto.co.za) - the Innovation Café. It could help take your TEDxSoweto conversations to another level. Play with it, tinker, prod and see what comes out.

## **6 Experience Soweto**

Soweto is the eighth wonder of the world. It is a remarkable place which - against the odds - has produced trailblazers, pioneers, activists, humanitarians, entrepreneurs, visionaries, gurus and luminaries. Take a little piece of it with you when you go home. And be sure to come back for some more.

## **7 Come back**

Mark your calendar and protect the dates:  
TEDxSowetoYouth, 19 November 2011  
TEDxSowetoWomen, 1 December, 2011



## LEROTHODI **LEE**UW

Lerothodi studies the night skies to find answers to the big questions. He is a senior lecturer and researcher in the Department of Physics at the University of Johannesburg. He is part of an international team of scientists who have discovered new methods of finding previously unknown cosmic zoom lenses. Almost unbelievably, these lenses can be used to look back in time and allow astronomers to peer at galaxies in the distant Universe. We can see the Universe as it was billions of years ago!

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## JENNY **BUCCOS**

Jenny is an agent for global citizenship. New York based, Jenny left the corporate world to co-found ProjectExplorer in 2003 as a way to provide students with access to peoples and places they may never have seen or knew existed. She produced and directed ProjectExplorer's first programme entitled Shakespeare's England. In five years, ProjectExplorer.org went from a simple idea to a world-class, award-winning programme that has been accessed by nearly 2.5 million visitors globally.

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## TIAANFRANKEN

Tiaan is technical director of the recent *Jock of the Bushveld* 3D animated feature film that has attracted interest from Hollywood and film distributors around the world. The story is set in the 1880s, when Africa's mineral richness, teeming animal life and incomparable natural beauty drew and captivated adventurers from all over the world. Director Duncan MacNeillie, assisted by Tiaan Franken and team, have created arguably the most epic project ever undertaken by a South African film production crew.

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## RITA **DOHERTY**

Rita directs communication strategies for some of South Africa's favorite brands. As head of strategy at ad agency Drafftcb, Rita and her team tested what they felt were persistent stereotypes of township moms. Their study involved in-depth conversations with young women - all employed mothers, living in Soweto or Alexandria. While the findings both confirmed and destroyed several perceptions, the most surprising discoveries were those concerning women and digital social networking environments.

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## PATIENCE MTHUNZI

Patience was the first person in South Africa to obtain a PhD in biophotonics – “optical tweezing” – an emerging field of science where she uses laser technology to separate sick cells from healthy ones. Her extraordinary journey started in Soweto where she was born, then moved to Europe where she became the first South African PhD student in Physics and Astronomy at the University of St Andrews. Now back in South Africa, her intention is to put the country on the map through innovative research in photonics.

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## STAFFORD**MASIE**

Stafford is recognised as a disruptive strategist and a tech futurist. He has started and sold his own consulting and engineering services company; driven global partnerships and corporate technology strategy for tech giant Novell in Latin America, Middle East, Sub Saharan Africa and Southern Europe; assumed the role of country manager for Novell in South Africa; and established Google's presence in SA. When he's not busy doing tech stuff, Stafford pilots microlight and single prop aircraft.

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## BRONWEN **McCONKEY**

Bronwen is an e-learning luminary. She has been working on ICT and education in Africa for over 5 years - beginning in Ghana's Volta region where she was made Queen Mother in recognition of her efforts to support education. Bronwen is currently Managing Director Social Enterprise for Fusion Universal, a learning solutions company based in London, UK. Fusion's 2020 Vision is to help improve the lives of 1 billion young people in developing countries through technology enabled education.

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## MARIÉME **JAMME**

Marième, born in Dakar, Senegal, raised in France, and currently based in London, helps IT organisations gain a foothold in Europe, the Middle East, Africa & Asia through her company, Spot Global Solutions. Marième recently founded iConscience, a think tank of experts who brainstorm ethical scenarios for sustainable development in Africa. She is co-founder of Africa Gathering, an annual event that brings technophiles, entrepreneurs and innovators together to talk about positive change in Africa.

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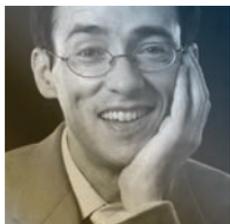
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## TADDY BLECHER

Taddy is a world-renowned pioneer of the free education movement. In 1999 he and his colleagues opened the doors to CIDA City Campus, South Africa's first ever free university. Since then, over 4500 disadvantaged young people have achieved four-year business degrees and new chances in life. In 2007, Taddy launched the Maharishi Institute in the Johannesburg CBD. By using consciousness-based education to contribute to a worldwide breakthrough, Taddy showcases South Africa as a leading innovator in education.

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## SPOEK**MATHAMBO**

Spoek is an afro-futurist and township tech musical pioneer extraordinaire. Skilled as a rapper/DJ and graphic designer/illustrator, Spoek sees himself as part of a new wave of African artists intent on nurturing a sense of progressiveness while maintaining pride in culture. As front man for electro-rap outfits SWEAT.X and PLAYDOE, Spoek Mathambo has become a prominent figure in the international music scene and garners attention from the New York Times, Fader Magazine and the Guardian Weekly.

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## ARIENE CORNELL

Ariane is executive director of the Space Generation Advisory Council (SGAC), based in Vienna, Austria. She is passionate about making 'space talk' intelligible and endearing to the lay person. The SGAC - a network of 4000 members in more than 100 countries including many from the African continent - has Permanent Observer status in the United Nations Committee on the Peaceful Uses of Outer Space. Ariane's interest in aerospace started when she earned her pilot's license at the age of 17.

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## DIRTY**PARAFFIN**

Dirty Paraffin is made up of Okmalumkoolkat and the beat shaman Dokta SpiZee. The stereo wizards were born and bred eThekwini but crossed paths eGoli, the “capital of Africa”. This shambeez visual, performance outfit is pure juice zifozonke “best for all purpose”. Their pixelated take on digital maskandi/kwaito/primustofu has the world’s jaw dropping with awe. The duo is on a mission to cure attitudes of the young and old, the world jikelele and spreading positive vibes through art and music.

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# TEDxSowetoPartners

A special thank you to companies, organisations and individuals who have helped to make this year's event a success:



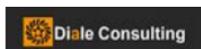
For taking the TEDxSoweto message to the African Diaspora



For baking the TEDxSoweto iPhone app



For their project management software



For analysing TEDxSoweto



For printing everything



For analysing our Twitter feed



For being amazing designers



For inspiring conversations and ideas offline



For inspiring conversations and ideas online



For podcasting TEDxSoweto



For webcasting TEDxSoweto



For managing our communications



For publishing TEDxSoweto online



For being the home of TEDxSoweto 2011



For being TEDxSoweto 2011's official hangout joint



For gifts that matter



For powering [www.tedx Soweto.co.za](http://www.tedx Soweto.co.za)



For the making [m.tedx Soweto.co.za](http://m.tedx Soweto.co.za) possible



For the iPads

**Mark Straw**

For his passion and his pictures

**Refiloe Madhlaba**

For the publicity

**Carl Jeppe**

For animating TEDxSoweto digitally

**Thabang Machaba**

For animating TEDxSoweto with paint

**Dj Noid Fonk**

For the beats

# TEDxSowetoHeroes

People who've made exceptional behind the scenes contributions to this year's event:

Chris Anderson

Lara Stein

Salome Heusel

Becca Pace

Lauren Cucinotta

Monica Goff

Tanya Pergola

Yvonne Mokgoro

Mellisa Clegg-Tripp

Chris du Plessis

Karin Kitchin

Vusi Kaunda

Elizabeth Trudeau

Yene Assegid

Chikwe Ihekweazu

Ralph Simon

Vanessa Perulam

Ravini Moodley

Patrick Newell

Stacy Rozen and The Story Scarves girls

Catherine Peter and the One Young World ambassadors

# TEDxSowetoVolunteers

People whose love, generosity and creativity made TEDx-Soweto 2011 possible, against all odds.

Kelo Kubu  
Moon Mokgoro  
Ithateng Mokgoro  
Nhamo Rupare  
Tefo Mokgoro  
Mohammed Joggie  
Makgabe Mothupi  
Tebogo Thobejane  
Jessica Tandy  
Yolandi Michaels  
Mulumba Lwatula  
Gustav Mdluli  
Sheena Ross  
Chuma Kave  
Henriel Veldtmann  
Zanecebo Mccunu  
Bobo Mokgoro  
Navvab Nkonzo



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