

Enriching moments: Solutions that empower users to make the moment count



One of TED's greatest criticisms is that this rich collection of thought-leadership does not manifest in tangible change in our daily lives. The organising team for TEDxClapham turned this challenge into the backbone of their event by capturing the reactions and pledges to action offered by every member of the audience immediately after each speech. We built a simple mobile webpage where they could submit their reactions and pledges. These responses were automatically tabulated and displayed live at the event, and shared on social media throughout the day.

