

NORDIC
TALKS

INSPIRE TO ACT
ACT TO INSPIRE

Visit
nordictalks.com

Join the conversation
[#nordictalks](https://twitter.com/nordictalks)

NORDIC TALKS THE HANDBOOK

On the following pages, you will find all the information you need to help you plan and hold a best-in-class Nordic Talks event. A small selection of events with big potential and high-quality sound recordings grows into Nordic Talks podcast episodes!

Find all the materials you need in our toolbox on goolge drive:
"The Nordic Talks toolbox for embassies and content producer"

[GO TO GOOGLE DRIVE](#)



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INSPIRE SUSTAINABLE ACTION WORLDWIDE

Join Nordic Talks!

Nordic Talks is designed to support the Nordic Council of Ministers' vision towards 2030; that the Nordic region will become the most sustainable and integrated region in the world.

Join the conversation

Website
www.nordictalks.com

Instagram
[@nordic.talks](https://www.instagram.com/nordic.talks)

LinkedIn
[@NordicTalks](https://www.linkedin.com/company/NordicTalks)

Nordic Talks is brought to you by
The Nordics, a project under
The Nordic Council of Ministers.



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THE CONCEPT EXPLAINED



WHAT IS NORDIC TALKS?

Live talks and podcast

Nordic Talks is a series of live talks and a podcast. Each podcast features the highlights of an independently organized live talk.

Creative minds & inspiring leaders

Nordic Talks is bringing together some of the brightest minds in the Nordics and their counterparts from around the world. With a common motivation to share inspiration on how citizens can take concrete action on sustainability.

UN Sustainable Development Goals

All Nordic Talks are dedicated to addressing the United Nations' 17 Sustainable Development Goals (SDGs).

Concrete action on sustainability

We start conversations about the challenges we face as a global community such as climate change, social inequalities and biodiversity loss. In short, we want to inspire each other to act – for a better, more sustainable future.

Join our worldwide community

Nordic Talks occur worldwide, and anyone with a good idea for a talk can apply for funding. We welcome both online and offline events and encourage both independently organized talks as well as plug-ins to existing events, such as festivals or conferences.

An exclusive selection of talks become podcast episodes

[Listen to the podcast here!](#)

THE FOUR DOGMAS

1. The Nordics in dialogue with the rest of the world

A Nordic Talk is a conversation between at least one Nordic citizen and at least one speaker holding a passport from outside the Nordic region. By bringing together people from around the world with different perspectives, we ensure curious conversations in which we exchange thoughts and ideas.

2. Facilitate dialogue

Nordic Talks is about starting conversations, not monologues. We believe that action and inspiration thrive in a setting that facilitates an open and curious conversation.

3. Address the Sustainable Development Goals

Both the topic and the event must reflect the SDGs and their message. We want to inspire action and should lead by example. Think about this when choosing your venue, transportation, catering and before you print marketing material.

4. Inspire to act!

How can we act on this issue? Your talk must provide the audience with tangible actions that they can implement in their daily lives starting right now.

Learn more about the UN Sustainable Development Goals

[Go to UN Sustainable Development Goals](#)

WHY BECOME A HOST?

By being the host of a Nordic Talk, you become part of a global community of people who want to make a difference on global sustainability issues.

You are handpicked to be a host because of your unique take on one of the SDGs or because you have an idea for a conversation that offers new perspectives.

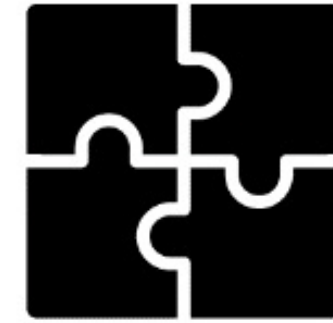
You could either work on a specific sustainability issue or have come across experts, activists and innovators who provide solutions and context to our shared challenges - and it is your purpose to provide a platform for thinkers and doers.



SCALABLE EVENT CONCEPT

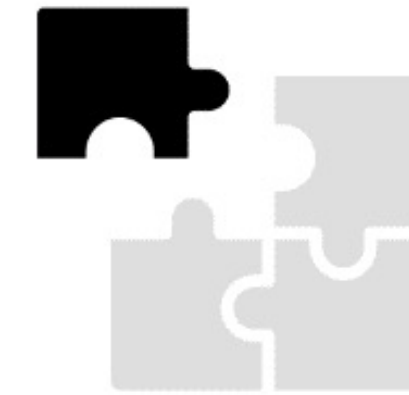
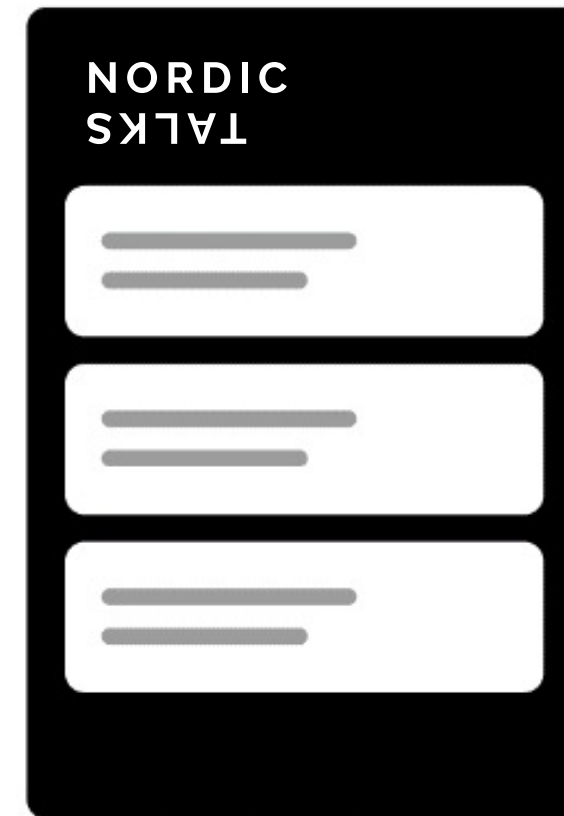
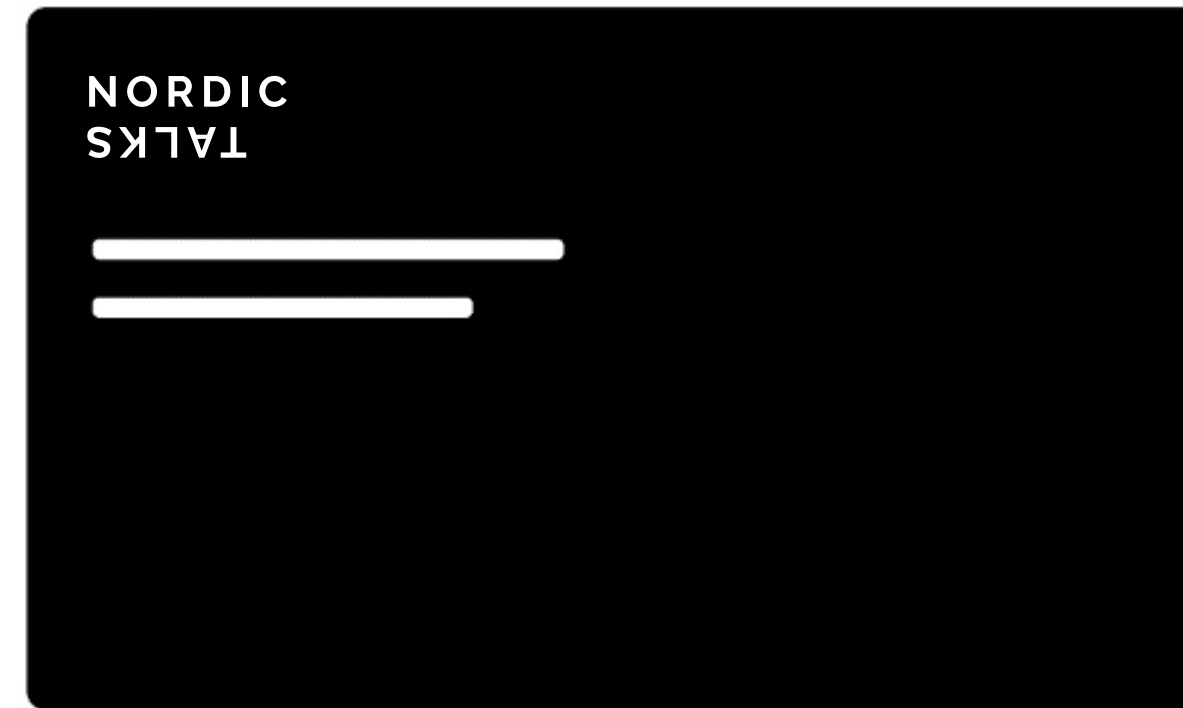
Your Nordic Talk can be an intimate event with a handpicked audience or a huge event with hundreds of guests, and it can take place in real-life or online. Regardless of the size or setting, all Nordic Talks must be recorded in high-quality sound suitable for podcast production.

Your Nordic Talk can be organized as a full stand-alone event or as a "plug in" to an existing event, such as a festival or a conference.



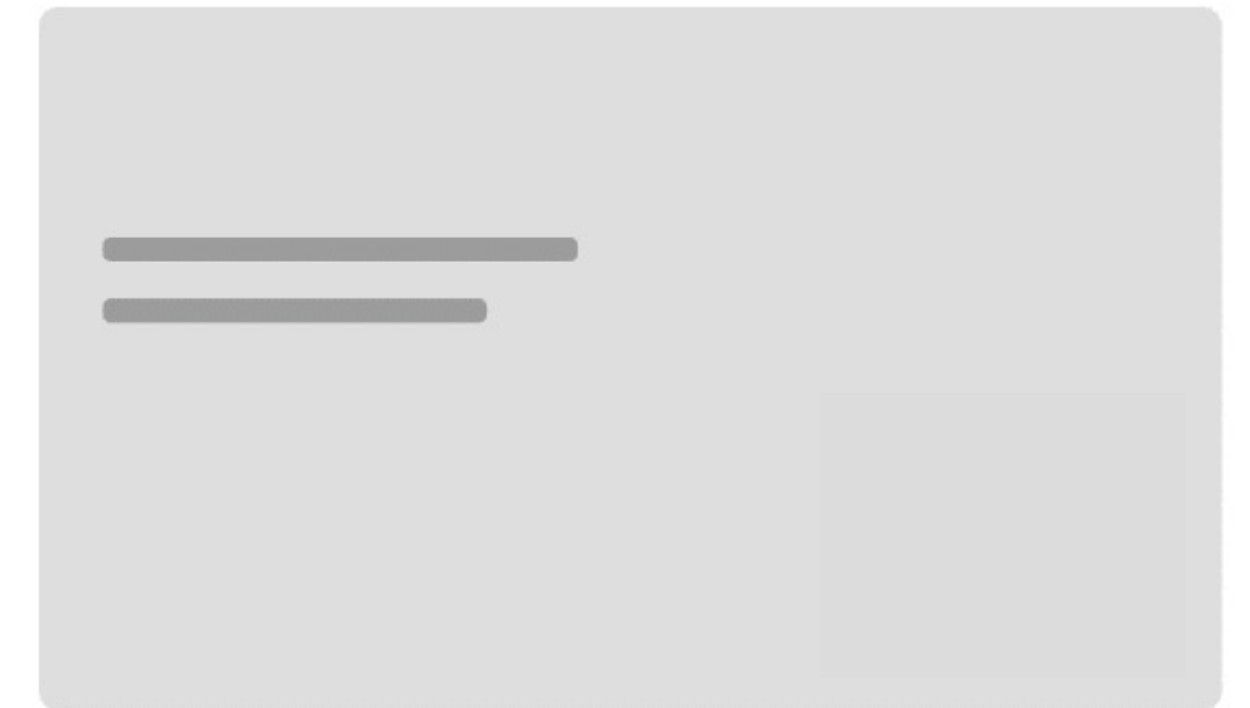
FULL

Organized as a full stand-alone event



PLUG IN

Part of an existing event/festival/conference



WHAT FUNDING OPPORTUNITIES DO I HAVE?

Decide on the scale of your Nordic Talk and apply for the type of grant that suits it best.

FUNDING OPPORTUNITIES

	SMALL	MEDIUM	LARGE
GRANT SIZE	DKK 50.000	DKK 100.000	DKK 195.000
Min. 50% self-funding required		●	●
3 or more confirmed partners, whereof		●	●
- Minimum two partners are from different Nordic countries			
- Minimum one partner is from a non-nordic country			
- One partner is a Nordic embassy/diplomatic mission, from outside of the nordic region.			
Live event (on/offline)	●	●	●
Audio recording	●	●	●
Use of Nordic Talks brand material	●	●	●
Follow Nordic Talks dogmas	●	●	●
That something extra which makes it "large grant worthy"			●

● Mandatory

SPEAKERS & PARTNERS

Speakers

Your speakers are the people who are talking at your live event. Being an expert, someone with a personal interest in the topic, a politician, a representative from an NGO or someone with a completely different perspective.

Partners

Your partners are the people and organization with whom you cooperate to arrange the Nordic Talks live event. These people are not on stage, but still they have an impact on how the events takes shape.

"It is for us
– in the democracies –
to make the decisions
that shape our society.
It is not for
the board rooms"



MARGRETHE VESTAGER
EXECUTIVE VICE-PRESIDENT OF
THE EUROPEAN COMMISSION
FOR A EUROPE FIT FOR THE DIGITAL AGE

"Even a few years of
quality education
matters – it means more
for development than
almost anything else."



BÅRD VEGAR SOLHJELL
DIRECTOR-GENERAL OF THE
NORWEGIAN AGENCY FOR
DEVELOPMENT COOPERATION (NORAD)

"We need to engage
with the fact of life that
women need freedom
over their bodies"



DR. NATALIA KANEM
EXECUTIVE DIRECTOR OF
THE UNITED NATIONS
POPULATION FUND (UNFPA).

"The tech giants
are creating
unprecedented
concentrations
of knowledge
- and that gives
them vast power"



SHOSHANA ZUBOFF
SHOSHANA ZUBOFF, PROFESSOR EMERITA AT
HARVARD BUSINESS SCHOOL AND THE AUTHOR
OF "THE AGE OF SURVEILLANCE CAPITALISM"

WHICH TALKS WILL BE MADE INTO A PODCAST?

After you host your Nordic Talks live event, our editorial team might choose to turn the recordings of your talk into a podcast episode. This is something that we are responsible for.

Only an exclusive selection of Nordic Talks are selected to form part of the international podcast series Nordic Talks. The podcast is available globally on www.nordictalks.com and all leading podcast platforms.

Listen to our
podcast episodes

www.nordictalks.com

NORDIC TALKS INSPIRE TO ACT ACT TO INSPIRE The number one producer of nordic inspirational podcasts about sustainability in the world PODCAST EVENTS

LISTEN TO THE LATEST EPISODE

Is there a greener way to fly? We know that air travel is bad for the planet, with emissions from the aviation industry contributing substantially to global warming. But it is impossible to imagine a future without flying - at least every now and again. So how can we solve this dilemma?

The future of Aviation
Nordic Talks
Follow

01:36

EPISODE DETAILS ▾ Listen on Spotify Listen on Apple Podcasts RSS

THE FUTURE OF AVIATION

Listen to full episode and subscribe on

Listen on Spotify Listen on Apple Podcasts RSS

WHICH TALKS WILL BE MADE INTO A PODCAST?

Attention!

Be aware that we will cut out the moderator in the final podcast episode. Therefore: Do not choose a moderator whose voice and opinion you would like to include in the episode. Invite the person as a participant instead.

You can download
the checklist document

[Download here](#)

NORDIC TALKS

NORDIC TALKS CHECKLISTS

TO MAKE THE BEST POSSIBLE LIVE/ONLINE NORDIC TALKS AND QUALIFY FOR
BECOMING A PODCAST EPISODE, YOU MUST...

CHECK LIST

Follow all guidelines and rules outlined in this handbook	<input type="checkbox"/>
Ensure that background noise from the audience is kept to a minimum and that speakers are not interrupted while talking	<input type="checkbox"/>
Ensure recordings of high quality, as it is the most crucial part of turning your talks into a podcast episode. - Read more about the criteria outlined in the technical rider (see "Tools & Guides"). - Please note that a part of your funding is tied to this deliverable	<input type="checkbox"/>
Share sound recordings of each speaker and a complete recording that includes all speakers	<input type="checkbox"/>
Have a topic that stands out in the global crowd of interesting discussions	<input type="checkbox"/>
Be well prepared and stick to your playbook	<input type="checkbox"/>
Stays true to the four dogmas	<input type="checkbox"/>
Obtain permission from your speakers to record the talk by using the template (see "Important deliverables")	<input type="checkbox"/>
Host the talk in English	<input type="checkbox"/>
Inform your moderator that they will be cut out in the final podcast episode	<input type="checkbox"/>

THE EDITORIAL PROCESS* - FROM LIVE TALK TO PODCAST EPISODE

*If the editorial team decides to turn your talk into a podcast

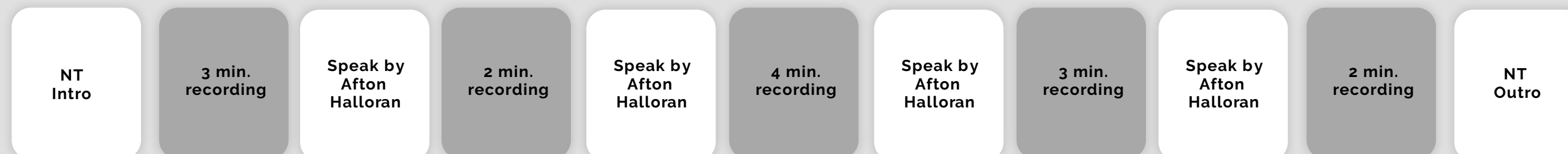
YOU

You send us the sound recording of your talk
Maximum 2 workdays after event

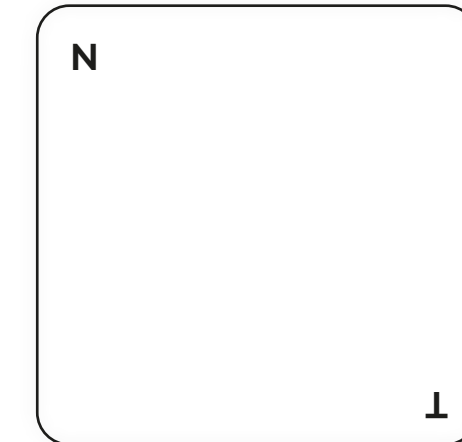
~ 1 HOUR SOUND RECORDING

THE NORDIC COUNCIL OF MINISTERS

We turn your talk into a professionally produced podcast



~ 25 MINUTE PODCAST EPISODE



NEW PODCAST

~ 25 minutes podcast episode is launched on our website and all leading podcast platforms.

www.nordictalks.com



HOST OF THE PODCAST

Aften Halloran

Dr Aften Halloran is the curious and engaging voice of the Nordic Talks podcast. She is an independent consultant and transdisciplinary scientist working on sustainable development issues for organizations such as the Nordic Council of Ministers, the World Health Organization and the World Bank. While her name means "evening" in Swedish, Aften is originally from Canada.

She has lived in Norway, Tanzania, Kenya, Ghana, Uganda, Japan and Thailand, but now calls the Danish capital, Copenhagen, home.

The voice of your moderator will – if produced as a podcast - be replaced with Aften's voice.



PLANNING AND HOSTING



HOW TO BECOME A HOST

These are the steps you need to remember if you want to qualify for becoming a host for Nordic Talks.

Sign up for our
newsletter

[Sign up here](#)

STEP BY STEP GUIDE

- 1 ISSUE OR TOPIC**
Find an issue or topic that fascinates you. And make a list of speaker suggestions, relevant partners, and other ideas that might convince the committee
- 2 OPEN CALL**
Keep an eye out for our open calls by signing up for our newsletter here or follow us on social media
- 3 FUNDING**
Get approval and funding
- 4 MAKE A PLAN**
Start planning your Nordic Talk
[See chapters for important deliverables](#)
- 5 PLAYBOOK**
Send the completed playbook to us.
[See chapters for important deliverables](#)
- 6 PR & COMMUNICATION**
Send the PR & Communication document to us
[See chapters for important deliverables](#)

- 7 EVENT**
Host your Nordic Talk and record the audio

- 8 AUDIO**
Send the recorded audio material to the Nordic Talks team 2 working days after the event.
[See chapters for tools and guides](#)

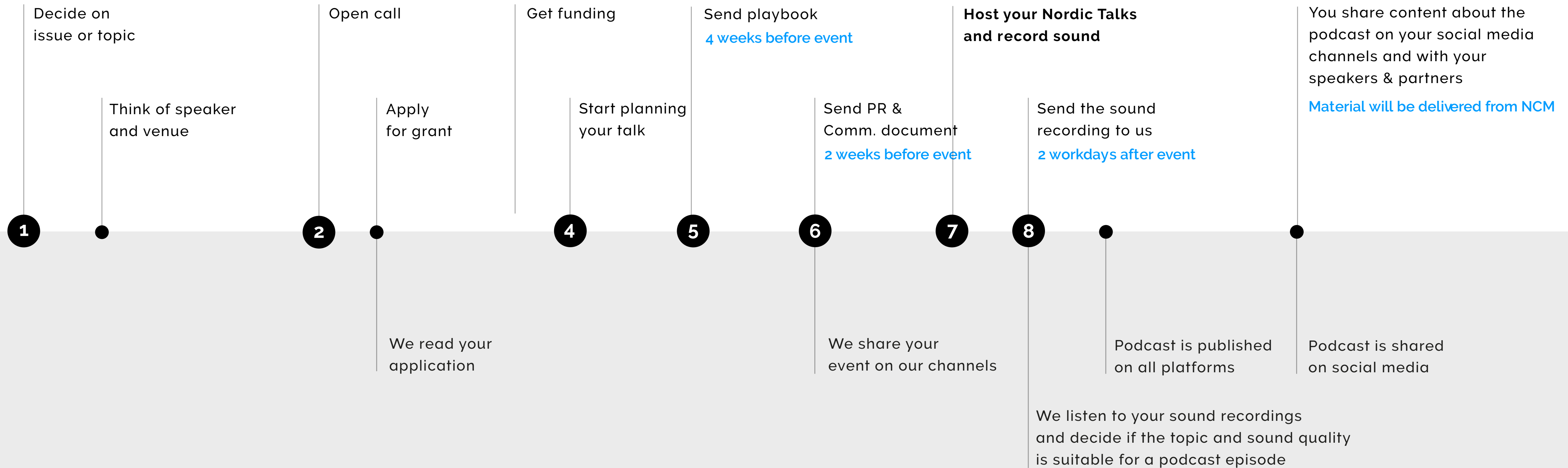
THE PROCESS OF HOSTING A NORDIC TALKS LIVE EVENT

LIVE EVENT

PODCAST PRODUCTION*

YOU

THE NORDIC
COUNSEL OF MINISTERS



*If the editorial team decides to turn your talk into a podcast

WE EXPECT HIGH-QUALITY CONTENT

When talking about curious conversations, we mean great, entertaining dialogue built up around in-depth, reflective questions. When creating a great and inspiring talk, ask yourself these questions

CREATE CURIOUS CONVERSATIONS

1 Why?

Should anyone listen to this talk?

2 Who?

Can make this conversation interesting?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

3 What?

Should listeners take home from the event and ultimately a podcast episode?

SETTING THE SCENE FOR YOUR NORDIC TALK

Choose a topic that stands out

A Nordic Talk is 10% form and 90% brilliant topic and angle. Think of yourself as a news editor creating the perfect headline and sub-headline: Is this new? Is it unusual? Is it relevant? Is it interesting? Once the topic is chosen, ask: What are the most exciting issues to investigate?

These are your key questions and should be included in your playbook

[See chapter "Important deliverables"](#)

PODCAST TOPICS



The future of work

More short-term or freelance work. Less steady employment with fixed payments. The labour...

[EPISODE DETAILS](#)



Better air in the city

You can't see it, but you still breathe it in: Air pollution is an invisible threat to...

[EPISODE DETAILS](#)



Can 5G enable social change?

The rollout of 5G, the superfast fifth generation mobile internet network, is underway...

[EPISODE DETAILS](#)



Women, equality, and economic power

Achieving gender equality in all aspects of society isn't just ethically right, it's also...

[EPISODE DETAILS](#)



Consuming in a circle

With the planet's resources being increasingly overstretched, the warnings are coming loud...

[EPISODE DETAILS](#)



Mining for the future

Here's the paradox: To shift away from fossil fuels and toward renewable energy sources...

[EPISODE DETAILS](#)



Drenched in tech

As adults, we've gotten used to remote working and online meetings. But what about our...

[EPISODE DETAILS](#)



Return to wood

Should more houses be built from wood? Yes, say some urban planners and architects.

[EPISODE DETAILS](#)

GIVE YOUR AUDIENCE SOME SPECIFIC KEY TAKEAWAYS

Inspire to ACT! We want to inspire our listeners to ACT on the UN Sustainable Development Goals (SDGs).

So explain - as precisely as possible - what the one or two action points are that your audience can apply in their daily lives after they leave the talk are.

Visit our instagram
for more inspiration

[@nordic.talk](https://www.instagram.com/nordic.talk)

INSPIRE TO ACT

Let your garden
grow wild
- Go chemical free

ACT TO INSPIRE

15 LIFE
ON LAND



INSPIRE TO ACT

Give 5G a chance.
It might break
down social barriers

ACT TO INSPIRE

4 QUALITY
EDUCATION



INVITE REMARKABLE SPEAKERS

You can enable lively conversations by giving the floor to individuals with different perspectives and points of view. A great Nordic Talks speaker is passionate, curious and knowledgeable – and can communicate their opinions in a clear, reasonable, and reflected way. Therefore, ask yourself: Why should anyone want to listen to these speakers? Do their achievements or stance on the issue make them stand out from the crowd? Do they offer different angles on your topic? Together do they represent both a Nordic angle and an international angle?

Diversity

Please think of diversity both in terms of approach and lived experience: A mix of thinkers and doers such as politicians, scientists, entrepreneurs and activists, but also in terms of gender and ethnicity. Do not have an all-female or all-male line-up of speakers – and if you do, please let us know why.

Meet all the previous
speakers in the podcast

[Meet the speakers here](#)



THE PLAYBOOK

Here is a tool for planning your talk!

When setting the framework for your Nordic Talk, we want you to use the playbook and follow the guidelines it provides closely. It will help give a good structure for your talk and take the conversation to exciting places.

The playbook must be sent to the Nordic Talks team as it makes it out for a status report and therefore will release part of the granted funding.

You can download
the playbook template

[Download here](#)

NORDIC TALKS

PLAYBOOK

The playbook is an important working document for you as a Nordic Talk producer. It is a dynamic document that should be updated in collaboration with the moderator as you prepare for your Nordic Talk event, so please fill it out below in as much detail as possible. The playbook must be sent to info@nordictalks.com as soon as possible and no later than 28 days before your event. This means our team can assess if there are any final tweaks required to make the talk suitable for a later podcast episode.

Project ID [see your contract]

[NAME OF YOUR NORDIC TALK]

What key issue will the talk will be addressing and why is this relevant for the audience?

[What is the new angle you are bringing to this agenda and why should we have this conversation now?]

Which UN Sustainable Development Goals does the talk address?

[We explore solutions to SDG #X,..]

Date of the event: [Insert date]

Event location: [Insert address or URL]

Dates for pre-interview with participants:

[We strongly recommend that the moderator conducts pre-interviews with the talkers. Both so they can get to know each other, but more importantly so the moderator can get an understanding of the talker's viewpoint on the key issues to be covered]

Moderator:

- [Name, title, nationality]

Talkers:

- [Name, title, nationality, bio]

... and interest, educational background, etc.

Below is an example of a structure.
...al points of the dialogue and the
...ies]

...egin with the Nordic Talks brand
...e can act on the issues discussed.
...hat key action point do you want to
..."

...mmendations for how we, as individuals,
...n to see.

...ict?
...y element of a Nordic Talk: A
...listeners can act on the issue in their
...is is to encourage them to think
...al life.]

FIND INSPIRATION IN THE NORDIC VALUES

The Nordic values act as your guidelines in all aspects of a Nordic Talk. The values are described in the Nordic Council of Ministers' Strategy for International Branding.

Read more about
the values

[Strategy for international branding](#)

Openness and
a belief in
everyone's right
to express
their opinions.

Trust in each
other and in
the leaders
in society.

Innovation
and new ways
of thinking.

Sustainable
management
and development
of natural
resources.

Compassion,
tolerance,
and conviction
that all
people are of
equal value.

SETTING THE SCENE FOR YOUR NORDIC TALK

Book a professional moderator

Picking the right moderator is crucial to keeping the conversation on track and ensuring a high-quality talk.

A great moderator is engaged with the topic, well briefed and prepared. Preferably they also have a background in journalism or solid experience of moderating live talks.

* Please note that moderators will not be featured in the podcast since Afton Halloran hosts all episodes

Print the moderator
checklist

[Download here](#)

WE EXPECT MODERATORS* TO

PREPARE BY	CHECK LIST
Conducting pre-interviews with the speakers	<input type="checkbox"/>
Making sure the speakers are prepared for the final question and can deliver a strong action point	<input type="checkbox"/>
Taking part in the preparation of the playbook (see "Important deliverables")	<input type="checkbox"/>
ON STAGE	
Moderate with the podcast in mind	<input type="checkbox"/>
Try not to interrupt; this might ruin great quotes for the podcast	<input type="checkbox"/>
Make the final action points as concrete as possible. E.g. ask the speakers how they themselves take action on this issue in their everyday lives	<input type="checkbox"/>
If the audience is participating, keep questions to the end of the talk to avoid interruptions	<input type="checkbox"/>

* Please note that moderators will not be featured in the podcast since Afton Halloran hosts all episodes

WHAT ALWAYS HAPPENS AT A NORDIC TALK?

These four steps are always part of any Nordic Talks.

START

1 BRAND VIDEO

The talk starts with a screening of the brand video



2 BRANDED BACKDROP

During the talk, the branded backdrop is screening



3 INTRODUCTION

The speakers are all asked to introduce themselves

END

4 ACTION POINT

At the end, all speakers each share their specific action point on the issue at hand:

Ask:

HOW CAN WE ACT ON THIS ISSUE?

WHAT ALWAYS HAPPENS AT A NORDIC TALK?

This list will help you remember the four steps which are always part of any Nordic Talks.

Print the event
checklist

[Download here](#)

NORDIC TALKS

EVENTS

WHAT ALWAYS HAPPENS AT A NORDIC TALK

CHECK LIST

- | | |
|---|--------------------------|
| 1. Start with a screening of the brand video | <input type="checkbox"/> |
| 2. At the beginning: Turn on the video backdrop provided in the toolbox, during the event | <input type="checkbox"/> |
| 3. The speakers are all asked to introduce themselves | <input type="checkbox"/> |
| 4. At the end: All speakers share a specific action point | <input type="checkbox"/> |

THE GLITTER CHECK

WHAT CAN YOU DO TO WOW YOUR PARTICIPANTS?

Give everyone a warm welcome and a good reason to remember the talk.

Add an extra element like food, music or art to make your event memorable.

Keep in mind that these elements also send a message, so make sure they are in line with your concept, our values and the SDGs.

IMPORTANT DELIVERABLES



1. THE PLAYBOOK

The deadline to hand in your playbook is
4 weeks before your Nordic Talk

To ensure that your Nordic Talk is structured in a way that will also fit a podcast, we ask you to fill out the playbook.

This is the backbone of your talk, and it will also support you when briefing your moderator and speakers. It is a good idea to complete the playbook with your moderator to get a good structure for the talk.

[Download here](#)

All deliverables are to be sent to
info@nordictalks.com

NORDIC TALKS

PLAYBOOK

The playbook is an important working document for you as a Nordic Talk producer. It is a dynamic document that should be updated in collaboration with the moderator as you prepare for your Nordic Talk event, so please fill it out below in as much detail as possible. The playbook must be sent to info@nordictalks.com as soon as possible and no later than 28 days before your event. This means our team can assess if there are any final tweaks required to make the talk suitable for a later podcast episode.

Project ID [see your contract]

[NAME OF YOUR NORDIC TALK]

What key issue will the talk will be addressing and why is this relevant for the audience?

[What is the new angle you are bringing to this agenda and why should we have this conversation now?]

Which UN Sustainable Development Goals does the talk address?

[We explore solutions to SDG #X,..]

Date of the event: [Insert date]

Event location: [Insert address or URL]

Dates for pre-interview with participants:

[We strongly recommend that the moderator conducts pre-interviews with the talkers. Both so they can get to know each other, but more importantly so the moderator can get an understanding of the talker's viewpoint on the key issues to be covered]

Moderator:

- [Name, title, nationality]

Talkers:

- [Name, title, nationality, bio]

2. PR & COMMUNICATION

The deadline to hand in your PR & Communication document is **2 weeks** before your Nordic Talk.

We want to help you promote your event on our communication channels and in press outreach. If the talk is live-streamed, we will also crosspost it on our Facebook channel or share the live-stream link. For this reason, please fill out the PR & Communication template with the necessary information.

Expenses covering all marketing materials for the live talk are your responsibility as the host of a Nordic Talk. Due to our sustainable standpoint, please keep in mind that all printing and shipping should be done as sustainably as possible.

[Download here](#)

All deliverables are to be sent to info@nordictalks.com

NORDIC TALKS

PR & COMMUNICATION

We kindly ask you to fill out the form below to provide us with the information needed to help promote your event on our communication channels and in press outreach. Also note that this information is required if your talk is selected to be part of the **NORDIC TALKS PODCAST**. The file must be sent to info@nordictalks.com as soon as possible and no later than 15 days before your event.

Project ID [see your contract]

[NAME OF YOUR NORDIC TALK]

Short description [Max 150 words. This text should sell your event.]

Which SDGs does the talk address: [SDG #X,..]

Event date: [Insert date]

Event location: [Insert address or URL]

How can I join? [Is the event open to the public? Link to ticket sales? Link to sign up? A Facebook event? etc. Insert information]

Where can I learn more? [Website? Facebook event? etc. Insert information]

Hashtags: [Insert hashtags]

Images for press: [minimum 300 dpi and max 10 mb]
Must be sent to info@nordictalks.com

Other visual or video material: [Is there any promotional material you've produced for the event? Please describe and send.]
Must be sent to info@nordictalks.com

Contact person for all PR & communication: [Insert name, e-mail, telephone]

Host:

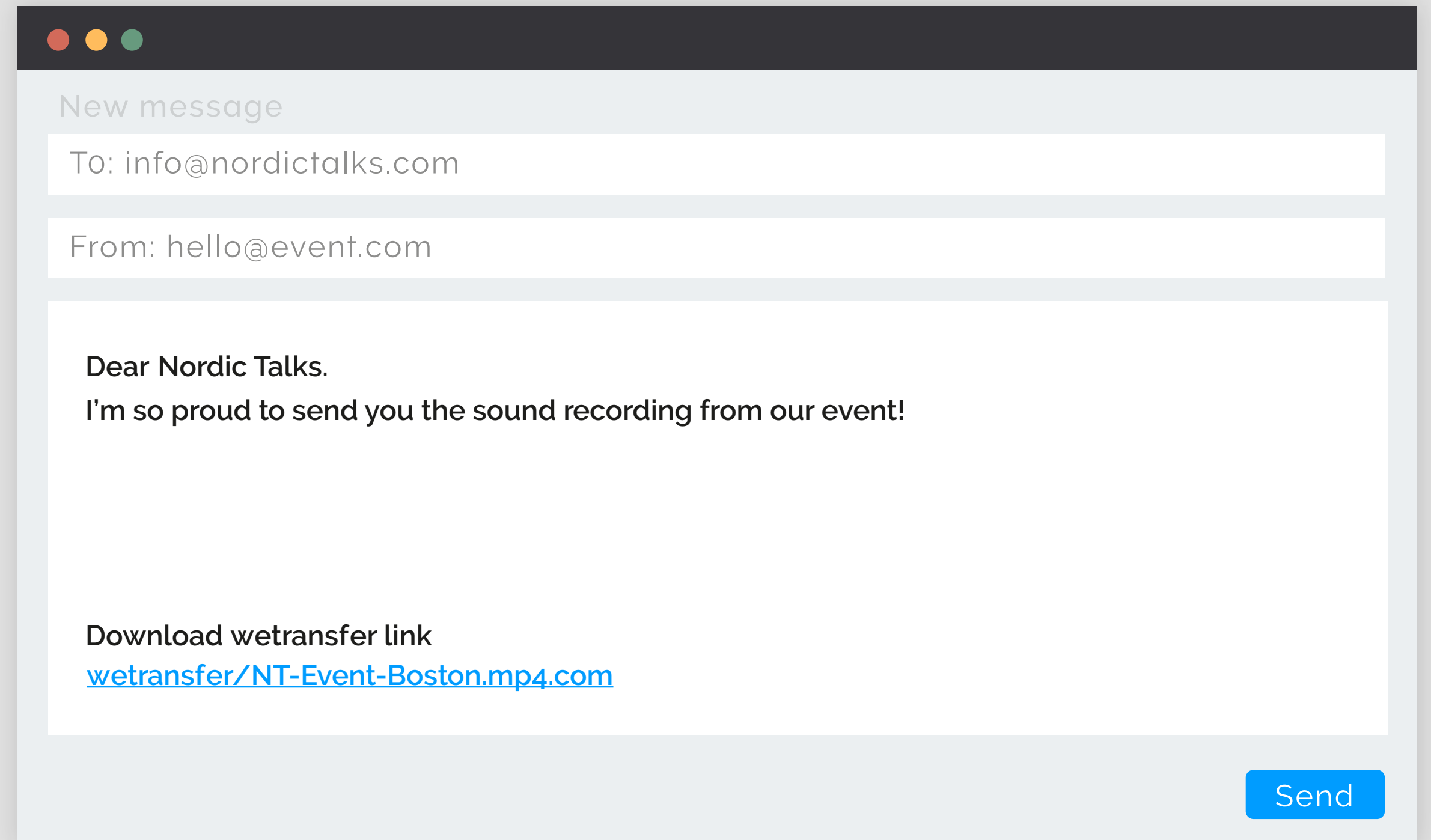
- Name of organization
- Short description
- Social media handles

3. SOUND RECORDING

The deadline to hand in your sound recording is 2 working days after your Nordic Talk.

After your Nordic Talk, you must send the audio recordings to the editorial team. Please send all audio files to info@nordictalks.com through WeTransfer, Dropbox or a similar service..

All deliverables are to be sent to info@nordictalks.com



4. PARTICIPATION AGREEMENT

To make sure that you have permission from your speakers to record the talk, please remember to obtain written permission.

[Download the participation agreement template.](#)

All deliverables are to be sent to
info@nordictalks.com

NORDIC TALKS

PARTICIPATION AGREEMENT

This agreement concerns recorded and filmed audio and visual materials with you as a contributor. The material may be used for branding purposes of the Nordic Talks concept and podcast episodes for The Nordic Council of Ministers. The materials will be edited in order to show what the Nordic Talks concept is about and may feature shots/recordings of you made during your participation at a Nordic Talk event. The edited material will be shown as a film and distributed as a podcast on all digital channels owned by the Nordic Council of Ministers and LEAD Agency.

The distribution of the recorded and audio and visual materials includes use on thenordics.com, Norden.org, The Nordic Council of Ministers' social media platforms as well as LEAD Agency's website and social media platforms without geographical and temporal limitations. The Nordic Council of Ministers and LEAD Agency are entitled to edit the material where you are figured within the purpose described above. The material cannot be legally used for purposes other than the above without further permission.

This agreement will process personal data about you. In addition to the agreement, information on this data processing is enclosed.

I hereby accept the terms described above with my signature and understands and accepts the enclosed information about the processing of personal data.

Date:

Name:

E-mail address:

Signature

!

TOOLS & GUIDES

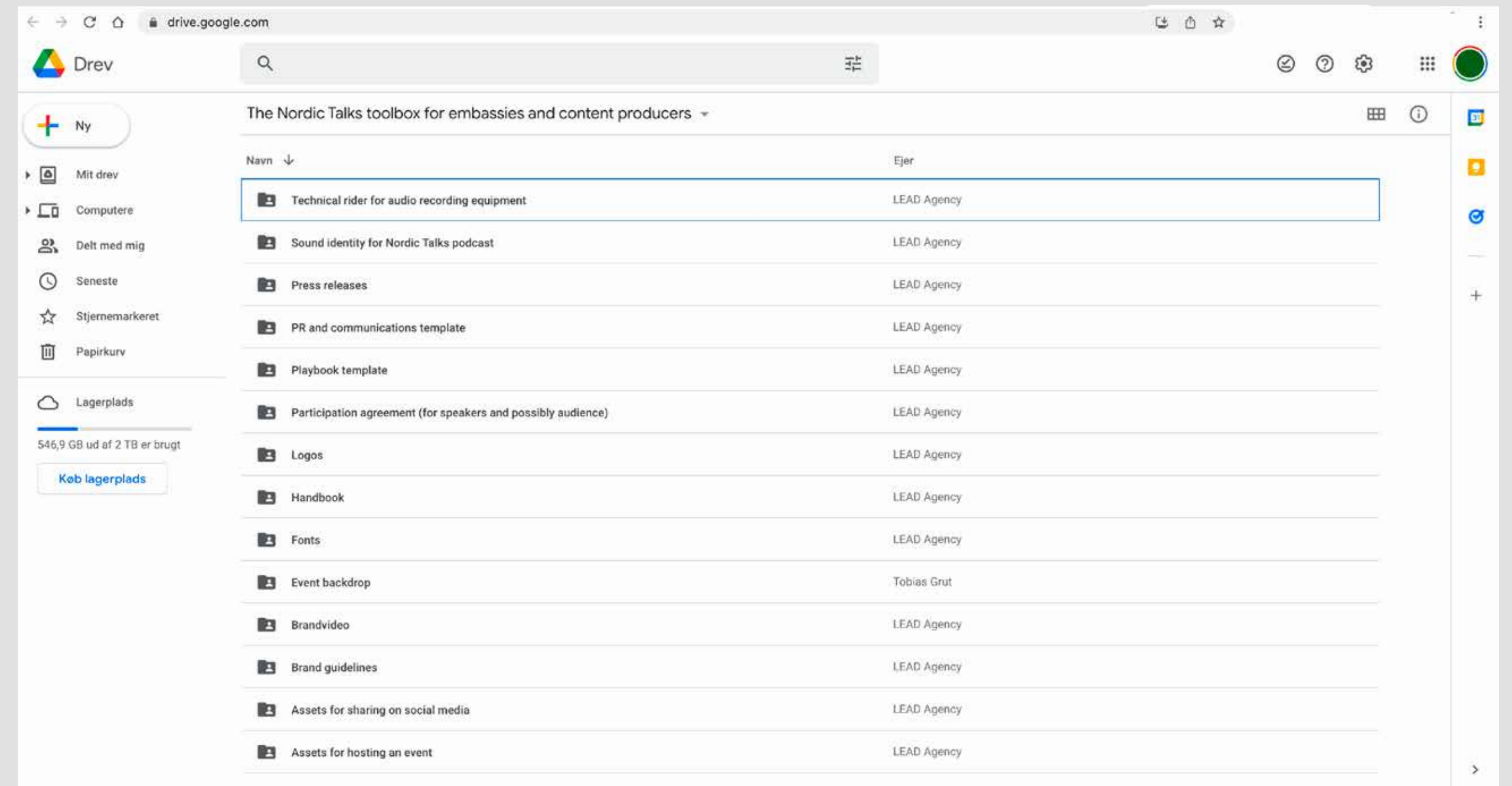


TOOLBOX

To ensure a uniform visual style, please make use of the visual elements from the toolbox.

The toolbox includes our font, logos and assets for sharing on social media.

[Find the toolbox here](#)



BRAND GUIDELINES

To ensure the visual identity,
please follow our brand guidelines.

[Find our brand guidelines here](#)



RECORDING GUIDE

Technical rider for live events & online events

Recording your Nordic Talk is mandatory. You must record the audio according to our standards so that we can edit the live talk into a podcast to be shared and listened to globally.

Therefore, you must deliver as precise, intimate, and professional recordings as possible. Please consult the following guidelines to provide the podcast editors with the best possible audio material

Attention for live events!

Please share the tech rider with a sound technician who can ensure that you meet the audio recording requirements during the event.

[Watch the video on recording online talks here.](#)

EQUIPMENT NEEDED FOR A LIVE EVENT

FOR EACH SPEAKER

1 x DPA 4066/4088 or similar condenser headset mic of equal quality – please no lavalier/clip/handheld mics.

FOR AMBIENCE

1 x condenser stereo mic or stereo pair, located at FOH or stage directed towards the audience.

SOUND RECORDING

Digital multitrack recording – with each speaker on individual tracks + ambience on a separate stereo track.
File format: WAV or AIFF, 24 bit, 44.1/48 kHz

PRO TIPS FOR ONLINE EVENTS

Ask the speakers to use a headset with a microphone when speaking at your talk.

Book a sound studio

STEP BY STEP GUIDE

1 CLEAR SOUND

Place headset mics as close to the speaker's mouth as possible, but please be aware of p-pops and other plosives as well as noises from beards, scarfs etc. Always use foam windscreens – even indoors.

2 PRESENT SPEAKERS

Have each speaker present themselves with their name and title into their microphone after the recording has started (i.e. before they go on stage) – we need this to identify each speaker in the editing process.

3 10 MINUTES BEFORE AND AFTER TALK

Please start the recording at least 10 minutes before the talk begins and let the recording continue for at least 10 minutes after the conversation has ended.

4 SEND US THE FILES

Please send all audio files to info@nordictalks.com through WeTransfer, Dropbox or a similar service.

CONTACT



CONTACT

If you have any questions regarding the content of the handbook, please reach out to us by email

info@nordictalks.com

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INSPIRE TO ACT
ACT TO INSPIRE