



2026
Luminous
Darkness

At a Glance



Date: 31 July 2026

Venue: Dar Al-Diafa Theater, Ain Shams University — Grand Hall

Gathering: 700–1,000 minds

Theme: Luminous Darkness

On Scope



Who gathers: 70% university students, 30% high schoolers & young professionals

What awaits: 18-minute talks, live performances, interactive discovery, and unexpected connections

What remains: Recorded talks on the official TEDx platform, a community that outlasts the evening



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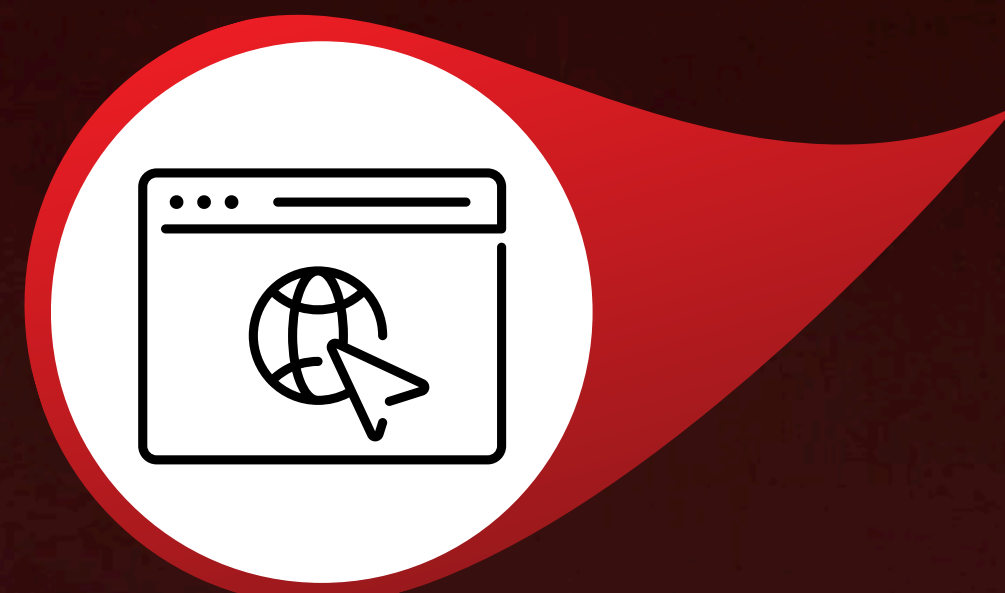
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THE VOID

"In the beginning, there was darkness."

Not the darkness of fear. But the darkness of possibility. The void where stars are born. The silence before the symphony.

This is where we begin.

Luminous Darkness is not about avoiding difficulty—it is about recognizing that breakthrough requires breakdown, that clarity emerges from confusion, and that the brightest futures often germinate in the darkest soil.

The Spark That Became a Wildfire

The Idea Worth Spreading

In 1984, a single conference in California brought together technology, entertainment, and design. Four years later, it became TED. The real revolution began in 2009 when TED launched **TEDx** allowing independent organizers to host their own TED-style events anywhere on Earth.

The numbers are staggering:

- 44,260+ TEDx events across 170 countries
- 233,045 talks shared online
- 8 billion views and counting
- 42.7 million YouTube subscribers

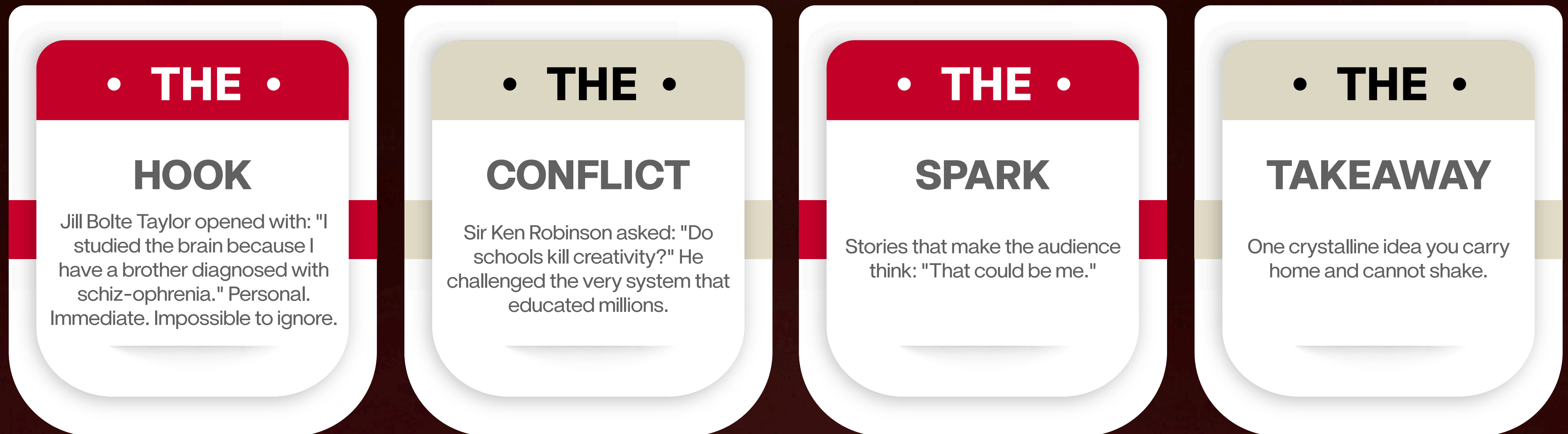
But numbers cannot capture what happens when a 15-year-old in Lagos watches a talk on his phone and builds a solar charger from scrap metal. When a girl in Cairo realizes her "crazy idea" has a global stage. When a teacher in rural India uses TEDx talks to transform her classroom.

TEDx is not a conference. It is the world's largest classroom without walls.

TALKS THAT REARRANGED REALITY

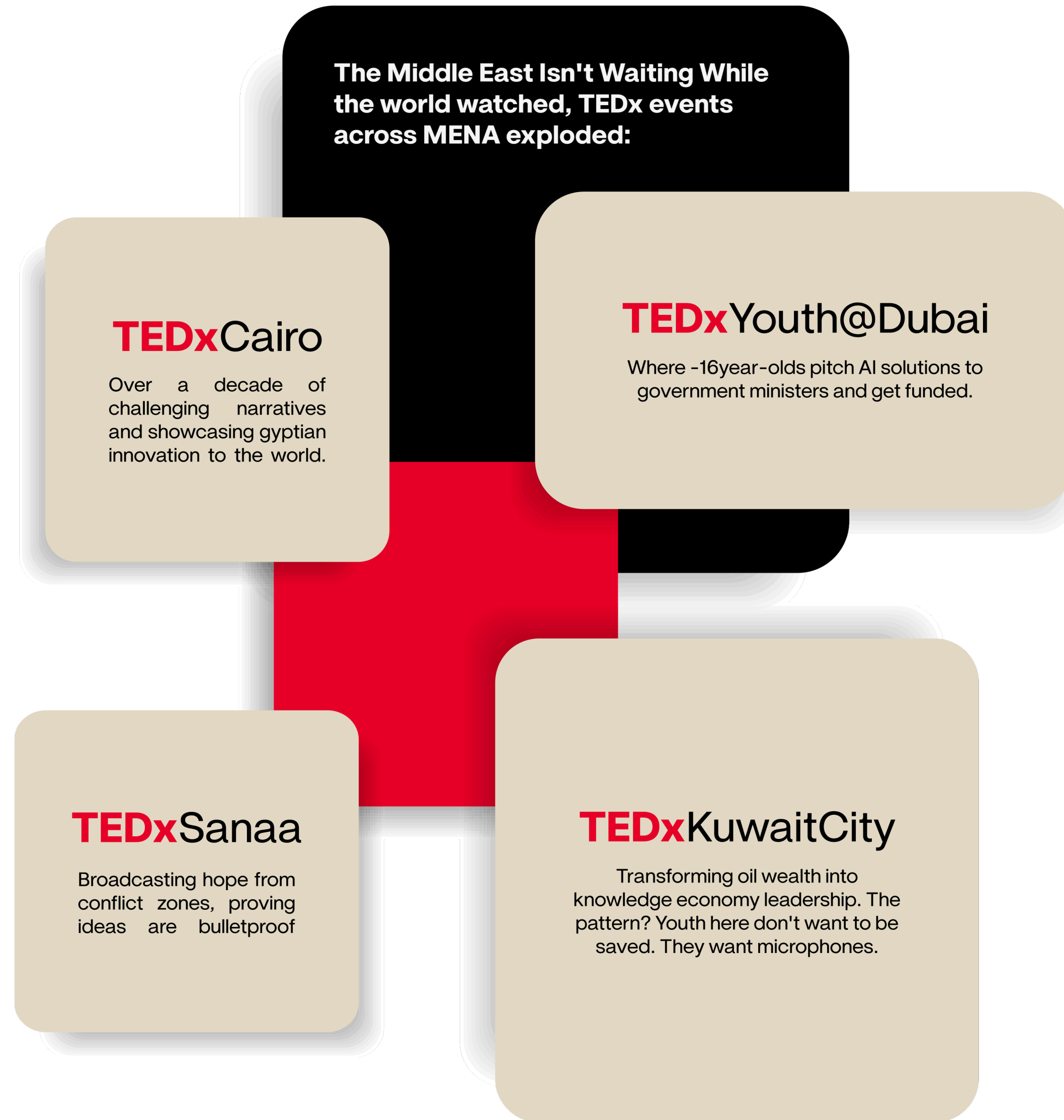
The Anatomy of Impact

The most powerful TEDx talks share DNA that changes minds:



These talks don't just inform. They rearrange something inside you.

THE ARAB RENAISSANCE



The pattern? Youth here don't want to be saved. They want microphones. And now, New Cairo steps into this lineage.

THE GATHERING

– 31 July 2026 –
– Dar Al-Diafa Theater –
– Ain Shams University –
– Grand Hall –

**+800 minds. One
evening. Infinite
possibilities.**

**This is not an event. It
is an extraction
mission.**

We're here to pull the light out of the dark. To find the ideas buried under "impossible." To prove that the brightest futures often emerge from the darkest moments.

Theme: "Luminous Darkness"

Even in the deepest darkness, there is always a hidden light inside every person – a spark waiting to shine. This event is our chance to reveal that light. To show that no darkness is ever complete. That sometimes, the strongest light comes from the darkest places.

Because without darkness, light has no meaning.

THE ARCHITECTURE OF NIGHT



THE LEGACY



This is how movements start. Not with declarations. With conversations in the dark, where someone finally says:

"I have an idea worth spreading."

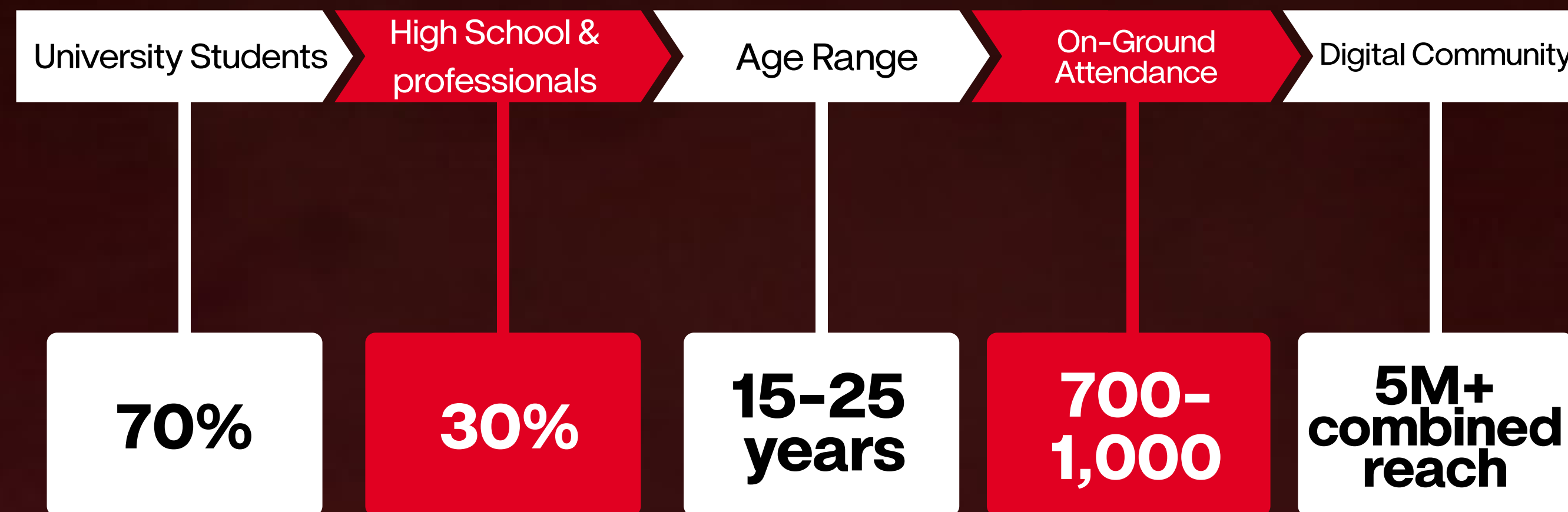


OUR COMMUNITY (Who Gathers)



Our community is intentionally curated 700 to 1,000 university students, high schoolers, and young professionals who share one trait: they refuse to accept the status quo.

They are the future researchers, founders, engineers, artists, and leaders of Egypt. They arrive curious and leave connected.



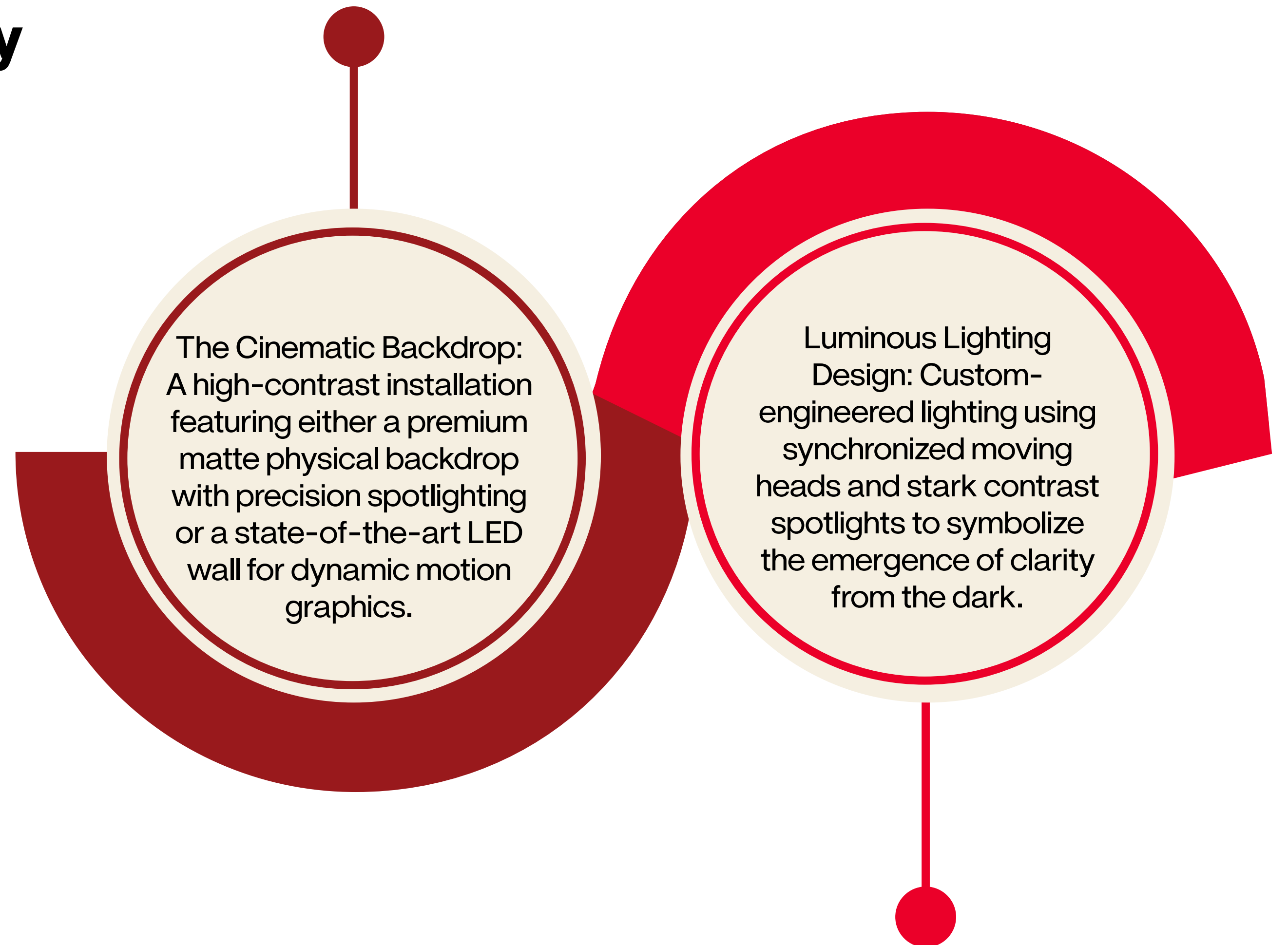
THE EXPERIENCE DESIGN

Where Physics Meets Philosophy

To bring Luminous Darkness to life, we transform the theater into a multi-sensory environment. We do not just fill a room; we choreograph movement, attention, and encounter.

The Stage: The Focal Point of Emergence

The main stage is designed as the physical manifestation of our theme—a void where ideas find their light.



VISUAL PRESENCE

The Main Stage Rotation: A massive high definition screen present beside the stage. This screen becomes a dedicated Rotational Partner Show-case, providing massive, unobstructed visibility to the entire 1,000 person audience.

The Quest Zone Broadcast: Located in the heart of the interaction area, a second dedicated screen ensures your brand follows the audience wherever they go. This screen focuses exclusively on our Sponsor & Partner Portfolio, ensuring your logo is the primary visual as attendees move between booths.

We ensure that no insight—and no brand—is left in the shadows. Our visual strategy utilizes a dual zone system to maintain a high "Frequency of Impression" throughout the 7-hour experience

The Digital Pulse (Live Leaderboard): A third screen at the Quest area acts as the event's "Heartbeat." This display shows the Live Luminous Quest Leaderboard, team announcements, and real-time event updates. By positioning your branding adjacent to this high glance screen, we ensure your company is associated with the event's most exciting competitive moments.

The Grand Installation: A physical "Wall of Fame" contains all of our partners and sponsors serves as the primary entrance activation. This serves as the official media backdrop for press interviews, influencer photos, and attendee "red carpet" moments.

TECHNICAL EXCELLENCE

Professional Audio

Professional Audio: A cinematic surround-sound PA system engineered for crystalline clarity, ensuring every word of every "Idea Worth Spreading" carries weight.

Dedicated Partner Infrastructure

We provide a dedicated high-speed network for our organizing team and partners to ensure seamless coordination and instant digital activation during the event.

The Team Identity

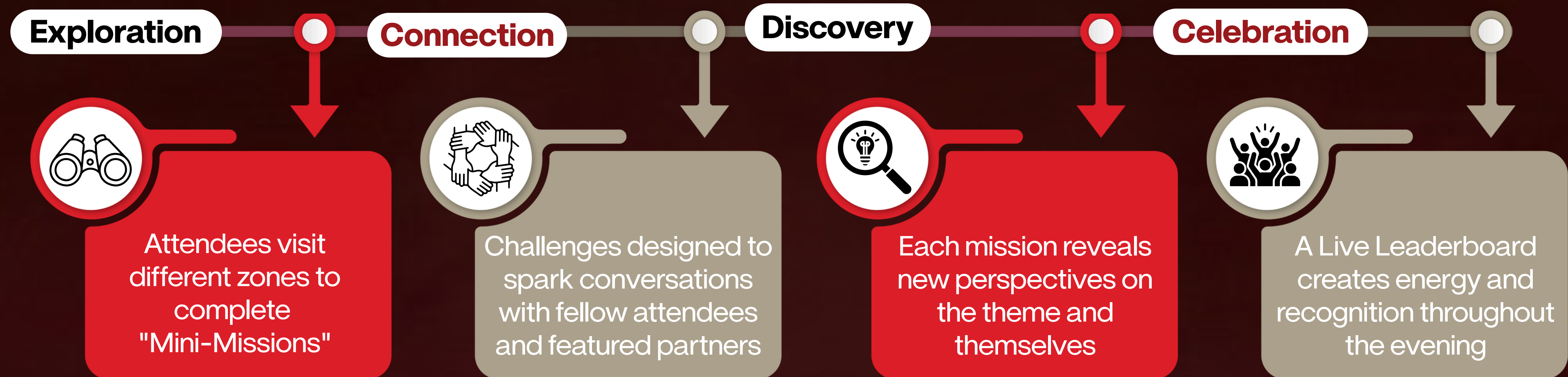
Our organizing leads will be identified by custom-branded Luminous Lanyards, identifying the "Architects of the Night" to all guests and sponsors.

THE ENGAGEMENT JOURNEY From Passive Observation to Active Participation

We believe ideas are not just heard—they are lived. Through our integrated digital platform, every attendee becomes an active participant in the evening's story.

The Luminous Quest: A Digital Journey

An interactive treasure hunt bridging the physical venue and digital world. Attendees navigate the space, complete challenges, and unlock insights—turning the entire evening into a journey of discovery.

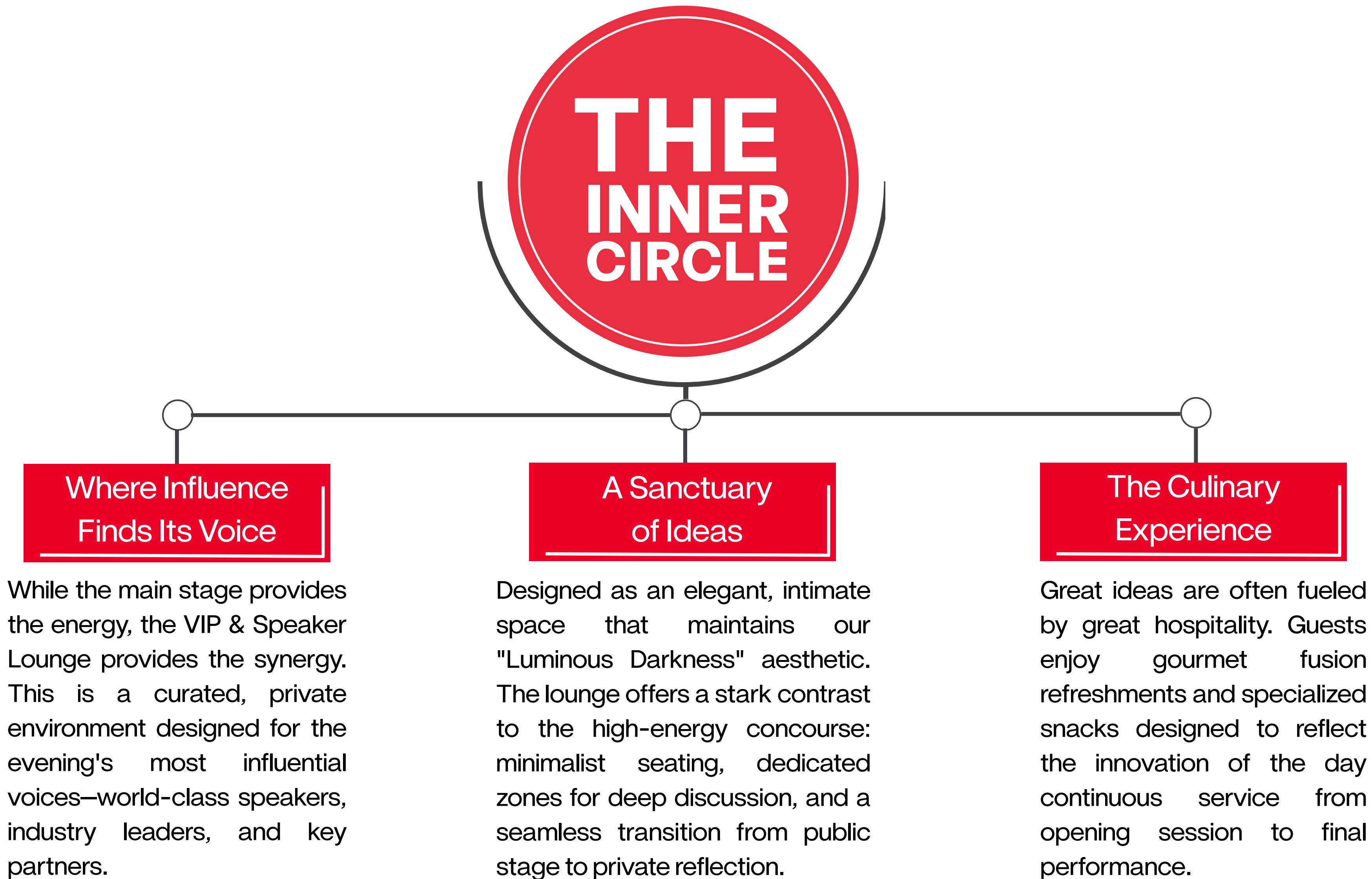


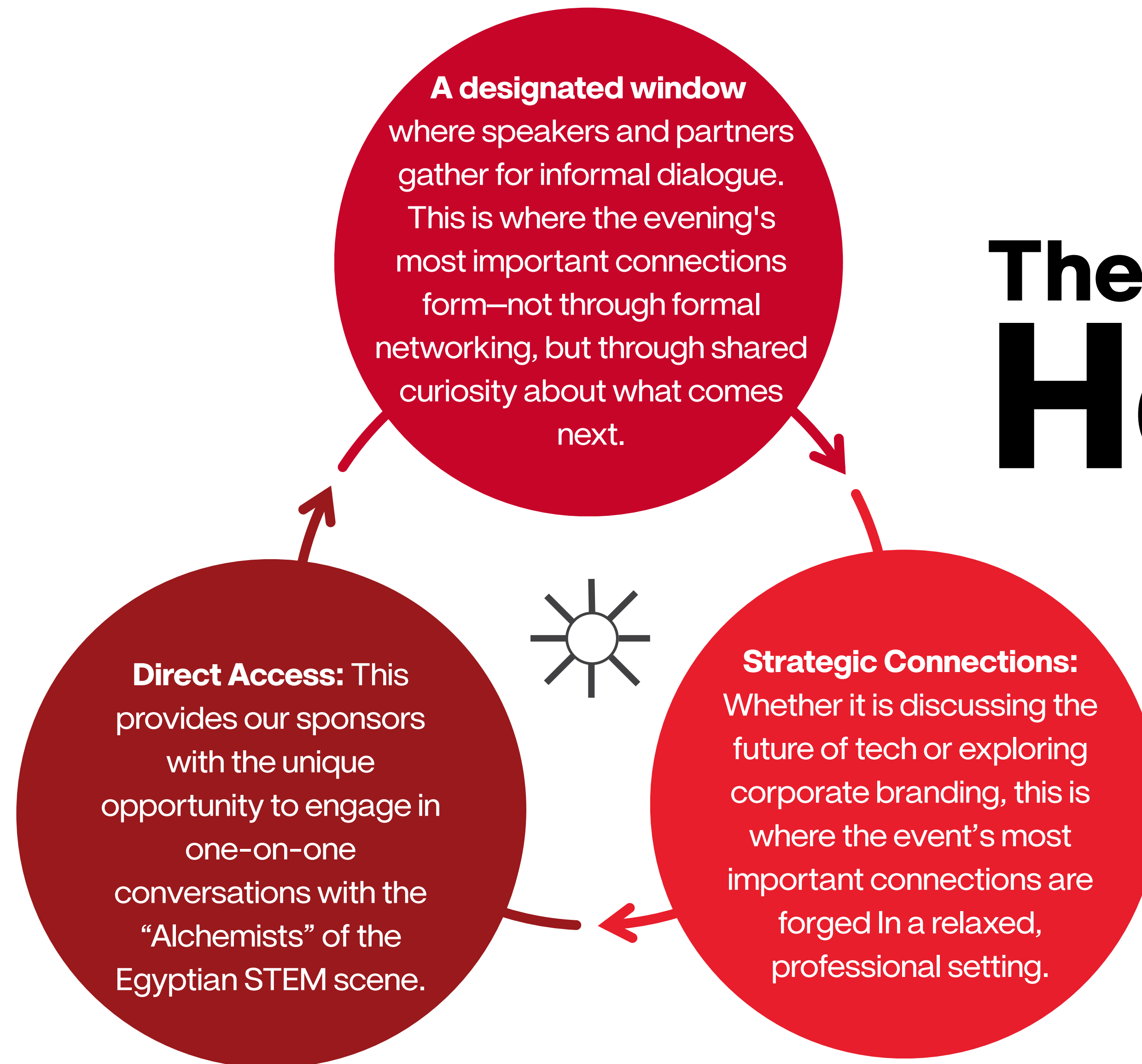
THE **VISIONARY** GATEWAY

To ensure a curated, high-value environment, attendees complete a brief survey to unlock access to interactive features. This helps us understand our community and tailor the experience—while giving attendees their first moment of reflection.

"Be the Speaker"

Ideas can come from anywhere. Attendees will enter a giveaway if they like to present their own 5-minute "Lightning Talk" concepts through our stage. One winner takes the stage during the event—proving that the next great idea might be sitting right beside you.





The Golden Hour

Visionary partners are recognized as primary patrons of innovation through subtle, high-visibility presence in this exclusive space—positioning your brand among the evening's most prestigious voices.

The Digital Ledger: A high-definition screen (or a premium minimalist banner) serves as the primary visual backdrop of the room, showcasing the “Patrons of Light” who made the event possible.

Partner Presence

The Photo Op: As our speakers and VIPs conduct interviews and take “behind-the-scenes” photos, your branding remains the constant, high-visibility signature of this Exclusive space.

Exclusivity: This lounge-specific branding is reserved for our highest-tier partners, ensuring your brand is associated with prestige and leadership.

THE TAKE-HOME EXPERIENCE

The Tangible Legacy of the Night



The TEDx experience does not end when the theater clears. Each attendee carries home a curated collection of tools and inspiration designed to extend the journey.

The Contents: A Toolkit for What's Next



The Partner Touchpoints: Exclusive resources from our Visionary, Platinum, and Gold partners—internship guides, learning materials, branded tools

Our official bag is a premium eco-friendly canvas tote featuring minimalist "Luminous Darkness" aesthetic. Designed for longevity and daily use, ensuring the evening's impact continues on university campuses and in professional spaces long after July 31st.

Distribution is strategically timed: these bags serve as the final reward for those who have fully engaged with the evening's journey, transforming the take-home into a badge of honor.



The Vessel: Eco-Conscious Design



The Journey's Reward

OPERATIONAL EXCELLENCE & SUSTAINABILITY

Precision, Privacy, and the Digital Future

We believe "Luminous Darkness" requires a sustainable foundation. Our commitment to operational excellence ensures the evening is not only impactful but ethically responsible and technologically superior.

The Digital- First Mandate

IN OUR MISSION
TO REDUCE
ENVIRONMENTAL
FOOTPRINT:

Paperless Experience: Full program, schedules, and maps accessed exclusively via our Event Web Platform

Instant Accessibility: Real-time updates through high-visibility QR codes throughout the venue

Conscious Materials: Lanyards reserved strictly for organizing team and partners, minimizing single-use plastics

Eco-Conscious Packaging:
Biodegradable and recyclable
materials for all service

Sustainable Hospitality

Zero-Waste Goal:
Optimized food quantities to minimize
post-event waste

Ethical Sourcing:
Partnership with local culinary innovators to reduce
carbon miles and support the Egyptian economy

Privacy by Design

Our engagement systems are built to the highest professional standards:

Legal Compliance: Fully aligned with Egypt's Data Protection Law (Law 151/2020) and international GDPR principles



Transparency: All data collection through explicit, opt-in process



Trust First: Every relationship with our audience begins with transparency

The Digital Legacy

The "**Light**" of this event does not dim when the theater clears:

Global TEDx Stage: Every talk professionally recorded, edited, and uploaded to our Official TEDx YouTube Channel.



Permanent Archive: Because partners are integrated into stage design, your presence becomes part of Egypt's intellectual history



Continuous Impact: Post-event analytics transform evening moments into lasting marketing assets

THE KEYHOLDERS

(Our VIP Guests)

These are not just attendees. They are door-openers.
Each Keyholder holds access to a specific domain of knowledge.
They are present not just to speak, but to unlock potential in others.





Mohamed Alattar (Mousa)

Holds the key to:
The future of creative technology

+386K
followers

The AI Architect

At 27, Kareem is an AI innovator with 5 years of experience bridging creative technology and human potential. He has trained over 2,000 students and contributed to major projects including film posters and AI videos for leading artists. As CEO of Moussa Hub, he works with international clients to redefine creative possibility.

Connect: [Instagram](#) | [Facebook](#)



Hind Mohamed

Holds the key to:
Scientific creativity meets commercial impact

+87 K
followers

The Brand Alchemist

A clinical pharmacist turned digital marketing specialist, Hind combines scientific precision with creative intuition. She builds human-centered brands that connect with audiences through strategic storytelling—proving that analytical minds can create emotional impact.

Connect: [Facebook](#)



Khaled Nouredin

Holds the key to:
Monetizing creativity

+31.7K
followers

The Community Builder

Founder of Elite Edit, an educational platform transforming creative skills into income streams. Khaled teaches video editing and AI as practical tools for economic empowerment, helping thousands turn creativity into sustainable careers.

Connect: [Instagram](#) | [Youtube](#)



Mahmoud Allam

Holds the key to:
Making the complex irresistibly simple

+103K
followers

The Storyteller

Bestselling novelist and screenwriter with 10+ works spanning sci-fi, historical thrillers, and theoretical physics. His novel *The Third Generation* was nominated for the Naguib Mahfouz Medal. As host of "Physics in Arabic," he makes complex science accessible to 1.7 million followers.

Connect: [Facebook](#) | [Youtube](#) | [TikTok](#)



Amira Elmaghraby

Holds the key to
Media narrative and public voice

+2.1 M
followers

The Broadcaster

Egyptian broadcaster, journalist, and media content analyst with powerful public presence across digital platforms. She produces commentary and narrative content that reflects clearly on her wide social media following.

Connect: [Facebook](#) | [Youtube](#) | [Instagram](#)



Ahmed Nabil El Sharkawy

Holds the key to
Self Comprehending

+4.3 M
followers

The Bridge Builder

Ahmed Nabil El Sharkawy is the CEO of Tagman Group and a legal expert with 25 years of experience bridging Egypt and Europe. He specializes in international law and immigration, providing strategic pathways for global entrepreneurship and professional growth.

Connect: [Youtube](#) | [Instagram](#)



Captain Maged (Ahmed Maged Diab)

Holds the key to:
Discipline as destiny

+2.3 K
followers

The Body Philosopher

Master Trainer with 10+ years of experience and 9 ISSA certifications in personal training, nutrition, and strength coaching. He believes fitness is about building discipline and mindset, not just muscle—treating the body as interconnected with mental and emotional wellbeing.

Connect: [Facebook](#)



Omar Adel

Holds the key to:
Communication that converts

+5.8 K
followers

The PR Architect

Founder of PR SCHOOL, a PR and event management organization with 4 branches and 30+ professionals across Egypt, Canada, UAE, and Saudi Arabia. With 12 years of experience spanning 10 industries and 300+ events, he combines strategic vision with hands-on execution.

Connect: [Facebook](#)



Nour El-Din Ahmed

Holds the key to:
Connections that create careers

+13 K
followers

The Network Weaver

Has trained 4,000+ professionals through three platforms: PRempire, Doctor PR Community, and PR Masterkey. He teaches relationship-building as a strategic art, focusing on authentic connections rather than spin.

Connect: [Facebook](#)



M. Galal



Nouran

THE MAIN SPEAKERS

Our main speakers embody the four classical elements—each representing a different force of nature and human potential.



M. Ali



Ahmed

+23 K
followers

Mohamed Galal ElZeky

The Fire



Sales veteran with 25+ years of experience, including global recognition at New Horizons and leadership roles with clients like Microsoft and USAID. As founder of Salzkey, he redefines sales practices worldwide, teaching the psychology of possibility and turning rejection into redirection.

Why him? Because someone needs to teach you that "no" is just a comma, not a period.

Connect: [Facebook](#) | [TikTok](#)

+24.6 K
followers

Mohamed Ali

The Water



Seasoned marketer with 15+ years of experience driving growth and innovation. As founder of LemonAI and host of "Business with Mo" podcast, he helps businesses leverage AI as an amplifier of human potential, turning insight into actionable growth.

Why him? Because the future belongs to those who can surf the wave of change, not fight it.

Connect: [Instagram](#) | [TikTok](#)

+38.3 K
followers

Nouran Attallah

The Earth



Radio/TV presenter and host of "Safe Space" podcast, creating spaces for honest conversations. Through deep listening and empathy, she witnesses her guests rather than just interviewing them, bringing authenticity to modern media.

Why her? Because sometimes the bravest thing is to be heard.

Connect: [Facebook](#) | [Instagram](#)

+263 K
followers

Ahmed Hatem Edib

The Fire



Marketing strategist with 11+ years of experience, Co-Founder of SUTRA and Founder of Marketing Mindset. Having taught 18K+ students across 90 countries, he helps brands find authentic voices in crowded markets through psychological insight and creative execution.

Why him? Because your idea deserves to be seen, not just imagined.

Connect: [TikTok](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#)



Yousef Medhat

THE BREAK BREAKERS



Youssef Ali Farouk



Youssef Ali Farouk

The Faith Talk

+2.3M
followers

An Egyptian content creator known for his faith-centered messages and he has built a large following by sharing reflections on values, identity, and everyday life. Through calm delivery and relatable topics, he connects with a wide audience, creating a community drawn to meaningful conversations and positive personal growth.

Connect: [Instagram](#)



Youssef Medhat

The Comedy Talk

+985 K
followers

An Egyptian content creator known for his bold authenticity and relatable storytelling, with over 333K followers across platforms, he has built a loyal community by embracing vulnerability and turning everyday struggles into powerful, honest conversations.

Connect: [TikTok](#) | [Facebook](#) | [Instagram](#) | [Youtube](#)

AUDIENCE SYNERGY & STRATEGIC ALIGNMENT (Why they want to attend)



- **Bridging the Gap to Innovation**

Youth nowadays are increasingly driven to master emerging technologies like AI to stay competitive; that is why they will attend to hear from Mohamed Ali, whose expertise in "amplifying human potential" through LemonAI provides the exact roadmap they need.

- **Seeking Financial & Career Clarity**

Today's generation is focused on achieving economic independence early; therefore, they are drawn to Khaled Nouredin to learn high-level marketing strategies and sustainable income models that typical academic paths overlook.

- **Accessing Institutional Power**

The youth are actively looking for high-level mentorship and professional "gateways"; this is why they will engage with our Keyholders (VIP Guests) like Dr. Ibrahim El Kalla and Mr. Mohamed El-Saeed, who represent the institutional support and scholarships necessary for their next big step.



EraaSoft

Our Partners

The Architects of Possibility

Great gatherings require great support. We are honored to partner with organizations that share our commitment to Egypt's next generation of innovators.



NB



Empowering Through Technology

EraaSoft stands as one of Egypt's leading forces in software development and specialized technology training. With a team of 200+ professionals, they deliver advanced programming solutions and practical education that bridges the gap between learning and employment.



Where Creativity Meets Strategy

NB is where ideas turn into powerful brands. We craft bold visuals, smart strategies, and engaging digital experiences that don't just look good—but create real impact. From branding and content creation to marketing and growth strategies, we help businesses define their identity, connect with their audience, and stand out in a crowded digital world.

Why Partner With Us (An Investment in Egypt's Intellectual Future)

Partnering with TEDxNewCairoSTEMYouth 2026 means aligning with Egypt's most ambitious youth movement. It means becoming part of a global network that values ideas over advertising, and transformation over transaction.

What Partnership Means:

1

Unmatched Audience Access: Direct connection with 700-1,000 of Egypt's top students and future leaders

2

Digital Amplification: 5M+ combined reach extends your presence through TEDx's global platform

3

Meaningful Engagement: Our interactive ecosystem ensures active participation in your brand's story

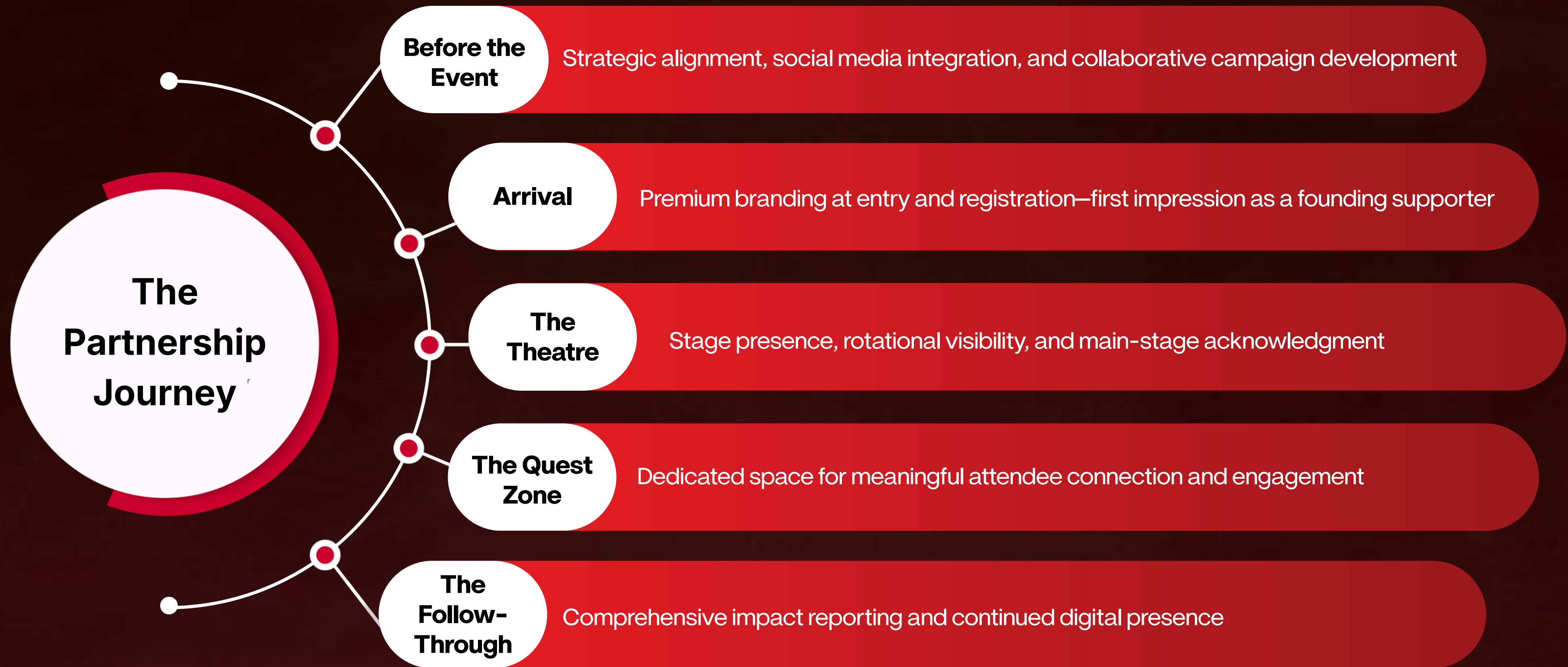
4

Brand Association: Stand alongside world-class speakers and innovators

5

Measurable Impact: Detailed analytics transform engagement into lasting value

For organizations ready to deepen their commitment, we offer a structured journey of collaboration:



Our Team

“True leadership in this generation is about moving from 'me' to 'we'; our organizers are here because they believe that the most luminous ideas are those built through collaborative effort.”



"This selection represents only a fraction of our dedicated force; behind these individuals stands a wider network of brilliant minds working in the shadows to ensure every detail of this event shines."



READY TO EXPLORE FURTHER?



A detailed proposal awaits, outlining specific opportunities for deeper collaboration.


The stage is built



The speakers
are ready



The darkness
is waiting



Will you bring
the light?

THE INVITATION

TED^x

NewCairoSTEM Youth

x = independently organized TED event



Luminous Darkness

New Cairo, Egypt | July 2026



Connect With Us

