

RSA® Conference 2019

San Francisco | March 4–8 | Moscone Center

A complex network of thin, light blue and yellow lines radiating from a central point, forming a starburst or brain-like pattern.

BETTER.

SESSION ID: SEM-M07

From Abstract to Presentation: Diagramming your Successful Talk

Mari Galloway and Bobbie Stempfley

March 4, 2019



#RSAC

Winning Abstract



ivering a successful ta
n tools and resources f
presentations. She is

process enabling yo
of experience revie
Program Committe

From Abstract to Presentation: Diagramming Your Successful Talk
Join us as we explore the science of delivering a successful talk. We will work through the entire process enabling you to walk away with tools and resources for future use. Our speaker brings decades of experience reviewing and delivering presentations. She is also a current track lead for the RSAC 2019 Program Committee and will share some of the wins and misses she has seen first-hand. We will cover proven tactics you can use to deliver your message clearly with an effective presentation of the material and impactful use of visuals. This talk will include a short interactive session that will enable you to apply what you heard by diagramming your own talk.

- Jessica Gulick, WSC
- Bobbie Stempfley, WSC

iations. She is also a
he wins and misses sh
ssage clearly with an

RSAConference2019
San Francisco | March 4–8 | Moscone Center

BETTER.

SESSION ID: SEM-M07

**From Abstract to Presentation: Diagramming your
Successful Talk**

Jessica Gulick and Bobbie Stempfley
March 4, 2018

Your Talk Is a Journey With Four Passengers



- Audience
- Context
- Presentation
- Presenter(s)



Audience



- Demographics
- Generational
- Cultural
- Knowledge



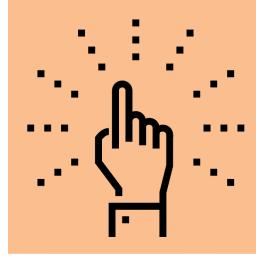
Challenge Your Audience



Think



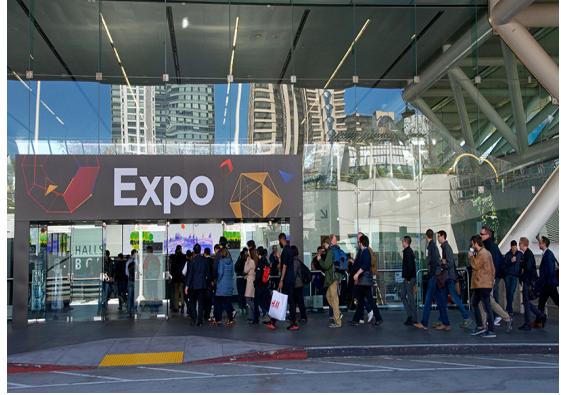
Feel



Do

- I can submit an abstract and proposal
- I have ideas and experiences to share
- I feel inspired and confident
- I can do this in the next three months
- I will submit an abstract for RSAC 2020!

Context



- Location
- Room set-up
- Timing

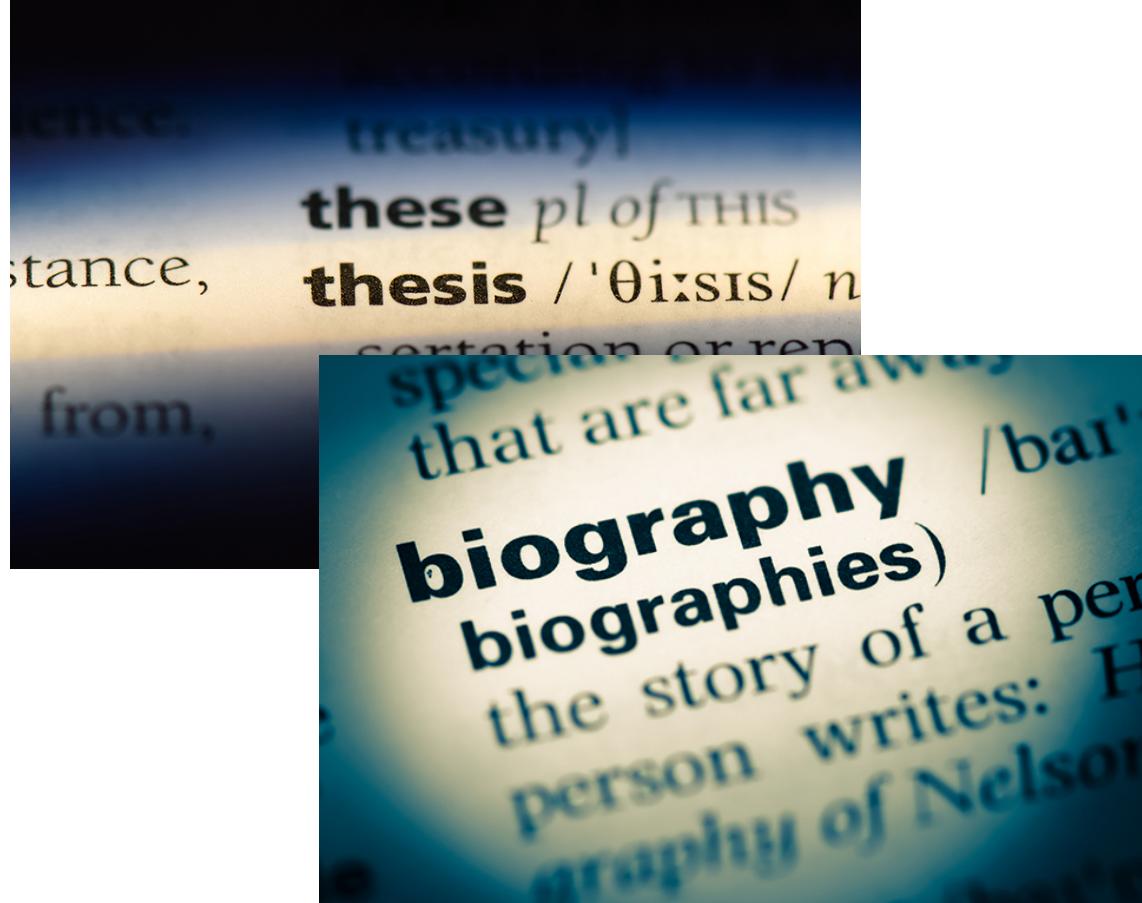


From Abstract to Talk



- Focus on a few points
- Link back to the main idea(s)
- Create structures

Presentation: Opening



- Give your Thesis
- Bond with your audience
- Introduce your main point
- Do this in the first two minutes
- Don't give your whole talk in your opening
- Don't spend too much time on your bio



Presentation: Main Body



Be **R**eal

Repeat

Think **R**hetoric

Create a **R**hythm

Rock and **R**oll



- 6 R's of oral writing
- Make numbers memorable
- Tell relevant stories
- Use quotations
- Use analogies and examples
- Link to your main idea

Presentation: Closing



- Challenge and inspire
- Return to the beginning
- Sum it all up
- End with by asking the audience a question
- End with a quote or a story

Presentation: Build Your Talking Points



- Slides should complement your points
- Prepare your notes
- Know your deadlines

Find your style



- Everybody is different, find a style that works for you
- Borrow styles, make them your own
- Own your space
- Prepare for your fears
If I forget my place or what to say next, I will pause, breathe, and look at my notes
- Create strategies for reducing filler transition words such as um, uh, or so
- Don't apologize

Presenter: Practice, Practice, Practice



- Get comfortable and confident
- Practice for talking speed and timing
- Practice with colleagues
- Practice your fear plan
- Practice your transition word strategy
- Anticipate questions
- Ask what they think, feel, and want to do



Diagramming Your Talk



- Refine
 - Content Refresh
 - Experiences
 - Wins and Misses
- Repeat

Day of Presentation: You Got This!



- Arrive early
- Mind your body language
- Smile and make eye contact
- Mind your talking speed
- Don't go over your time
- Speak to, not at, your audience
- Remember your fear plan

You got this!

Wins and Misses



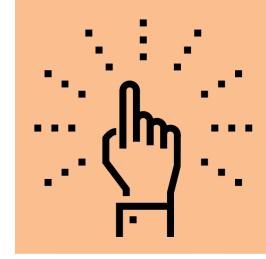
Connect with Your Audience



Think



Feel



Do

- Do you think you have ideas and experiences to share?
- Do you think you will submit an abstract?
- Do you feel inspired and confident?
- Do you want to submit an abstract to RSAC 2020?

THANK YOU!

