

# A 10 Step Program for Great Tech Talks

TODO: everything here

## Introductions

### **Josh Berkus**

- TODO: Add Josh info

### **VM (Vicky) Brasseur**

- TODO: Add Vicky info

# 1. Know Your Audience

## Know Your Audience

### Some Criteria To Consider

- Technical level
- Human language
- Expected audience size
- Style expectations
- Culture
- Current events in the community

TODO: Everything here

# Know Your Audience

How to learn this information...

- Ask the conference organizers
- Social media
- Define it yourself up front
  - Declare technical level, language, etc. & the audience will self-select

TODO: everything here

## 2. Have An Idea

# Have An Idea

## The elevator pitch

- CFP

TODO: everything here

# Have An Idea

## Know your topic

- Something you know well (or will by the time you present)
- Something you care about
- Research!
- Develop the necessary examples (demos, apps, examples)

TODO: everything here

# Have An Idea

## Targeting the audience

- Refer to the "Know your audience" section

TODO: everything here

# Have An Idea

## Casual surveys

- Using social media to gather information
- Questions which can be answered
  - What does the audience want to hear?
  - What questions would the audience like answered?
  - What problems have the audience had?

TODO: everything here

# Have An Idea

## What will the audience learn?

- Take-aways must be specific and actionable
- What would you like the audience to be able to do by the end?

TODO: everything here

# Have An Idea

## Appropriate to timeslot

- Not all content is proper for every timeslot

TODO: everything here

# Have An Idea

Appropriate to timeslot

Four basic timeslots

- 5 minutes
- 20 minutes
- 40 minutes
- Tutorial

TODO: everything here

# Have An Idea

Appropriate to timeslot

- Have different versions for different timeslots

TODO: everything here

# Have An Idea

## Do Not

- Be a sock puppet
  - Have your own story. Tell your own story
- Present incomplete projects
- Bait & Switch
  - Always fulfill the promise of your proposal
- Sales & Marketing
  - Expo floor is for the pitch. Session floor is for the learning.

TODO: everything here

# 3. Tell A Story



# Tell A Story

## Outlining

- Organize your thoughts before starting to write
- Hi-fi methods
  - Mind-mapping software
  - Kanban boards

TODO: everything here

# Tell A Story

## Outlining

- Lo-fi methods
  - Sticky notes
  - Note cards

TODO: everything here

# Tell A Story

## Seven basic presentation story types

- Catalog
- End-to-end
- Enlightenment
- Quest
- Theme & Variations
- Show & Tell
- Post mortem

TODO: everything here

# Tell A Story

## Storycraft

- stuff here

TODO: everything here

# Tell A Story

## Exercises

- Adapting presentation to match the audience
- Creating a topic sentence
- Selecting a story type

TODO: everything here

# 4. Craft Your Presentation

# Craft Your Presentation

## No slides

- Demo-only
- Web tour

TODO: everything here

# Craft Your Presentation

## Slide software

- The Big Four
- reveal.js and alternatives

TODO: everything here

# Craft Your Presentation

## Slides

- Colors
  - Light/dark, heraldry
  - Typefaces
  - Words per slide (one idea == one slide)
  - Slides per presentation
  - Animations/transitions
  - Think inside the box
  - Twitter/IRC/Slack contact on each slide

TODO: everything here TODO: Refactor this into multiple slides

# Craft Your Presentation

## Special sections

- Table of contents
- About/intro
- Recap
- More information

TODO: everything here

# Craft Your Presentation

## Bonus section!

- Keep one in reserve
- Use if you have more time
- Easy to cut if running short on time
- Audience-specific

TODO: everything here

# Craft Your Presentation

## Accessory themes

- cats, pirates, racecars, etc.

TODO: everything here

# Craft Your Presentation

You don't have to be a gigolo

- Work mandated slides

TODO: everything here TODO: change the subtitle of this slide

# 5. Craft Your Presentation

# Craft Your Presentation

This is NOT optional

- stuff here

TODO: everything here

# Craft Your Presentation

Avoids reading from your slides

- Even if you have a lot of speaker notes

TODO: everything here



# Craft Your Presentation

## How to practice

- To a mirror (or your pet)
- To your friends
- At a local meetup
- Record yourself!

TODO: everything here

# Craft Your Presentation

## Timing, pacing, and tools

- Allow extra time
- Write down section times
  - Practice each section separately to hit its time
- Use a timer
- Use a clicker

TODO: everything here

# Craft Your Presentation

## Editing

- stuff here

TODO: everything here

# Craft Your Presentation

## Flow

- Section and slide transitions (verbal and structural)

TODO: everything here

# 6. Getting Ready To Speak

## Getting Ready To Speak

Seven days before

- Confirm the schedule
- Check for opposing talks
- Confirm special equipment
- Double-check talk length and description

TODO: everything here

# Getting Ready To Speak

## One day before

- Double-check schedule
- Have a look at the room
- Test the projector
- Check out other equipment
- Prepare backup slides
- Do another run-through
- Get some sleep

TODO: everything here

# Getting Ready To Speak

## One hour before

- Finalize/confirm demos
- Shut down all other apps on presentation laptop
- Check clothes/hair

TODO: everything here

# Getting Ready To Speak

## Twenty minutes before

(Or session prior)

- Go to the bathroom
  - Double-check clothes, hair, teeth, fly
- Be in the presentation room

TODO: everything here

# Getting Ready To Speak

## Ten minutes before

- Turn off phone
  - Verify all apps are off/silenced
- Empty pockets
- Remove lanyard
- **Plug in machine**
- Verify internet (if needed)

TODO: everything here

# 7. Present Yourself

## Present Yourself

### Eye contact

- Critical
- "Floating"
  - Not only your friends or those people in the first 2 rows
- Avoid staring

TODO: everything here

# Present Yourself

## Body language

- Expansive (open stance)
- Move around
- Smile and be engaged
- Bad habits

TODO: everything here

# Present Yourself

## Voice

- Projection
- Diction
- Emotion/color
- "Um..." and related vocal ticks

TODO: everything here

# Present Yourself

Never apologize for being an inexperienced speaker

- Just...just don't.

TODO: everything here

# Present Yourself

## Exercises

- Floating
- Stance
- Diction/tongue-twisters

TODO: everything here



# 8. Dealing With Demo Failure

## Dealing With Demo Failure

### Prepping demos

- Docker/VMS
- Scripts
- Test runs

TODO: everything here

# Dealing With Demo Failure

## Terminal settings & setup

- Text size & colors
- Set up windows in advance
- Practice swapping between slides & demo
- Command history
- Virtual screens
- Keep text in top half of screen
- Multiple desktops
- Embedded terminal

TODO: everything here

# Dealing With Demo Failure

## Presenting code

- Colors
- Typefaces
- Lines of code per slide
- How to show a lot of code
  - Collapse/zoom
  - Terminal/text editor
  - Link rather than show

TODO: everything here

# Dealing With Demo Failure

## Failure

- Why demos fail
- Fallbacks
- Dealing with the audience

TODO: everything here  
TODO: Consider moving this to the top  
of this stack

# Dealing With Demo Failure

## Fake it 'til you make it

- When a live demo is best
- How to fake demos/fallbacks

TODO: everything here

# 9. Interacting With The Audience

## Interacting With The Audience

Before the talk starts

- Quick polling
- Announcements
- Pre-Q&A
- Get people to move to the front of the room

TODO: everything here

# Interacting With The Audience

## Asking for a response

- stuff here

TODO: everything here

# Interacting With The Audience

## Jokes

- Good but hard to do right

TODO: everything here

# Interacting With The Audience

## Basic Q&A

- Determining question periods
- Picking audience members
- Repeating the question
- Ask for questioner's name

TODO: everything here

# Interacting With The Audience

## Audience problems

- You don't have an answer
- That Guy In The Third Row
- Jesus in the audience
- Offending your audience
- "I have a story..." (comments rather than questions)

TODO: everything here

# Interacting With The Audience

## Interactive exercises

- Rewarding audience members

TODO: everything here

# Interacting With The Audience

## Exercises

- Q&A

TODO: everything here

# 10. Continue The Conversation

## Continue The Conversation

### Hallway track

- Take the conversation out to the hall
- BoFs/Follow ups
- Business cards!

TODO: everything here



# Continue The Conversation

## Social networking

- Replying to mentions
- Sharing slides, audio/video

TODO: everything here

# Continue The Conversation

## Sharing slides, audio/video

- Slideshare
- Internet Archive
- Personal page
- Speaker notes
- Licensing!
  - Copyright != license
- Sharing additional code

TODO: everything here

# Continue The Conversation

## Curating slides/talks

- Version control
- Version your talks!
- Revise for each conference

TODO: everything here

# Continue The Conversation

## Getting feedback

- stuff here

TODO: everything here

# Continue The Conversation

## Getting feedback

Conference systems

- stuff here

TODO: everything here

# Continue The Conversation

## Getting feedback

Soliciting on your own

- Online services
  - Joind.in
  - Google Forms
  - SurveyMonkey
  - etc.

TODO: everything here

# Continue The Conversation

## Getting feedback

How to use feedback

- Grains of salt
- Improving your talk

TODO: everything here

# Continue The Conversation

## Video/audio

- Making videos/audio
- Sharing video/audio

TODO: everything here

# Wrapping up

## Resources

TODO: everything here

# Contact us

TODO: everything here