A 10 Step Program for Great Tech Talks

TODO: everything here

Introductions

Josh Berkus
- TODO: Add Josh info

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- TODO: Add Vicky info

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

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

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

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

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

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

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