# A 10 Step Program for Great Tech Talks

## SCaLE 14x, 2016

#scale14x

who? time?

# Introductions

Both time?

## Josh Berkus

Twitter: @fuzzychef

Email: josh@agliodbs.com

## VM (Vicky) Brasseur

Twitter: @vmbrasseur

IRC: vmbrasseur

email: scale14x@vmbrasseur.com

# 1. Know Your Audience

who? time?

Before you write a single word, you need to know who's going to be listening to your presentation.

# Know Your Audience

who? time?

## Some Criteria To Consider

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

# 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

who? time?

Example: the survey we ran prior to this talk

Also: can look at talks/tweets from prior year

# 2. Have An Idea

who? time?

# Have An Idea

## The elevator pitch

- CFP

who? time?

The CFP provides guidance about the types of talks wanted

Minimal space, so refine your idea to be both descriptive & enticing

Think elevator pitch: You have 30s to get their attention

# 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)

who? time?

# Have An Idea

## Targeting the audience

- Refer to the "Know your audience" section

who? time?

# 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?

who? time?

# 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?

who? time?

# Have An Idea

## Appropriate to timeslot

- Not all content is proper for every timeslot

who? time?

# Have An Idea

## Appropriate to timeslot

Four basic timeslots

- 5 minutes
- 20 minutes
- 40 minutes
- Tutorial

who? time?

# Have An Idea

## Appropriate to timeslot

- Have different versions for different timeslots

who? time?

# 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.

who? time?

# 3. Tell A Story

V time?

# Tell A Story

## Outlining

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

V time?

Mind-mapping: freemind, bubbl.us, scapple (scrivener) Kanban: Trello, Huboard, Taiga

# Tell A Story

## Outlining

- Lo-fi methods
    - Sticky notes
    - Note cards

V time?

print shop -> custom-cut scraps for note cards

Most important: The best system is the system you'll use.

# Tell A Story

J time?

## Seven basic presentation story types

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

# Tell A Story

## Storycraft

- stuff here

J time?

# Tell A Story

## Exercises

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

who? time?

# 4. Craft Your Presentation

who? time?

# Craft Your Presentation

## No slides

- Demo-only
- Web tour

who? time?
Not common

# Craft Your Presentation

## Slide software

- The Big Four
- reveal.js and alternatives

who? time?

Big 4: Powerpoint, Keynote, LibreOffice, Google Present

Alternatives: reveal.js, prezi, ???

# 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: Refactor this into multiple slides

J time?

# Craft Your Presentation

## Special sections

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

V time?

# 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

# Craft Your Presentation

## Accessory themes

- cats, pirates, racecars, etc.

who? time?

Themes to tie things together

# Craft Your Presentation

## You don't have to sell your soul

- Work mandated slides

who? time?

# 5. Practice Your Talk

who? time?

# Practice Your Talk

## This is NOT optional

- stuff here

V time?

Survey results: one of the top complaints of audience members

# Practice Your Talk

who? time

## Avoids reading from your slides

- Even if you have a lot of speaker notes

# Practice Your Talk

who? time?

## How to practice

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

# Practice Your Talk

## 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

who? time?

Respect the speaker who follows you: END ON TIME

# Practice Your Talk

## Editing

- stuff here

who? time?

# Practice Your Talk

## Flow

- Section and slide transitions (verbal and structural)

who? time?

# 6. Getting Ready To Speak

who? time?
Preparation is everything!

# Getting Ready To Speak

## Seven days before

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

who? time?

Minimize day-of surprises. Check these things out in advance.

# 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

who? time?

Can't do these things day before? Do morning of (during keynote)

# Getting Ready To Speak

## One hour before

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

who? time?

Don't drink too much coffee before your talk! If your computer supports it, set it to DND mode Turn off notifications on your phone/devices

# 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

who? time?

If possible, sit in on the presentation before

# 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)

who? time?

Empty your pockets so you're not tempted to fiddle with things in them.

Lanyards glint in the light & are distracting. Ditch it.

# 7. Present Yourself

who? time?

# Present Yourself

## Eye contact

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

J time?

# Present Yourself

## Body language

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

V time?

# Present Yourself

## Voice

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

J time?

# Present Yourself

who? time?

## Never apologize for being an inexperienced speaker

- Just…just don't.

# Present Yourself

## Exercises

- Floating
- Stance
- Diction/tongue-twisters

who? time?

# 8. Dealing With Demos

## Dealing With Demos

### Prepping demos

- Docker/VMS
- Scripts
- Test runs

TODO: everything here

# Dealing With Demos

## 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 Demos

## 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 Demos

## Failure

- Why demos fail
- Fallbacks
- Dealing with the audience

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

# Dealing With Demos

## 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

who? time?

# Interacting With The Audience

## Before the talk starts

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

# Interacting With The Audience

## Asking for a response

- stuff here

who? time?

# Interacting With The Audience

## Jokes

- Good but hard to do right

who? time?

# Interacting With The Audience

## Basic Q&A

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

who? time?

Q&A interspersed or save to end or…? Depends on the content & your style.

# Interacting With The Audience

who? time?

## 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)

# Interacting With The Audience

## Interactive exercises

- Rewarding audience members

who? time?

Candy, schwag

# Interacting With The Audience

## Exercises

- Q&A

who? time?

# 10. Continue The Conversation

who? time?

# Continue The Conversation

## Hallway track

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

who? time?

Great way to make sure you end on time: "meet me in the hall"

# Continue The Conversation

## Social networking

- Replying to mentions
- Sharing slides, audio/video

who? time?

Engage w/your online audience, don't ignore them Announce availability of slides, audio/video

# Continue The Conversation

## Sharing slides, audio/video

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

V time?

Ping VMB for help getting things to Internet Archive.

# Continue The Conversation

## Curating slides/talks

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

# Continue The Conversation

who? time?

## Getting feedback

- stuff here

# Continue The Conversation

## Getting feedback

Conference systems

- stuff here

who? time?

Some conference software includes ability to rate talks & provide feedback to the speakers.

# Continue The Conversation

## Getting feedback

Soliciting on your own

- Online services
  - Joind.in
  - Google Forms
  - SurveyMonkey
  - Social networks

# Continue The Conversation

## Getting feedback

How to use feedback

- Grains of salt
- Improving your talk

who? time?

Reviewers are usually at the extremes of the spectrum. Strong feelings motivate participation in ratings. Meh feelings? People often don't bother reviewing.

# Continue The Conversation

## Video/audio

- Making videos/audio
- Sharing video/audio

# Wrapping up

who? time?

# Resources

- stuff here

V time?

# Contact us

- stuff here

who? time?