

A 10 Step Program for Great Tech Talks

TODO: everything here

Introductions

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- 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

