

A 10 Step Program for Great Tech Talks

SCaLE 14x, 2016

#scale14x

Introductions

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Testing speaker notes

TOC

1. Know your audience
2. Have an idea
3. Tell a story
 - Exercises 1,2,3
4. Craft your presentation
5. Practice your talk
6. Get ready to speak
7. Present yourself
 - Exercises 4,5,6
8. Deal with demos
9. Interact with the audience
 - Exercise 7
10. Continue the conversation

This is the table of contents for the presentation; it shows what we're going to cover. In short presentations (anything under an hour), a TOC is not necessary and is probably a bad idea. In tutorials, it's essential, particularly so that audiences will know what you plan to cover after the break.

1. Know Your Audience

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

Know Your Audience

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

Example: the survey we ran prior to this talk

Also: can look at talks/tweets from prior year

2. Have An Idea

Have An Idea

The elevator pitch

- CFP

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)

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. Practice Your Talk

Practice Your Talk

This is NOT optional

- stuff here

TODO: everything here

Practice Your Talk

Avoids reading from your slides

- Even if you have a lot of speaker notes

TODO: everything here

Practice Your Talk

How to practice

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

TODO: everything here

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

TODO: everything here

Practice Your Talk

Editing

- stuff here

TODO: everything here

Practice Your Talk

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 Demos

(and showing code)

Dealing With Demos

To demo or not demo

Demo because:

- Prove that it works
- Entertain the audience
- Structure presentation
- You promised to
- Fun!

Many speaker tutorials have focused on how difficult live demos are to carry off. This has new speakers gun-shy about demos. Since this is about technical presentations, you should consider including some kind of demo, at least showing some functional code.

Dealing With Demos

Prepping demos

- Docker/VMS
- Scripts
- Test runs

TODO: everything here

Dealing With Demos

To demo or not demo

Don't demo because:

- Demo failure
- Time consuming
- Most audiences don't care

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

Slide background not included in print support

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

Degrees of demo

1. Show some code
2. Passive examination
3. Show-and-execute
4. Build-and-execute

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

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