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WRITE/SPEAK/CODE

Day 2: Speak

Who are you, exactly?

Ashley Quinto Powell
Business Development
Manager
Bendyworks

Hacking the CFP Process Agenda

- **Doyenne Ambassador**

- **National Conference Speaker**

- **Conference Organizer**

- **Judge for the WI Innovation Awards**

- **Organizer of Forward Fest**

- **Primary Organizer of the Madison Women in Tech**

- **Board Member of Children's Theater of Madison (new!)**

- **Founder of Boss Moms**

What is a CFP?

- **Call for Proposal**

- **The CFP Process**
  - CFP Comes out
  - CFP Ends
  - Blind review
  - Speaker reveal
  - Committee agrees on invitations
  - Invitations go out
  - Invitations are accepted by speakers
  - Rejections go out

WRITE / SPEAK / CODE

What Makes Up a Talk Proposal?

- **Title and Description**

- **Your Bio**

- **Talk Description** (for audience members)

- **Talk Abstract** (for conference organizers)

- **Notes** (sell it)

- **Pro-tip** PaperCall.io

Things to Consider

- **Talk Categories:** Application/Language Specific, Best Practices, Big Picture, Community, Workshop

- **Conference Types:** National & Regional, Local User Groups, Application/Language Specific

- **Who is your audience?** Experience Level, what am I bringing to the table that no one else can?

- **From the conference organizer's perspective:** Does it have relevance? Is it interesting and unique?

Myth:

If it's a good talk, it will be accepted to the conference to which I've submitted.

Fact:

Many factors weigh in to proposal acceptance- many of which have nothing to do with you. Apply early. Apply often.

A note about rejection

How many proposals does it take to get an acceptance?
Maybe one. Maybe twenty-five.

Keep/On/Swimming, and don't worry about the rejections.

Help Make the Community Better

- **Be purposefully inclusive:** Is someone eating alone?

- **Take Pictures:** It's really helpful to conference speakers, even if you don't know them!

- **Tell people you're excited:** No one here is famous.

- **Talk up your buddy:** We are not in competition with each other.

- **Tweet about it:** Visibility is really important- lift other women up.

Resources

- **Technically Speaking Newsletter**
  - tinyletter.com/techspeak

- **@CallbackWomen**
  - Publicizes open CFPs on twitter

- **Papercall.IO**

- **The Public Speaking Repo**

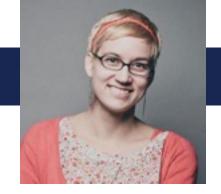 - https://github.com/vmbrasseur/Public_Speaking

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WRITE/SPEAK/CODE
Conference Organizer's Panel

Questions? #wsc2017confquestion

Moderator: Hilary Stohs-Krause

Kaitlin Gu
Flawless Hacks

Allison McMilan
RailsConf

Kira Prentice
Flawless Hacks

Kerri Miller
Open Source & Feelings,
Moonconf

Aliza Carpio
NodeDay India,
SD Girl Develop It

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Say What? Write your Talk Proposal

Activity: Analyze Talk Proposals

- Find a Buddy to pair with

- Find the section of your packet, "Analyzing Talk Proposals" and tear out the rubric

- Pick one Talk Proposal from the collection in your packet. It should be different than your buddy's

- Analyze the proposal, using the rubric provided

- Compare with your buddy

- What surprises you? What were you expecting? What will you do differently?

15 Minutes

WRITE / SPEAK / CODE

Activity: Get in Groups

- Write your name on a Post-It Note

- Put your Post-It on the wall, where you self-identify on the scale of experienced to novice

- Mentors: Give your Post-It Note to Me

- Once in a group...do this icebreaker:

- Write down, on a scrap of paper, the wildest or most interesting job you've ever had and place it in a bowl/hat. Everyone else will have to guess who had that job.

15 Minutes

WRITE / SPEAK / CODE

Activity: Write your Talk Proposals

For the next 20 minutes, your first task is to write a talk proposal for a 30-minute presentation.
Instructions:

- You'll have 3 minutes to brainstorm a proposal for a 30-minute presentation

- Then you should start writing your proposal, using the worksheet on the next page

- 5 minutes in, I'll ask you to both get & give feedback with the person next to you

- Use whatever time you have left to finish up your proposal

20 Minutes

WRITE / SPEAK / CODE

Talk Proposal Feedback

- Share and give feedback for everyone's proposal in the group

- Come up with **3 places** where they could submit their proposal

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WRITE/SPEAK/CODE

Say What? Write a Lightning Talk

What's a Lightning Talk?

- **5-10 Minutes:** It's short!

- **10-15 slides:** Try <u>SlidesCarnival.com</u> or a template in Google Slides

- **Title, Intro, Point, Point, Point, Questions?, Thanks:** Write some supporting facts. Make it convincing. Give a few examples or maybe share an anecdote.

- **Stock Photos:** #WOCinTechChat, <u>unsplash.com</u>, <u>pexels.com</u>, <u>pixabay.com</u>, <u>freeimages.com</u>

Activity: Go... Write Now!

- Split off in your teams to your assigned rooms

- Write your talk, and bounce ideas off your teammates

- Start with an outline!

- **Come back at 3:30**

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Activity: Give a Lightning Talk

- Go back to your groups/rooms and practice giving your Lightning Talks

- Make sure everyone gets to go at least once

- **Come back at 5:30**

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