Everybody Has a Story to Tell

Developing Your First Presentation

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- SQL Server DBA & DB Developer
- Working with SQL Server since 2001
- Speaking since Early 2014

?

- Microsoft MVP (2017-2018)
- Chicago Suburban User Group Chapter Leader (former)
- Chicago SQL Association Director-at-Large

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http://sqlbek.wordpress.com/

https://www.github.com/sqlbek/





Maybe I can do this tool







Here's How I'm Going to Help: Agenda

- 1. Create: Your Idea
- 2. Develop: Your Subject Matter
- 3. Build: Your Content
- 4. Present: Your Session

Worksheet - Follow Along

https://github.com/SQLBek/Developing_Your_First_ Presentation/blob/master/Worksheet.docx

or

https://github.com/SQLBek/

Create: Your Idea

Give Me An Idea!

Taught someone something?

```
Co. What do YOU find interesting?
```

My Favorite First Presentation Idea



More Than Just an Idea

Tell me a story – YOUR story!

- Mistakes vou've made & learned from?
- Share pro Set Expectations
- Why are you interested in your idea?

It's All Been Done Before!

SEARCH:

What is the answer to the universe?

- 1. SEO Master's Blog
- 2. Official Documentation
- 3. Expert X's Blog
- 4. Newpaper Article
- 5. Expert Y's Blog

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An Answer
That Makes
Sense...
TO YOU!

eu.

I've been invited to speak about a topic at a conf. I don't think I'm the best person, but the person asking thinks I am.

I'm not sure which of us is right.

What should I do?

10:06 AM · Aug 12, 2021 · Twitter Web App

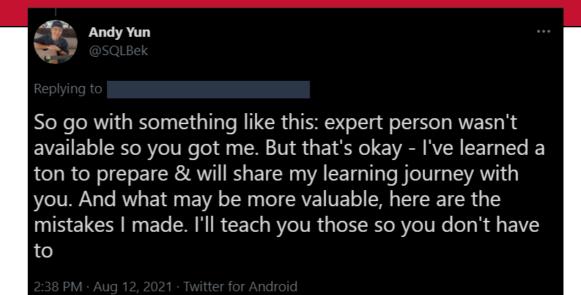


Replying to

Tell your story anyway.

I sure as hell am not the "best person" to speak on a lot of things... but people still get (some) value out of what I do speak about.

10:08 AM · Aug 12, 2021 · TweetDeck





Focusing The Story You Will Tell

- 1. Focus Statement
- 2. Rules of Engagement

Focus Statement

Every [____]

Should/Must [____]

Because []

Credit: Buck Woody

Rules of Engagement

- 1. WHAT do you want to talk about?
- 2. WHY do you want to talk about it?
- 3. TO WHOM do you want to talk to about it?

The Answers Will Guide You

Every ____ Should/Must ____ Because ____

- 1. WHAT do you want to talk about?
- 2. WHY do you want to talk about it?
- 3. TO WHOM do you want to talk to about it?

Market & Sell Your Idea

- 1. Title
- 2. Abstract

What To Call This?

```
Catchy & Cute?
or
Direct With Facts Only?
```

Short & Sweet?
or
Long & Descriptive?



Sponsors ~

SQLSATURDAY Sessions ^ **Speakers Got the Consulting** Revenge: The SQL! Containers - You Beginner's Guide to **Analyzing** Text Mining: What Itch? The Ins and Better Get on Performance Rob Volk Outs of being a We Learn from SQL **Problems Using** Board! Saturday XEvents, DMVs & Contractor for a Level: Intermediate **Anthony Nocentino** Presentation **Query Store** Living Abstracts Level: Beginner **≛** DOWNLOAD Ola Hallengren John Eisbrener Lynn Ballard Level: Intermediate Level: Intermediate **≛** DOWNLOAD Level: Beginner **♣** DOWNLOAD **♣** DOWNLOAD **≛** DOWNLOAD Break How To Talk To Your **Ten Query Tuning** You're hired! **Improving** Get started with **Power BI Dataflows** Storage Admin **Techniques Every Columnstore Load** Creating value **SQL Programmer** Scalability on Large before and after the Michael Johnson Marsha Pierce **Should Know** Servers interview to be Level: Beginner Level: Intermediate **Kevin Kline** Joe Obbish Wylie Blanchard Level: Beginner Level: Advanced Level: Intermediate **≛** DOWNLOAD

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Refactoring **Monolith Database Stored Procedures** Riley Major Level: Intermediate

Master Data

Management with

SQL Server MDS

Neal Waterstreet

Level: Beginner

♣ DOWNLOAD

https://github.com/S

Title Example

Your Queries, Your Indexes, and You

OR

How Indexes Actually Help Your Queries

What Am I Getting Into?

- 1. Hook Questions
- 2. Agenda Statements
- 3. Takeaway Promises

The Hook

We developers learn early on that indexing can help our queries. But do you understand how these ir Does that apply to me?

The Agenda

In this session, we will explore the Index B-Tree structure and how SQL Server traverses this structure to retrieve your data. Next we will explore a variety of indexing strategies. Finally, we will practice together with interactive demos.

The Takeaway Promise

By the end of this session, you will be prepared

ind

What new knowledge do your attendees go home with?

Don't Go Alone

Co-workers & Friends (incl. non-technical)

Twitter - #SQLFamily

SQL Community on Slack

https://dbatools.io/slack/

Abstract Format

- 1. Hook Questions
- 2. Agenda Statements
- 3. Takeaway Promises

Create: Your Idea - Recap

- 1. Picking An Idea & Focusing
- 2. Title & Abstract Format

Develop: Your Subject Matter

Eureka - An Idea! Now What?

Let's brainstorm!

Need Sub-Tonics

- Expl Limit yourself: 3-5 sub-topics
- Showcase a common use case?
- Explore an edge case?

How Much Material?

Build up more material, then cut down later

What kind of material?

- Practical use cases
- Analogies
- Personal Stories

Write It All Down

All ideas that come to mind

Especially one-liners

- May be a statement/talking point
- May be a story

Content Is King...?

Focus Statement & Rules of Engagement

Tell It Like a Story

Think about a structure of a TV show or book Create chapters that build on one another

Organizing Your Thoughts

- 1. Outline
- 2. Storyboard

1. Chapter One

- a. Sub-Topic Alpha
 - i. Talking Point 1
 - ii. Talking Point 2
 - iii. Talking Point 3
- b. Demo X-Ray
- c. Sub-Topic Bravo
 - i. Talking Point 1
 - ii. Talking Point 2

2. Chapter Two

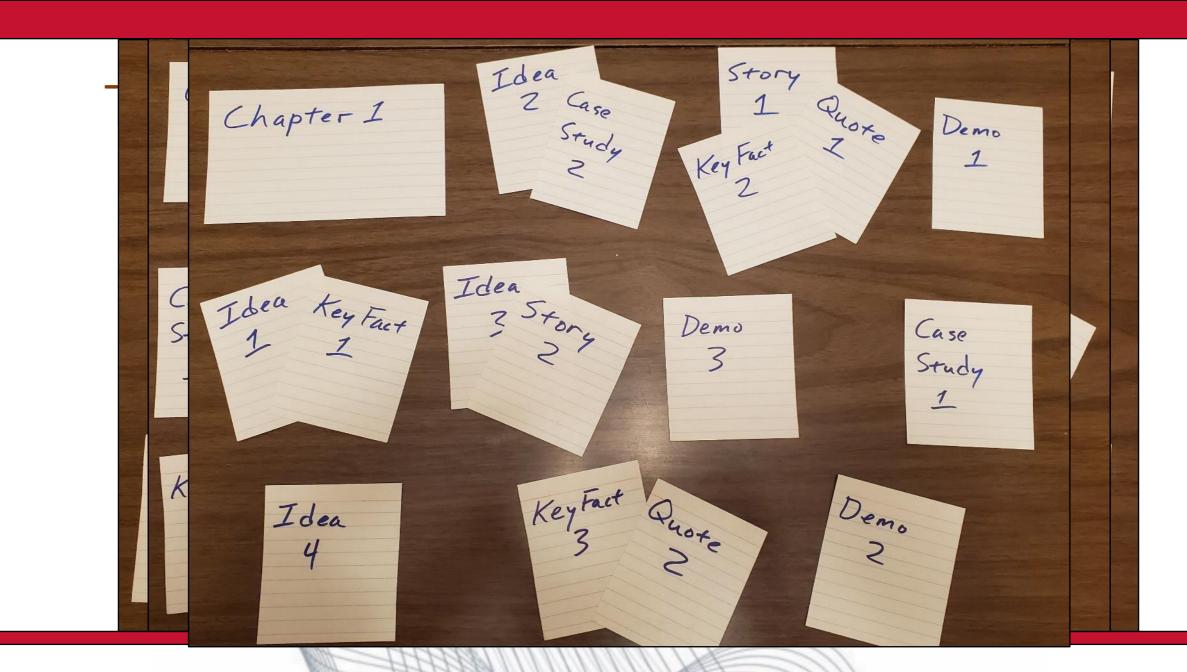
- a. Sub-Topic Charlie
 - i. Talking Point 1
- b. Sub-Topic Delta
 - i. Talking Point 1
 - ii. Talking Point 2
- c. Case Study

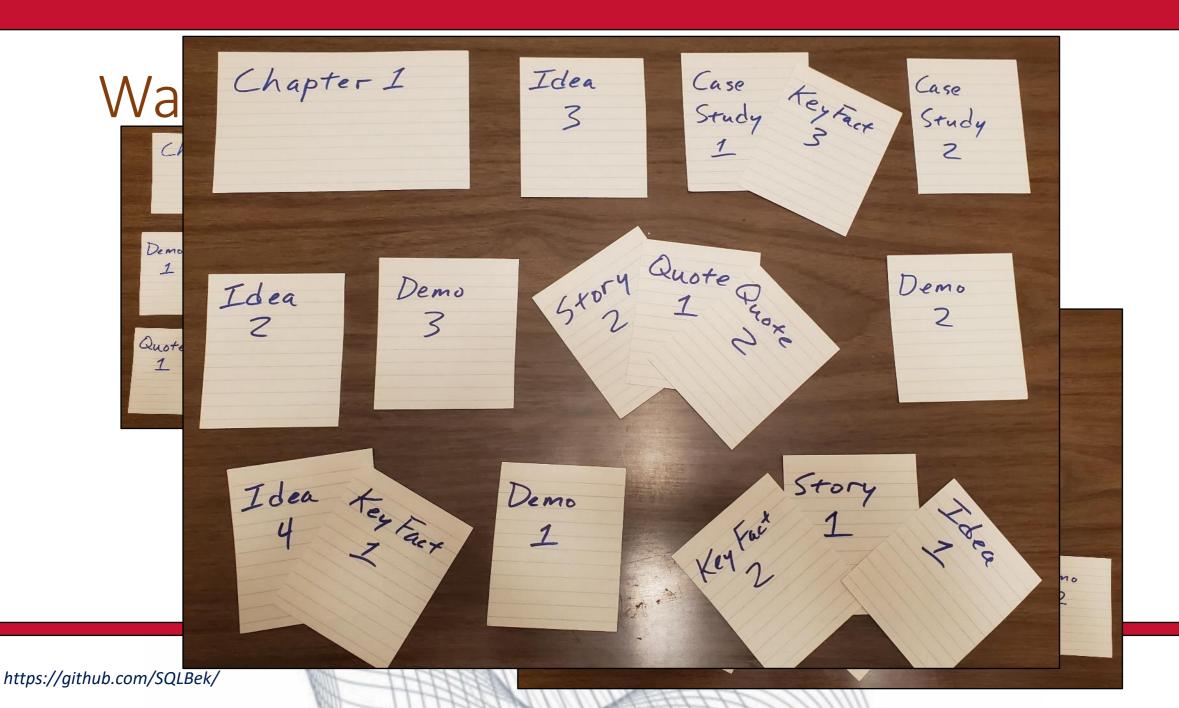
3. Chapter Three

- a. Sub-Topic Echo
 - i. Talking Point 1
 - ii. Talking Point 2
- b. Personal Story
 - i. Talking Point 1

4. Chapter Four

- a. Sub-Topic Foxtrot
 - i. Talking Point 1
 - ii. Talking Point 2
 - iii. Talking Point 3
 - iv. Talking Point 4
- b. Demo Zulu





Develop: Your Subject - Recap

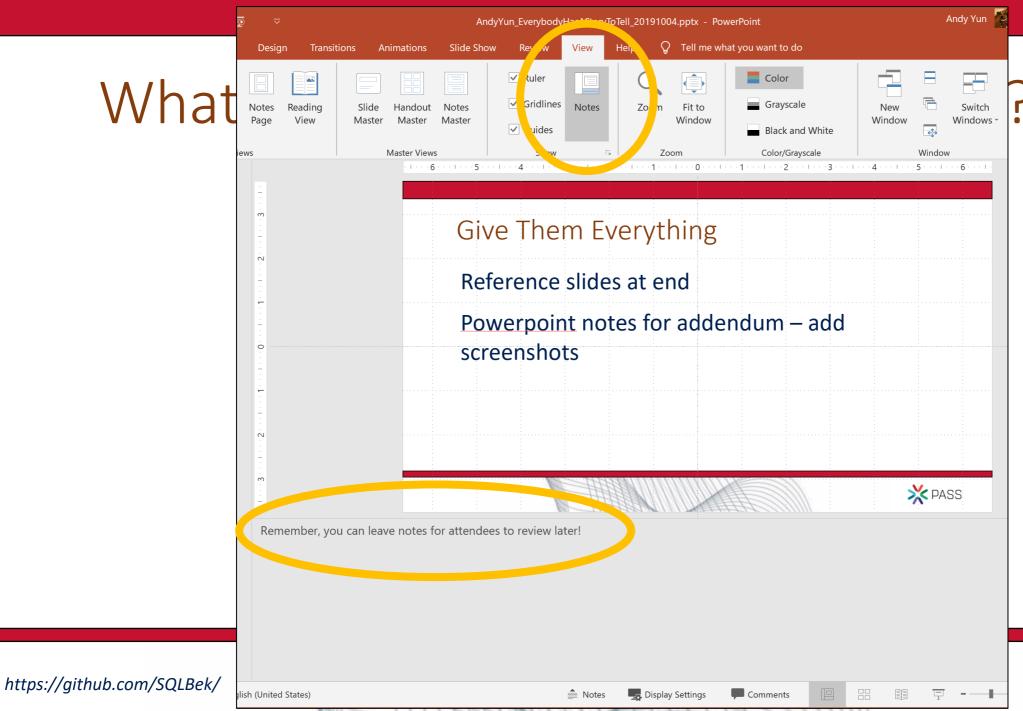
- 1. Sub-topics & Focus
- 2. Forming A Story

Build: Your Content

PowerPoint Considerations

Prioritize Outline/Storyboard Elements

- 1. Slide point
- 2. Slide Density Less is more
- 3. Talking point



Don't Tell Until You're Ready

If I reveal all of my talking points on a slide

Then

Then Learn basic PP animations & use a clicker

A Key Design Technique

- 1. Tell them what you're going to tell them
- 2. Tell them
- 3. Tell them what you told them

PowerPoint Pet Peeves

- 1. Font Size
- 2. Color Choices

Size Does Matter

14 pt font Can you read this? Seriously?

18 pt font
How readable is this text?

20 pt font
Is this text an

Take several steps back

24 pt font

How about this text?

32 pt font

My recommended minimum

size

This is what I prefer now

Color Matters Too

| Black | White | Light Grey | Light Blue | Tan |
|--------|--------|------------|------------|--------|
| WHITE | | WHITE | WHITE | WHITE |
| RED | RED | RED | RED | RED |
| ORANGE | ORANGE | ORANGE | ORANGE | ORANGE |
| YELLOW | YELLOW | YELLOW | YELLOW | YELLOW |
| GREEN | GREEN | GREEN | GREEN | GREEN |
| BLUE | BLUE | BLUE | BLUE | BLUE |
| GREY | GREY | GREY | GREY | GREY |
| | BLACK | BLACK | BLACK | BLACK |

PowerPoint Pet Peeves

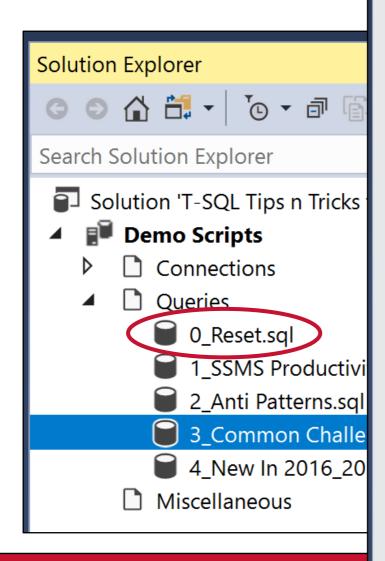
- 1. Font Size Be sure your text is large enough
- 2. Color Choices Contrast is critical

Demo Considerations

Budget time to develop your demos

Comment your code heavily

Create a reset mechanism



```
0_Reset.sql - not connected ≠ ×
          USE AutoDealershipDemo
          G<sub>0</sub>

    RUN RESET

          *** 2. TURN ON SENTRYONE
          *** 3. EXECUTE THIS WORKLOAD
          -- Execute in a new window
          EXEC AutoDealershipDemo.Workload.sp RandomVINLookupBatch
          GO 1000
     10
          ***********************
     11
     12
          -- Reset indexes
     13
     14
          IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX Inver
     15
              DROP INDEX InventoryFlat.IX_InventoryFlat_DateReceive
     16
          GO
          IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX Sale:
     17
     18
              DROP INDEX SalesHistory.IX SalesHistory InventoryID
     19
          GO
     20
          IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX Sale:
              DROP INDEX SalesHistory.IX_SalesHistory_InventoryID_C
     21
     22
          G<sub>0</sub>
```

Build: Your Content - Recap

- 1. Tell Them What...
- 2. My PowerPoint Pet Peeves
- 3. PowerPoint & Demo Considerations

Present: Your Session

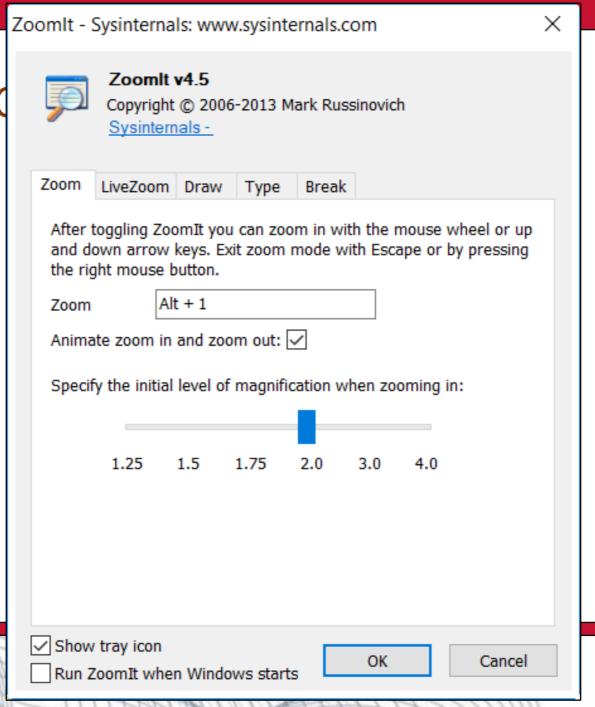
Practicing to Present

Practice it the hard way

```
Practice identifies weaknesses

Memorize your first 5 minutes
```

Learn Zod





Jes Schultz @grrl_geek

I'm giving my first run-through of my Roles and Responsibilities of the Azure Data Engineer talk tonight and I'm a wreck. I'm convinced it's terrible and not helpful and not technical enough.

11:51 AM · Aug



Jes Schultz @grrl_geek

Replying to @grrl_geek

This is after 10+ years of creating and delivering talks. If you ever wonder if the experienced professionals have these moments: we do.

https://github.com/SQLBe

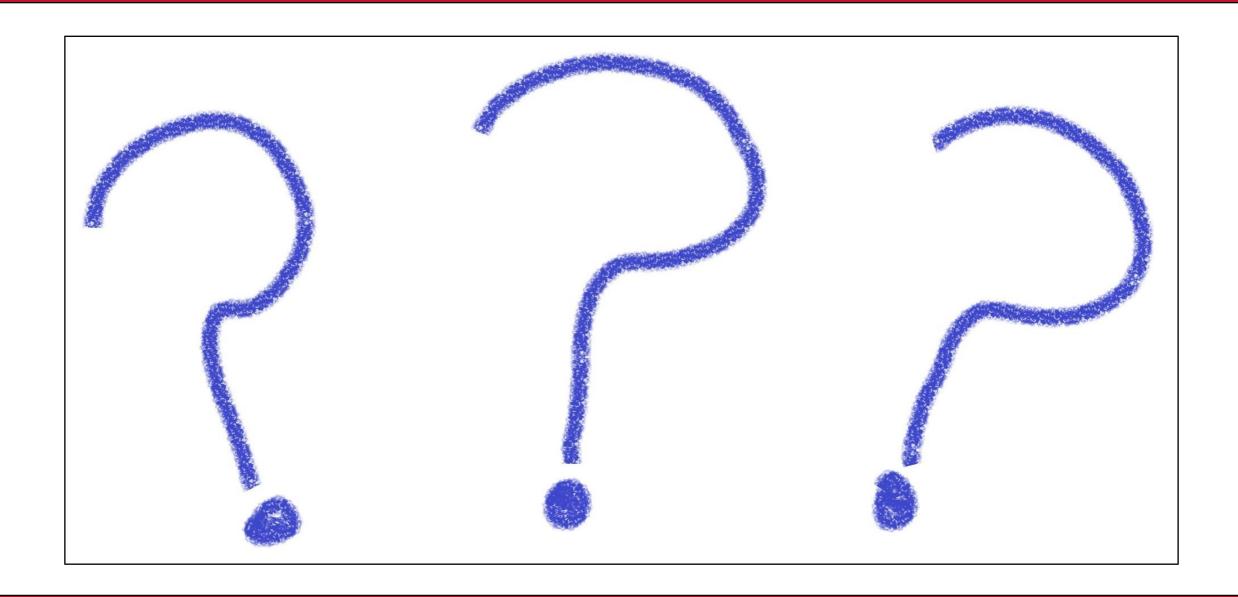
11:51 AM · Aug 20, 2019 · TweetDeck

Nerves & Mental Hardening

Accept that you will be nervous

Get excited! This is supposed to be fun!

Self-affirmation statements



Don't Fear Questions

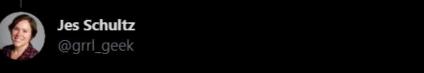
Who's side is your audience on?

Ask for

Own w Don't be afraid to learn something new

For Your

Write dow
Listen obje
There's alv



Replying to @grrl_geek

IT WENT GREAT! I definitely have some refining to do. I need to demo a couple things. But overall, I felt confident in my ability to convey my message.



friend)

8:58 PM · Aug 20, 2019 · TweetDeck

Most Ir



Present: Your Session - Recap

- 1. Practice & Practice Again
- 2. Nerves & Questions

Recap

- 1. Create: Your Idea
- 2. Develop: Your Subject Matter
- 3. Build: Your Content
- 4. Present: Your Session

A Parting Thought

Find a Mentor!

Resources

https://github.com/SQLBek/ Developing_Your_First_Presentation/

Thank you!

https://github.com/SQLBek

Andy Yun | @SQLBek SQLBek@gmail.com

https://sqlbek.wordpress.com