

Everyone Has A Story To Tell

Developing Your First Presentation

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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?

Learned a new technology recently?

Completed a major project?

What do YOU find interesting?

More Than Just an Idea

Tell me a story – YOUR story!

- Mistakes You Made? **Set Expectations** from?
- Share Project Challenges
- How/Why You're 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. Newspaper Article
5. Expert Y's Blog

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An Answer
That Is Not
Gibberish!

Focus & Stay On Target

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?

Direct With Facts Only?

Short & Sweet? Long & Descriptive?

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 indexes really work?

“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 to evaluate your queries and make effective indexing decisions.

“What do your attendees go home with?”

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?

Need Sub-Topics

- Explain background?
- Showcase a common use case?
- Explore an edge case?

Limit yourself: 3-5 sub-topics

How Much Material?

Build up more material, then cut down later

What kind of material?

- Examples are good
- I like analogies
- Stories stick with your audience

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... ?

What is really “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

Choose your technique:

1. Outline
2. Storyboard

Develop: Your Subject - Recap

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

Build: Your Content

PowerPoint Considerations

A solid outline will help write your slidedeck

Prioritize Outline Elements

1. Slide point
2. Bullet point
3. Talking point

TIP: Slide Density – Less is more

Don't Tell Until You're Ready

If I reveal all of my talking points on a slide

Then you'll already know what's coming

Then I'll lose your attention

Learn basic PP animations and use a clicker

A Key Design Technique

Tell them what you're going to tell them

Tell them

Tell them what you told them

PowerPoint Pet Peeves

1. Font Size
2. Color Choices

Size Does Matter

16 pt font

Can you read this? Seriously?

20 pt font

How readable is this text?

28 pt font

Is this text any better?

36 pt font

How about this text?

44 pt font

I hope you can read this!

54 pt font

You better be able to read this!

TIP: Take some steps back

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 – it's your cheat sheet!

Create a reset mechanism

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

Practice builds confidence

Tip: Memorize your first 5 minutes

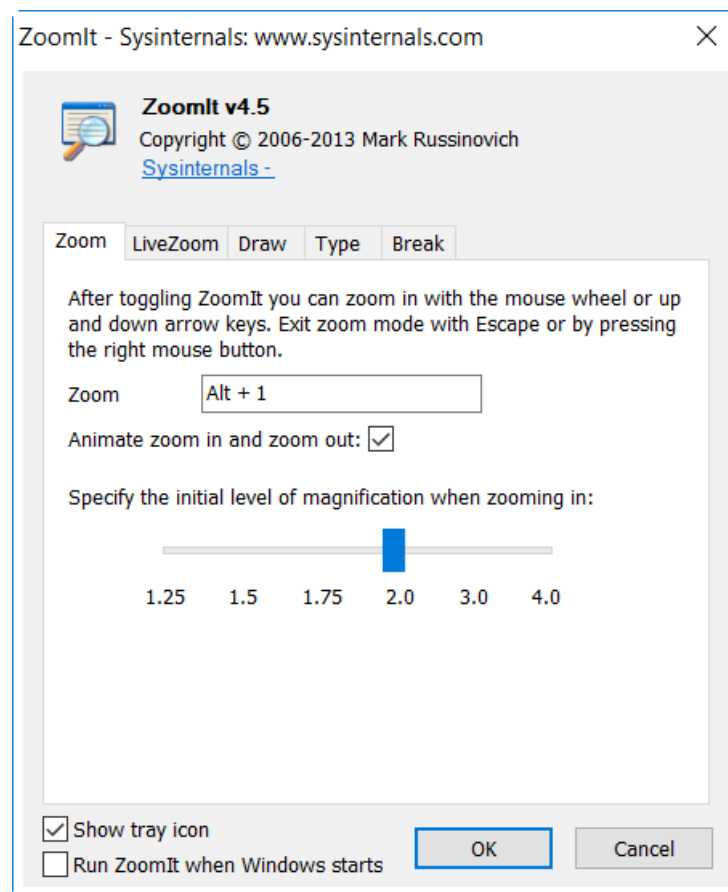
What If I Run Long?

Time slots can vary: 60 min? 75 min?

Make use of optional demos and/or slides

Budget time for Q&A

Practice ZoomIt!



On The Day Of Your Presentation

Check A/V – bring adapters!

Bring USB backup – DB to restore, all scripts, and slides

Nerves & Mental Hardening

Accept that you will be nervous

Get excited! This is supposed to be fun!

Self-affirmation statements

During Your Presentation

What is your greatest fear?



Don't Fear Questions

Who's side is your audience on?

Own what you do not know

Ask for help

Don't be afraid to learn something new yourself

After The Session

You did fine

Write down questions received

Listen objectively to your feedback

Celebrate - you just did something most never will

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

Don't Be Afraid to Ask for Help

Find a Mentor!

<http://www.speakingmentors.com/>

Resources

T-SQL Tuesday #84: Growing New Speakers Round-Up - *Andy Yun*

<https://sqlbek.wordpress.com/2016/11/15/t-sql-tuesday-84-growing-new-speakers-round-up/>

Capturing Attention: Writing Great Session Descriptions - *Adam Machanic*

<http://dataeducation.com/capturing-attention-writing-great-session-descriptions/>

How to Write a Presentation Abstract for a Tech Conference - *Kendra Little*

<https://littlekendra.com/2015/12/22/how-to-write-a-presentation-abstract-for-a-tech-conference/>

DANGER: The Art and Science of Presenting - *Mark Vaillancourt*

<http://markvsq1.com/danger-the-art-and-science-of-presenting/>

How to Speak at SQL Saturday Events - *Grant Fritchey*

<https://www.scarydba.com/2015/03/16/speak-sql-saturday-events/>

Resources

Presenting Like Jagger - *Buck Woody*

https://sqlbits.com/Sessions/Event10/Presenting_Like_Jagger

You're Not Attractive - But Your Presentations Can Be - *Buck Woody & Brent Ozar*

<https://www.youtube.com/watch?v=bjiVSomHeM0>

Improving Your PowerPoint Skills - *Evelyn Maxwell*

<https://www.youtube.com/watch?v=5LwXicitMH4>

Slowing Down Your Motor Mouth – Presentation Tips for Fast Talkers - *Kendra Little*

<https://littlekendra.com/2017/11/20/slowing-down-your-motor-mouth-presentation-tips-for-fast-talkers/>

Writing & Presenting: *brentozar.com*

<https://www.brentozar.com/archive/category/professional-development/writing-technical-books/>

Thank you!

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Want To Learn More About SentryOne?
Book a demo with me!

<http://www.sentryone.com/BookAndy/>