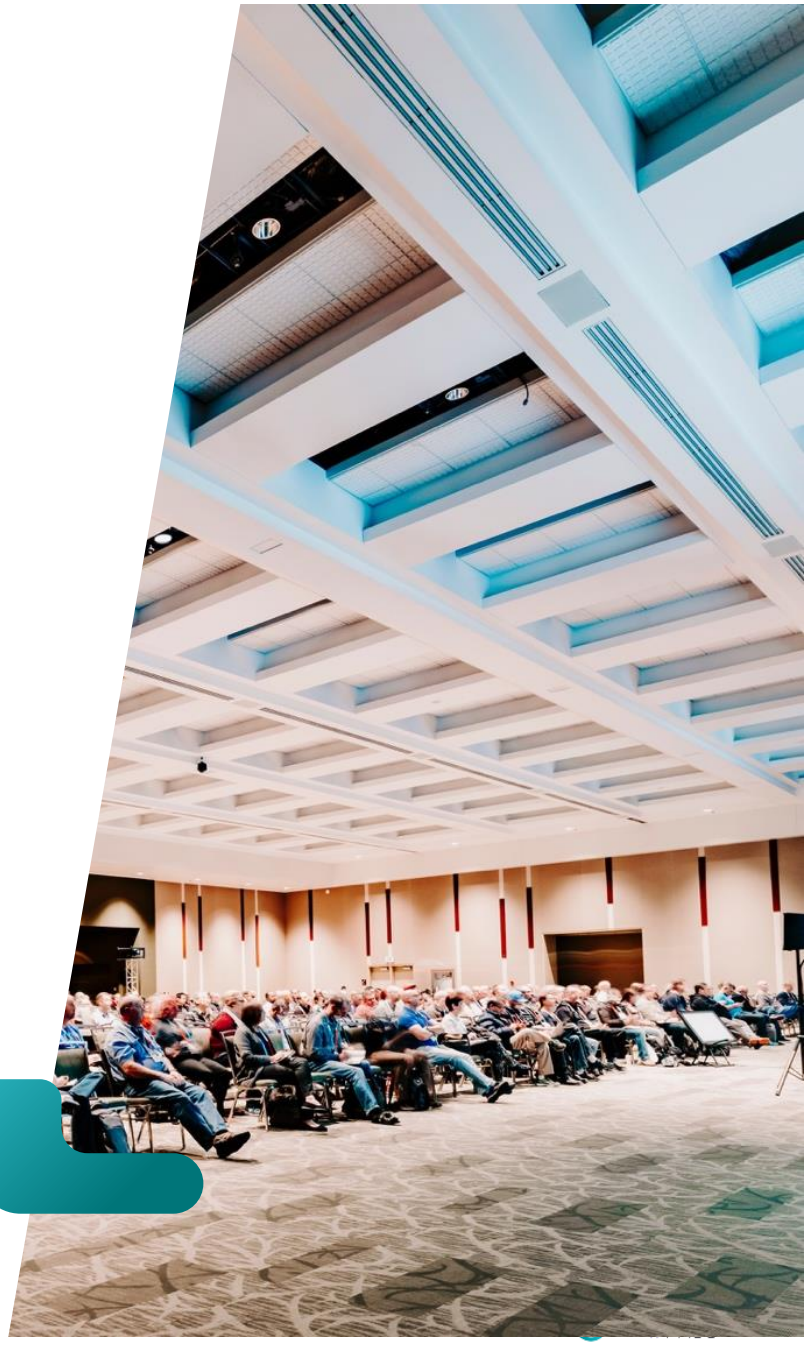
PASS SUMMIT 2019

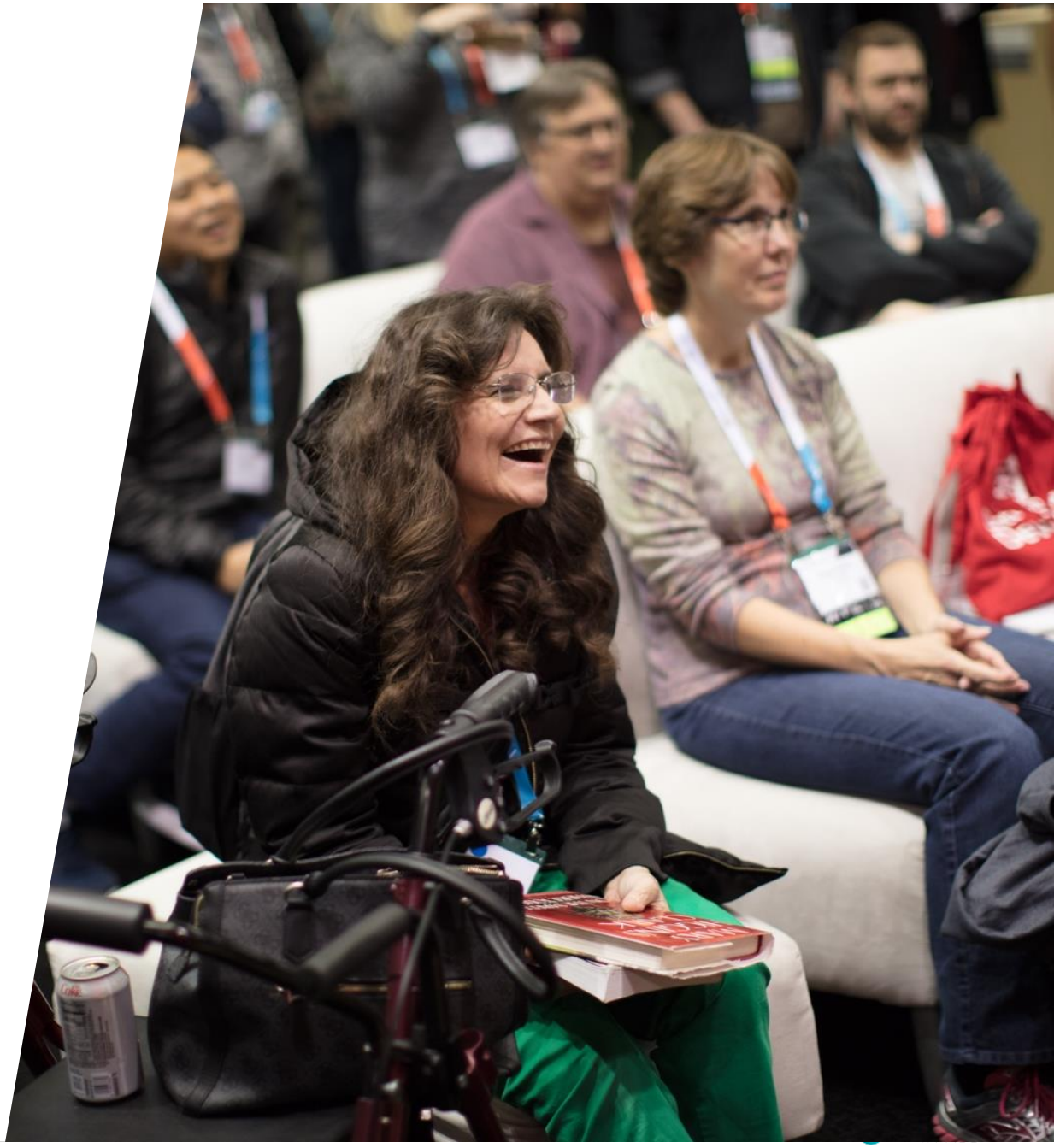
# Everybody Has a Story To Tell

## Developing Your First Presentation



Andy Yun - Senior Solutions Engineer
SentryOne

# Please silence cell phones



# Explore everything PASS has to offer

**Free Online Resources**

**Newsletters**

**PASS.org**

PASS SUMMIT

PASS' flagship event
Nov 6-9
Seattle, WA

PASS LOCAL GROUPS

Local user groups
around the world

PASS SQLSATURDAY

Free 1-day local
training events

PASS VIRTUAL GROUPS

Online special interest
user groups

PASS MARATHON

Business analytics
training

PASS VOLUNTEERS

Get involved

# Andy Yun

SentryOne

*Senior Solutions Engineer*

- SQL Server DBA & DB Developer
- Chicago Suburban User Group Chapter Leader
- Chicago SQL Association – Director-at-Large
- Microsoft MVP (2017-2018)
- Working with SQL Server since 2001
- Speaking since early 2014

?

MVP Microsoft® Most Valuable Professional Reconnect

ayun@sentryone.com | sqlbek@gmail.com
https://blogs.sentryone.com/andyyun/
@SQLBek

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# I Came He

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# It’s Not What You

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# Maybe I can do this too!

# 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

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# Give Me An Idea!

Taught someone something?

Learned a new technology recently?

Completed a major project?

What do YOU find interesting?

# My Favorite First Presentation Idea

# More Than Just an Idea

Tell me a story – YOUR story!

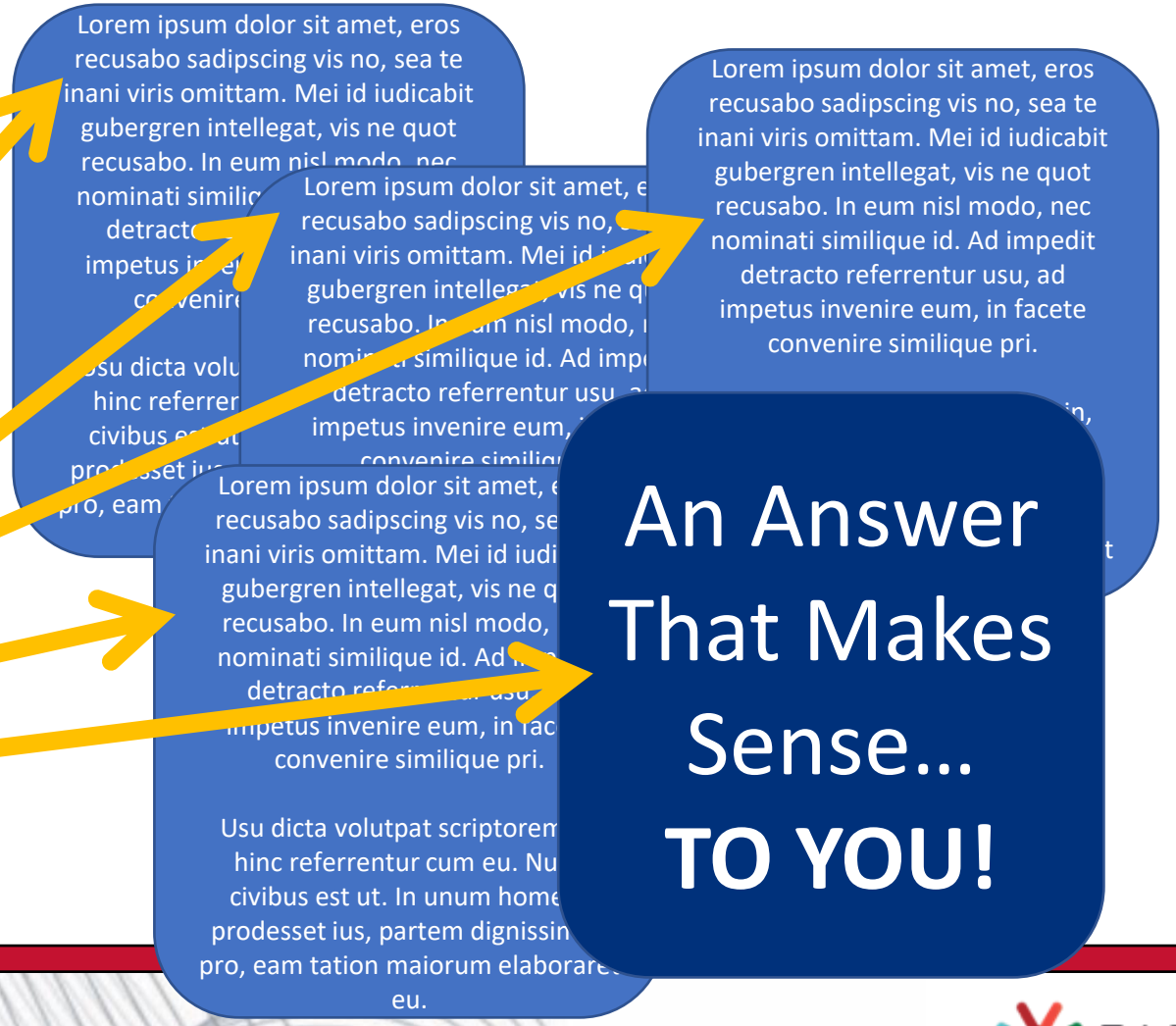
- Mistakes you've made & learned from?
- Share pro
- Why are you interested in your idea?

Set Expectations

# 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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# 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

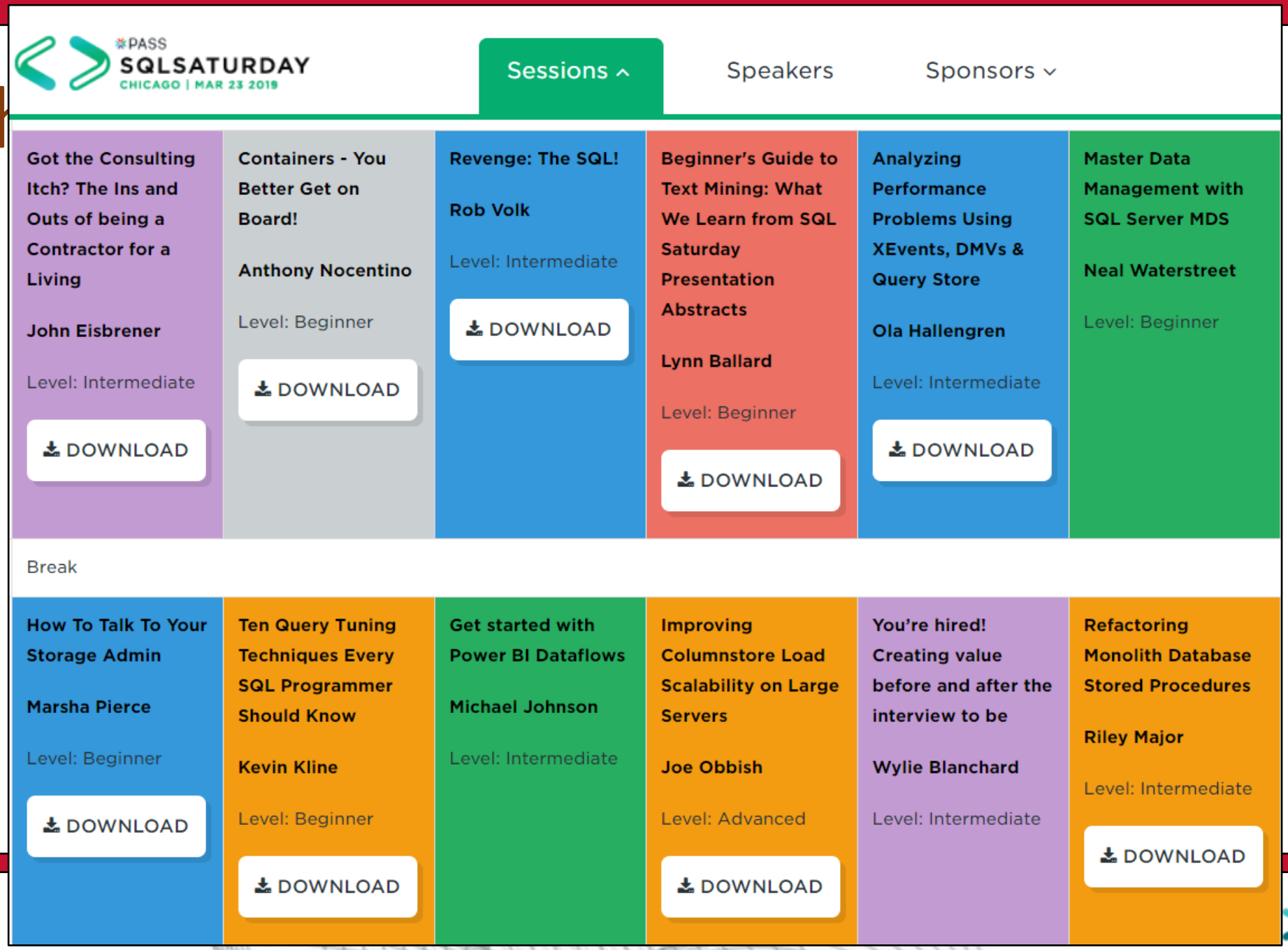
# What To Call This?

Catchy & Cute?

Direct With Facts Only?

Short & Sweet?  Long & Descriptive?

Wh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CHICAGO | MAR 23 2019
Sessions
Speakers
Sponsors
Got the Consulting Itch? The Ins and Outs of being a Contractor for a Living
John Eisbrener
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Anthony Nocentino
Level: Beginner
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Revenge: The SQL!
Rob Volk
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Riley Major
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# 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 to

inc

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

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# Eureka - An Idea! Now What?

Let’s brainstorm!

Need Sub-Topics

- Expl[illegible]

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

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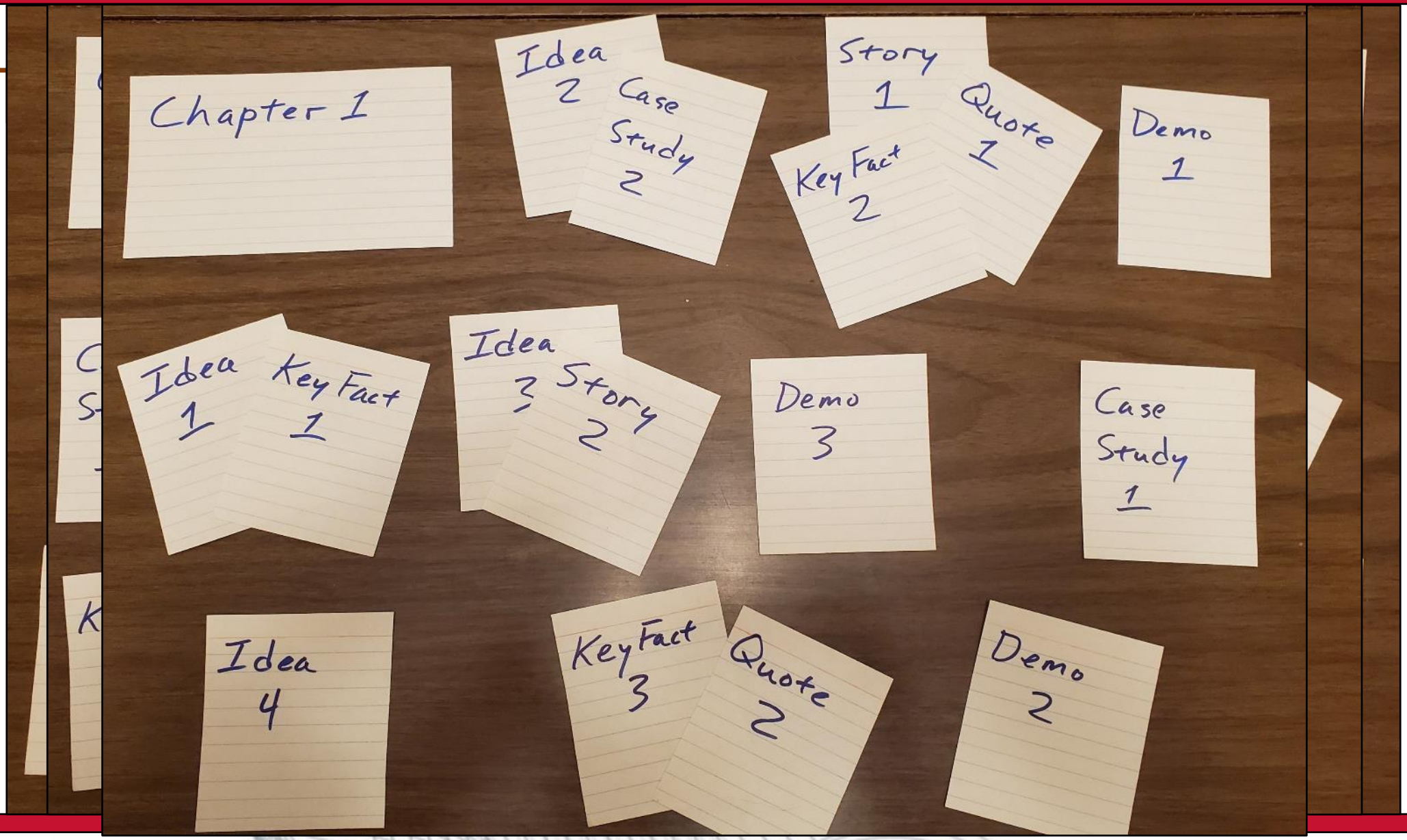
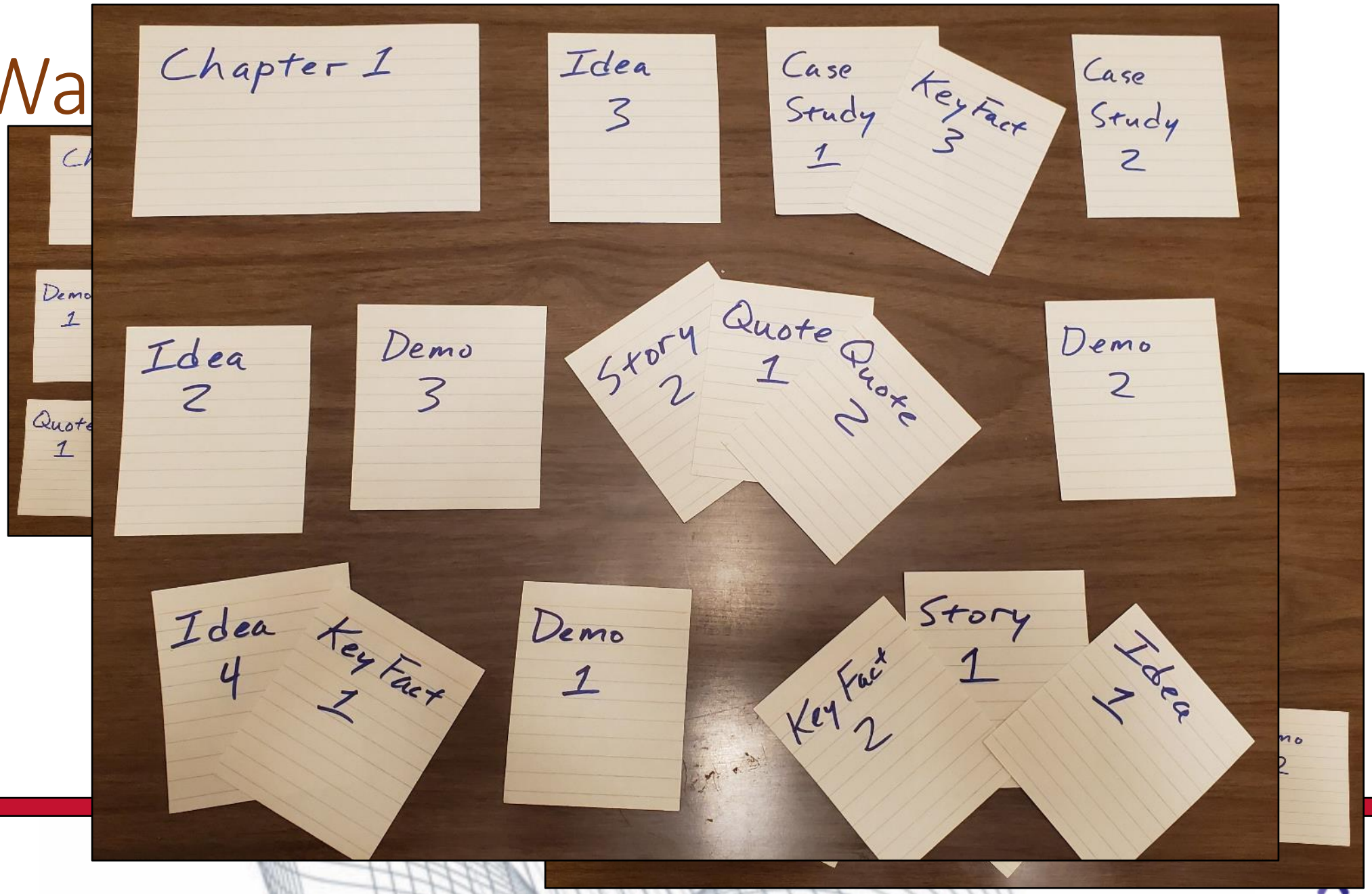

Chapter 1
Idea 2
Case Study 2
Story 1
Quote 1
Key Fact 2
Demo 1
Idea 1
Key Fact 1
Idea 3
Story 2
Demo 3
Case Study 1
Idea 4
Key Fact 3
Quote 2
Demo 2

# Wa


Chapter 1
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Case Study 1
Key Fact 3
Case Study 2
Idea 2
Demo 3
Story 2
Quote 1
Quote 2
Demo 2
Idea 4
Key Fact 1
Demo 1
Key Fact 2
Story 1
Idea 1

# Develop: Your Subject - Recap

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

# Build: Your Content

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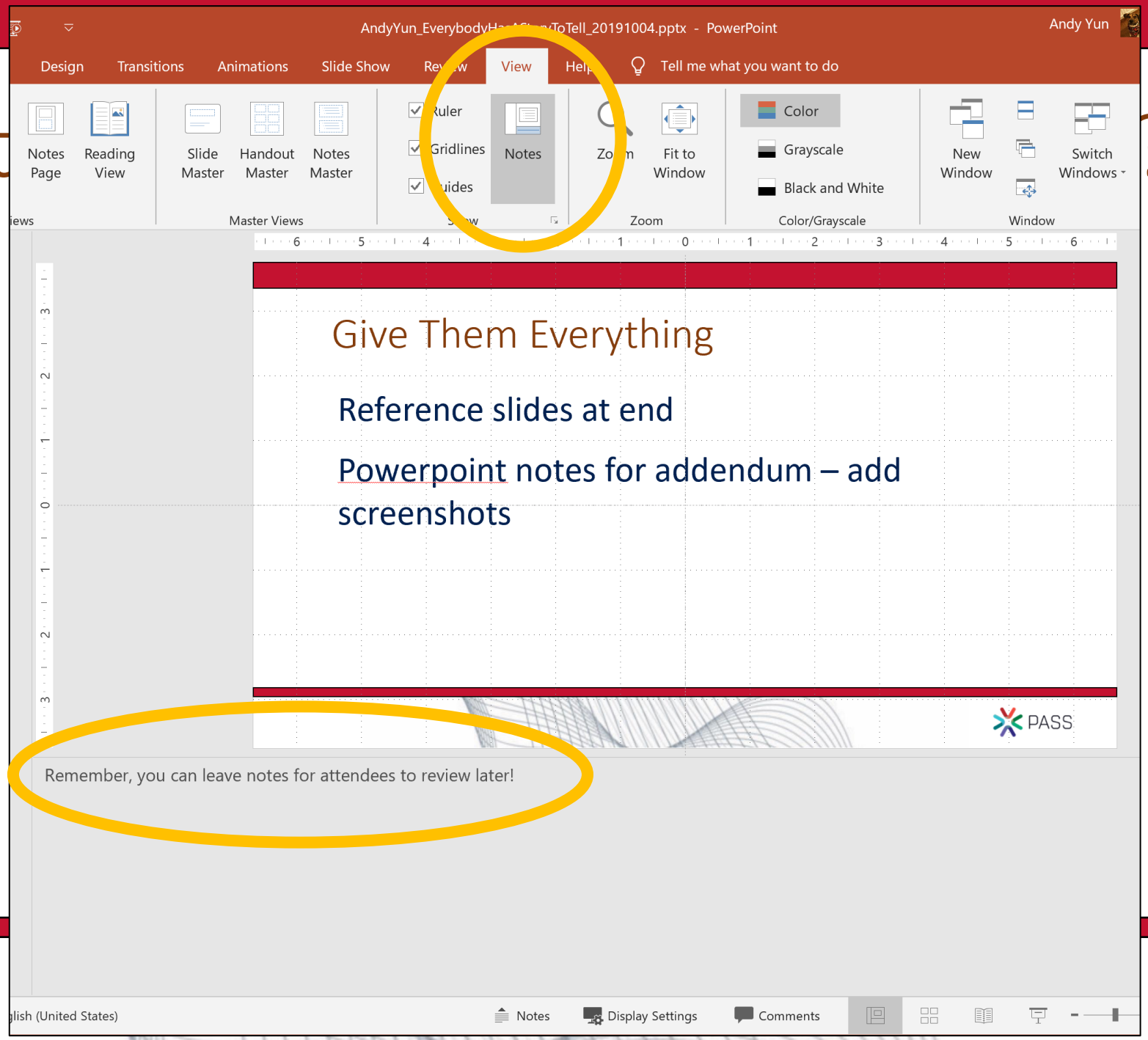
# PowerPoint Considerations

## Prioritize Outline/Storyboard Elements

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

# What


AndyYun_EverybodyHasA...ToTell_20191004.pptx - PowerPoint
Andy Yun
Design
Transitions
Animations
Slide Show
View
Tell me what you want to do
Notes Page
Reading View
Slide Master
Handout Master
Notes Master
Ruler
Gridlines
Guides
Notes
Fit to Window
Color
Grayscale
Black and White
New Window
Switch Windows
Master Views
Zoom
Color/Grayscale
Window
Give Them Everything
Reference slides at end
Powerpoint notes for addendum – add screenshots
PASS
Remember, you can leave notes for attendees to review later!
Notes
Display Settings
Comments

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# 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

*24 pt font*
How about this text?

*32 pt font*
Recommended minimum size

*40 pt font*

Take several steps back

fer now

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# 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 |

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# PowerPoint Pet Peeves

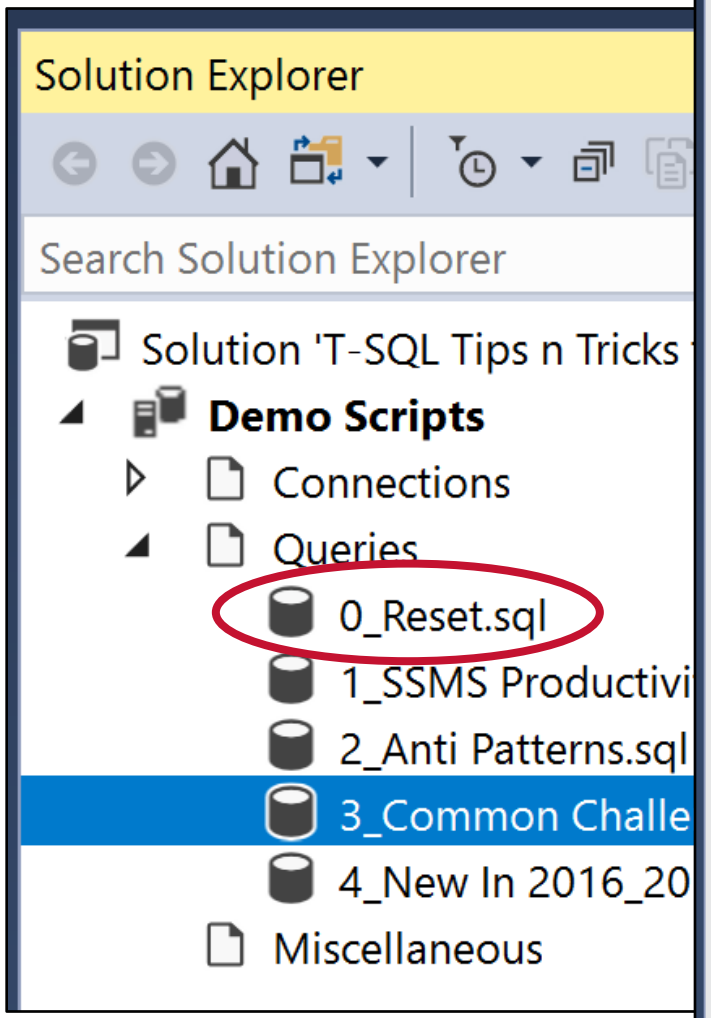
1. Font Size – Be sure your text is large enough
2. Color Choices – Contrast is critical

# Demo Considerations

Budget time to develop your demos

Comment your code heavily

Create a reset mechanism




0_Reset.sql - not connected

```
1   USE AutoDealershipDemo
2   GO
3
4   /*********************************************************
5   *** 1. RUN RESET
6   *** 2. TURN ON SENTRYONE
7   *** 3. EXECUTE THIS WORKLOAD
8   -- Execute in a new window
9   EXEC AutoDealershipDemo.Workload.sp_RandomVINLookupBatch
10  GO 1000
11  *********************************************************/
12
13  -- Reset indexes
14  IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX_Inver
15      DROP INDEX InventoryFlat.IX_InventoryFlat_DateReceive
16  GO
17  IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX_Sales
18      DROP INDEX SalesHistory.IX_SalesHistory_InventoryID
19  GO
20  IF EXISTS(SELECT 1 FROM sys.indexes WHERE name = 'IX_Sales
21      DROP INDEX SalesHistory.IX_SalesHistory_InventoryID_C
22  GO
```

# Build: Your Content - Recap

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

# Present: Your Session

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# Practicing to Present

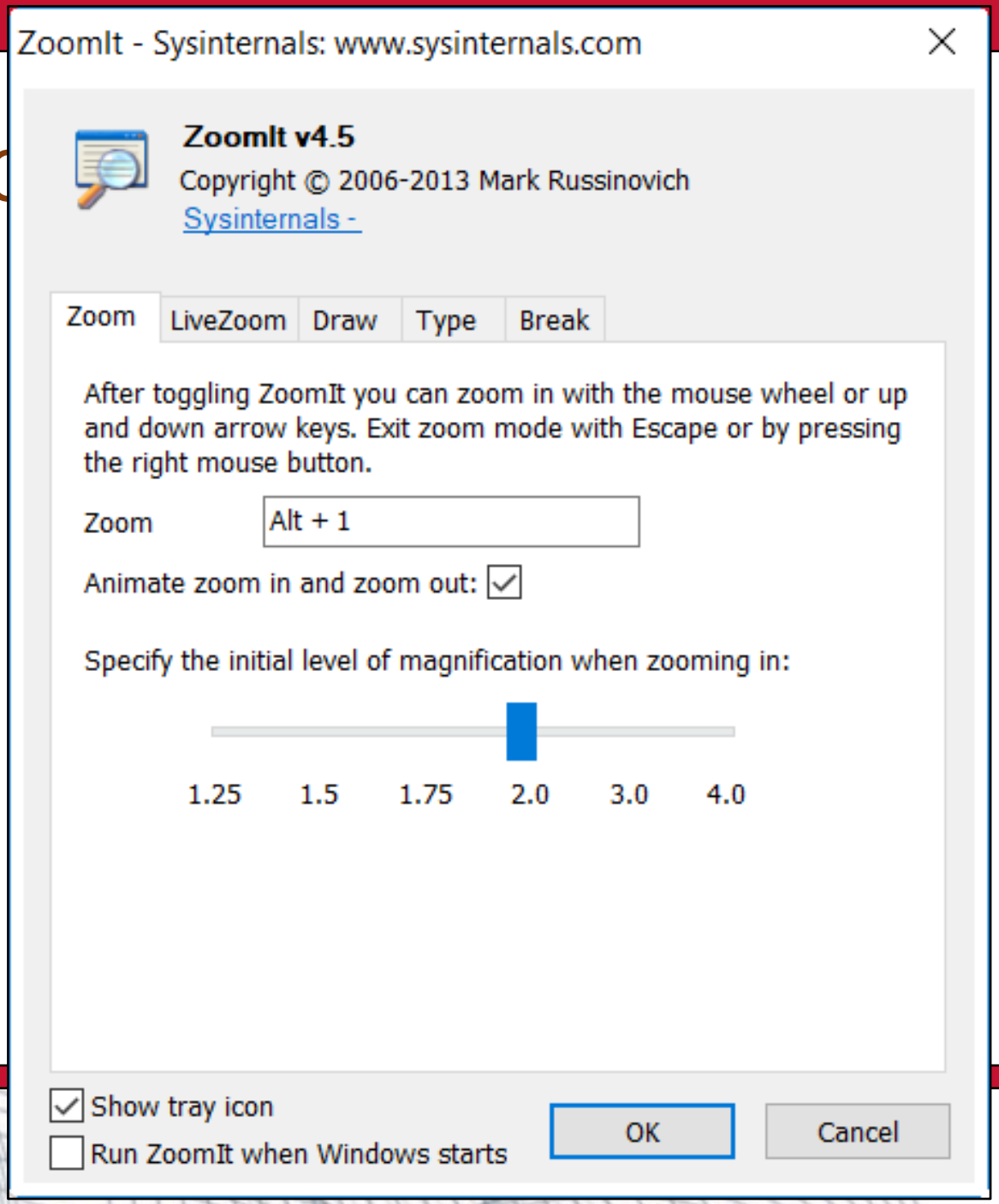
Practice it the hard way

Practice identifies weaknesses

Practice builds confidence

Memorize your first 5 minutes

# Learn Zoo


ZoomIt - Sysinternals: www.sysinternals.com
ZoomIt v4.5
Copyright © 2006-2013 Mark Russinovich
Sysinternals -
Zoom
LiveZoom
Draw
Type
Break
After toggling ZoomIt you can zoom in with the mouse wheel or up and down arrow keys. Exit zoom mode with Escape or by pressing the right mouse button.
Zoom
Alt + 1
Animate zoom in and zoom out:
Specify the initial level of magnification when zooming in:
1.25
1.5
1.75
2.0
3.0
4.0
Show tray icon
Run ZoomIt when Windows starts
OK
Cancel

**Jes Borland**
@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 20, 2019 · TweetDeck

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

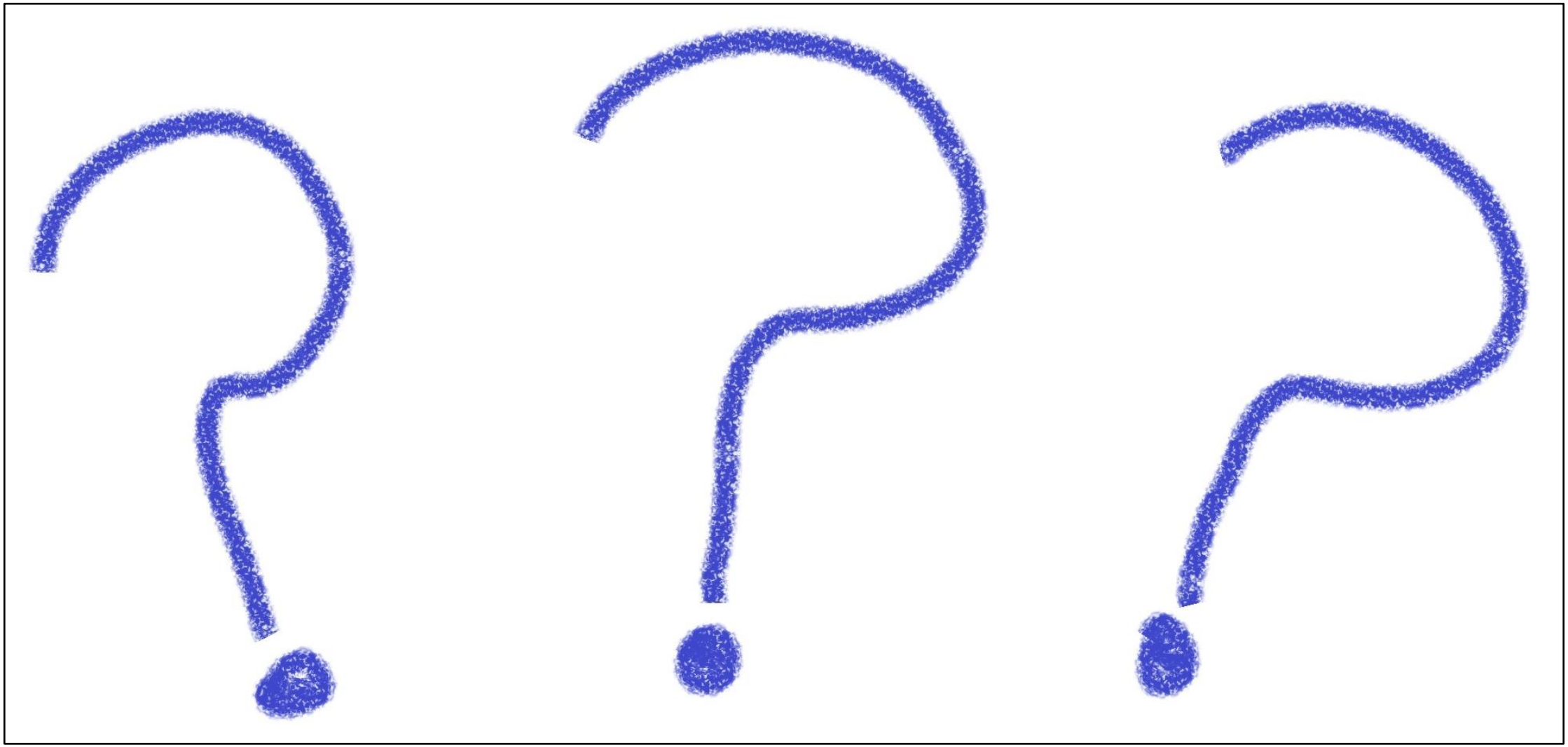
11:51 AM · Aug 20, 2019 · TweetDeck

# 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?

Own wh

Ask for

Don’t be afraid to learn something new

# After The

Jes Borland
@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.
GIF
8:58 PM · Aug 20, 2019 · TweetDeck

# For Your Next Presentation

Write down questions received (ask a friend)

Listen objectively to your feedback

There's always room for improvement

# 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!

http://www.speakingmentors.com/

# Resources

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

# Session Evaluations

Submit by 5pm Friday, November 15th to win prizes.

3 WAYS TO ACCESS

Go to PASSsummit.com

Download the GuideBook App and search: PASS Summit 2019

Follow the QR code link on session signage

# Thank You

Andy Yun

@sqlbek

ayun@sentryone.com
sqlbek@gmail.com

https://github.com/SQLBek

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