<write/speak/code>

New York . March 2015

Speak Day Guide + Worksheet

Friday, March 20, 2015

Speak Day Schedule

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10:00am	How to Write a Talk Proposal
11:30am	Conference Organizers Panel
12:30pm	Lunch
1:30pm	Talk Proposal Feedback
2:00pm	Speaking Effectively About Your Work
2:30pm	Make a Lightning Talk (Snack)
3:30pm	Present Your Lightning Talk
4:45pm	From Idea to Presentation
5:45pm	Next Steps & Actionable Goals
6:00pm	End

Analyzing Talk Proposals

Before writing your own, let's first read and analyze an actual talk proposal.

Instructions:
- Review the handout with the **10 talk proposals**
- Choose 1 talk to analyze (use the grid to help choose one)

Talk Proposal #:
1. What is this talk about?
2. What are the takeaways (what can people then do themselves after your talk)?
3. What is the experience level of the audience?
4. Does it have enough relevance to the attendees ("What's in it for me")?   Y / N
5. Will this talk fit in the allotted time frame?   Y / N
6. Has this person thought through all the points they want to make?   Y / N
7. Would you want to see this talk?   Y / N
Group Partners (names, emails, support action plans):

Speed Matchmaking

The purpose is to find the partner with whom you'll spend the rest of the day writing a talk proposal and presenting a lightning talk.

- Write down **10 topics** of expertise
- Should be either:
  - Things you could give a **30-minute presentation** on
  - Your **general areas of expertise** - might be helpful for finding someone with a similar technical background

My name is _____, and my 10 Topics are:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Write A Talk Proposal

For the next 20 minutes, your first task as a team 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 your team to **both get & give feedback** with the team next to you
- Use whatever time you have left to finish up your team's proposal

(see next page for worksheet to fill out)

What's in a talk proposal?

- **Outline (with timing)**
    - Not always required, but helpful to do :)

- **Title & Description**
    - Get people interested, be clear
    - Be vague yet specific:
        - specific enough so readers know what you're talking about
        - vague enough so you have wiggle room when creating your presentation
- **Description**
    - 1. What is this talk about?
        - What's the main idea? What are some sub-topics? What's the conclusion?
    - 2. What are the takeaways (what can people then do themselves after your talk)?
    - 3. What is the experience level of the audience?
    - Some people include bullet points with a rough outline of the talk
    - Show the reviewer that your talk has substance
- **Bio(s)**
    - Tell the reviewer about yourself and why you're qualified to give this talk
    - Being qualified can be "I'm learning too!"

Group Partners (names, emails, support action plans):

Title:

Rough Outline, with timing (not required, but may be helpful):

Description:

Bios:

Conference Organizers Panel

Sarah Guido (@sarah_guido, moderator) is a data scientist at **Bitly**, and is interested in all things Python, data, and machine learning. She is a co-organizer of the **NYC Python** meetup and **PyGotham** conference, and will soon be publishing a book on **Machine Learning with Python** for O'Reilly media.

Coraline Ada Ehmke (@CoralineAda) is an intersectional technologist with a passion for mentoring, learning, refactoring, and developing artificially intelligent IRC bots. She's a senior engineer at Instructure, developing software used by millions of students and teachers. Coraline organizes **Chicago Women Developers**, **OpenSourceForWomen.org**, and **LGBTech.org**. She is on the speaker selection committee for **RailsConf** and created the Open Source **Contributor Covenant**.

Sarah Mei (@sarahmei) is a Ruby and JavaScript developer based in San Francisco. She is the Chief Consultant at **DevMynd Software**, where she spends most of her time pairing with clients' developers, helping level up their team. She is working on a book with Sandi Metz about how to refactor Rails applications towards happiness, founded **RailsBridge** in 2009 with **Sarah Allen**, and is the director of **RubyCentral**, which runs the two largest Ruby conferences in the world — **RubyConf** and **RailsConf**.

Claudina Sarahe (@itsmisscs) is an entrepreneur. Her background is in front-end development for large-scale web applications, and has led front-end development for sites such for FEI.com, Charlie Rose and PBS. Claudina organizes the **New York Sass and Compass Meetup** and is on the speaker selection committee for **SassConf**. She developed a pilot program in 2010 for less advantaged students in the Dominican Republic, was a 2012 StartupBus aluma, and a founding member of UNICEF Innovation. A firm believer in a balanced lifestyle she keeps her mind and body elastic with Bikram Yoga, Crossfit, and biking NYC streets.

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Conference Organizers Panel

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Tracey Welson-Rossman (@TWelsonRossman) is a Founding Member and Chief Marketing Officer at **Chariot Solutions**, a leading software and mobile development consulting firm, and the Founder of **TechGirlz.org**, a non-profit dedicated to inspiring teenage girls to consider careers in technology. Honored as one of 40 Women to Watch over 40 worldwide, Tracey is also founder and co-chair of **Emerging Technologies for the Enterprise Conference**, founder and chair of the **Women in Tech Summit**, founding board member of Philadelphia Startup Leaders, and advisor to two Philadelphia area startups - Haydle and Roar.

Carol Willing (@willingcarol) is currently a Geek-In-Residence at **Fab Lab San Diego**, an active contributor to open source projects, like **OpenHatch**, a co-organizer of **PyLadies** San Diego and **San Diego Python**, an independent developer, and creator of **Gentle Code Garden**. She has served on the **PyCon** Program and Tutorial selection committees. She is inspired by nature, the arts, and math, and earned a BSE in Electrical Engineering from Duke University and an MS in Management from MIT. She has enjoyed developing software and electronics and teaching others for over 20 years and hopes to do so for at least 20 more.

Melissa Xie (@mxie) is a developer at **thoughtbot**. She organizes the **Boston Ruby Women meetups**, **RailsBridge Boston** workshops, and **Boston I/O** conference. Melissa sings in the **Boston Skyline Chorus** and might have a slight addiction to traveling.

Talk Proposal Mentors

Gloria Willadsen has 20+ years of from-scratch *NIX systems admin and software development, writing embedded systems software in the late 80's, into low-level application and networking software in the 90's and into start-up web and algorithm software and Linux system admin up to today. Currently the CTO of **iMentor**, Gloria is busy helping this amazing non-profit take their tech to the next level, while still hands-on in the day to day geekery.

Andrea O. K. Wright A 20-year IT industry veteran, Andrea O. K. Wright (also known as "AOK") is a consultant with Chariot Solutions, a Fort Washington, PA firm specializing in open source technologies. She is a content co-chair for the **Emerging Technologies for the Enterprise Conference** (Philly ETE). A languages enthusiast, she has presented on topics ranging from game development to thread safety at **RubyConf** and **RailsConf**, integrating Python with functional languages at **PyCon** and **PyGotham**, and advanced classloading concepts and annotation processing at **JavaOne**. At **CodeMash** 2009, she enjoyed introducing elementary children to Ruby String manipulation with her "Playing with Strings" session.

Talk Proposal Feedback

The goals is to get feedback on proposals, as well as look for specific speaking opportunities.

Instructions:
- Share and give feedback on everyone's proposal in your group
- Come up with **3 places** where you can submit their proposal. Need ideas? Go to **http://bit.ly/wsc2015speak** for a list of conferences/meetups

Where could you submit this proposal?

1.

2.

3.

Speaking Effectively About Your Work

Melissa Collom is a versatile performer who combines professional stage techniques and training with cognitive science to help presenters harness the unique power of their own voices. Melissa has applied her communication skills in non-profit and political arenas at local, regional and national levels. As a performer Melissa has appeared with the Metropolitan Opera, New York City Opera, Washington National Opera, Seattle Opera, and New York Gilbert & Sullivan players. Immersed in the tech community since her studies at Carnegie Mellon University, Melissa brings the Applied Speaking methodology to workshops, seminars, and individual coaching to develop dynamic, powerful and authentic speakers.

Presentation Mentors

Chiu-Ki Chan is an Android developer with a passion in speaking and teaching. She has spoken at numerous conferences all over the world, and has been recognized as a Google Developer Expert for her extensive knowledge in Android. Chiu-Ki is author of several Android video courses for **PluralSight**. She runs her own mobile development company, producing delightful apps such as **"Monkey Write"** for learning Chinese writing and **"Heart Collage"** for snapping photos to stitch into a heart.

Dominique DeGuzman is a software engineer and co-chair of Diversity & Inclusion at **Twilio**. Prior to becoming an engineer, she specialized in the use of social media and cloud based technology to increase communication in large companies. Dominique coaches public speaking, and has competed nationally in speech writing and performing. She is the San Francisco City Director for **Lesbians Who Tech**.

Rebecca Garcia is the Co-founder of **CoderDojo NYC**, a non-profit teaching youth to code. In 2013 she was awarded as a U.S. White House Champion of Change for 'Tech Inclusion' for her work to bring STEM education to underrepresented groups, especially youth and women. In 2014, Glamour listed Rebecca as '35 Women Under 35 Who are Changing the Tech Industry'. Previously developer at Do Something, and CTO of Greatist, she is currently a Developer Evangelist at **Squarespace**, empowering people to build their ideas on the web.

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Presentation Mentors

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Anna Herlihy is software engineer with a passion for hard problems, both technical and not. She currently works for **MongoDB** in NYC on the Python Driver.

Debbie Madden has built 5 companies from the ground up and has been CEO of three of them. As CEO of **Stride**, NYC's go to Agile consultancy, she brings 20 years of tech leadership, and a daily passion for helping businesses improve through software. A sought after speaker and writer, Debbie has appeared in Fox TV, Huffington Post, Forbes, The Wall Street Journal, and more. Prior to Stride she was CEO of Cyrus Innovation for 10 years, growing the company into a 5-time Inc 5000 winner and Crain's NY Best Place to Work. Debbie serves as a NY Pod leader for Venwise, and is an advisor for many NYC tech startups.

Mary Scotton has over 20 years of experience in enterprise software, loves the ease of development in the cloud, and is a regular presenter at **Salesforce** events. As an early member of the Salesforce Platform Product Management team, Mary holds several patents for the core "point & click" tools that make customization and app building accessible to non-programmers. She currently spends her time educating, enabling, and having fun with the awesome Salesforce Admin and Developer community. Mary is focused on raising the visibility of underrepresented people in tech, and is not afraid to have the hard conversations to encourage radical inclusivity.

Lauren Voswinkel has been professionally programming since 2006, starting with front-end work, and transitioning to back end development using primarily Ruby and Rails. Her minor back in college was in Critical Sexuality Studies, and it amuses her endlessly that those classes have been more relevant to her life than anything taught in her CS courses. She currently works remotely for **LivingSocial** and is based out of Pittsburgh. She started speaking in 2013 and has since traveled all over the country, including her first international conference in Melbourne, Australia. In her spare time, she likes to do fire breathing, fire spinning, trick shots with a whip, and work on writing a game client in Javascript just to see what she can learn from it.

Making a Lightning Talk

The next task is for your team to make (and then present!) lightning talks. Each person should aim to speak for about 2 - 2.5 minutes.

Instructions:
- Create a team lightning talk (each person should speak ~2 minute each)
- Need help? Ask for help from peers or your mentor(s) early on!
- Do a run-through beforehand. If possible, try to allocate the last 5 minutes to rehearse your lightning talk.

Present Your Lightning Talk

Now it's time to both present and give feedback to your peers.

Instructions:
- Ask 1 team to videotape your talk, using 1 smartphone from your team
- Ask a different team to take notes, and give you feedback on your talk
- Present!
- Discuss feedback
- Repeat this for all teams (the room has **60 minutes** for all teams)