

Give a Great Tech Talk



Josh Berkus
PostgreSQL Experts
LinuxCon 2013
San Francisco



with contributions from Ian Dees

**for anyone who:
plans to speak,**



**wants to speak,
has spoken,
or is thinking of speaking ...**

**... at an open source
conference,**



**user group meeting,
company meeting,
or technical training ...**

... and wants to get from



... to:



Schedule

Time (approx)	Part
5pm to 6:30pm	Part I: 80% Preparation
6:30pm to 7:00pm	Dinner break and discussion
7:00pm to 8:15pm	Part II: 20% Execution
8:15pm to 8:45pm	Part III: The Audience Outside The Lecture Hall Additional Q&A

Part I: 80% Preparation

- Topicality
- Know your timeslot
- Know your audience
- Nobody cares about your slides
- ... but make good ones anyway
- Rehearse, rehearse, rehearse
- Day Of prep

Part II: 20% Execution

- The 7 Habits of Highly Ineffective Presenters
- the 7 Habits, deconstructed
- Presenting Exercises
- Audience Interaction 101
- What to do when your demo fails

III: The Audience Outside the Lecture Hall

- Hallway track
- Sharing slides
- Video
- Curating your talks

Q&A

- Question periods during tutorial
 - I'll let you know when
- Write down your questions
 - or Tweet them: #ggtt



Exercises

Part I: 80% Preparation



Topicality

Always present things ...

- you know a lot about
- are currently topical
- you're enthusiastic about
- you can cover in the time allotted

Topicality

Ask yourself ...

- what do you expect the audience to learn?
- what do you expect the audience to do after the talk?

\$topic is
{cool|easy|hard|fun}

How to \$task
by using \$technique

{contribute to|adopt|dump}
\$project

How to give a better talk
by using good preparation
and delivery techniques.

Speaker Exercise #1

Topicality

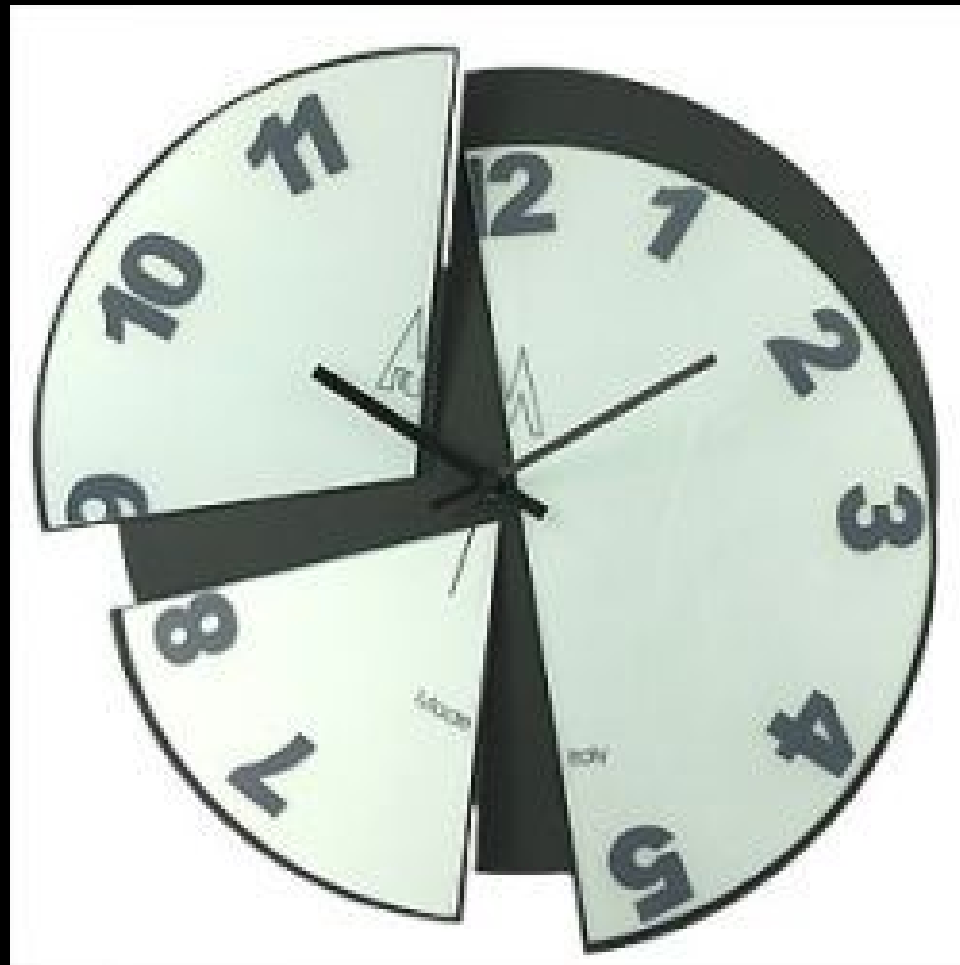


**don't present things
for other people**

**don't present
incomplete projects**



... unless you're at the conference to get help.



Know Your Timeslot

Basic Timeslots

- 5 Minutes Lightning Talk
 - one small topic very briefly
- 30-45 Minutes Regular talk, no Q&A
- 1 Hour Regular talk with Q&A
 - one major topic with some depth
- 2-3 Hours Tutorial
 - entire tool or technology

Basic Timeslots

- 5 Minutes Lightning Talk
 - *“5 kernel settings you didn't know”*
- 30-45 Minutes Regular talk, no Q&A
- 1 Hour Regular Talk with Q&A
 - *“Kernel settings for performance tuning”*
- 2-3 Hours Tutorial
 - *“Linux 3.5 Kernel Settings: a 3-Hour Tour”*

Know Your Audience



Who Are They?

- Professions?
- Ages?
- Culture?
- From where?
- Groups?

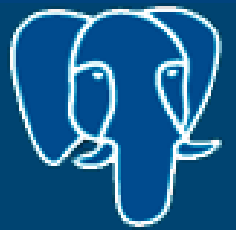
What do they want?

- Why are they at the conference?
- What is their interest in your topic?
- How much do they know already?
- What style/format do they expect?
- Do they have things in common you can refer to?



OpenSourceBridge

“Analyze query plans to find the “go faster” button”



PGCon 2010

A conference for PostgreSQL
Users and Developers

pgCon

*“Find chronic performance issues in
your discarded query plans”*



SIGCSE

*“Discarded plan analysis as a method
for teaching query optimization”*

Speaker Exercise #2:

Audience

7 Steps for Talk Preparation

1. Create some notes
2. Come up with a story
3. Work out a script & timings
4. Create slides
5. Rehearse
6. Revise
7. Rehearse again

- * How to prepare for a talk
- * Nobody cares about your slides
- * ... but make good ones anyway
- * 7 terrible habits of ineffective presenters
- * Audience interaction 101
- * When your demo crashes
- * Curate your code examples
- * The audience outside the lecture hall

We come in (one of us late, apologizing). Sit behind podium. Have stacks of notes. Read to us" and read it. Use an overdone, prefab background. Shuffle the notes a lot. Have the wr

The 7 Habits

1. Chained to the Podium or Table
2. Reading Stuff (reading your slides out loud, reading your notes)
3. Who Am I / Who We Are (if the audience doesn't know, they don't care)
4. Too Much Crap On The Slide (too much text, architecture diagrams, footer w/date/slide n
5. Listing/Talk Mismatch (conference listing doesn't match the talk you give), including Grab
6. Losing Track of Time (presenting only 1/4 of what you have, no pacing)
7. Panic (don't panic, "the show must go on")

6 Basic Stories for Talks

1. Enlightenment
2. Solution Quest
3. A to Z
4. Show & Tell
5. Theme & Variations
6. The Catalog

Enlightenment

a journey from ignorance to
knowledge:

*How I Learned
to Stop Worrying
and Love SELinux*

Solution Quest

shows a problem and attempted solutions (maybe including success)

*Building a robot anti-squirrel
sentry gun*

A to Z

covers something from “end to end” or “bottom to top”

*Tracing the performance
problem in your web stack*

Show & Tell

Demo something. Then explain how it worked.

*Postgres replication
in 10 minutes*

Theme & Variations

Show several different ways to accomplish the same task

*Generators: learn to loop
the Pythonic way*

The Catalog

A list of items, with details of each.

This section

Stories & Timeslots

- 5 Minutes Lightning Talk
 - *One story*
- 30-45 Minutes Regular talk, no Q&A
- 1 Hour Regular talk with Q&A
 - *1 or 2 stories*
- 2-3 Hours Tutorial
 - *2 to 4 stories, some repeated*

Section	Story
Audience	Theme and Variations
Talk Preparation	A to Z
Timeslot	Theme and Variations
Stories	Catalog
Making Slides	A to Z
7 Habits	Catalog

Speaker Exercise #3:

Story

Script for Give a Great Tech Talk

- 1) Funny entrance 5min
 - Sit down behind podium.
 - Have lots of notes, shuffle
 - One of us enters late
 - Apologize unnecessarily about something (lateness, software)
 - First have a TOC where we read from the slide
 - Then and "About US" with way too much text on the slide

 - Wait for laughter.
 - Then, walk audience through: how many things did we do wrong?
- 2) Do real TOC 1min
 - Mention Q&A Period
 - Wiki page for questions
- 3) Preparing for a Talk (Josh Lead) 15 to 20 min
 - Do first part of Topic/Audience Exercise
 - Pick two speakers for audience

	A	B	C	
1	Topic	Lead	Minutes	
2	Bernstein Bears Intro + TOC	Both	5	
3	Prepare For Talk Part 1	Josh	10	
4	Prepare For Talk Part 2	Josh	15	
5	Nobody Cares about Your Slides	Josh + Ian	5	
6	Making Good Slides	Ian	15	
7	Seven Terrible Habits	Both	10	
8	Audience Interaction 101	Both	10	
9	When your demo crashes	Josh	5	
10	Curating Code Examples	Ian	10	
11	Audience Outside Lecture Hall	Ian	5	
12	Q&A	Both	15	
13				
14			105	
15			0	

**Nobody Cares About Your
Slides**

Speaker Exercise #4

No Slides

... but make good ones anyway



Tools: the Big Three

“Create your slides in some standard slide software like Keynote, OpenOffice Impress or PowerPoint.”

- Andy Lester

But If You're Ready to Move On

Web-based slidemakers

- Ruby apps
 - Showoff
 - Slidedown
- HTML5 Apps
 - Landslide
 - html5slides
 - DZSlides

advantages

- curate your slides in a VCS
- embed actual code
 - Showoff: embedded terminal
- no “office app” mess
- run slides on web host

disadvantages

- hard to learn
 - CSS for design
- can't do fancy design
 - no graphics stuff either
- no upload to Slideshare
- run slides from a web host



java.sun.com/javaone

Conference Themes

Josh Berkus, PostgreSQL

TS-5502



Employer themes, or:



*"Sometimes you
just need an
expert."*

www.pgexperts.com
1-888-PG-XPRT
San Francisco, CA

**... you don't have
to sell your soul**



“cute” accessory themes



FULL THROTTLE DATABASE PostgreSQL

9.2

WWW.POSTGRESQL.ORG



PGX
POSTGRESQL
EXPERTS, INC.

Chris Lawrence 2012

Josh Berkus
SCALE 2013

Good accessory theme:

- related to the main topic
- provides structure
- makes the talk more “fun”



CouchDB

Perform like a pr0n star

Matt Aimonetti

Golden Gate Ruby Conference

bad accessory theme

- irrelevant to the main topic
- visually distracting
- offensive

a word on sensitivity

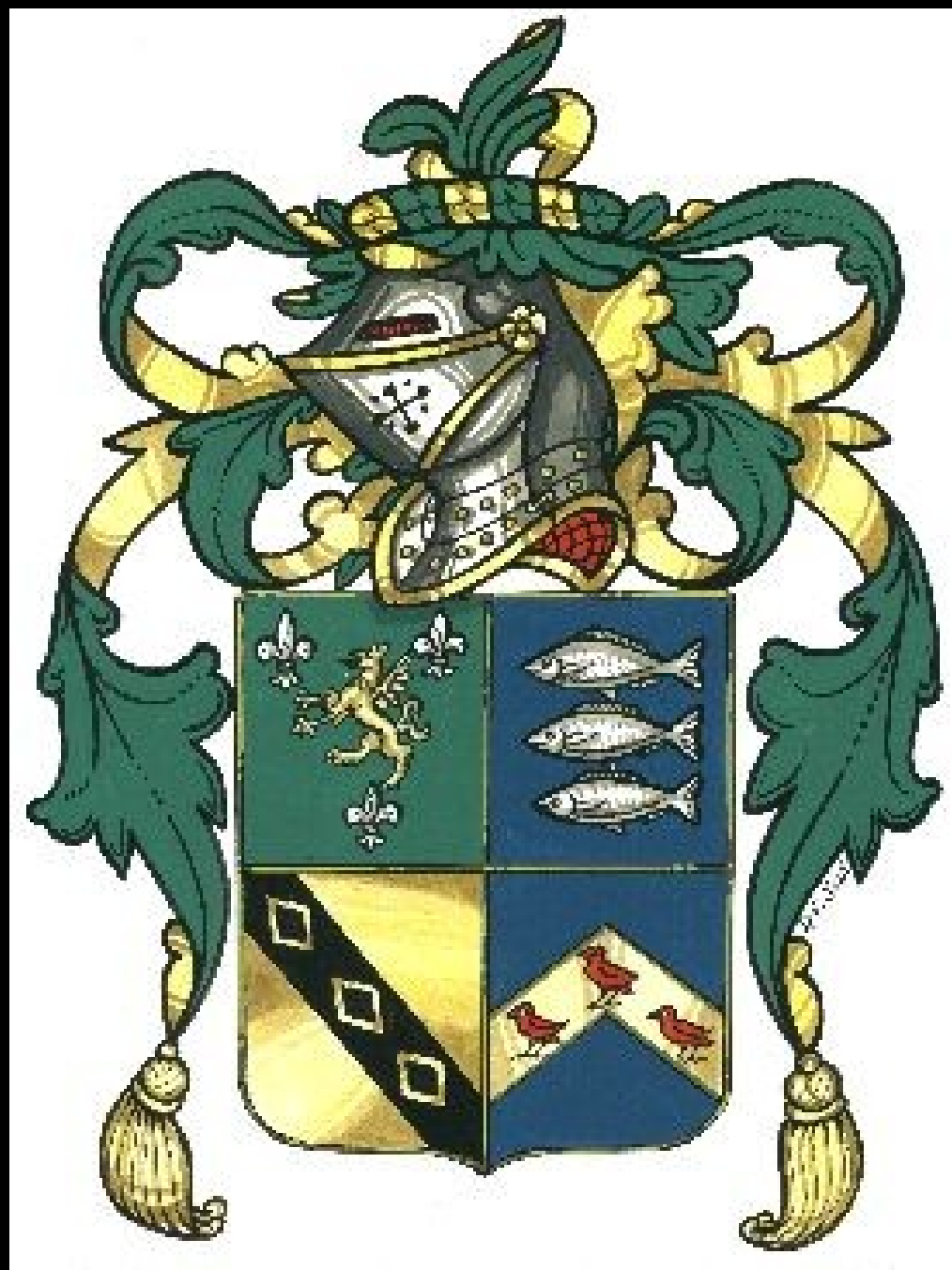
- don't offend your audience
- your audience includes people who are different from you
 - think how you'll come across
- if you offend them accidentally, apologize

Don't be a jerk

Light on Dark
Dark on Light

dark rooms
video
terminal demos

bright rooms
clipart
code snippets



Heraldry

Metal vs. Color

- Metals

- Yellow
- White

- Colors

- Black
- Blue
- Red
- Green
- Purple
- Brown

↑ CHARLESTON 31
SUMMERVILLE 17 ↗

EAST

SOUTH

TO

52

ALT

WEST

17

SOUTH CAROLINA
6

↑

↗

↗

MUNICIPAL COMPLEX
POLICE DEPT.
FIRE DEPT.
MUNICIPAL COURT
BUSINESS WORKS

Point Size Is Your Barometer

Title Font

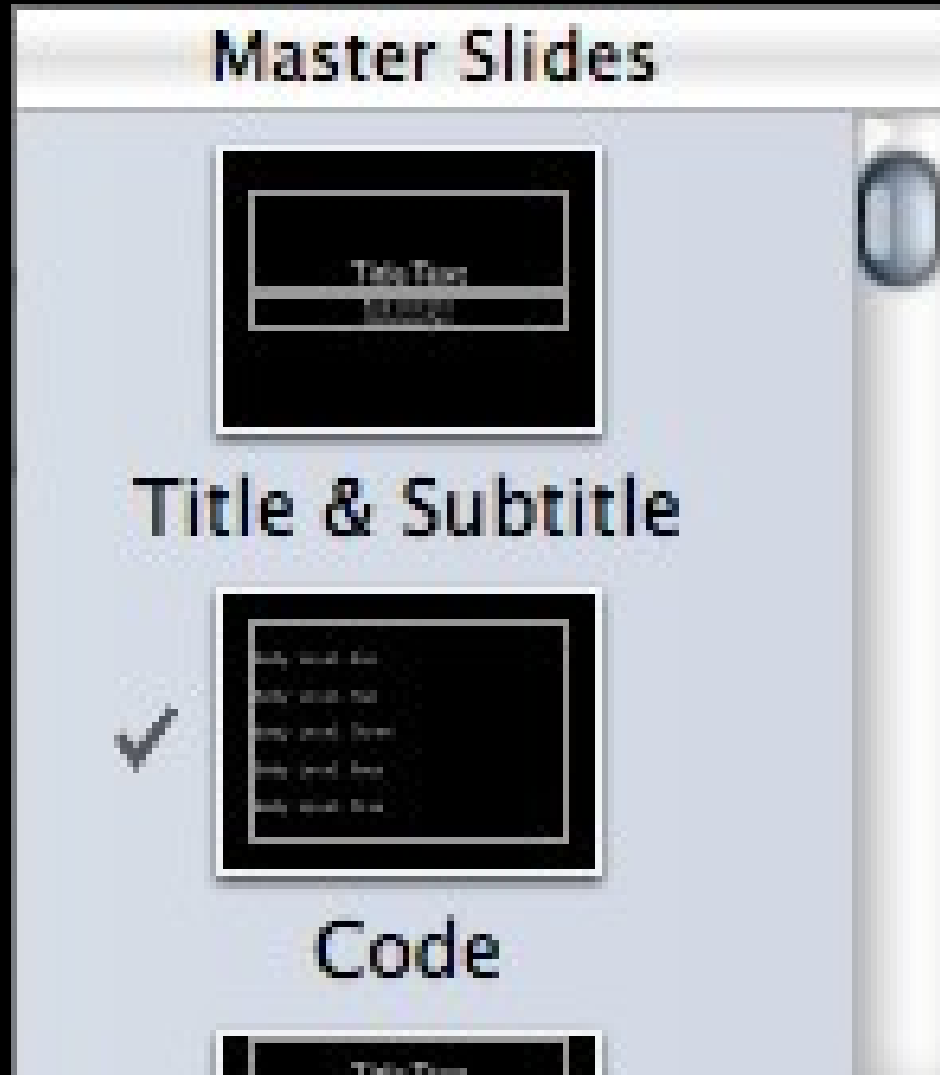
- Text Font

Code Font

- 3 Fonts is OK. Two is better.

*Maybe I Should
Have Used Arial
Instead*

Master Slides



Find :
doc
pattern

Code Examples

bad code

```
def snippetize(self):
    with ZipFile('all.key') as original:
        with ZipFile('out.key', 'w') as updated:
            for item in original.filelist:
                if item.filename != 'index.apxl':
                    contents = original.read(item.filename)
                    updated.writestr(item, contents)
            raw = original.read('index.apxl')

    # Find snippets in the source tree
    doc = minidom.parseString(raw)
    pattern = '//sf:shape[starts-with(@sf:href,\'http://localhost/\')]'
    strip = 'http://localhost/'
    finder = Finder(doc, pattern, strip)
```

good code

```
# Find snippets in the source tree
doc      = minidom.parseString(raw)
pattern  = "//sf:shape[starts-with(\" \\  
\"@sf:href, 'http://localhost/')]"
strip    = "http://localhost/"
finder   = Finder(doc, pattern, strip)
```



```

create table reports.connections_by_minute as
select cast(minstart as time) as minstart,
       start_count + sum( conn_count - disc_count )
       OVER ( order by minstart ) as conns
from (
select minstart,
       coalesce(conn_count,0) as conn_count,
       coalesce(disc_count,0) as disc_count
from log_minutes
      left outer join
      ( select date_trunc('minute', log_time) as contime,
              count(*) as conn_count
        from connections
        group by 1 ) as conns
on minstart = conns.contime
      left outer join
      ( select date_trunc('minute', log_time) as contime,
              count(*) as disc_count
        from disconnections
        group by 1 ) as disconns
on minstart = disconns.contime
) as connects,
( select count(*)
  as start_count
  from monitor.pg_stat_activity_start )
as start_connects;

```

```
create table reports.connections_by_minute
as
select cast(minstart as time) as minstart,
        start_count +
        sum( conn_count - disc_count )
        OVER ( order by minstart )
        as conns

from (
    ...
) as connects,
(
    ...
) as start_connects;
```

```
create table reports.connections_by_minute
as ...
from (
select minstart,
        coalesce(conn_count,0) as conn_count,
        coalesce(disc_count,0) as disc_count
from log_minutes
        left outer join
        ( ... ) as conns
        on minstart = conns.contime
        left outer join
        ( ... ) as disconns
        on minstart = disconns.contime
) as connects,
( ... )
as start_connects;
```

```
create table reports.connections_by_minute
as ...
from log_minutes
    left outer join
        ( select date_trunc('minute',
            log_time) as contime,
            count(*) as conn_count
        from connections
        group by 1 ) as conns
    on minstart = conns.contime
    left outer join
        ( ... ) as disconns
    on minstart = disconns.contime
) as connects,
( ... )
as start_connects;
```

presenting code

- large, fixed-width font
- colorize
 - not defaults!
- break up long lines
- snippet zoom

**Does that mean I have to
reformat all my examples?**

Yes, it does.

Quick&Dirty colorization

- Convert to HTML with <http://pygments.org>
- Copy and paste from Chrome

Using TextMate?

- Slush & Poppies (light)
 - Blackboard (dark)
 - Inconsolata / Consolas
 - Bundles ▶ TextMate ▶ Create HTML
- ...

There's Always More Code!

- Provide a text file for download
- Demo through a terminal session
- Give a link to your github account

Rehearse!

- Do a run-through of the *entire* presentation
 - out loud, standing up
- Yes, really
- Multiple times

rehearsal in front of ...

- a mirror
 - body language, timing, flow
- a friend/relative
 - clarity, pacing, the “um” problem
- video
 - all of the above, exhaustively

Day Of



the Conference

- 7 days

- check the schedule
 - time of day
 - breaks, lunch
 - similar/complimentary talks
- tweak content
- double-check on special requests

- 1 day

- check the room
 - location
 - configuration
 - acoustics
 - sightlines

- 1 day

- check the projector
 - with your laptop
- upload slides & materials
- do last run-through
- get some sleep!

- 1 hour

- set up your demos
- clear your laptop
 - turn off email, chat, skype, etc.
 - hide those personal pics

- 20 minutes

- go to the restroom
- head for the room
 - talk right before you? attend it

- 10 minutes

- turn off your cell phone
- empty your pockets
- take off badge
- put on mic
- plug in laptop

Part I: 20% Execution





Lightning Talks

lightning talks

- strictly 5 minutes
 - one simple topic
- great practice
 - pacing, timing, topicality
- Ignite Talks even better
 - 5min, 20 slides, auto-advance

The 7 Habits of Highly Ineffective Speakers



1. Chained To Your Chair (or Podium)

2. About Me

- Education

- Brentwood Elementary School, Gainesville Florida
- Claremont Colleges – Degree in Art!

- Projects

- PostgreSQL



- Accomplishments

- Founded first company at age of 28
- Once shook hands with Esther Dyson
- Predicted the dot-com crash
- Nobel Prize for Peace for ending vi/emacs flamewar

Company Profile

ABOUT THE COMPANY

Our company was founded in January 1981 with the mission of designing and producing high quality RF and Microwave filters. Dr. Richard V. Snyder, founder of RS, had developed and wanted to pursue filter technology unavailable and unaggressively pursued at that time. Specifically, he developed an approach to implementation of filter networks involving the use of evanescent modes of propagation that offered a good combination of size and insertion loss, not achievable with any other method current at the time. Since that time the Company has also developed unique lumped element networks with symmetrical response, dielectric resonator designs (1 MHz bandwidth with a center frequency of 8 GHz!), compact high power, low-loss notch filters, the smallest possible multiplexers, blind-mate filters (as small as drop-in designs) for high isolation applications, Bessel-Thompson world standard filters (our OR series) for use in optical communication systems, and a host of other unique products for system application.

We are the major supplier of filters for the world-wide **JTIDS/MIDS/GPS** programs, a high power spread spectrum military communication link which interfaces with TACAN, IFF, LINK-16, and other navigation and communication systems. We are the largest supplier of high power notch filters in the world. We have been and/or continue to be a major supplier on MIDS, JTIDS, ASPJ, ALQ-172, LAMPS, ALR67 (ASR), Rapport III, SLQ32, GPN, SPS- 48, GBR, AMRAAM, SM-2, AEGIS, etc. Our customers include most of these major system manufacturers in the world.

RS Microwave utilizes the latest computer-aided design techniques with standardized mechanical approaches to minimize size, cost, and delivery time while optimizing performance. The Company is approved to the **AS9100 Quality System**. All of our assembly and tests are performed in accordance with MIL-STD-2000 or 2000A. **Our manufacturing system is LEAN**. We perform environmental testing on the majority of our products, including high power, temperature-altitude and leak resistance. Our filters and multiplexers are on many of the U.S. government QPL or NSN lists as standard approved items. Our filter products have been under the sea, on the ground, in tanks, in fighters, bombers, missiles, and satellites. In the U.S. we are considered "best of breed" in small size or high power.



Alois Ruf, Sr.

- 1939 - General Service Garage
- 1950 - First Conversions:
 - Full size tourist bus
 - Tuner of VW Beetles
 - (“de-tuner” more accurate, to increase fuel economy)

Sun is Committed to Developer Communities

Building
**Open
and
Free**
Communities




Java



Solaris



SPARC

Building a Vibrant Ecosystem: Sun is the Largest Commercial Contributor to Open Source Communities

Community



Infrastructure



Ecosystem



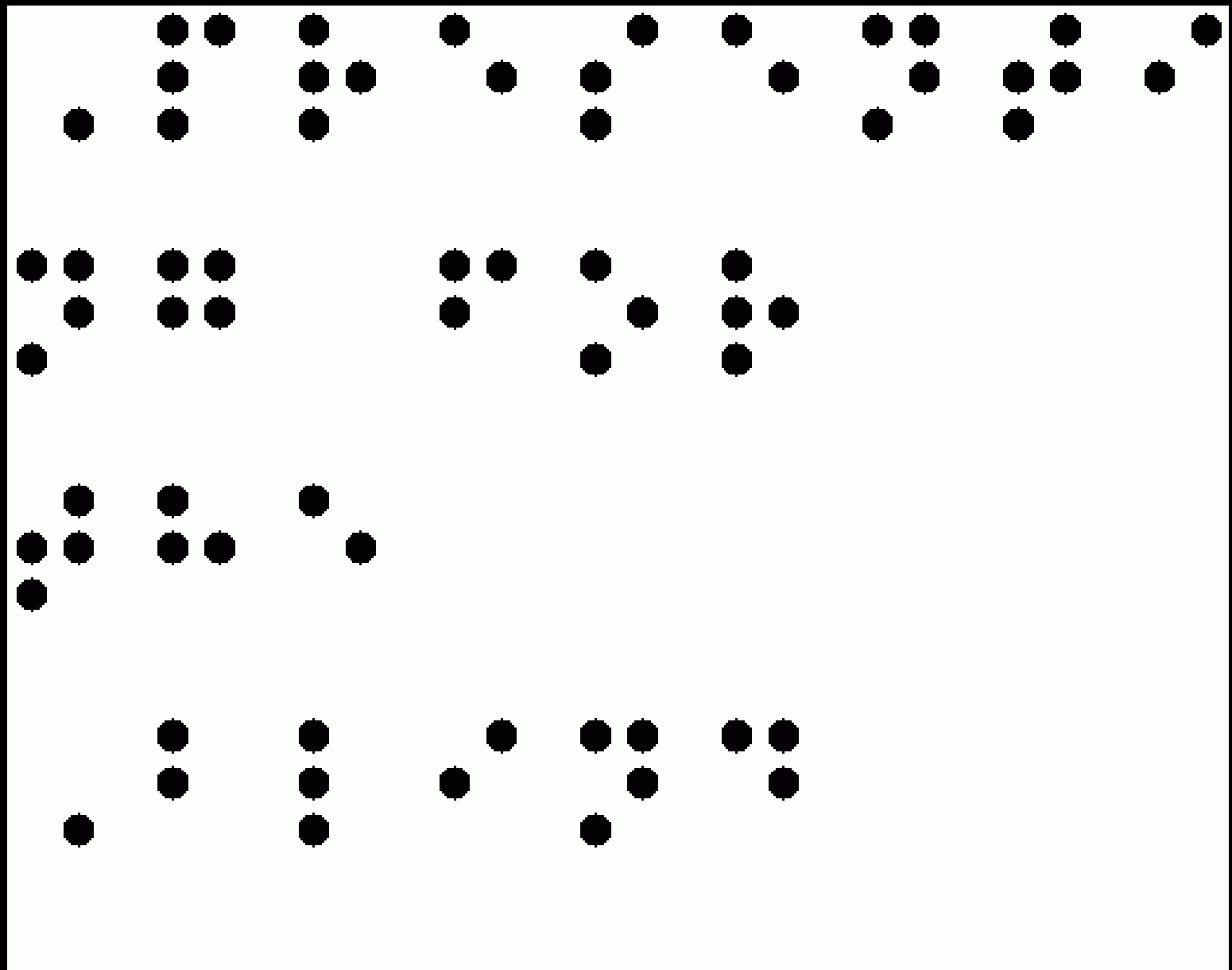
Production Plants



Commitment

- Long term
- Exclusivity
- Technical support
- Marketing support





3. Presenting For The Blind

Presenting for the Blind

- Presenting for the Blind is where you read every line of every slide.
- It is extremely boring.
- It also gives the audience the impression that you either think that they're illiterate, or that you've never seen these slides before.
 - Maybe you haven't.
- You can also read your notes directly off the page.
- A monotone is recommended.



4. Dr. Bronner's School of Slide Design

Absolute cleanliness is Godliness! Who else but God gave man Love that can spark mere dust to life! Poetry, uniting All-One! All brave! All life! Who else but God! "Listen Children Eternal Father Eternally One!"

Einstein, 1939, after Nazis & Commies united, proposed spacebombs that destroy all, unless we finally teach the Moral ABC's the real Rabbi Hillel taught Jesus to unite all in All-One-God-Faith. As teach astronomers Abraham-Israel-Moses-Buddha-Hillel-Jesus-Spinoza-Paine-Sagan & Mohammed, inspired every 76 years, 6000 years by the Messenger of God's Law, the Messiah, Halley's Comet: "WE'RE ALL ONE OR NONE!" "THERE IS NO GOD BUT GOD!" "TEACH LOVE THY ENEMY!" "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Israel-Moses-Buddha-Jesus-Mohammed: ONE! ALL-ONE!

1st: If I'm not for me, who am I? Nobody! 2nd: Yet, if I'm only for me, what am I? Nothing! 3rd: If not now, when? Once More: Unless constructive-selfish I work hard, like Mark Spitz, perfecting first me, absolute nothing can help me! 4th: Only hard work-God's Law can save us, but if we teach only our clan? We're all hated then! So, we must teach friend & enemy, the whole Human race, the full-truth, hard-work, free speech, press-&profitsharing Moral ABC's All-One-God-Faith, lightning-like, 6-billion strong, for we're All-One or none! All-One-God-Faith, as teach the African shepherd-astronomers Abraham & Israel, for 6000-years, since the year 1: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" - WE'RE ONE! ALL-ONE! EXCEPTIONS ETERNALLY? NONE! ABSOLUTE NONE!

5th: Whatever unites mankind is better than whatever divides us! Yet, if absolute-unselfish I am not for me, I'm not but classless, raceless, starving masses, never free nor brave! Only if constructive-selfish I work hard perfecting first me, like Mark Spitz-arctic owls-penguin-pilot-cat-swallow-beaver, bee, can I teach the MORAL ABC's ALL-ONE-GOD-FAITH, that lightning-like unites the Human race! For we're ALL-ONE OR NONE! ALL-ONE! "listen children eternal father eternally one!" EXCEPTIONS ETERNALLY? ABSOLUTE NONE!

6th: Absolute cleanliness is Godliness! Balanced food for body-mind-soul-spirit is our medicine! Full-truth our God, half-truth our enemy, hard work our salvation, unity our goal, free speech our weapon. All-One our soul, self-discipline the key to love, uniting All-One above! Above! So, when your fellow man you measure, take him at his best, with that lever, lift him higher, overlook the rest! For we're All-One or none! As teach for 6000 years astronomers Abraham & Israel: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!"

7th: Each swallow works hard to be perfect pilot-provider-builder-trainer-teacher-lover-mate, no half-true hate! So, each day like a bird, perfect thyself first! Have courage and smile my friend. Think and act 10 years ahead! And the man without fault? He's dead! Do one thing at a time, work hard! Get done! Then teach friend & enemy the Moral ABC that unites all mankind free! Uniting One! All-One! Face the world with a smile, life is always worthwhile! To the fearless are given crowns, keep out the past, disappointments won't last! Help unite mankind, and we're wandering clouds! Diligent preparation, precede . . . spectacular restoration!! So, help teach the whole Human race, the Moral ABC's All-One-God-Faith, lightning-like, for we're All-One or none! All-One!!

"The 2nd Coming of God's Law," Mohammed's Arabs, 1948, found Israel's Essene Scrolls & Einstein's "Hillel" prove that as certain as no 6-year-old can grow up free without the above, so certain can no 12-year old survive free without the Moral ABC-mason, tent & sandal-maker, Rabbi Hillel taught carpenter Jesus to unite all mankind free in our Eternal Father's great All-One-God-Faith! For we're All-One or none! "Listen Children Eternal Father Eternally One!"

NO DETERGENTS
TO SIMPLIFY & ENJOY LIFE MORE, DILUTE 1/2 OZ. OR 2 SQUIRTS OF THIS PURE CASTILE SOAP WITH 2 GALLONS OR SINKFUL HOT WATER. THEN TOWEL MASSAGE A FACIAL PACK, THEN WRING TOWEL OUT & FINGER TIP MASSAGE YOUR HAIR & SCALP. ENJOY THE CREAMY EMOLLIENT LATHER ON BABY, BATH, BEACH, BODY, DENTURES, MINT DEODORANT, SHAVING.
100% VEGAN. HEALTH IS OUR GREATEST WEALTH.
MADE IN U.S.A.

Dr. Bronner's Magic Soaps 18-in-1 Hemp PEPPERMINT PURE-CASTILE SOAP

Contains: Water, Saponified Coconut-Hemp-Olive Oils (with retained Glycerin), Olive Fatty Acids, Peppermint Oil, Rosemary Extract

100% Cruelty Free in Bars and Liquid
Peppermint, Lavender, Almond, Eucalyptus, Tea Tree, Aloe Vera Baby-Mild
For everyday bodywashing: Get wet and pour soap full-strength onto hands-washcloth-loofah. Lather up, scrub down, rinse off, and tingle fresh & clean!
Use Dr. Bronner's for Shave-Shampoo-Massage-Dental-Soap Bath! Pure Castile Soap for Dispensers-Uniforms-Diapers-Babies-Beach! Dash in Hot Water, Towel Massage body always toward your heart! Soap clouds when cold ~50 F. Put in warm room/water: clears at ~70 F.
Warning! Keep out of Eyes! Wash out with Water! Don't Drink Soap! Dilute! Dilute! or Wet Skin Well! OK!

32 FL. OZ. / (1 QUART) 944 ML

DR. BRONNER'S MAGIC SOAPS
"ALL-ONE!"

Box 28, Escondido, CA 92033
(760) 743-2211

www.drbronner.com



NO FOAMING AGENTS

DILUTE: ENJOY 1 SOAP FOR 18 DIFFERENT USES! GUARANTEED NO SYNTHETIC PEPPERMINT OILS & 100% VEGETARIAN. SUPER MILD CASTILE HAS OUTSTANDING WATER SOFTENING & CLEANSING POWERS. PREFERABLE TO HARSH SOAP & DEFOAMING SYNTHETICS. IT DOES NOT CUT DIRT, BUT DISSOLVES IT. IT IS THE MILDEST, MOST PLEASANT SOAP YOU EVER USED OR MONEY BACK! ENJOY BODY RUB TO STIMULATE BODY MIND-SOUL-SPRIT AND TEACH THE ESSENCE MORAL ABC UNITING ALL FREE IN THE SHEPHERD-ASTRONOMER ISRAEL'S GREATEST ALL-ONE-GOD-FAITH!

CONSERVE . . . REFILL FROM GALLON OR DRUM AT STORE! OK!

Enjoy only 2 cosmetics, enough sleep & Dr. Bronner's 'Magic Soap' to clean body-mind-soul-spirit instantly uniting One! All-One! Absolute cleanliness is Godliness! For facial packs, scalp & soothing body rub, add dash on bath towel in sink of hot water. Wring out. Lay over face & scalp. Massage with fingertips. Repeat 3 or 4 times 'til arms, legs & all are rubbed, always towards the heart. Rinse towel in plain hot water and massage again. Breathe deeply! Health is Wealth. Within 9 minutes you feel fresh, mint-clean, saving 90% of your hot water & soap, ready to help teach the whole Human race the Moral ABC of All-One-God-Faith! For we're All-One or none! ALL-ONE! ALL-ONE! ALL-

NOT ANIMAL TESTED



The whole World is our country, our Fatherland, because all mankind are born its Citizens! We're all Brothers and Sisters because One, ever-loving Eternal Father is our only God, our only Religion that Reunites God's legions! For we're ALL-ONE OR NONE. "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!"

There are brave souls who dare to dream that men are brothers and not foes. That hands may clasp across the seas to common good, to common woes. That beneath the Moral ABC, that 6 billion strong unites All-One-God-Faith men will embrace in brother-love to never kill in bitter hate. Who dare to hear the mighty truth, reverberating through the long years, that faith-love-courage conquer fear & teamwork near a nation's tears. Through flood & fire sweep the old earth's sod, & raging wars and evils wreck its hind, still through the awful tumult there is God our glorious world within His upraised palm. Among the journeying stars, the moon, the sun that have full faith because of that great myth, with other planet planets, we are one held in His steadfast sight. Amidst the canons roar you can hear God's voice: "Replace half truth, our real enemy, that age old hate, that full truth, hard work. God's Law uniting mankind in All-One-God-Faith! For centuries man struggles half asleep, half living, snail & jealous, bickering with mountains of red tape to awakened, the night God chose giving His great reward for hard work: Poetry. uniting Love, evolving man above the ape. Machine age man is full of sense & nonsense, fear, greed & jealousy destroy his every land; Today, the whole wide world craves love-faith-courage, united by the Moral ABC we stand!

FROM THE ARMY OF PRINCIPLES BY THOS. PAINE, 1799.

1st: A human being works hard to teach love his enemy, to help unite all mankind free, or that being is not yet Human; so, go the second mile, hold the other cheek brave, not meek! For we're All-One or none! All-One! Exceptions eternally none! ABSOLUTE NONE!

22nd: Small minds decay! Average minds delay! Great minds teach All-One today! Win victory and all stand by you; give up! All deny you! Remember, the only difference between the brave and the coward, the Brave has an ideal to fight for, such as teaching the Moral ABC, that at once unites the human race in All-One-God-Faith! As teach Abraham & Israel, inspired by the Messenger of God's Law, the sign of the Messiah, Halley's Comet, the Blazing Star of Buddha-Bethlehem-Mohammed! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!"

76: "Americanism is the knowledge of, the loyalty inspiration or attachment to the 'Army of Principles of All-One-God-Faith', that lightning-like unite the Human race. For we're all-one or none! Exceptions eternally? Absolute None!" Noah Webster.

84: "We can no longer live half-slave, half-free! We unite the Human race in All-One-God-Faith or perish by half-true hate! For we're All-One or None!" Abraham Lincoln

93: "Government, like fire, is our most useful servant, if fully controlled by us, its Citizens; and government, exactly like fire, becomes our most destructive master if not fully controlled by the open majority of its productive working Citizens! Only united-armed-vigilant & trained, Swiss 6000 year Peace & Freedom reigned! Exception? None!" from 'The Army of Principles' by George Washington.

95: "I've never stooped so low as to hate any man! For I've learned that in the long run, all mankind needs wants-loves whatever good you've done! Regardless of your race, color, nationality or religion!" Booker T. Washington, born a slave!

98: "If ever One Religion reunites God's legions, it'll be by omitting all half-truths added onto All-One-God-Faith, that lightning-like unites the Human race for we're All-One or none! Listen Children Eternal Father Eternally One!", as teach since the Year One astronomers Abraham to Mohammed, inspired by the sign of the Messiah, Halley's Comet!"

99: "An army of principles can penetrate where an army of soldiers cannot! It will succeed where diplomacy may fail! It will always unite the Human race where all else divides All-One-God-Faith! From American founding father, the world's first steel-bridge builder, Thomas Paine's 8 great books, not taught since 1799!

106: The trouble is that the wrong people are always the most energetic, united & intense; driving the hard-workers to loss in self-defense! That fact alone brings Hitlers & Stalins to power & that will only change when we rally-raise-train-evolve-unite the whole Human race with the Moral ABC in All-One-God-Faith!

107: The intensity of man's emotions is a greater driving force and more decisive than the sum total of his education, his money, plus the size of his brain! Proof: Einstein!

THE MORAL ABC, INTRODUCED BY KIPLING'S "IF" & SOAPMAKER BRONNER

If you can talk to crowds & keep your virtue, or walk with kings & not lose that common touch! If neither loving friend nor enemy can hurt you; if all men count with you, but none too much! If you can work hard to teach each unforgiving minute ALL-ONE-GOD-FAITH mason Hillel taught carpenter Jesus to unite the Human race, come hell, hate, ban, you'll enjoy God's spaceship Earth & do great work within it; & which is more my son, you'll be a man! A man! "Sure, East is East and West is West & never the twain shall meet!" But there is neither East nor West, nor border, breed nor birth, once the Moral ABC unites all mankind free on God's spaceship Earth! Then & only then, no matter how rough the trip, how charged with punishment the scroll, you are the captain of thy ship, the master of thy soul!

Each day, like a bird, perfect thyself first, to have courage & smile my friend! Think & act 10 years ahead! And the man without fault? He's dead! Do one thing at a time! Work hard! Get done! Then teach friend & enemy 'How to Work & How to Love' for God is Love, uniting All-One above in God's Eternal All-One-God-Faith!

To dream that impossible dream! To reach that unreachable star! 'Til All-One, All-One we are! To fight that unbeatable foe! To go where the brave dare not go! To right the unrightable wrong! To love pure, chaste, from afar! To try 'til your arms are too weary! To reach that unreachable star! 'Til All-One, All-One we are! For this is my goal! To reach that unreachable star! No matter how hopeless, no matter how far! To fight for the right without question or pause, to be willing to march into hell for a heavenly cause! For I know that if I follow this glorious quest, my heart will be peaceful & calm when I'm laid to my rest! And I know that the world will wear wither for this, that a man, tortured, blind, covered with scars, still strove with his last ounce of courage, to reach that unreachable star 'til united All-One we are! These are the days my friend, we know they'll never end! We'll work-sing-dance-love, marching on! We live God's Law today! We win Free Speech OK! With 10 men & full-truth, our only God, we rally-raise-unite All-One! All-One!

144: When half-truth is gone & we are dust, the full-truth we print, protect & teach alone lives on! Full-truth is God, it must! Help teach the whole Human race, the Moral ABC of All-One-God-Faith, lightning-like 6 billion strong & in our Eternal Father's Kingdom, we're All-One! "Listen Children Eternal Father Eternally One!"

8th: More good is caused by evil than by good, do what's right! Enlarge the positive! Replace the negative with the Moral ABC's ALL-ONE-GOD-FAITH, that lightning-like unites the Human race! FOR WE'RE ALL ONE OR NONE! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" WE'RE ALL ONE OR NONE! EXCEPTIONS ETERNALLY? NONE!!

9th: Free Speech is man's only weapon against half-truth, that denies free speech to smear-slay-slander-tax-enslave. Full-truth, our only God, unites all mankind brave, if 10 men guard free speech, brave! "If ever one religion unites all mankind, it will be by omitting all irrelevancies & redundancies, added unto the Faith in One-Almighty, all-embracing, ever-loving, ever-evolving, ever-recreating Eternal God, and by ABSOLUTE NOTHING ELSE" America's founding father, Thomas Paine, 8 books suppressed since 1799!

10th: Thank God we don't descend down from perfect Adam & Eve to sinful sinner, brother's keeper, divided slave! Thank God! United, hard-working trained brave, from dust we ascend up! Thank God for that! Our brother's teacher of the Moral ABC, mason-tent & sandal-maker Hillel, taught Carpenter Jesus to unite all mankind free! With it, every Human being created on God's Spaceship Earth, can evolve united, inspired-raised-trained-skilled-disciplined, guided lightning-like by a new birth! Without it . . . we destroy God's Spaceship Earth!

11th: Essene, Chinese and other birth control methods must reduce birth or Easter Isle type overpopulation destroys God's Spaceship Earth!

12th: A great teacher, must first, a self-supporting hardworker be, like Alesen-Baeck-Carnegie-Cousteau-Hammer-Liebmman-Paine-Pike-Sanger-Spinoza-Strauss-Szasz-Wilke-Yadin-Zamenhof, or he'll turn our greatest teaching into spades, to bury our people! "All people!", added Carpenter Jesus entering manhood! Manhood! but, for 2000 years, we Rabbits never teach the Moral ABC the real Rabbi Hillel taught Jesus, to unite the Human race in our Eternal Father's great ALL-ONE-GOD-FAITH! For we're ALL-ONE OR NONE! ALL-ONE! For example: Einstein's Rabbi Levey evicted us from his University Princeton "Hillel Foundation", when we asked "You agree, of course, that Hillel's hard work-speech-press-&-profitsharing Moral ABC, unites the Human race, in our Eternal Father's great ALL-ONE-GOD-FAITH! The exact opposite to Marxist-Socialism, that does demoralize-divide-decay the whole human race today!

13th: "Knowing the full truth that unites the human race & not teaching all is deathly guilt!", learned carpenter Jesus from Mason Rabbi Hillel! But Marx, innocent grandson of 2 Rabbits, learned only half-truth! Ashamed, Marx wrote 1844: "One World Without Jews", to kill all Jews, 1848. "The Communist Manifest", to kill the rich, causing Nazi-Psycho-Communism, 66 million murders! As Mao wrote in Redbook 51: "Marxist-Communism, once in power, is utterly unworkable, has less value than cowdung, its power is the gun!" What an apology we Rabbits owe Israel, Marx, Mao, all mankind, for not teaching Astronomy's great All-One-God-Faith, that with just 6 words eternally unites the human race! As teaches African-shepherd Astronomer Israel for 6000 years. "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" For one God's Spaceship Earth, with Bomb & Gun, we're All-One or none! All-One! All-One! All-One! Exceptions eternally? Absolute none!

Dr. Bronner passed away peacefully on March 7th of 1997. The business continues to be run by the Bronner family with no break in continuity. Over 1000 acres of Dr. Bronner's beloved Rain Forest was donated by his family to the Boys and Girls Clubs of San Diego County, California. Underprivileged children can now camp under the stars within sight of Mt. Palomar which is often mentioned in the Moral ABC. Free articles. Moral ABC Book \$2.

GlassFish v3 Technology Preview 2

Released May 2008



- Small, Modular, Fast
 - > Developer Preview Release
 - > Java EE 5 Web development and Scripting
 - > Based on OSGi, dynamically extensible
 - > Low memory utilization, fast startup
 - > Java EE 5 Web Container
 - Plus JPA, admin console, JSF, EJB 3.1 Lite, JDBC connection pooling, JRuby, Update Center, Comet, Grizzly, JMaki, JAAS, Eclipse Link, Jersey (JAX-RS/Rest), Web Services
- An ideal Container for Web 2.0
 - > Java, Groovy, Jython, jRuby/RoR, ...
 - > Support for upcoming Java EE 6 profiles



ASEG...KEEPING AMERICA GREEN!

As providers of Photo Voltaic Technology, we have an obligation to educate the client and offer them the most feasible options for making their project affordable. Our financial experts will make sure your project is economically structured for optimal R.O.I. with regards to filing State Rebates, Fed Tax Credits, Non-Profit applications, Grants, Financing, PPA's and Renewable Energy Credits.



At **ASEG**, we design, engineer, and handle all reports, administration and installation with (no sub-contracting or middlemen). This also allows us to guarantee the BEST Price/Watt,.. (all-inclusive).. delivered and installed anywhere in the US. All projects are designed by our highly experienced Management Team of Master Electricians and NABCEP Certified PM's. We also specialize in Reducing Energy Consumption by implementing power factoring equipment such as capacitors, patented HVAC and re-fridge optimal cycling modules, high-performance lubricants, solar fans, insulation Barrier and other highly-efficient devices, usually reducing our applicable client's existing energy consumption between 18 - 45%. ASEG is now preparing to implement other newly patented devices as well.

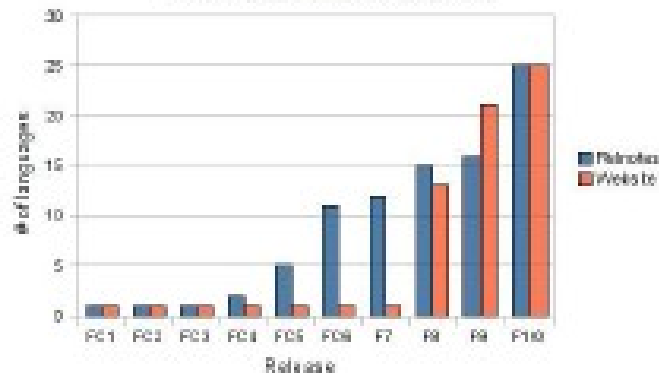


<https://fedoraproject.org/wiki/Statistics>

L10N – 2005 to 2009

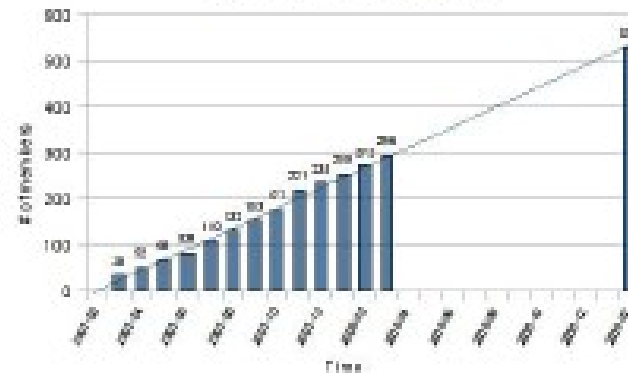
Language coverage

Do Fedora's languages increase?



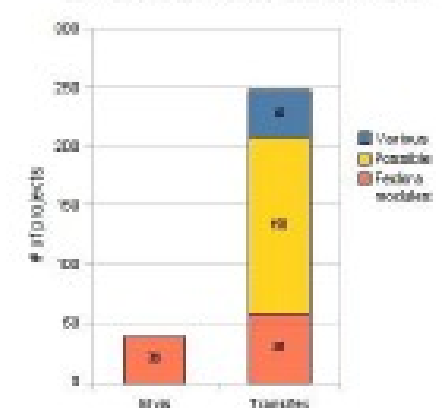
Group membership

How is our community growing?



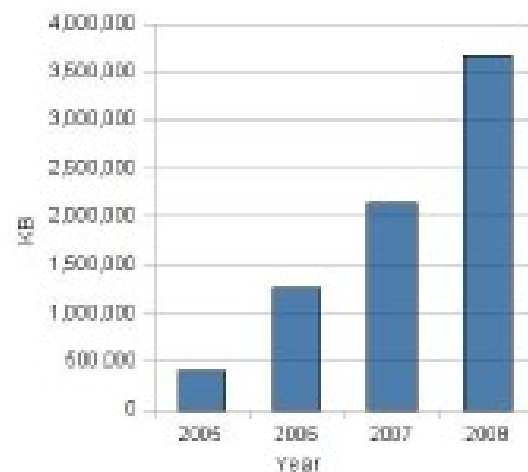
Projects served for L10n

How many resources can we translate?

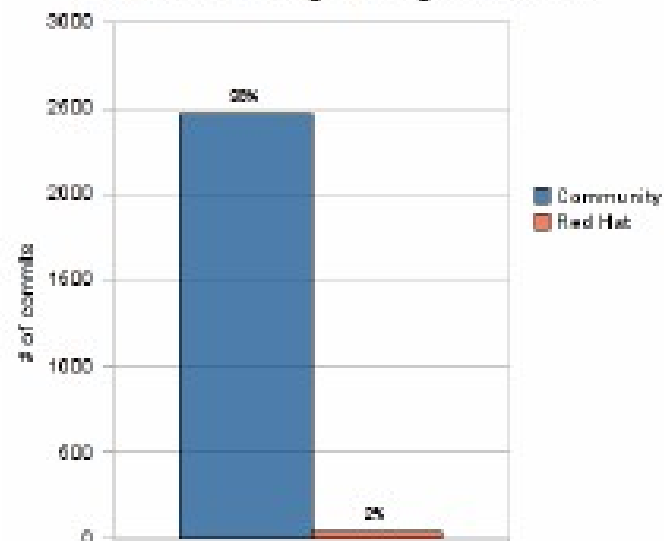


Mailing list content volume

How well do we communicate?



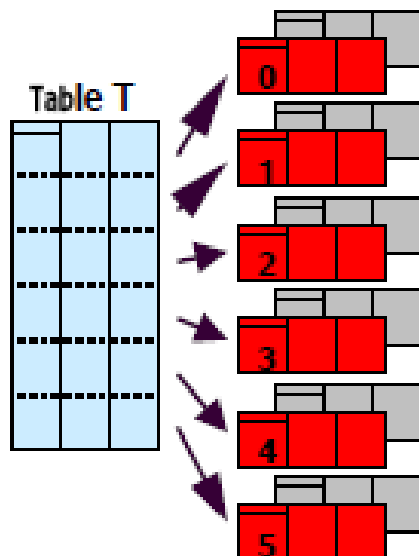
Fedora L10n Engineering Resources



Data Distribution

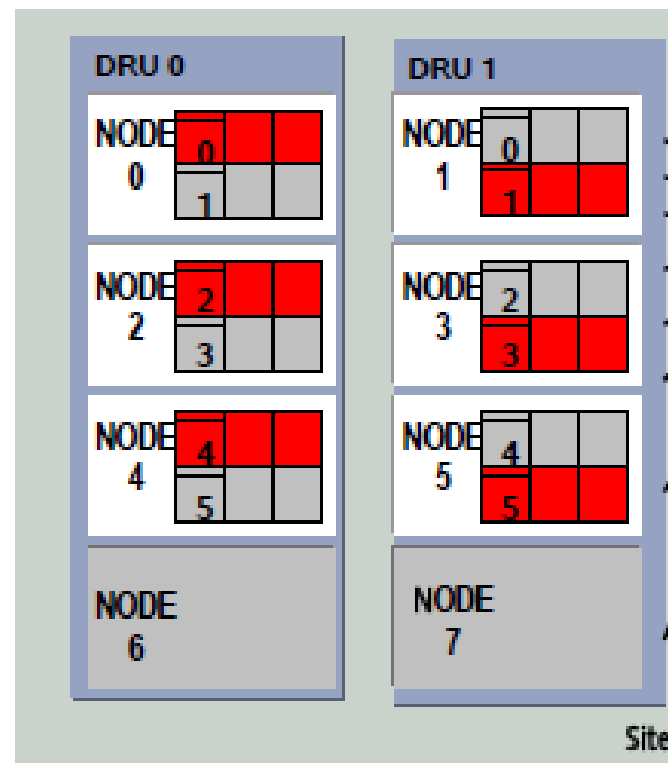
Data Distribution:

Tables automatically distributed across active nodes



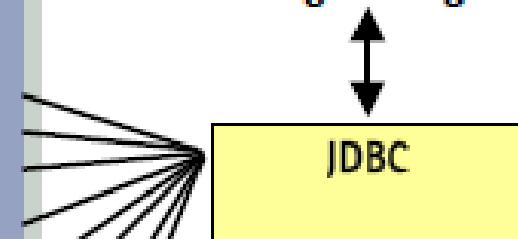
Synchronous Replication:

Updates are synchronized across both copies of the data



Transparency:

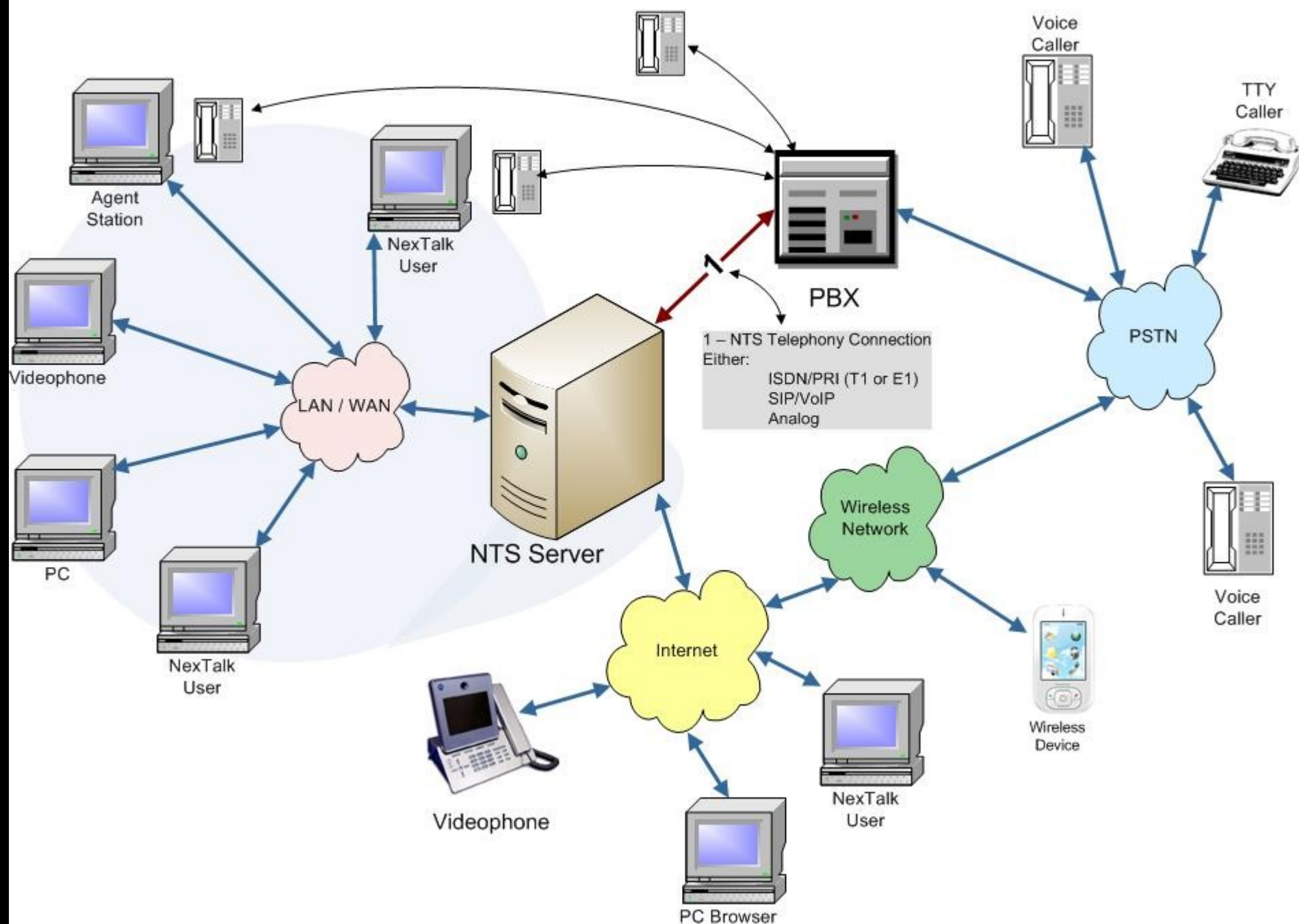
From the outside, the cluster is invisible, and HADB looks like a single-image database



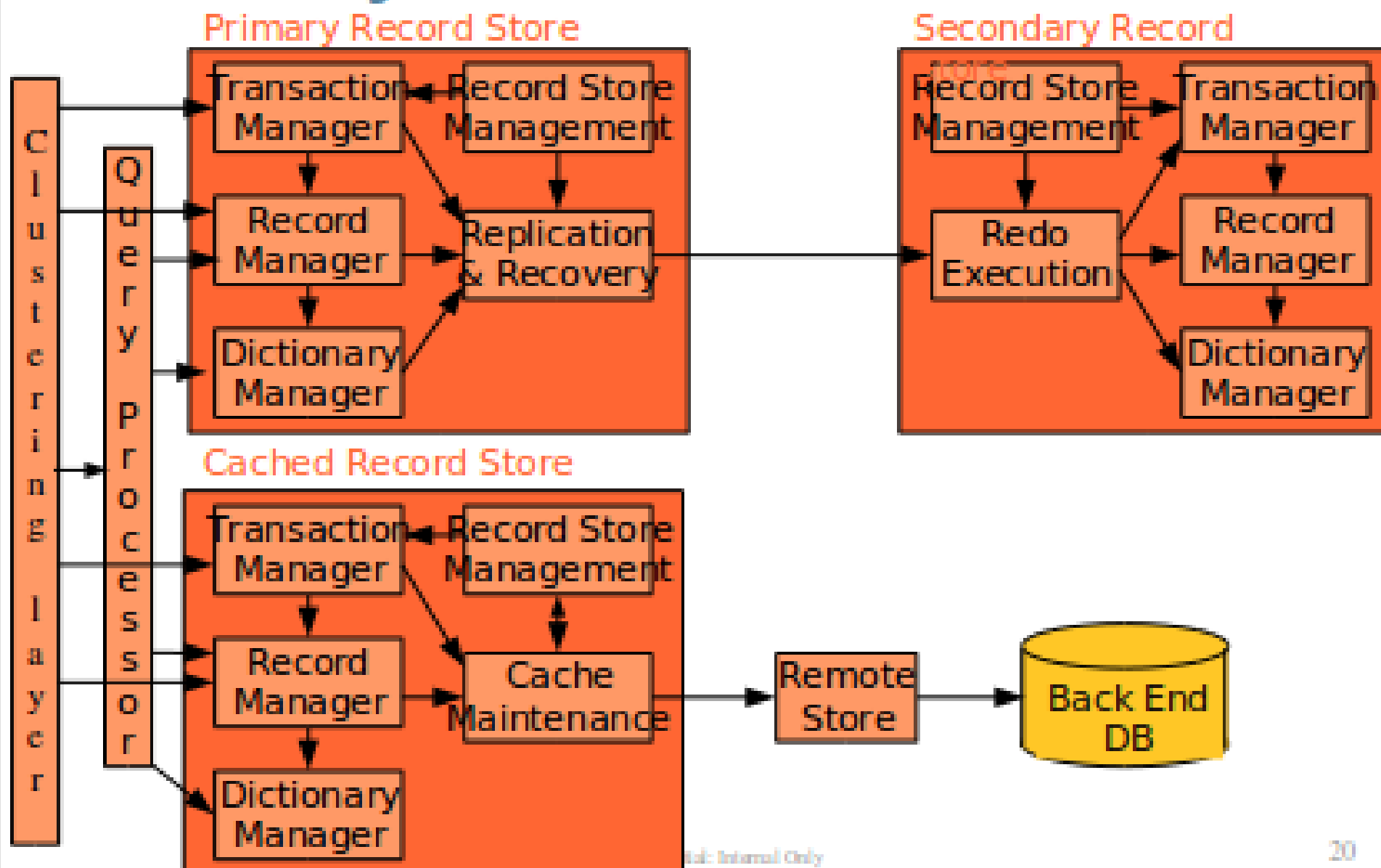
Load balancing:

Connections automatically distributed across all nodes

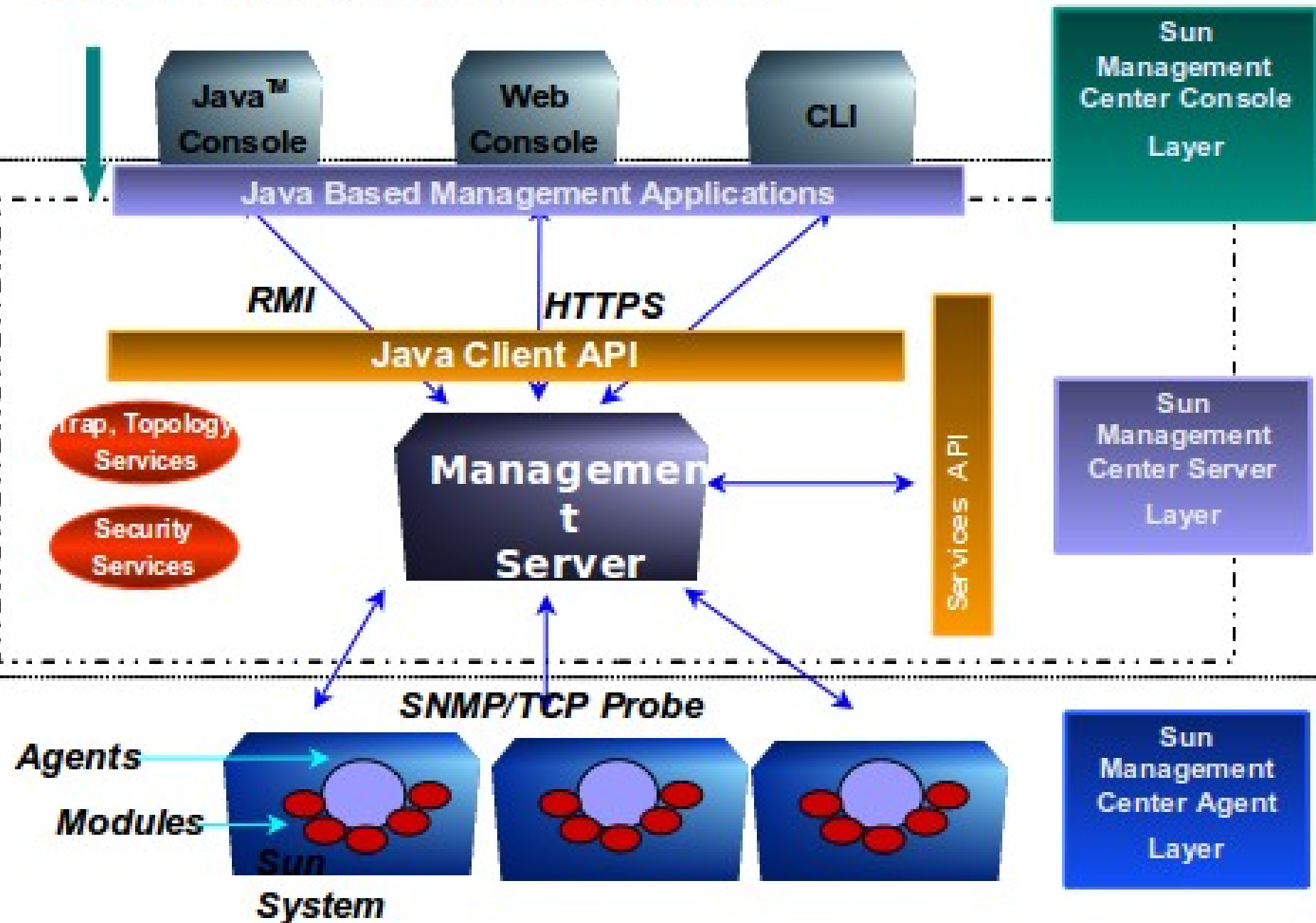
Typical NTS Architecture



Cloudberry Record Store Architecture



Sun MC Architecture





5. Bait & Switch

**7 points
in description**

vs.

3 points covered

**Working Code
& Demo**

vs.

Just Slides

Expert Level

vs.

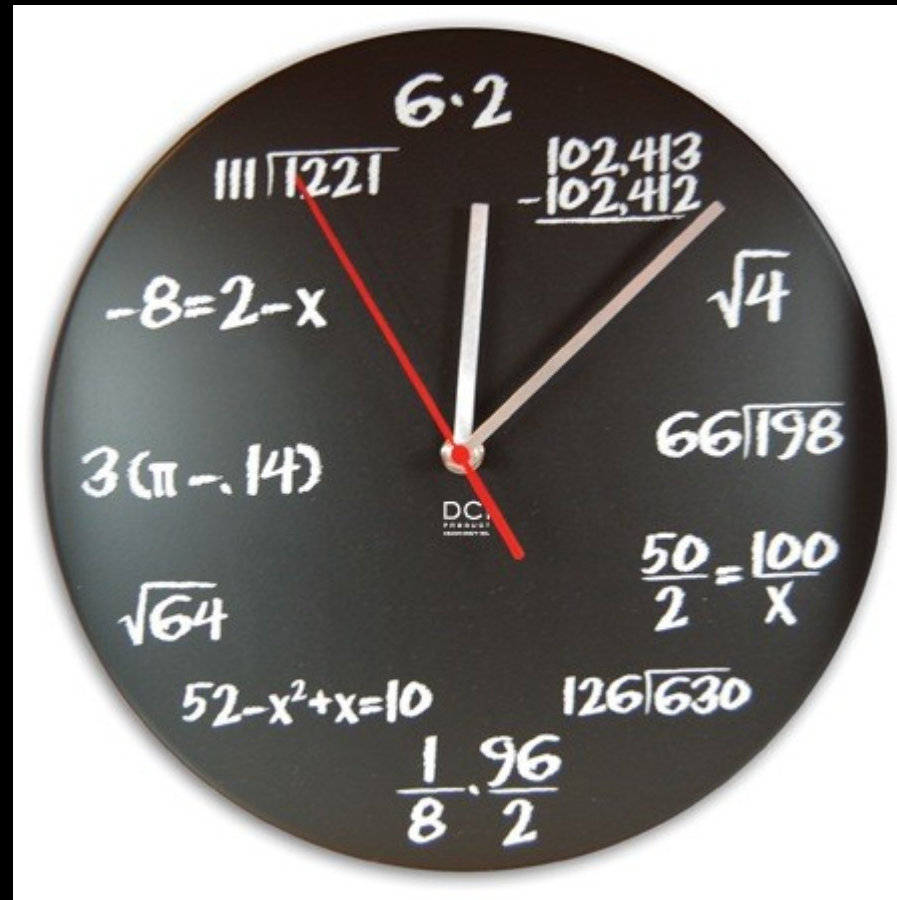
Beginner Level

Beginner Level

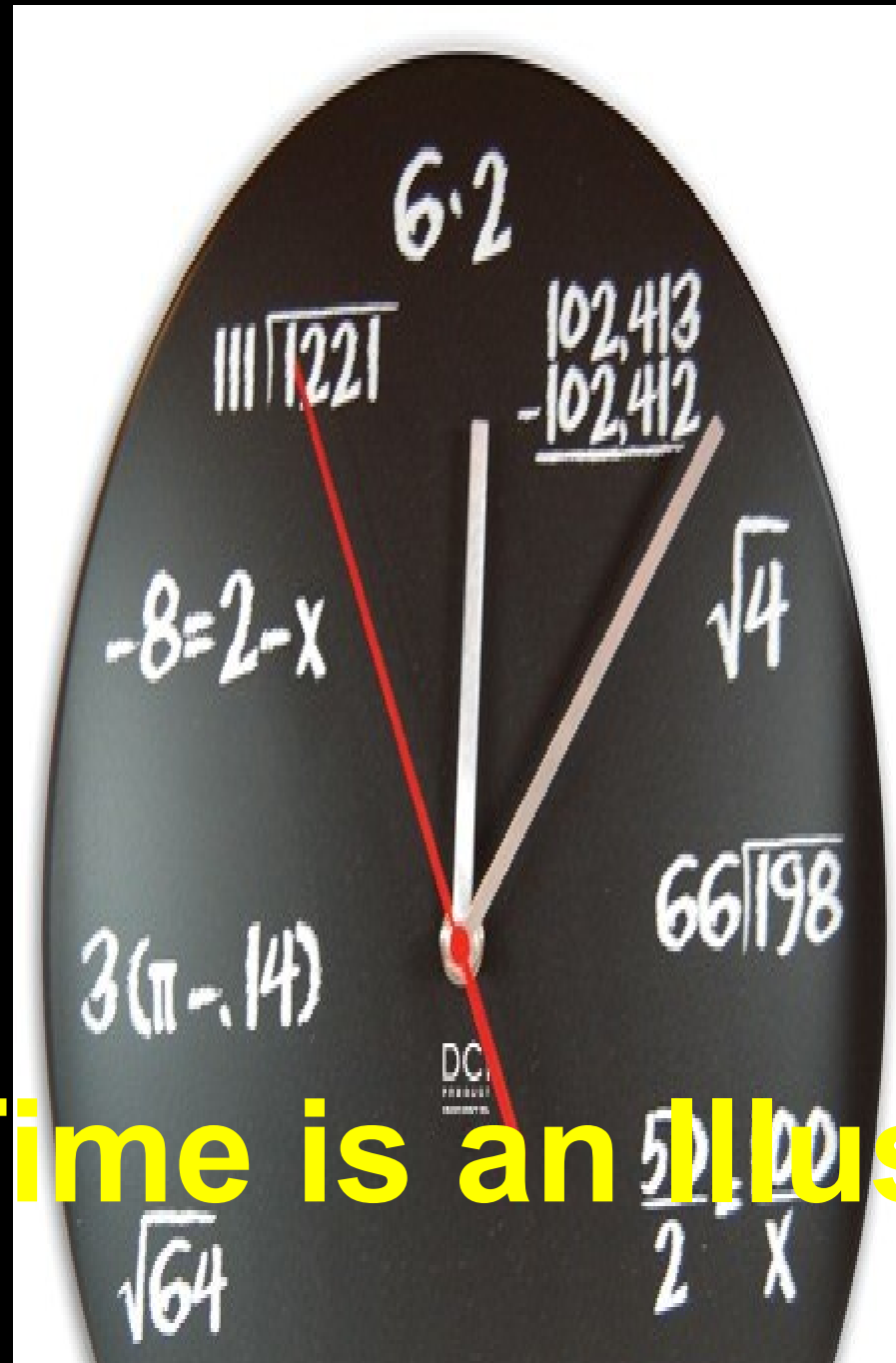
vs.

Expert Level

In-depth Technical *vs.* **Brochureware**



6. Time is an Illusion



6. Time is an Illusion



7. Panic

Six Stages of Panic

1. Apologize to the audience
2. Keep trying to get the demo or slides to work
3. Apologize to the audience again
4. Sit down and start hacking on your laptop to get it to work
5. Apologize some more
6. End the session early

7 Ineffective Habits

1. Chained to chair/podium
2. About Me/Us
3. Presenting for the Blind
4. Too Much Crap on Each Slide
5. Bait & Switch
6. Lose Track of Time
7. Panic

The 7 Habits of Highly Ineffective Speakers Deconstructed



1. Chained To Your Chair (or Podium)

2. About Me

- Education

- Brentwood Elementary School, Gainesville Florida
- Claremont Colleges – Degree in Art!

- Projects

- PostgreSQL



- Accomplishments

- Founded first company at age of 28
- Once shook hands with Esther Dyson
- Predicted the dot-com crash
- Nobel Prize for Peace for ending vi/emacs flamewar

3. Presenting For The Blind



4. Dr. Bronner's School of Slide Design

**One Idea
=
One Slide**

Less is More

If

you

are

paying

per slide

you

need

different

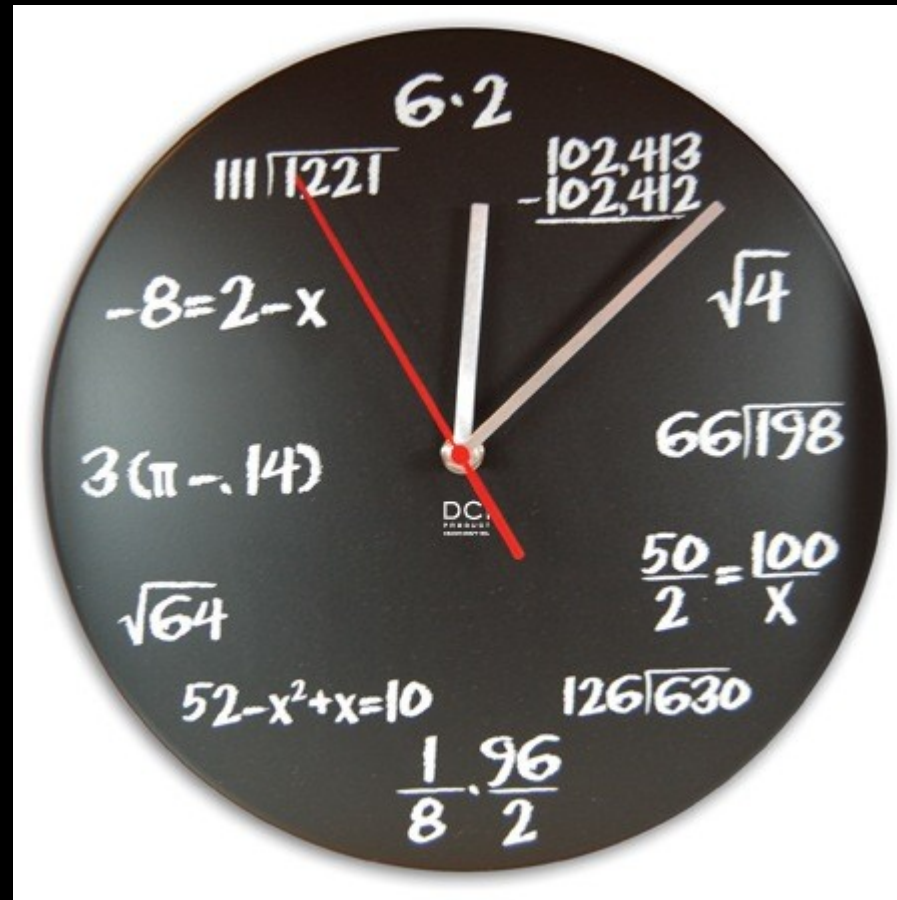
software.



**Think Inside
the Box**

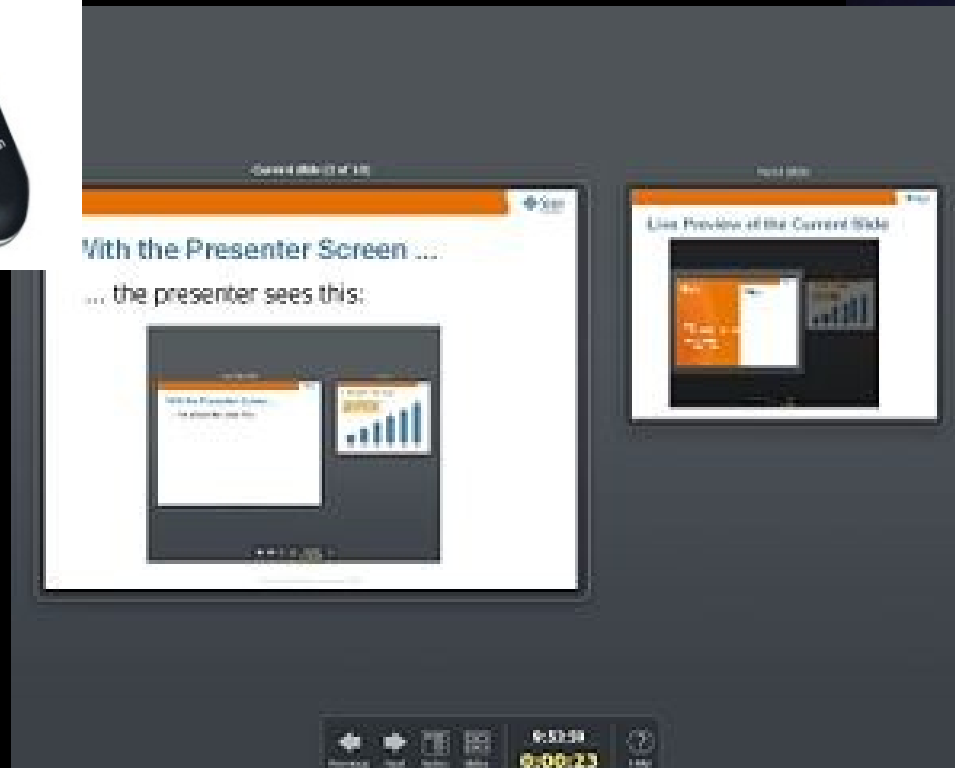


5. Bait & Switch



6. Time is an Illusion

Use a timer!





7. Panic



DON'T PANIC

Presenting Exercises

Speaker Exercise



Eye Contact

Eye Contact

DO:

- glance around the room
- make brief eye contact
- make eye contact during Q&A

DON'T:

- stare at any one person

Speaker Exercise



Body Language

Body Language Dos

- have an “open” stance
- stand straight to the audience
- gesture
- move around

Body Language Don'ts

- hunch over
- turn your back to the audience
- put your hands in your pockets
- “flap”
- sit down
 - (unless you're giving a demo)

Exercise: Projection



Exercise: Projection



**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

Exercise: Diction



The My Fair Lady film adaptation is copyright 1964 Warner Bros. Used here as parody.

Exercise: Diction

The lips, the teeth,
the tip of the tongue,
the tip of the tongue,
the teeth, the lips.

Exercise: Diction

She sells sea shells
by the seashore;
she's a sushi chef.

Exercise: Diction

This black bug bled
blue-black blood
while the other black bug
bled blue.

Exercise: Diction

The tough coughed
as he ploughed
the dough.

- Theodore Geisel

Exercise: Diction

Toy Boat

Toy Boat

Toy Boat

Toy Boat

Toy Boat

Audience Interaction 101

Asking for a Response

- Wakes the audience up
- Ask about them
 - change your talk emphasis
- Find out if you're boring them
 - critical in after-lunch and end-of-day spots

Jokes

- even better way to wake up the audience
 - and relax them
- research joke material
 - current affairs for your audience
 - common rivalries

Jokes

- Hard to get right
 - many jokes fall flat
 - some can offend people
- Beta-test your jokes

Taking Questions

- Throughout talk
- End of each section
- End of the talk
- ... just let audience know!

Questions you can't answer





That Guy in The Third Row



Jesus in the Audience

Audience Participation

- Small-medium audiences
- Choose the right person
- Plan it carefully
 - limited scope, timing, materials
- Be ready to abort & do something else
- Offer a reward for participating

7. When Your Demo Crashes



Your demo will crash

3 things to count on

1. Conference internet will fail
... during your talk
2. The hardware will fail
... in unprecedented ways
3. The software will fail
... in unreproducible ways

7 ways to avoid demo failure

1. Be unambitious
2. Test the hardware
3. Drill demo repeatedly
4. Don't expect Internet
5. Fake your demo
6. Alternative demo
7. Never do “cascading” demos

VMs and Demos

- use a VM to “rewind” demos
 - Vagrant
 - VMware Pro
- use multiple VMs to “skip” failed demos
- also great for tutorial handouts!

Fake your demos

- screenshots
- video
- shell history
- recorded shell sessions (ttyrec)
- interactive shell scripts (IO::prompt)

Part III: the Audience Outside The Lecture Hall



the hallway track

- good talk?
people will buttonhole you
- take discussion into the hallway
 - or to lunch, or to the pub
 - give the next speaker some space
- bring business cards!



The Pirate Bay

Sharing

Accidental DBA Tutorial

Materials for the Evergreen Conference version of the tutorial are below. Materials for OSCON will be available by or before July 15th.

Evergreen Conference Tutorial:

- [Accidental DBA 90min Slides](#)
- [postgresql.conf.simple](#)

Give A Great Tech Talk Tutorial

Presented at Linux Collab and LinuxCon 2013. Based on an earlier version together with Ian Dees.

- [Give A Great Tech Talk bundle \(zip\)](#)

Speaker Notes

Who are they for? Not the speaker!

Speaker Notes

If the speaker notes for this slide were to include literally everything I plan on saying, like what you see here on the slide, then it would be way too much text for that tiny little text window at the bottom of the screen.

SlideShare

<http://www.slideshare.net/faqs/slidescast>

Audio

Audio or notes; you don't need both

Video

Recorded video of talk, or
Export slides + audio to movie

notes on sharing

- have a copyright statement on your slides
 - CC is good
- make sure your slides have contact info
 - for attendees
 - for people who download them

curate your talks

- check talks into VCS
 - advanced slide formats work better with this
- update slides for each venue
- update code as tech updates

More Information

- Josh Berkus
 - josh@pgexperts.com
 - www.pgexperts.com
 - [@fuzzychef](https://twitter.com/fuzzychef)
- talk:
 - github.com/jberkus/gggtt2
 - [SlideShare.net/pgexperts](https://slideshare.net/pgexperts)



This presentation copyright 2013 Josh Berkus and 2010 Josh Berkus & Ian Dees, licensed for distribution under the Creative Commons Share-Alike License, except for photos, most of which were stolen from other people's websites via images.google.com, and Sun presentations, the copyright on which is available at low, low rates.