

# 7 Tips to Prep for Virtual Demo Day

**By the end of this session you will...**

- 1) **Identify** and understand the components of a Virtual Demo Day
- 2) Learn about potential conversations with **industry professionals**
- 3) Learn about **resources** available and how to prepare
- 4) Utilize the Virtual Demo Day before and after **Prep Site** and **checklist**
- 5) Know **how to register** for your assigned Virtual Demo Day
- 6) Work on becoming **Employer Ready**
- 7) Continuing the **networking** after Demo Day

## Demo Day is...

- Attended by your classmates who are presenting, employed boot camp alumni, and industry professionals
- An opportunity to practice your pitch and present your skills
- Where you can get valuable feedback from professionals
- A way to move from Employer Ready to Employer Competitive
- A chance to market **YOURSELF!**

## Demo Day myths...

- *Myth 1: This is a personal critique of your competency in the field*
- *Myth 2: You will not be seen if you present in a group*
- *Myth 3: You should not present if your demo is not market-ready*

# Event Registration

## University Event Page

**REGISTER NOW**

Registration Type \*

- ☐ Presenting Boot Camp Participant
- ☐ Former Boot Camp Participant / Trilogy Network Alum
- ☐ University Partner
- ☐ Industry Professionals (inc. invited professionals, TES/2U Staff, Instructors, TAs, etc.)

## What registration type should I choose?

- *Presenting Boot Camp Participant*
  - if you received an invite to present and plan to show a project/portfolio
  - each member of a group must register individually

## Virtual Demo Days are designed for:

- Invited Students who are presenting skills or projects
  - Industry Professionals
  - Employed Boot Camp Alumni



# Preparing to Present

Consult the Virtual Demo Day Prep Site for all the most important aspects of being prepared:

[Virtual Demo Day Prep Site](#)

- Check your wifi for reliable connectivity
- Practice screen sharing
- Dress professionally to be on camera
- Find a quiet space with limited distractions
- Rehearse your pitch whether solo or in a group and determine in what order each group member will speak
- Have links and materials ready to share
- Download **appropriate Video Conferencing Software**



The screenshot shows the 'VIRTUAL DEMO DAY PREP' website. It features a header with a background image of people at a networking event. Below the header is a section titled 'WHAT IS VIRTUAL DEMO DAY?' which describes the event as a networking opportunity and provides instructions on how to use it. A 'RESOURCES' section follows, containing four links with icons: 'DEMO DAY CHECKLIST' (checkmark icon), 'DEMO DAY WORKSHOP' (play button icon), 'CAREER MATERIALS' (document icon), and 'BLOG: SHOW & TELL' (speech bubble icon). Each link has a brief description of the resource.



## VIRTUAL DEMO DAY PREP

### WHAT IS VIRTUAL DEMO DAY?

Virtual Demo Day is a **networking** event that provides you with the opportunity to demo a project of your choice or discuss data projects/cases with boot camp alumni and industry professionals.

Use Demo Day to practice your pitch, speak about your new skill set, engage with local professionals, and gain valuable feedback.

### RESOURCES

	<b><u>DEMO DAY CHECKLIST</u></b> A checklist of what you will need to prepare for Virtual Demo Day		<b><u>DEMO DAY WORKSHOP</u></b> Recording of a Career Services workshop dedicated to how to prepare yourself to make your pitch at Demo Day
	<b><u>CAREER MATERIALS</u></b> Resources to help you dust off your resume, fill out your		<b><u>BLOG: SHOW &amp; TELL</u></b> Read about the experience of industry professionals at past

# Update Your Materials

## Career Materials

- **Resume:** create an Employer Competitive resume
- **LinkedIn:** update profile, photo, and certifications
- **Portfolio/Github:** highlight your top 3 projects and clean up your readmes

### Pro Tip

Post your LinkedIn URL in the chat during your VDD so industry professionals can connect!

## Other Materials

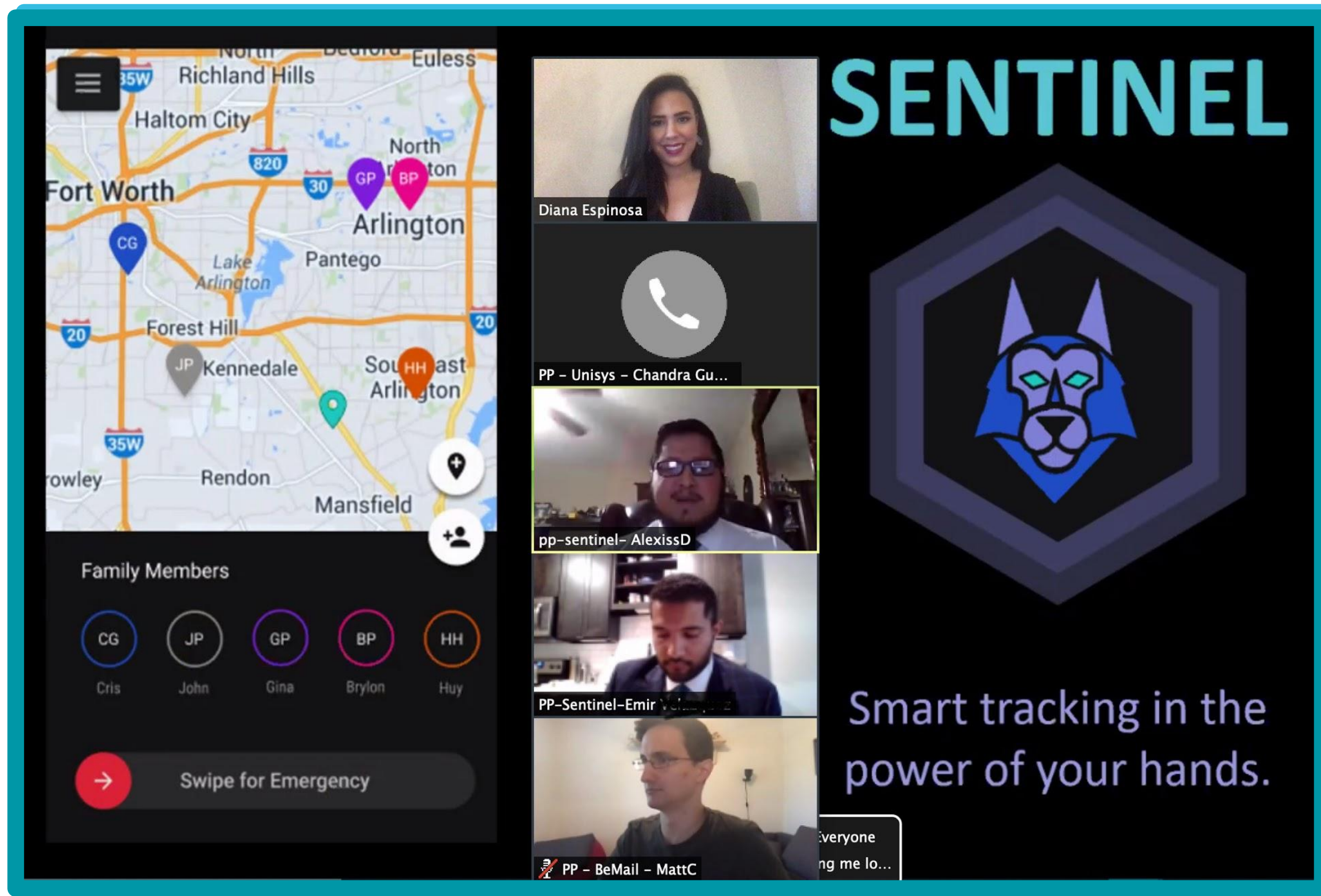
- Include a link to your online profile/portfolio in your presentation

### Pro Tip

Submit the final **milestone** in **BCS** to get feedback from your PC.



# Virtual Demo Day Presentations



## Pitch Components

- Intro: Name, Program, Background
- Set up the problem
- Describe your solution
- Identify the tech/tools you used
- Provide a broad & specific explanation for non-tech and tech professionals

## Presenting with Confidence

- Speak slowly & clearly
- Pause & check for understanding

# Talk with Industry Professionals

## Industry Professionals are looking to:

- Meet you and answer your questions
- View your presentations
- Advise and mentor talent

## Potential questions from Industry Professionals:

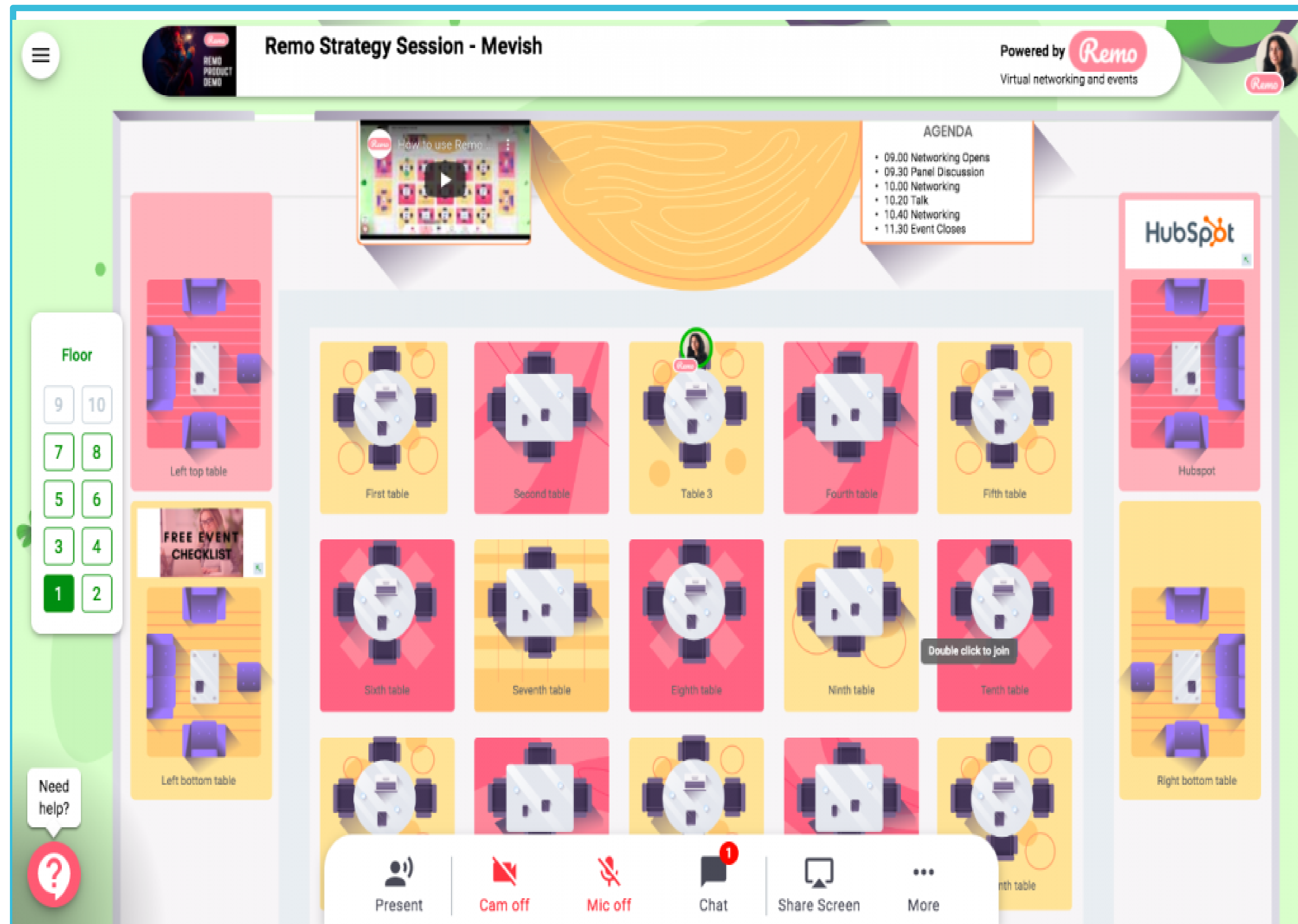
- How might you use this model in other contexts?
- Is there a business case for why you chose this idea?
- What are additional features you would build given more time to complete the project?
- What (technical) challenges did you encounter? What are the challenges for the future?
- Tell me more about why you chose the languages/tools for this?

“This virtual format really gave me a chance to focus on one presentation at a time and connect to each student.”

**- Industry Professional**



# Virtual Demo Day Example





# Expand Your Network

## University Event Page

### Registered Professionals & Alumni

**JANE DOE**  
QUANTITATIVE ANALYTICS  
CONSULTANT

TECH COMPANY



**JOHN DOE**  
FOUNDER/CEO

TECH COMPANY



**JORDAN DOE**  
MANAGER, CLIENT  
SERVICES

TECH COMPANY



**JORDAN DOE**  
OWNER

TECH COMPANY



**JANE DOE**  
TECH RECRUITER

TECH COMPANY



**JOHN DOE**  
SOLUTIONS ARCHITECT

TECH COMPANY



## Steps:

1. Go to your virtual demo day registration page.
2. Scroll down to the 'Registered Professionals & Alumni' section.
3. Click on the LinkedIn logo for the professionals/companies that you want to research.
4. Prepare thoughtful questions about their career and companies.

## Pro Tip

Download the LinkedIn mobile app

# What people are saying

I [advise] students to introduce their **project management** achievements and **[teamwork]** aspects.

- **Industry Professional**

“[...] have a **prepared, straight to the point** (while grasping the idea of your application) pitch that will make [industry professionals] want to learn more.  
(**Ex: Think of a movie trailer.**)”

- **Presenting Student**



“[...] in assessing someone's potential it's far more interesting to hear about **what challenges they overcame** from a code perspective and **pieces of code they're proud of.**”

- **Industry Professional**

Now I know what to improve on for future interviews and presentations. I loved the set up and how it gave us an **opportunity to network** with industry professionals in a focused setting.

- **Presenting Student**

“I liked getting to talk about my experience in the program. It felt like a **quiz I knew all the answers to.**”

- **Presenting Student**



# Virtual Demo Day Wrap Up

Hi \_\_\_\_\_,

It was fantastic meeting you virtually and I appreciated you taking the time to offer feedback . I enjoyed our conversation about \_\_\_\_\_. I would like to stay connected. Looking forward to hearing from you.

Thanks,

[YOUR NAME]

- **Post** your project or presentation to social media/LinkedIn
- Follow up with professionals
  - Send thank you notes/messages
  - Connect on LinkedIn
  - Forward your resume and links
- Complete the **survey** you receive via email
- Follow up with your PC and CD
- Join the alumni Boot Camp Network
  - Virtual Networking
  - Online Speaker Events
  - Virtual Career Panels

## Demo Day - Student Feedback

The purpose of this quick survey is to provide our Career Services team with feedback in order to improve the Demo Day experience. Thank you.

1. Please enter your email here (email used to apply to program) \*

2. I felt that Demo Day was a valuable learning experience. \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

# Next Steps

- 1) Register for the upcoming Virtual Demo Day you are invited to present at, you can only present at 1 event
- 2) Submit your career materials to the milestones in BCS and receive feedback from your PC
- 3) Follow up with your CD with further questions/practice

**Enjoy this session? Check out related sessions...**

- Networking Practice Session
- Pave Your Pathway series
- What Does Employer Competitive Mean series



# Resources

## TOOLS

- Demo Day Prep-  
<https://sites.google.com/2u.com/virtualdemodayprep/>
- Remo Tutorial-  
<https://www.youtube.com/watch?v=e4kMwJUyWxM&feature>
- [bit.ly/CareerServices-FAQ](https://bit.ly/CareerServices-FAQ) - Learn more about the Career Services available to you
- [Meetup.com](https://www.meetup.com) - Tool for local events across different topics.
- [BuiltIn.com](https://www.builtin.com)- Local guide for startups for specific markets - events, jobs, startup profiles, etc.
- [LinkedIn](https://www.linkedin.com) - online professional networking tool.
- [Startup Grind](https://www.startupgrind.com) - a 'global startup community designed to educate, inspire, and connect entrepreneurs.'
- [Google](https://www.google.com) local hackathons





UNC  
Chapel Hill  
Coding Boot  
Camp

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