CFP Speaker Series

Writing a Strong Proposal

WOMEN WHO CODE®

CFP Speaker Series - Part 2

WOMEN WHO CODE

Welcome!

- We'll start in 5 minutes
- We'll record tonight's event and plan to take screenshots for social media
- Get to know each other!
  - Share your name, where you are now, and answer the ice breaker

Ice breakers

- Where are you watching from?
- What are you currently learning?
- What has been your favorite virtual conference?

Agenda

- Welcome from WWCode and Introductions
- Writing a Conference Submission Workshop

Online Webinar best practices

- Select “Everyone” when sending messages in the chat

Our Mission

Inspiring women to excel in technology careers.

Our Vision

A world where diverse women are better represented as engineers and tech leaders

Code of Conduct

WWCode is an inclusive community, dedicated to providing an empowering experience for everyone who participates in or supports our community, regardless of gender, gender identity and expression, sexual orientation, ability, physical appearance, body size, race, ethnicity, age, religion, socioeconomic status, caste, creed, political affiliation, or preferred programming language(s).

Our events are intended to inspire women to excel in technology careers, and anyone who is there for this purpose is welcome. We do not tolerate harassment of members in any form. Our Code of Conduct applies to all WWCode events and online communities.

Read the full version and access our incident report form at
womenwhocode.com/codeofconduct

Important Dates

CONNECT Recharge conference
May 26, 2022

Deadline to apply to speak
April 25, earlier is better!

CFP Speaker Series
Coming up with an Idea for Your Talk Proposal: Available on the Women Who Code YouTube Channel
Reviewing Your Talk Proposal: Friday April 1st 12pm EST

Last time, we brainstormed topics you were excited about

Share the idea you'll be using for today's workshop in the chat!

Here are some examples from our Last Session:

- Breaking production
- Being a generalist
- Google Cloud Platform
- React
- Bluetooth on Mobile
- Angular

Now that I have a topic, where do I start?

- Title
- Description
- Presentation

Our advice:

- Bullet out talking points / outline
- Take your outline and turn it into a description
- Add a fun and informative title
- Write your presentation!

Bullet out talking points / outline

Question: How much research do I do before I write my outline and proposal?

Question: How much research do I need to do before I write my outline and proposal?

Answer: *It depends!*

Examples

Accessibility in Mobile

- Why is accessibility important
- Overview of Android Accessibility Framework
- Common Pitfalls and how to fix
- Testing

Examples

Accessibility in Mobile

- Why is accessibility important
- Overview of Android Accessibility Framework
- Common Pitfalls and how to fix
  - Color Contrast, Touch Target size, content descriptions
- Testing
  - Manual, Automated, Unit testing, Lint

Examples

Getting Started ML Kit

- ML Kit seems cool????

Examples

Getting Started with Image Labeler for ML Kit

- What is ML Kit
- What is Image Labeler
- How to setup and use in a project

There are some important questions to ask (and answer) when writing your submission

Abstract tips

- State your main point up front - What problem are you trying to solve? What idea are you trying to present?
- What background will you present to support your main thesis?
- What unique perspective do you have on this topic or problem?
- Why is this relevant to the conference / track / broader industry?
- What should the audience take away from this talk?

How long will my talk be?

- Lightning Talk (15 mins + Q&A)
- Technical Talk (35 mins + Q&A)
- Career Session (35 mins + Q&A)
- Workshop (50 mins + Q&A)

How long will my talk be?

- Lightning Talk (15 mins + Q&A)
- Technical Talk (35 mins + Q&A)
- Career Session (35 mins + Q&A)
- Workshop (50 mins + Q&A)

Why does it matter?

The length that you choose determines how much detail the reviewer might expect in the description.

Example

If I’m giving a 15 minute lightning talk on Kotlin:

“During this session, I will share the top three reasons I enjoy working with Kotlin - data classes, nullability, extension functions - and go through an example for each.”

Example

If I’m giving a 35 minute technical talk on Kotlin:

“During this session, we will dive into the basics of Kotlin and the important (and wonderful!) language features that make it easy to work with, explore use cases for these features, and write a simple Kotlin program to demonstrate.”

Who is my audience?
How experienced should the be?

Develop Your Narrative

- What is your expert level?
  - 1 - learning about this topic
  - 2 - has some experience
  - 3 - expert :
- Who is your audience?
  - New engineers
  - People learning python
  - Aspiring designers
  - People managers
  - Other experts
  - etc

Example

If my target audience is someone with no Kotlin experience:

“Kotlin is a object oriented, strongly typed JVM language that is more concise and easier to use than Java. ”

My Description might need include this high level description of Kotlin.

Example

If my target audience is someone who works with Kotlin:

~~“Kotlin is a object oriented, strongly typed JVM language that is more concise and easier to use than Java.”~~

I can dive straight into my topic because my audience will already have this knowledge

Pro Tip: Once you've identified your target audience, talk to someone in that audience about your topic! Show them your outline, ask what would be most helpful to them.

Remember:

- Think about Women Who Code's mission, vision and core audience.
- Introductory talks are great but don't be afraid to do advanced topics and get very technical!
- Reviewers usually have a background in the topic that they are reviewing.

Common Reviewer Feedback:

“I wish it had more details.”

“I’m not sure how if it’s right for our audience.”

Your description should have a beginning, middle, and end.

Abstract tips

- First sentence: Catch the reviewer / audiences attention
- Second sentence (and third sentence): Present your main thesis and supporting background information
    - This could include background on you and why you want to give this talk or why it is important!
- Final sentence: Key takeaways from the talk

Example

- First sentence: “**You may think that Jetpack Compose is only useful if you want to write Android applications.**”

Example

- First sentence: “You may think that Jetpack Compose is only useful if you want to write Android applications.”
- Second sentence (and third sentence): “**In reality, Compose is a powerful declarative framework that can be used to manage state and integrates with Android, web, and desktop with all the features of Kotlin!**”

Example

- First sentence: “You may think that Jetpack Compose is only useful if you want to write Android applications.”
- Second sentence (and third sentence): “In reality, Compose is a powerful, declarative framework that can be used to manage state and integrates with Android, web, and desktop with all the features of Kotlin!”
- Final sentence: “**During this talk, you will learn the basics of Kotlin and Compose, how to build a multi platform Compose application, and why Compose is a useful and fun framework to know.**”

Editing Tips

- Edit for clarity and brevity - makes your writing more powerful
- Remove redundancies i.e. `successful solution`
- Remove filler words - `as it has been shown, stuff, basic tenets`
- Avoid passive tense
  - The architecture was designed by the lead developer
  - The lead developer designed the architecture.
- Remove there is / there are
  - There are many ways to design a database for high availability.
  - We can design a highly available database in many ways.
- Use verbs over nouns
  - Strong engineering leadership fosters creation of diversity and growth for an engineering team.
  - Strong engineering leadership creates diversity and grows an engineering team.

Let’s Talk Titles

Now let's look at some title examples:

🤖 Design for AI

🛠️ An Introduction to Mule

💦 Analyzing Water Quality

💡 Problem Solving Like a Pro

WOMEN WHO CODE

Those title are okay, but vague! By adding more detail, the purpose of the talk becomes clear:

🤖 Design for AI: Why Do You Need Creativity To Design Artificial Intelligence Products

🛠️ An Introduction to Mule: How It Makes API Development Easy

💦 Analyzing Water Quality with GEOJson and Node-RED

💡 Problem Solving Like a Pro: Applying the Scientific Method to P1 Investigations

WOMEN WHO CODE

Examples

- Android for Everyone: Accessibility in Android
- To Infinity and Beyond: Intro to Jetpack Compose
- Seeding the Model: Getting Started with ML Kit
- Fix, Forgive, Never Forget: Lessons Learned from Breaking Production

Bonus: Writing your Bio!

Bio

- Who are you? What do you do?
- Why are you the right person to give this talk?
- Fun or Interesting Fact
  - Educational Background
  - Hobbies
  - Where you can be found on social media
  - Recent Travels

Bio

{ Name } is a { Job title } at { Company } in { location }, focusing on { something specific }.

Add a sentence about aspects of your work or tech that you really enjoy.

Add a sentence about where to find outside of work.

Remember:

- Your Title and description will be review anonymously so they are the star of the submission!
- Reviewers won’t see your bio but it will be used to introduce you at CONNECT!

Need more Resources?

We run a Speaker Series every year with different topics. You can check out the resources from past years on our website:

https://www.womenwhocode.com/cfp-resources

Follow us

Register for Events and Join our community - https://www.womenwhocode.com/

beacons.ai/wwcodemobile

beacons.ai/wwcodefrontend

beacons.ai/wwcodecloud

Thank you!

WOMEN WHO CODE FRONT END

WOMEN WHO CODE MOBILE

WOMEN WHO CODE CLOUD