Public Speaking for Technologists

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Identify

Factors to consider

Business

- Themes
- Industry and market
- Influence
- Audience composition

You

- Topics / subjects
- Format
- Other presentations
- Networking

Logistics

- Help with expenses
- Production value
- Location
- Support

Where to look

In specific

- PaperCall.io
- Meetup.com
- Confs.tech
- Devopsdays.org

In general

- O'Reilly, SkillsMatter, etc…
- Tech sites, lists, and Slacks
- Word of mouth
- Google for "open tech CFPs"

CFP

You always need these

- Title
- Pitch
- Description
- Notes

- Headshot
- Bio
- Previous presentations

- Assistance required?
- Demographic data

Tips for CFP

- Be bold, but don't be a jerk about it.
- Be terse. Don't get bogged down in the details.
- Believe in your words.

- Pay attention to the guidelines!
- No, seriously, *pay attention*—especially to character or word count.

- Be early, but don't be first.
- Don't wait until the last minute (it might already be too late).

Prepare

Two basic elements

Say it

- The story you want to tell.
- What you are going to say.
- How you are going to say it.

Display it

- The visual support for your story.
- Slides, pictures, video, etc.
- Terminals! Live coding!

Slides are a trap.

– You are the most important element of the talk.
– Your presentation should be functional *without slides*.
– (Live demos excepted.)

Practice makes perfect

By yourself

- First, just say things out loud to see how they sound.
- Then, put on a timer and click through your slides.
- Modify as necessary.

With others

- Dry-run the first. It's ok to be nervous. Accept the feedback and improve.
- Dry-run the second. Already a huge improvement!

Deliver

It’s your big day!

- Arrive early. Explore the venue and sort yourself out.
- Talk to the organisers to see if they have last-minute info.
- Find somewhere quiet to review.

- Sound / tech-check on stage.
- Close all apps you don’t need. Mute notifications, too.
- Silence your phone.

Do the thing!

- Being nervous is normal.
- Confidence is the best cure. (Practice was how you gained confidence.)
- Be passionate! You got this!

- Slow down and breathe.
- Find a comfortable standing position. Forget about your pockets.
- Take sips of water.

After-care

Oops it's not over yet

Q&A

- It's OK to ask for a question to be repeated or expanded upon.
- It's OK if you don't know the answer. Really. Take it off-line.
- If they go low, you go high.

Hallway track

- It's *usually* the **best** part of a conference, but it can also be the worst for reasons well outside of your control.
- That said, embrace it! Have fun!

A little while later…

Reflect

- If the talk was recorded, watch the recording.
- If feedback was collected, read the feedback.
- Improve your presentation!

Publish

- Blog post; tutorial; workshop.
- A spin-off talk.
- Podcast? Sure! Why not write a book about it? The sky's the limit!

Thank you



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