

Speaking at Tech Events for Beginners

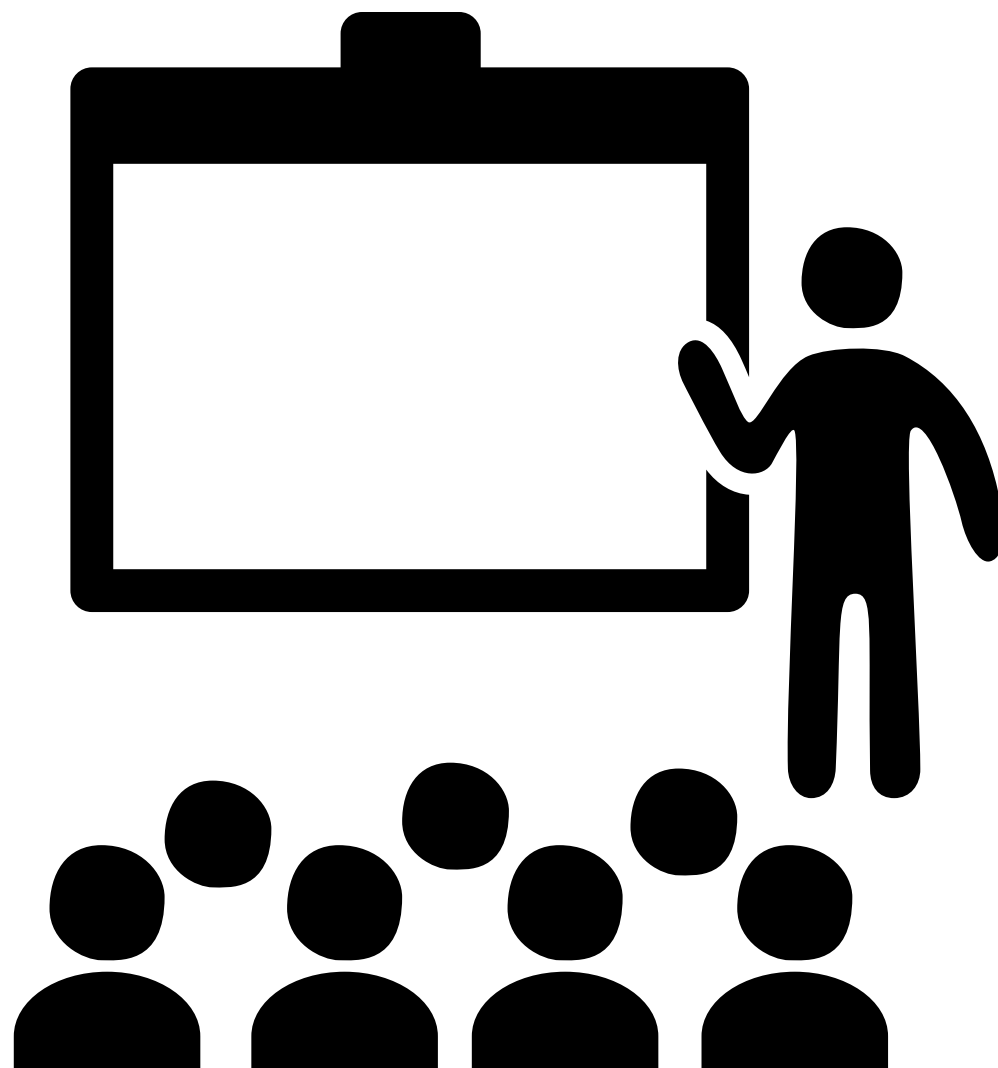
Julie Pagano



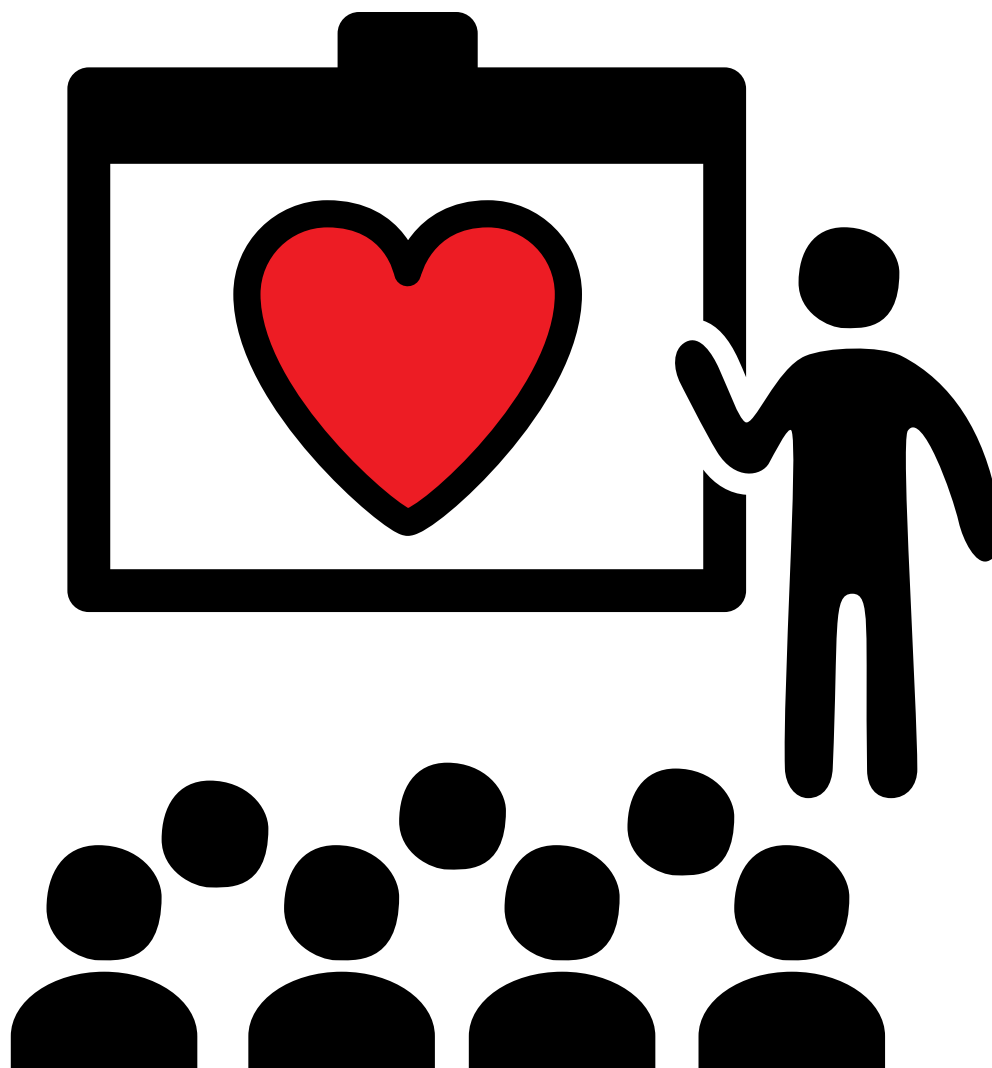
<Slide About
Hosting Group>

Why are you here?

Learn how to speak at tech events!



Learn how to speak at tech events!



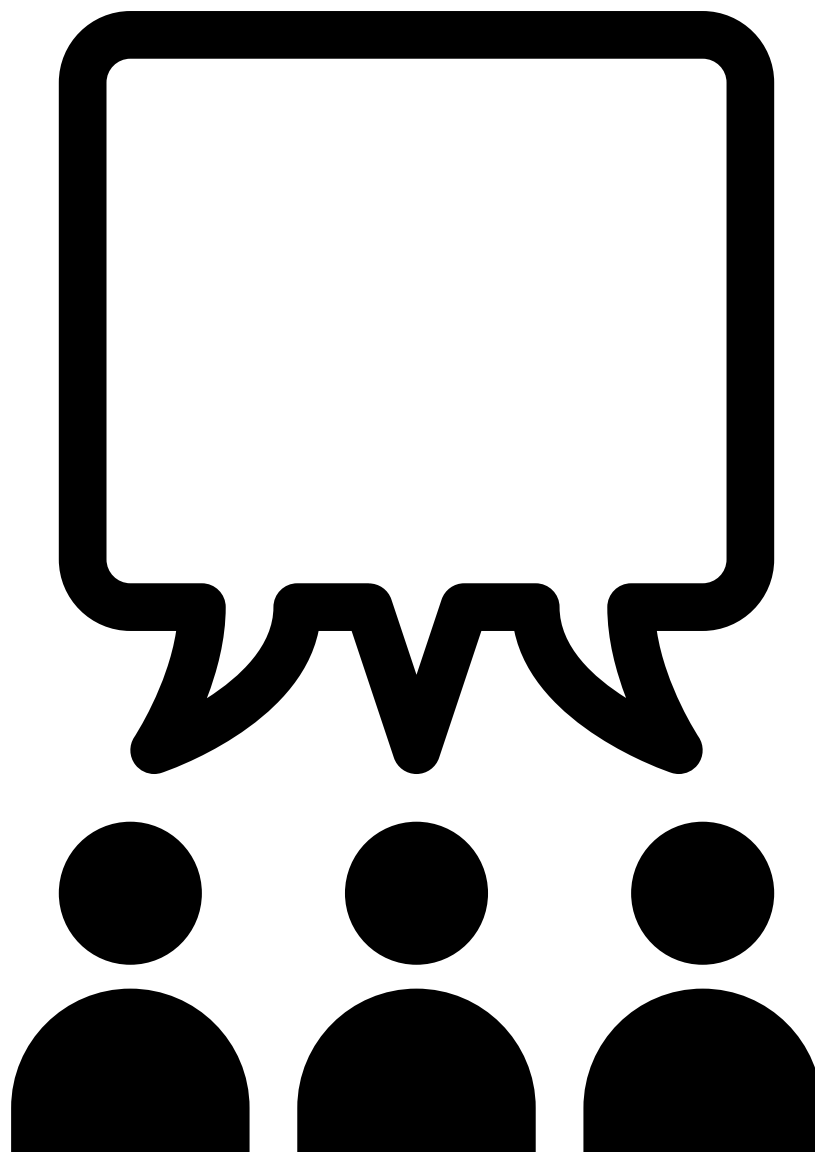
I am here to help!

My Credentials

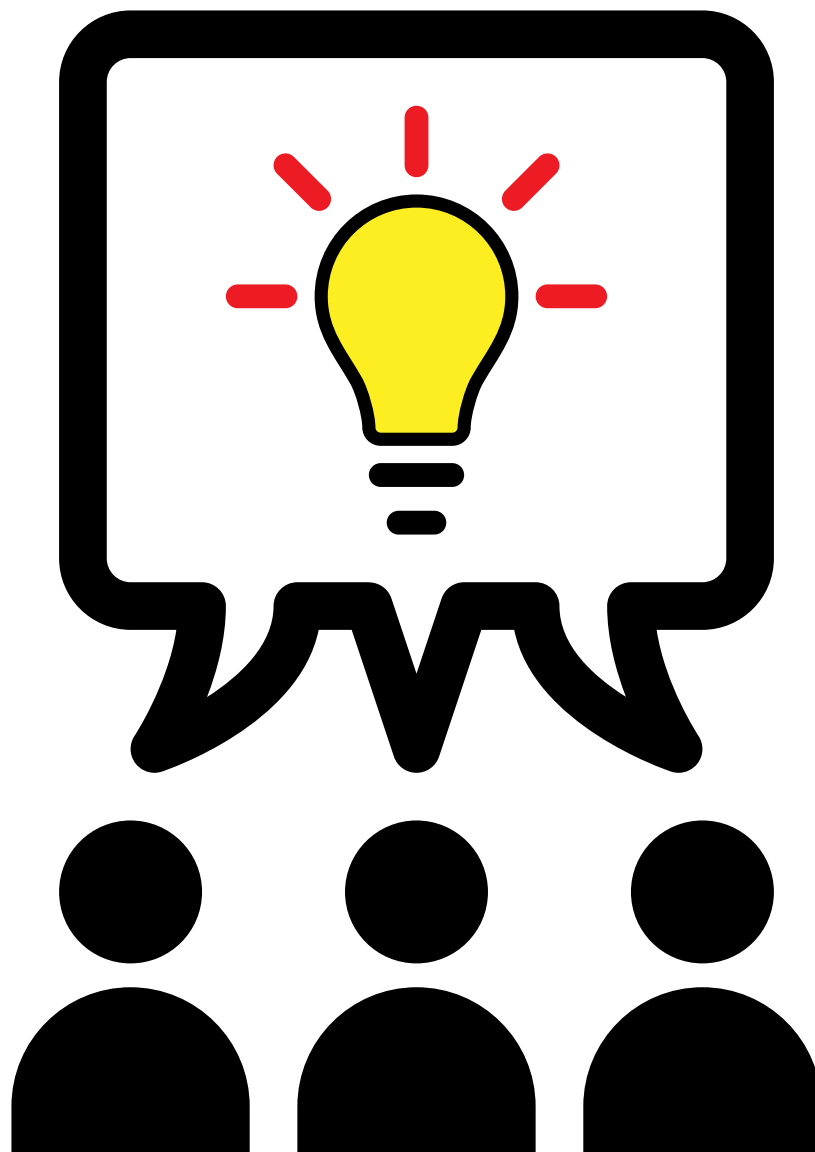
- Speaking for ~2 years
- Conference organizer for 2 years
- Frequent conference attendee
- Active in local tech community
- Organize speaker support group

TECH CONF SPEAKER SUPPORT OF
AWESOMENESS

**This workshop is
collaborative**



This workshop is collaborative



This workshop will be a **beginner-friendly** place where you can feel safe working on and practicing a talk, even if you have never done it before.

Ground Rules

(Code of Conduct)

<insert your group's code of conduct or anti-harassment policy>

<insert link to full code/policy online>

Working Agreement

(first 3 from the Hacker School User's Manual)

No feigning surprise

No well-actually's

No backseat-driving

Be constructive & helpful

Constructive Feedback

Constructive Feedback

1. What you did

2. The impact

3. How you can improve

Constructive Feedback

1. You spoke very fast.
2. People might miss something.
3. You should try slowing down
and add some pauses.

Destructive Feedback

Your proposal sucks.

Your slides are ugly.

Your talk is bad and you
should feel bad.

Destructive Feedback

Your presentation sucks.

Your slides are ugly.

Your team is bad and you

should feel bad.

If there is an issue...

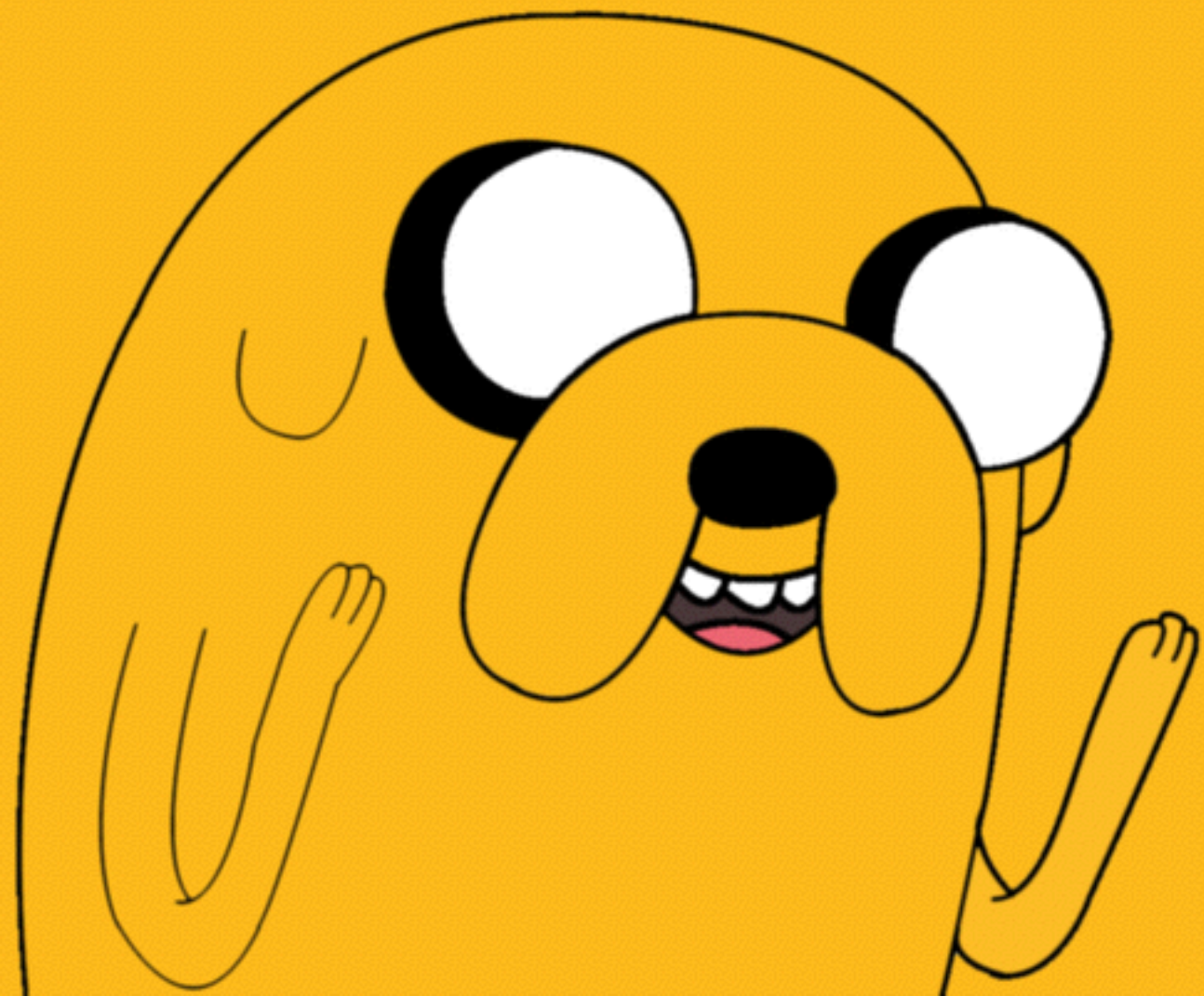
- Talk to me
- Email me
[facilitator's email]
- Email not me
[organizer's email]

Let's get started!

Expectations Management

for yourself

Suckin' at something is
the first step to being
sorta good at something.



for the workshop

**This workshop isn't
for general public speaking**

**This workshop is
for speaking at tech events**

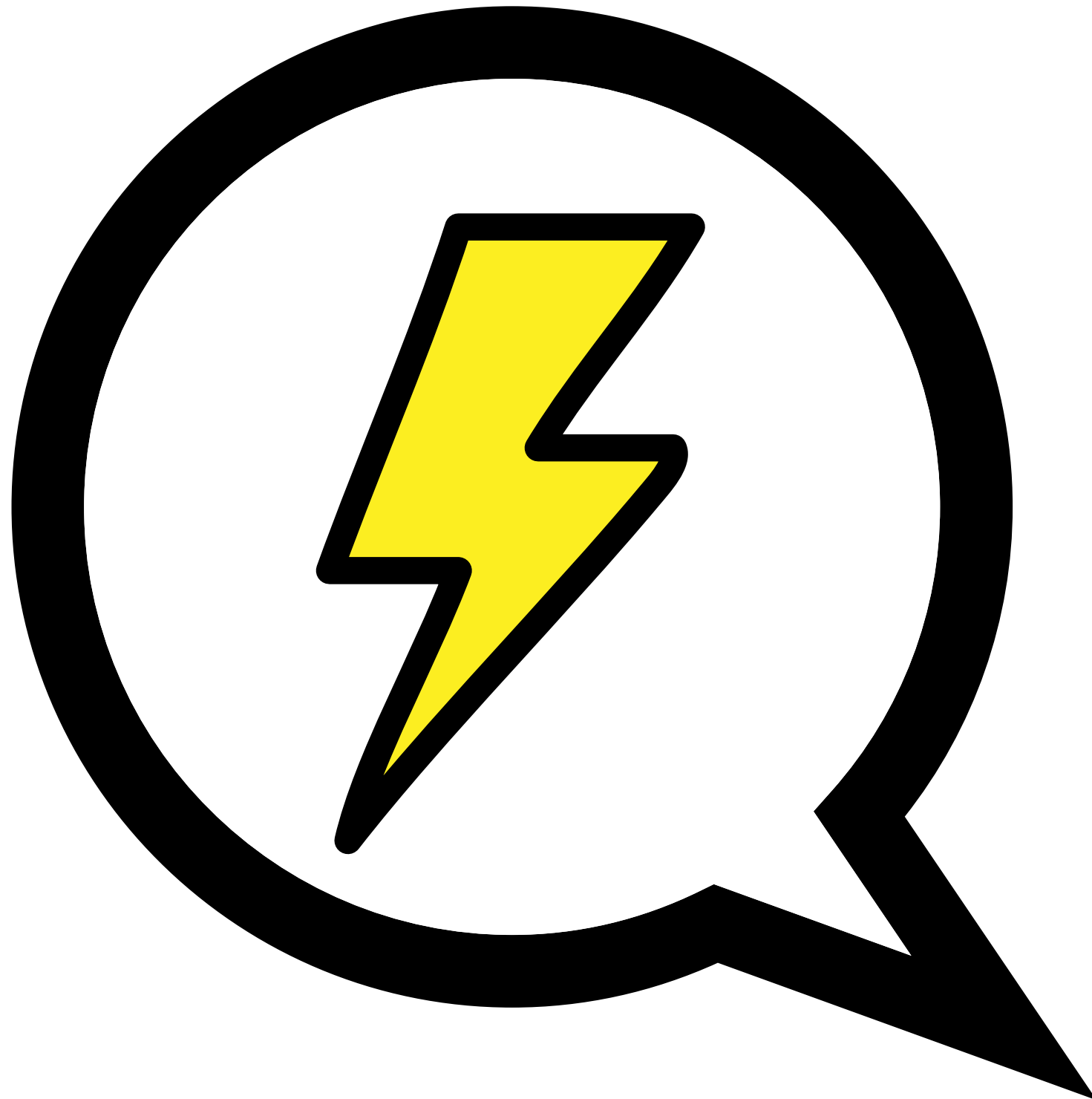
**This workshop isn't
for experienced speakers**

**This workshop is
for beginner speakers**

**This workshop isn't
going to teach you everything**

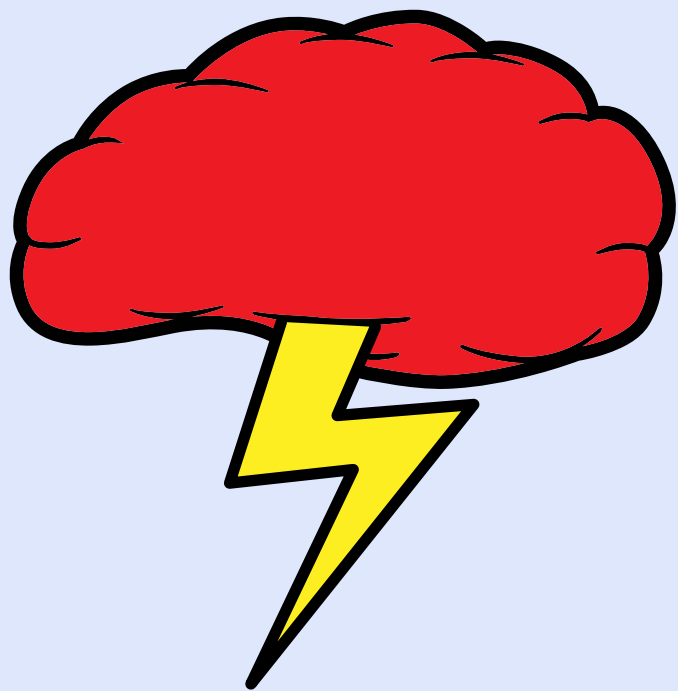
**This workshop is
going to help you get started**

Lightning Talks



Lightning Talks





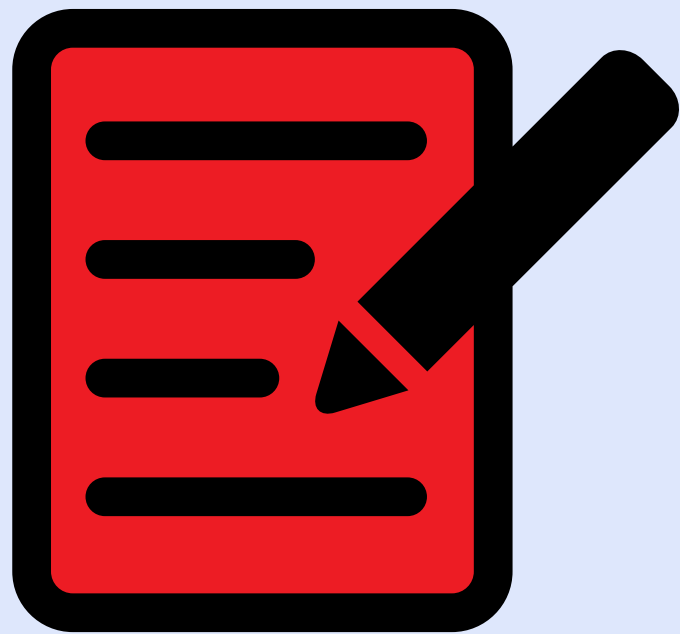
BRAINSTORMING

WRITE PROPOSAL

OUTLINE TALK

MAKE SLIDES

PRESENT TALK



BRAINSTORMING

WRITE PROPOSAL

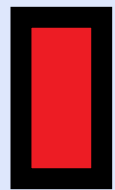
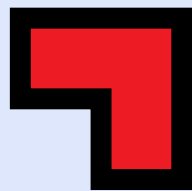
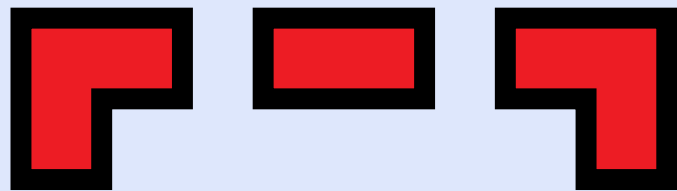
OUTLINE TALK

MAKE SLIDES

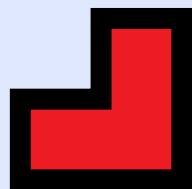
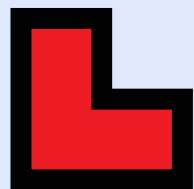
PRESENT TALK

BRAINSTORMING

WRITE PROPOSAL



OUTLINE TALK



MAKE SLIDES

PRESENT TALK

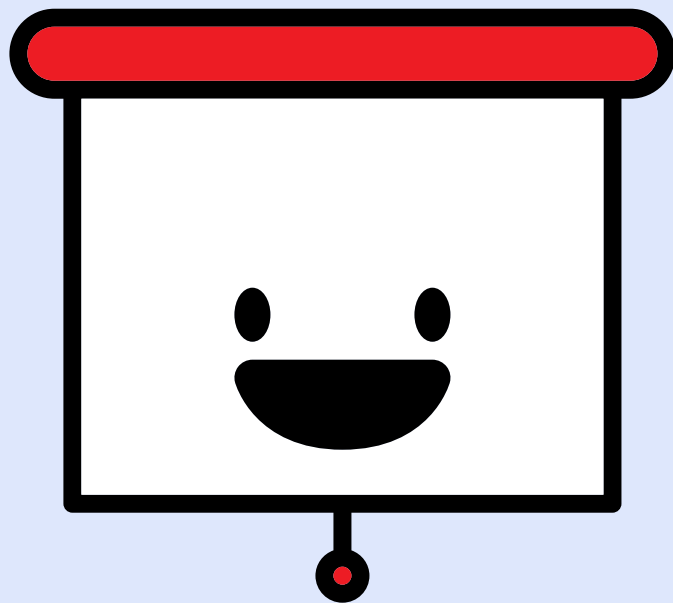
BRAINSTORMING

WRITE PROPOSAL

OUTLINE TALK

MAKE SLIDES

PRESENT TALK



BRAINSTORMING

WRITE PROPOSAL

OUTLINE TALK

MAKE SLIDES

PRESENT TALK



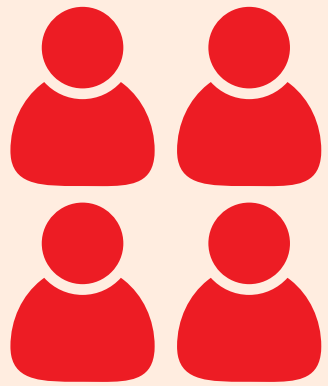
**today's activities are
time sensitive**



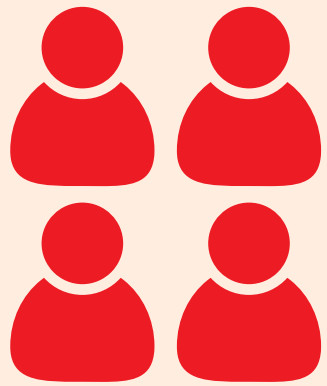
Experience Check!

- Who has spoken at a conference before?
- Who has spoken at a user group or other local tech event before?

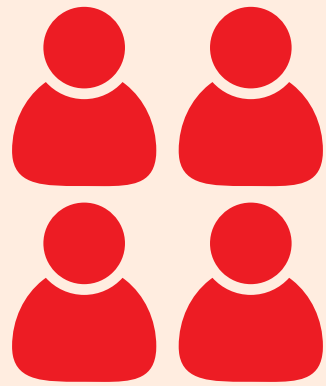
Break into groups!



1



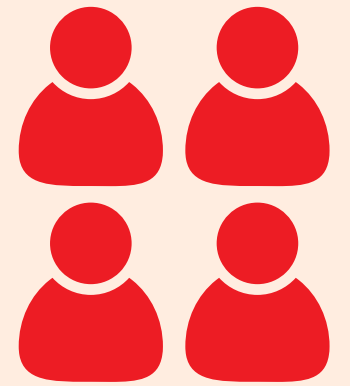
2



3



4

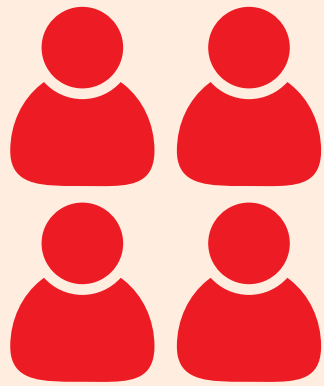


5

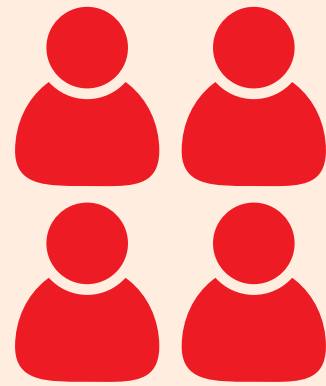
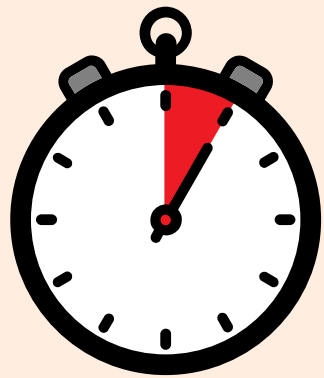
Assign a timekeeper



1



2



3



4

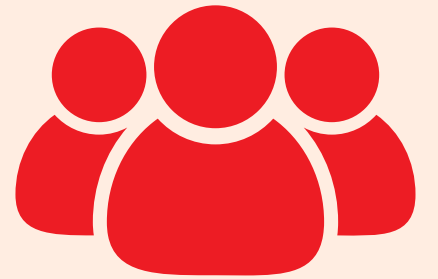


5



Introductions

- Introduce yourself
- Name
- Why you are you here?
- Use the worksheet, as needed
- 1 minute each



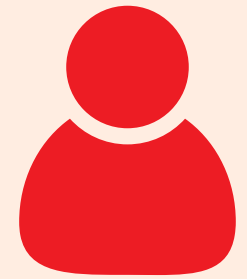
group



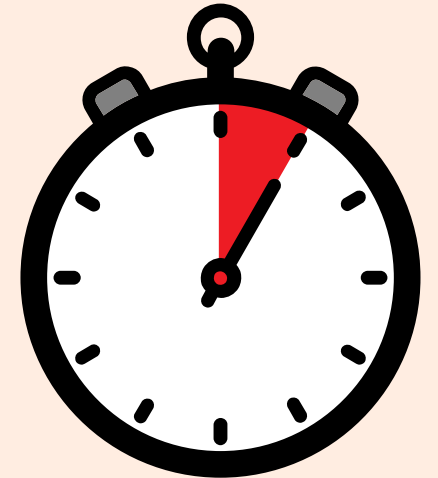
5 mins

Tech Setup

- We will use Google Drive to share & collaborate
- <insert shared drive link>
- Let me know if you can't use Google Drive.
- You will use whatever presentation software you prefer.
- Let me know if it's not one of the ones listed on the worksheet.

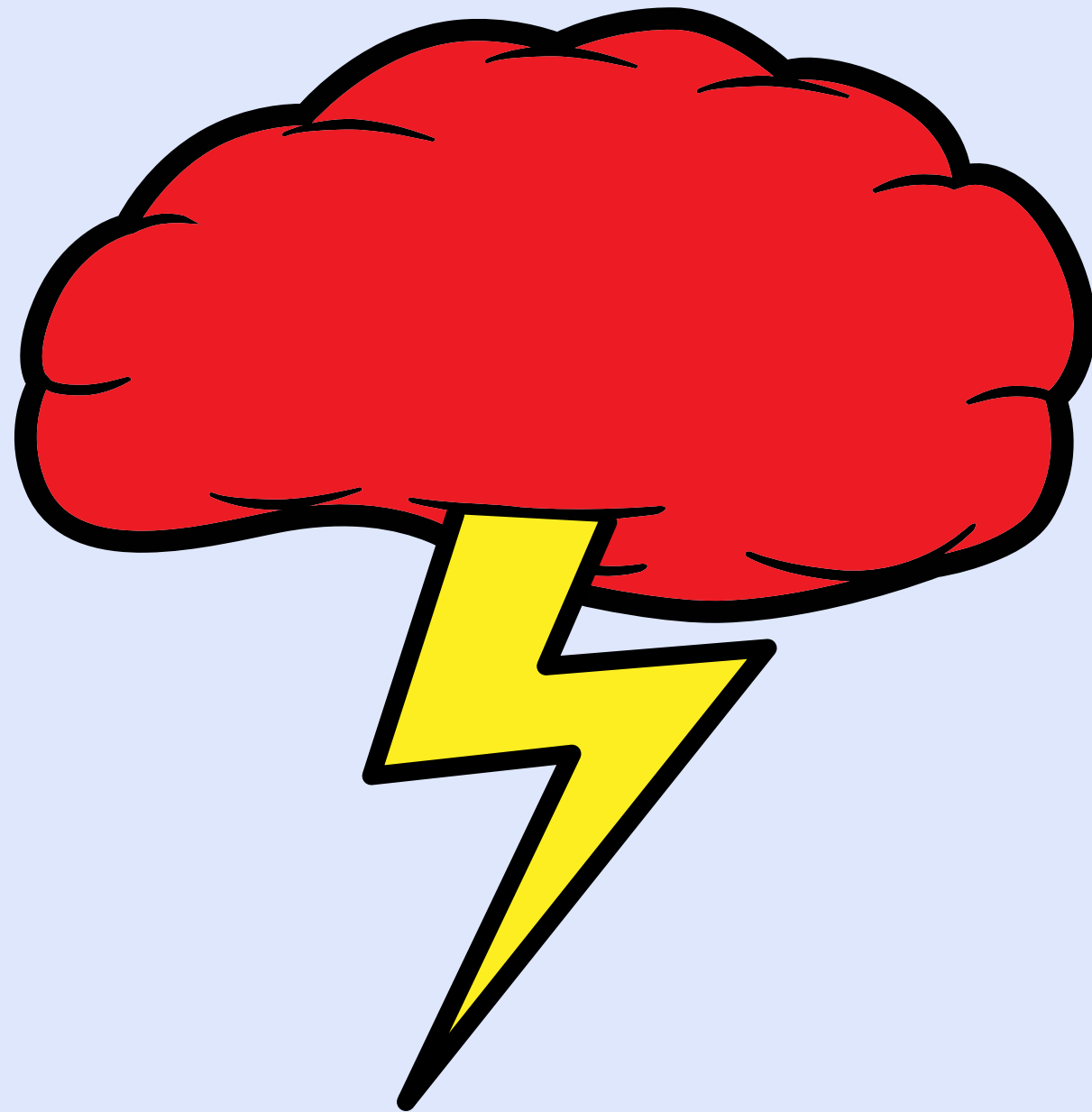


solo



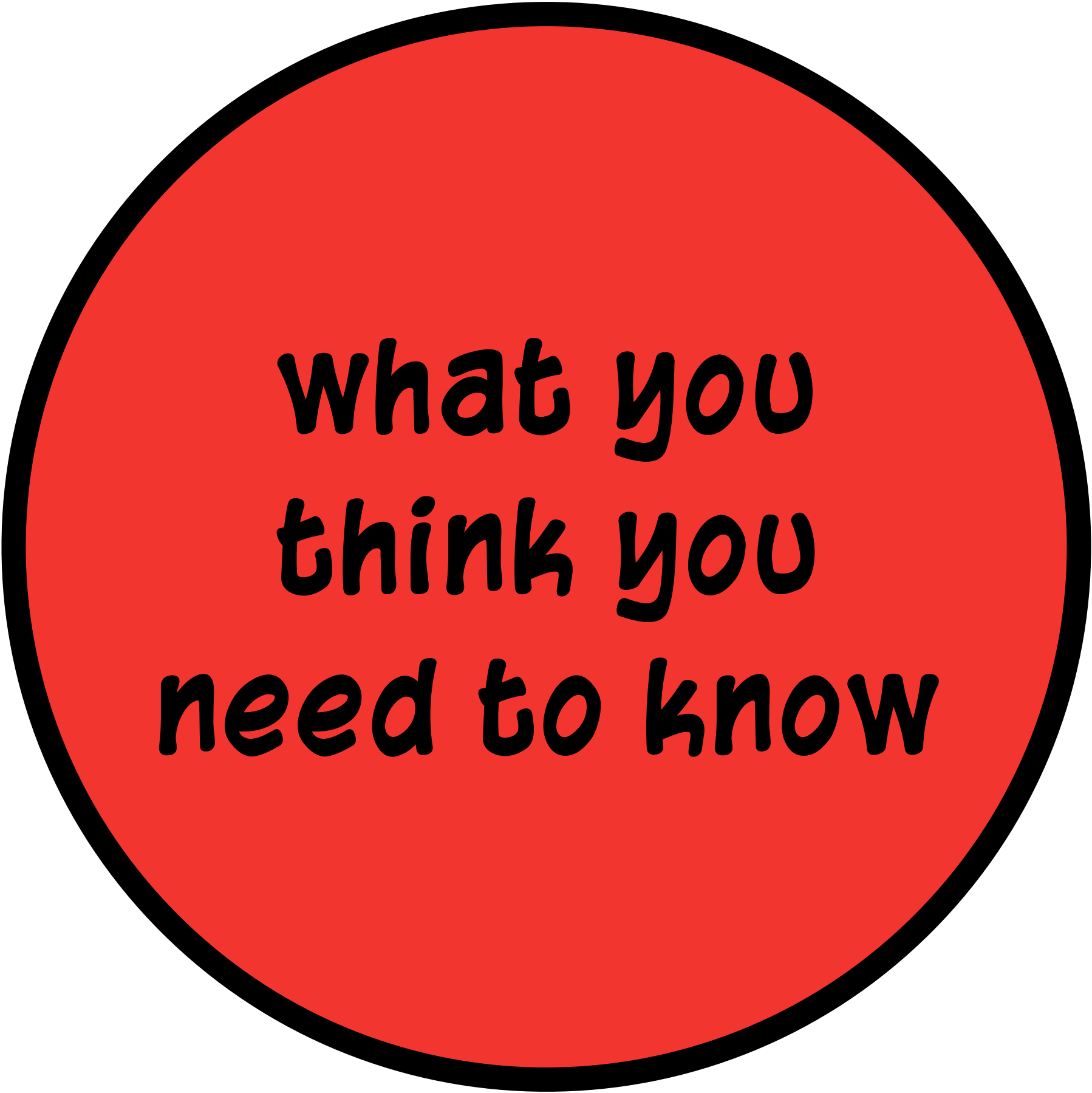
5 mins

BRAINSTORMING

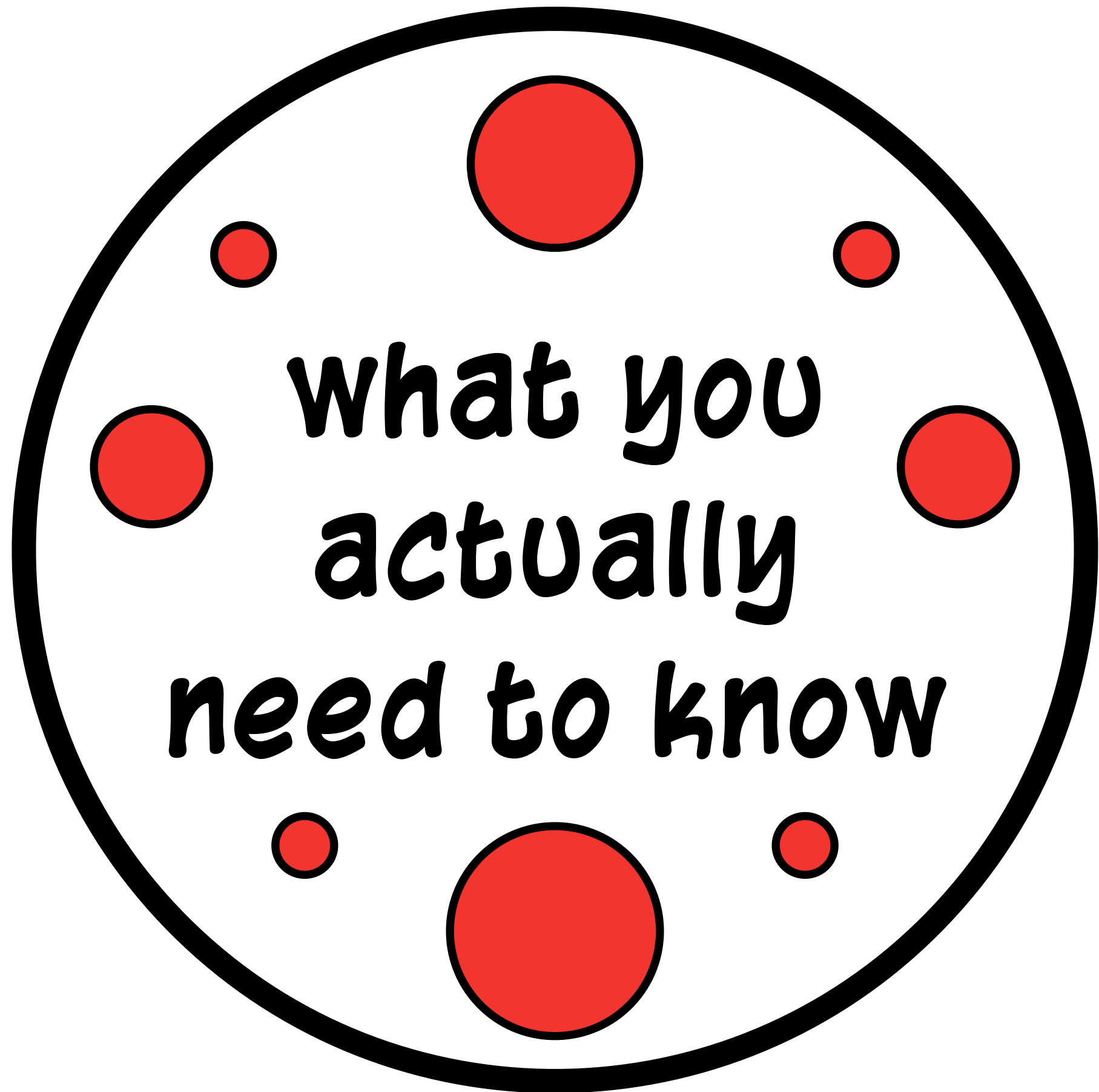




I'm not an
expert.



**what you
think you
need to know**



what you
actually
need to know

**You are an expert
on your experiences**

**Experts aren't always
the best for the job**



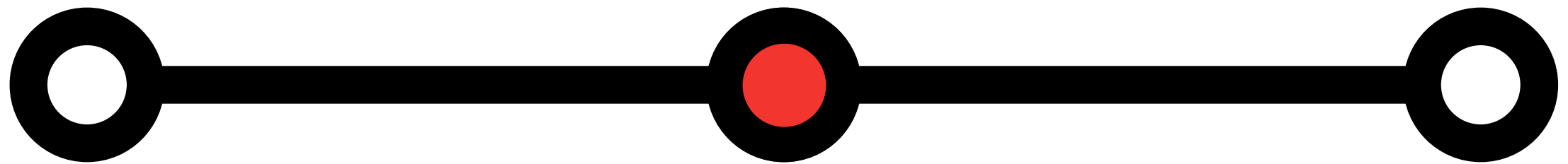
beginner

expert



beginner

expert



Brainstorming

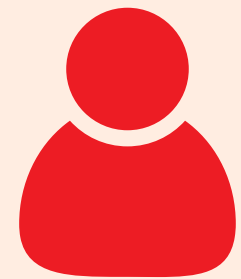
- Things you work on a lot (e.g. what you do at work, subject you study at school).
- Things you work on sometimes (e.g. side project, open source work).
- Topics you are excited about.
- Topics you wish more people talked about.
- Other ideas.

Brainstorming

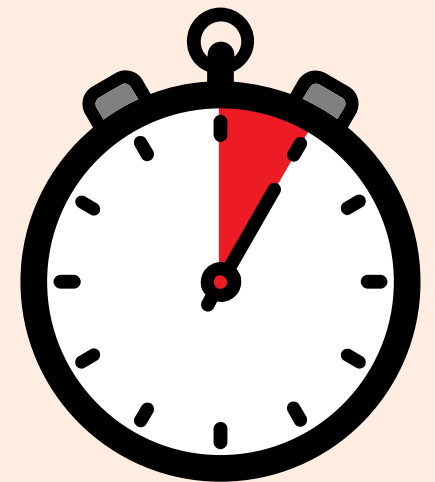
- Technical topics
- People topics
- Hybrid topics

Brainstorming

- Fill out the brainstorming worksheet on your own.



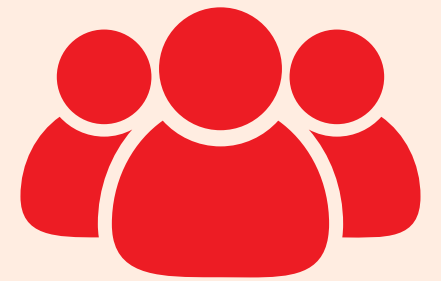
solo



5 mins

Brainstorming

- Discuss with your group.
- Get feedback on your ideas.
- Help generate new ideas.
- Give each other constructive feedback.
- ~5 minutes each.



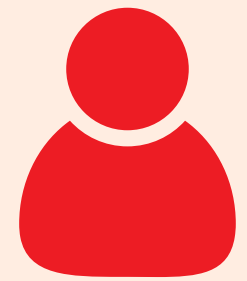
group



20 mins

Select Topic

- Select an idea!
- You will use this the rest of the day.
- Remember that you're giving a 3 minute talk.

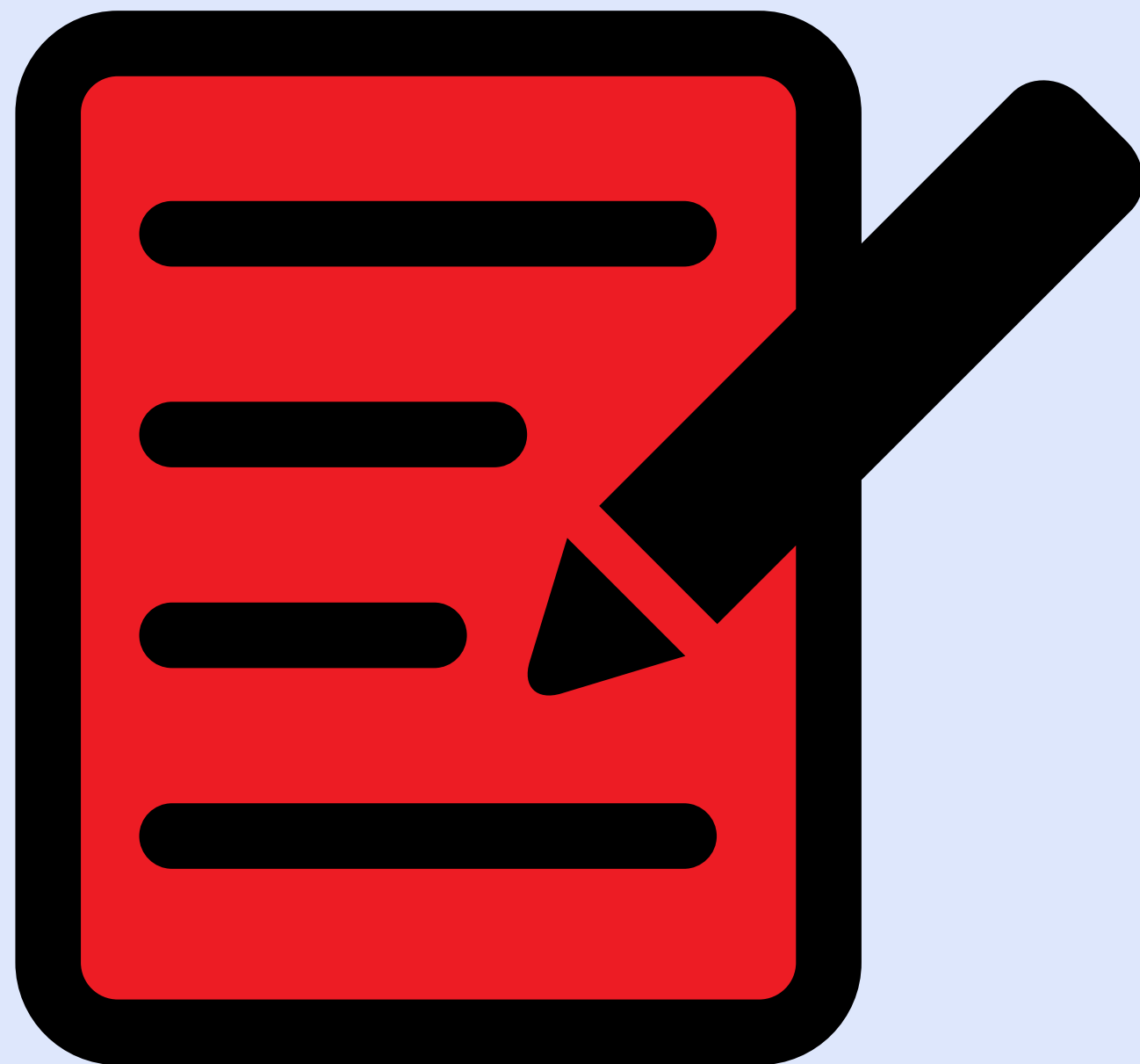


solo



5 mins

WRITE PROPOSAL



Elements of a Proposal



Elements of a Proposal

TITLE

Elements of a Proposal

TITLE

DESCRIPTION

**Proposals get your talk
selected for an event.**

C

F

P

Call

F

P

Call

For

P

Call For Proposals

**Proposals get people to
attend the event you are
speaking at.**



Pittsburgh, PA

Founded Mar 20, 2014

About us...

Members 375

Group reviews 8

Upcoming Meetups 18

Past Meetups 30

Our calendar 

Organizers:

Justin Reese,
Colin Dean and
1 more...



 Contact

We're about:

Speaking at Tech Events for Beginners (Workshop)

 Print ticket  Export  Tell a friend  Share

Speaking at Tech Events for Beginners

Want to start speaking at tech events, but not sure where to start? Then this is the workshop for you! Code & Supply needs new speakers, and we want to help you become one of them.

This hands-on, collaborative workshop will take you through the entire process of speaking at a tech event including:

- Brainstorming ideas
- Writing a proposal
- Outlining a talk
- Developing good slides
- Presenting your talk

We will practice this process with very short presentations called "lightning talks" that are five minutes or less.

This workshop is being facilitated by **Julie Pagano**. She runs a tech speaker support group that is friendly to beginner speakers and recently gave **a talk about supporting new tech speakers**.

**Proposals get people to
attend your talk over
someone else's.**

05:10PM	<p>Which messaging layer should you use if you want to build a loosely coupled distributed Python app?</p> <p>Narahari Allamraju</p> <p>S</p>	<p>What is coming in Python packaging</p> <p>Noah Kantrowitz</p> <p>S</p>	<p>Performance Testing and Profiling: A Virtuous Cycle</p> <p>Dan Crosta</p> <p>S</p>	<p>It's Dangerous to Go Alone: Battling the Invisible Monsters in Tech</p> <p>Julie Pagano</p> <p>S</p>	<p>Programming an Autonomous 20 Foot Blimp with Python</p> <p>Scott Lobdell</p> <p>S</p>
05:40PM	Lightning Talks				
06:40PM					

Saturday 5:10 p.m.–5:40 p.m.

It's Dangerous to Go Alone: Battling the Invisible Monsters in Tech

Julie Pagano

Audience level: Novice
Category: Community

Description

It can be hard to focus on your love of coding when you are regularly battling invisible issues like insecurity, anxiety, and lack of confidence. This talk will identify invisible issues programmers struggle with, talk about their impact, discuss personal experiences dealing with them, and share some tools useful in fighting back.

Abstract

We talk a lot about the things people can do to get the most out of being a software developer. We talk about testing, design patterns, contributing to open source, and many other topics. All of these things are important, but for some of us there's an important piece of the puzzle being overlooked. It can be hard to focus on your love of coding when you are regularly battling invisible issues like insecurity, anxiety, and lack of confidence. These issues create hurdles that get in the way no matter how much you improve as a software engineer.

It is important that we talk about these issues because an unwillingness to admit they're real can make it worse. It makes them feel like the adult version of the monsters under the bed. It's scary and isolating because those

SPONSORS

Diamond



Platinum



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SPONSORS

Diamond



Platinum



Elements of a Proposal

TITLE

DESCRIPTION

Elements of a Proposal

TITLE

DESCRIPTION

descriptive

“Speaking at tech events for beginners”

cute and descriptive

**“I Am a Front-end Web Developer
(and so can you!)”**

cute

(these ones better have a good description)

“It’s Dangerous to Go Alone: Battling the Invisible Monsters in Tech”

descriptive is usually better

Elements of a Proposal

TITLE

DESCRIPTION

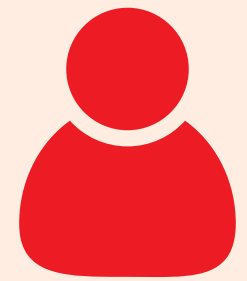
Help the reader answer some questions:

- What is the talk about?
- Why is it important?
- What will people get out of it?
- Who is the target audience?

Ask for Help

Write Proposal

- Time to start typing. Use your name in your files, so they are easy to identify.
- Write a first draft of your proposal.
- Descriptive title.
- Description answers the questions.
- Keep it short — it's only a 3 min talk.



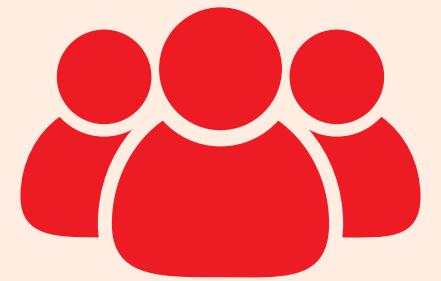
solo



10 mins

Review Proposal

- Share your proposals in the group folder
- Read through each other's proposals.
- Share constructive feedback.
- ~5 minutes each.



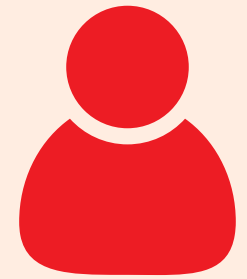
group



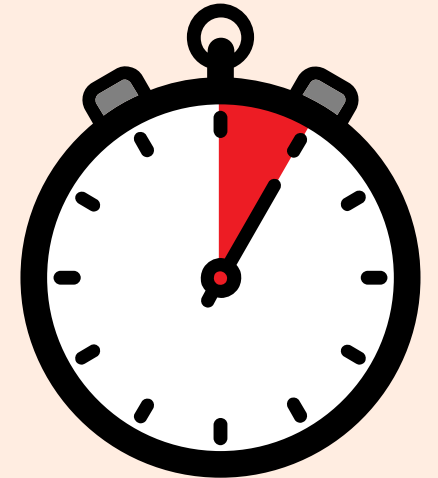
20 mins

Finish Proposal

- Finalize your proposal based on feedback.



solo



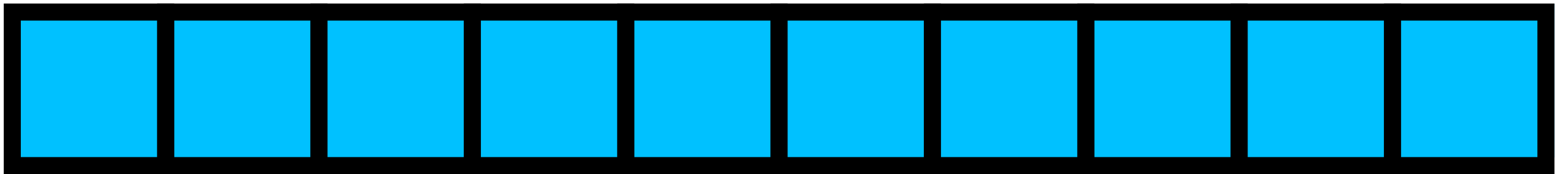
5 mins

Expectations Management for CFPs

rejection is normal

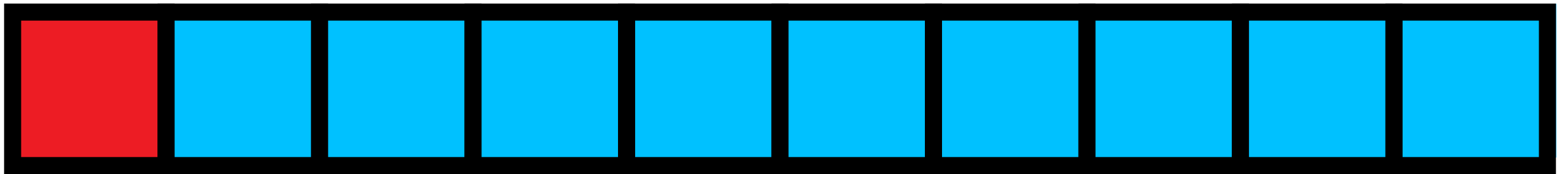
rejection is normal
(even though it still hurts)

Speaking Slots



**Your
Awesome
Proposal**

Speaking Slots



CFP Submissions

[illegible]

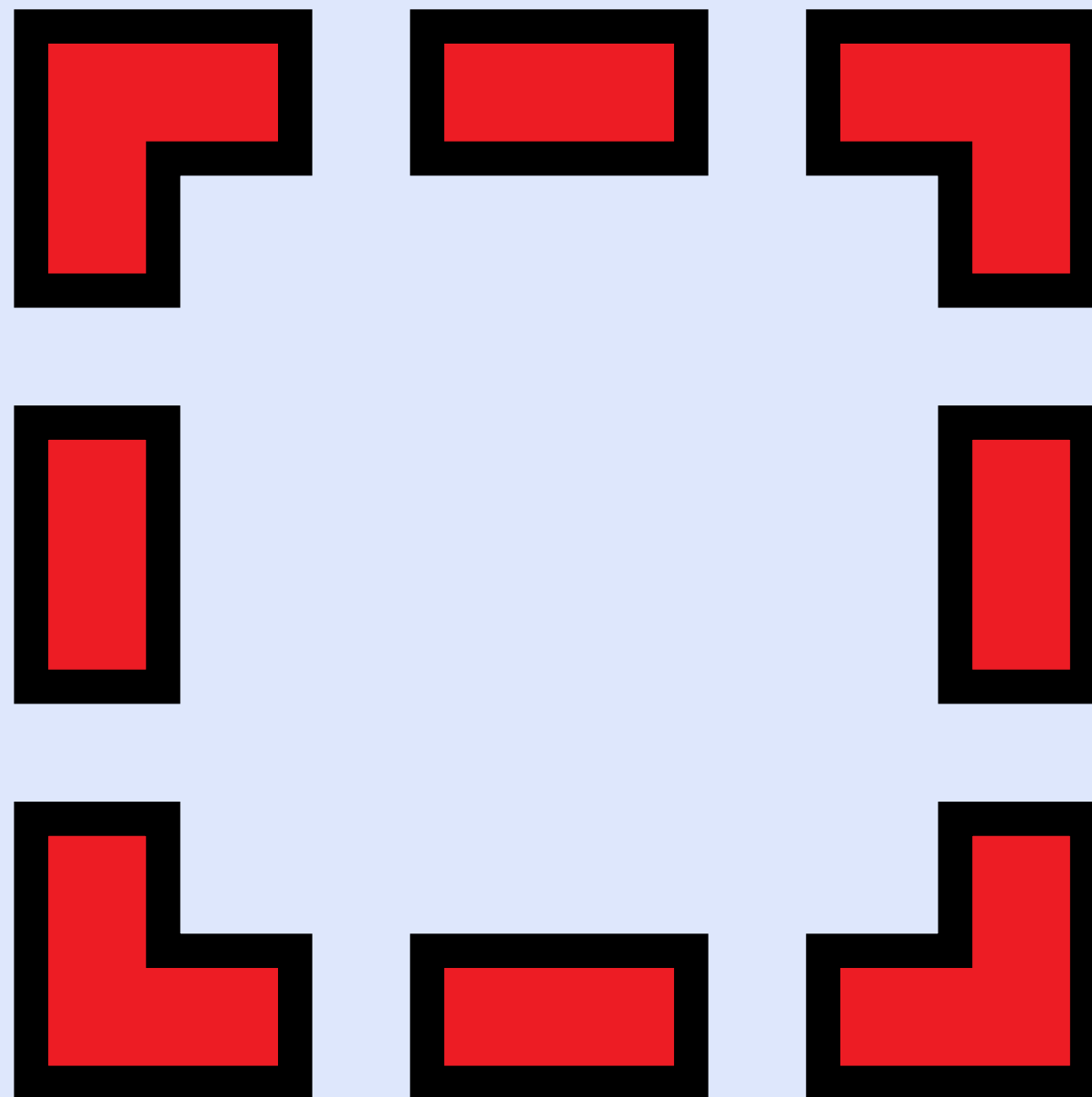
CFP Selection

[illegible]

Other Variables

- How do talks fit together?
- Multiple submissions with similar topics?
- What talks were given last year?
- A million other little things

OUTLINE TALK

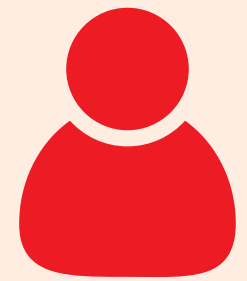


Outline

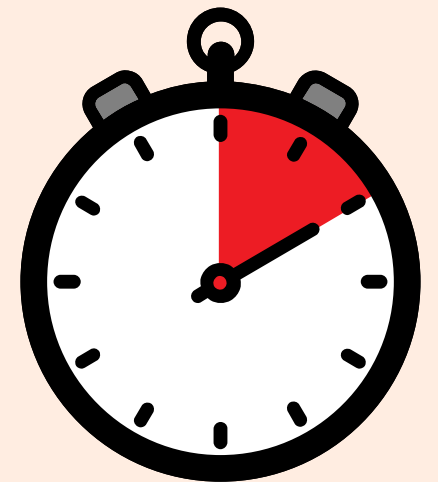
- Introduction
- 2-4 high level topics or points
- Conclusion

Write Outline

- Outline group folder.
- Make a rough draft of your talk outline.
- Keep in mind you have 3 mins.
- I recommend 2 points (maybe 3) because of time.



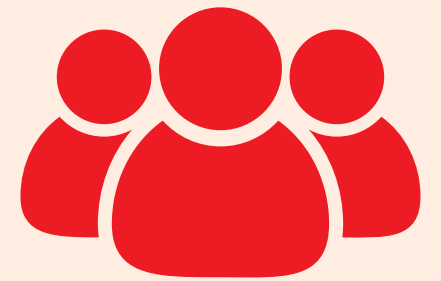
solo



10 mins

Review Outline

- Read through each other's outlines.
- Share constructive feedback.
- ~5 minutes each.



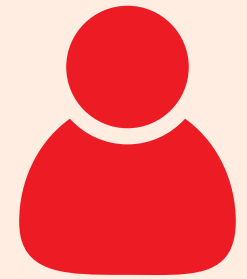
group



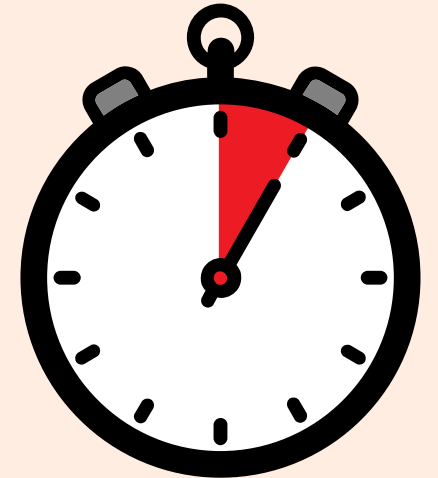
20 mins

Finish Outline

- Finalize your outline based on feedback.



solo



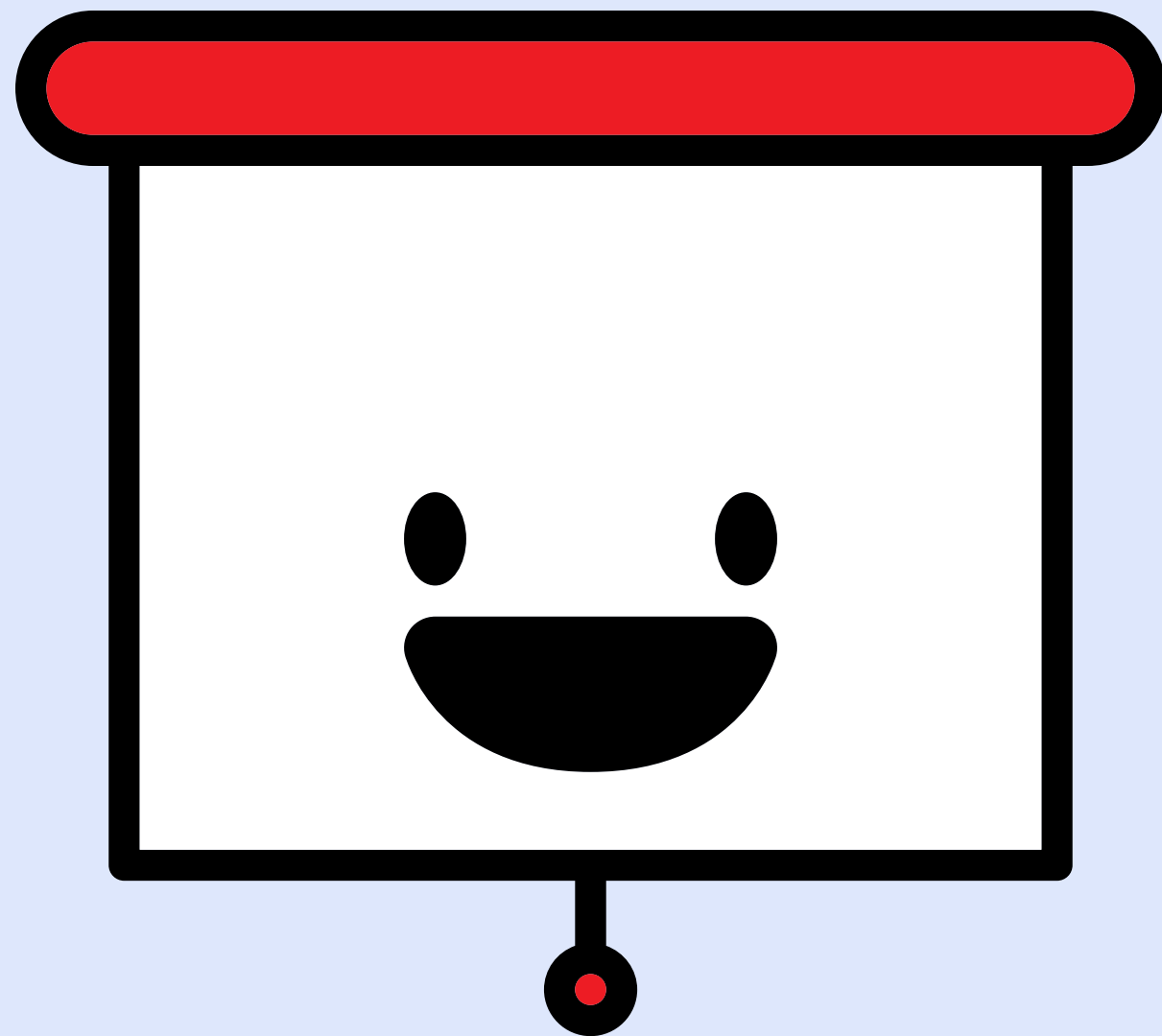
5 mins

LUNCH!

~35 minutes



MAKE SLIDES



Keep It Simple

**Slides are a prop or
backdrop**

**Most good talks
cannot be reproduced
with just the slides**

Typography

**Find a few fonts
you like**

Roboto

Roboto

Roboto

Roboto

Roboto

Roboto

**Avoid scripty or
cutesy fonts.
They're hard to read.**

Fonts to avoid :(

comic sans

papyrus

Lobster

Lobster Two

**The fonts you pick aren't
as important as how you
present them.**

don't use tiny text

use big text

use huge text

use

ridiculously

massive text

- **But**
- **what**
- **about**
- **all**
- **my**
- **bullet**
- **points**

Don't.

- **At most**
- **you should have**
- **a few bullets**
- **on a slide.**

<code> on slides

```
def merge_sort(m)
  return m if m.length <= 1
```

```
  middle = m.length / 2
  left = m[0,middle]
  right = m[middle..-1]
```

```
  left = merge_sort(left)
  right = merge_sort(right)
  merge(left, right)
```

```
end
```

```
def merge(left, right)
  result = []
  until left.empty? || right.empty?
```

```
    if left.first <= right.first
      result << left.shift
```

```
    else
```

```
      result << right.shift
```

```
    end
```

```
  end
```

```
  result + left + right
```

```
end
```

```
ary = [7,6,5,9,8,4,3,1,2,0]
```

```
p merge_sort(ary) # => [0, 1, 2, 3, 4, 5, 6, 7, 8, 9]
```

```
def merge_sort(m)
    return m if m.length <= 1

    middle = m.length / 2
    left = m[0,middle]
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    left = merge_sort(left)
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    right = merge_sort(right)
    merge(left, right)
end
```

```
def merge_sort(m)
  # Return if already sorted

  # Split into left and right

  # Sort left and right

  # Merge
end
```

```
def merge_sort(m)
  # Return if already sorted
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```



```
def merge_sort(m)
    # Return if already sorted

    # Split into left and right

    # Sort left and right
    left = merge_sort(left)
    right = merge_sort(right)

    # Merge
end
```

```
def merge_sort(m)
    # Return if already sorted

    # Split into left and right

    # Sort left and right

    # Merge
    merge(left, right)
end
```

**Don't put important
content at the bottom**



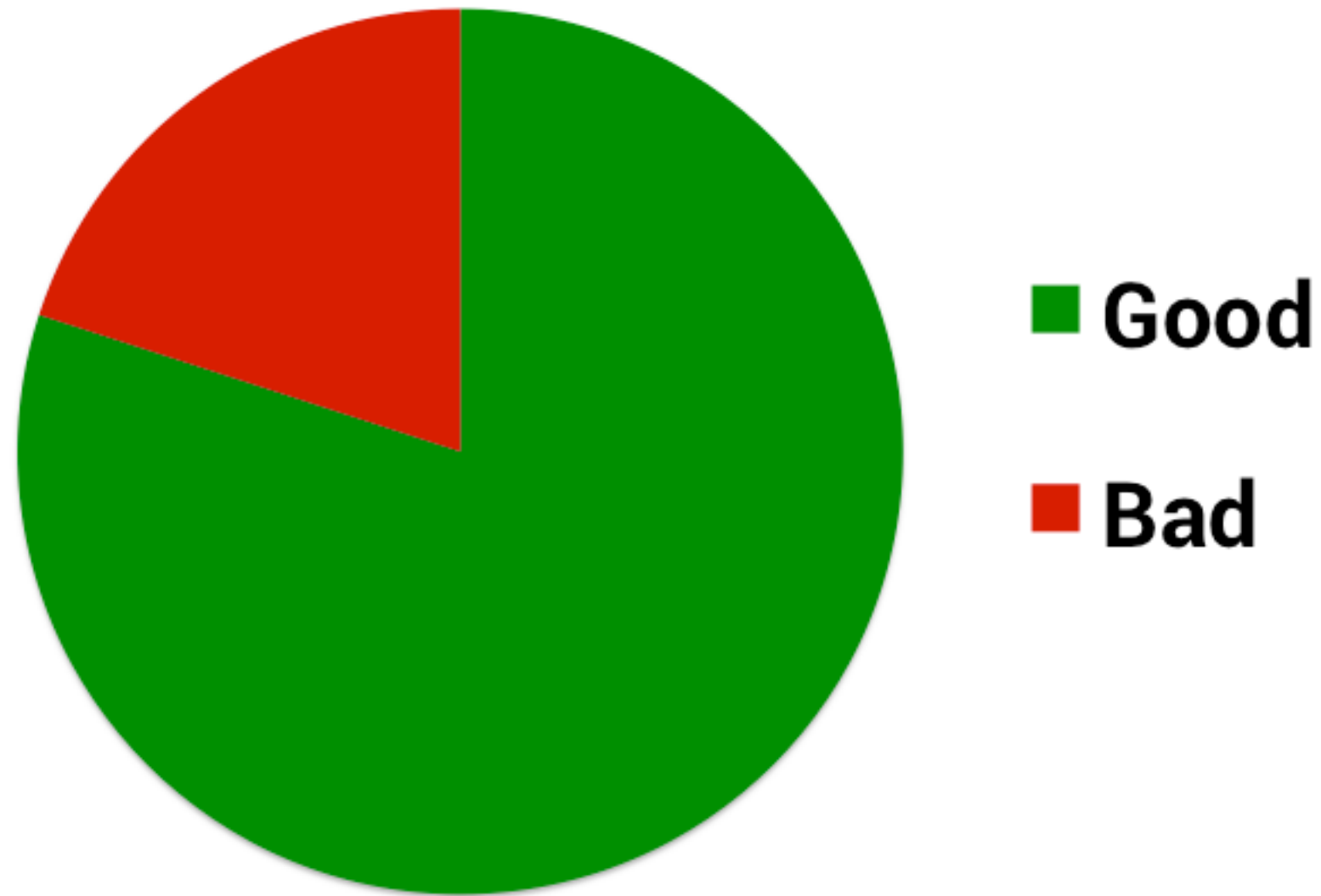
Colors!

High Contrast

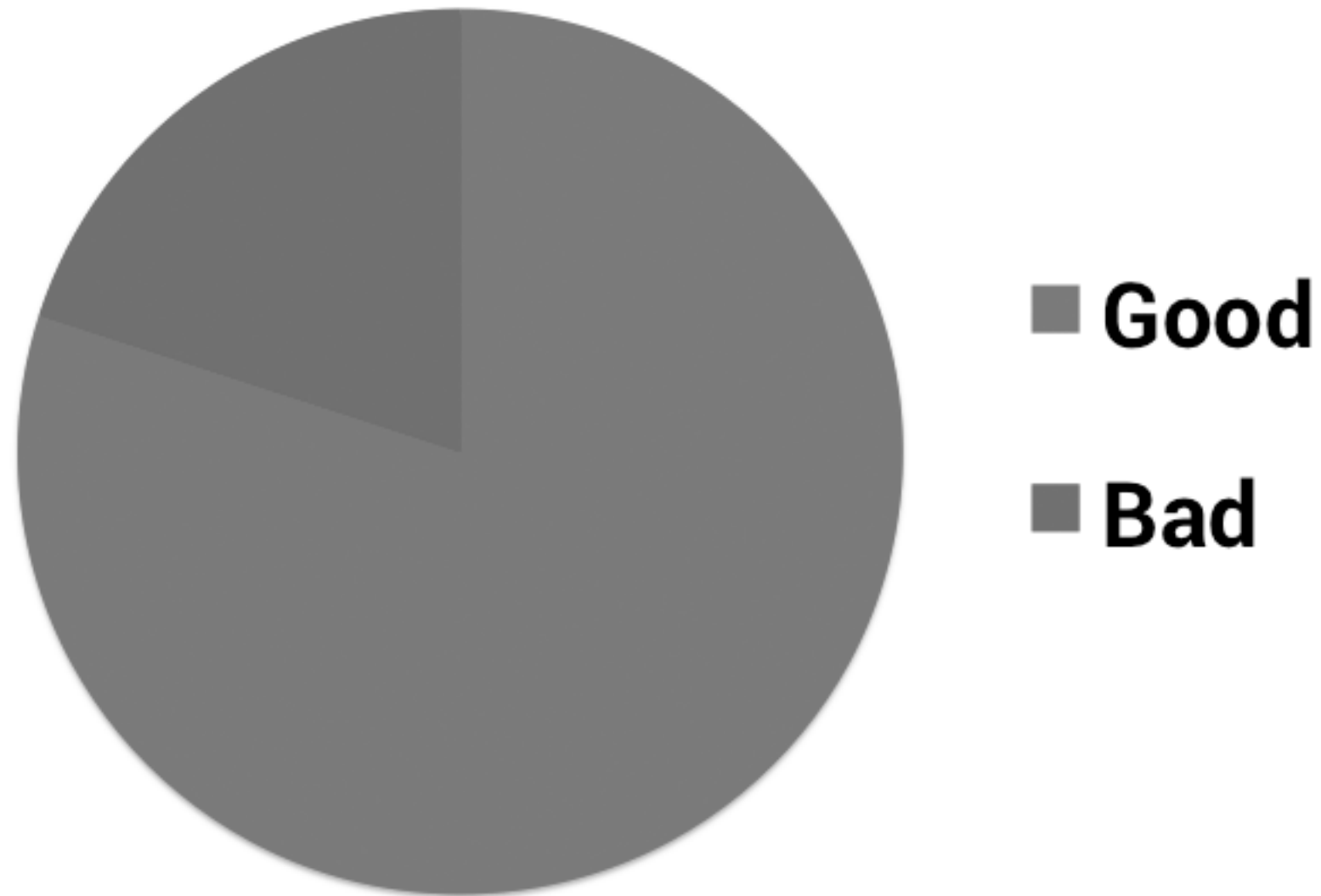
Crappy Projectors

Color Blindness

Project Results



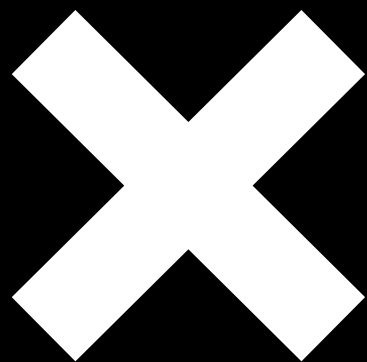
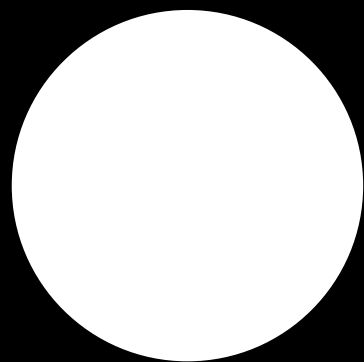
Project Results



Supporting Imagery

The Noun Project

Creating, Sharing and Celebrating the
World's Visual Language



🔍 presentation

presentation

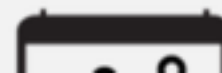
presentation board

presentation style

presentations

Icons Collections

Results for 'presentation'

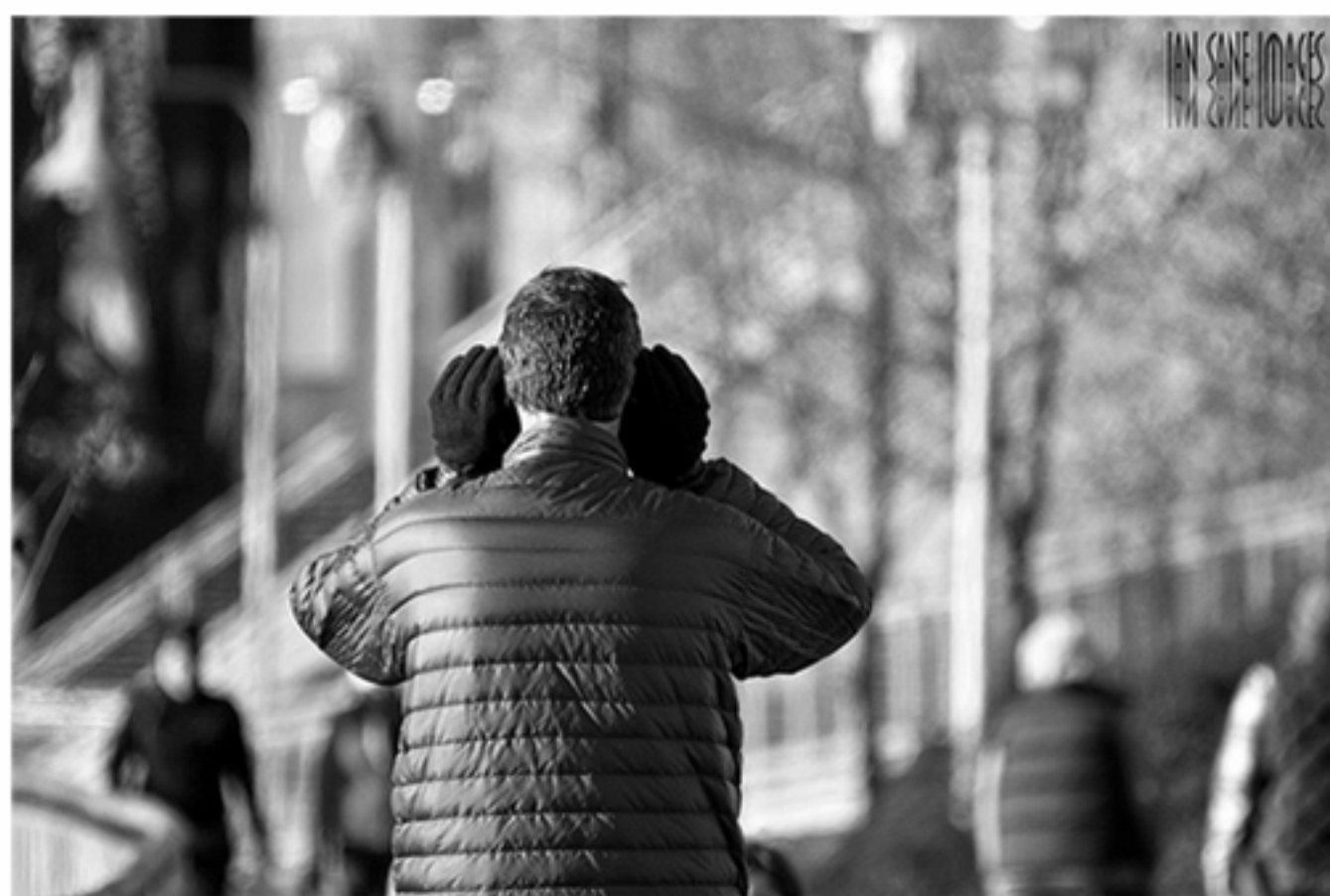
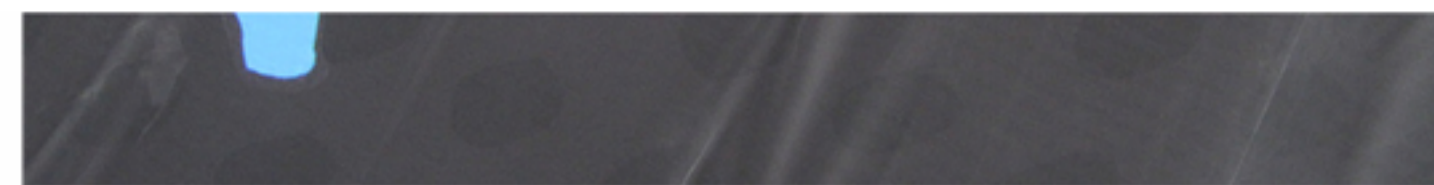


 **creative
commons**

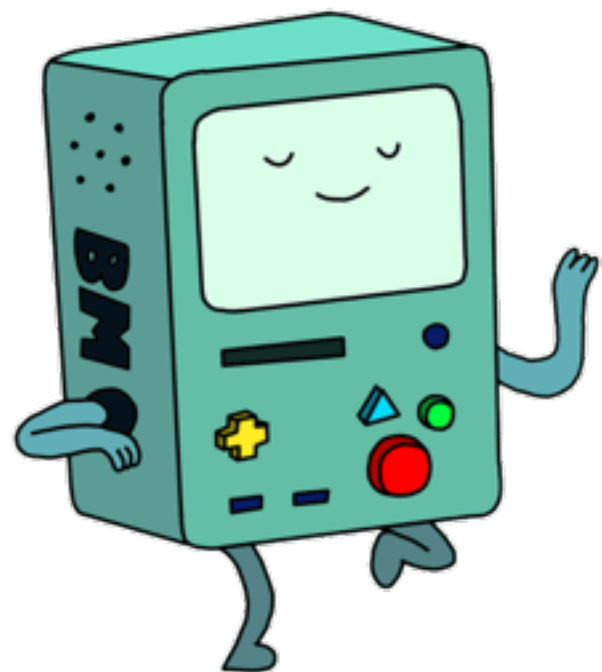


BY

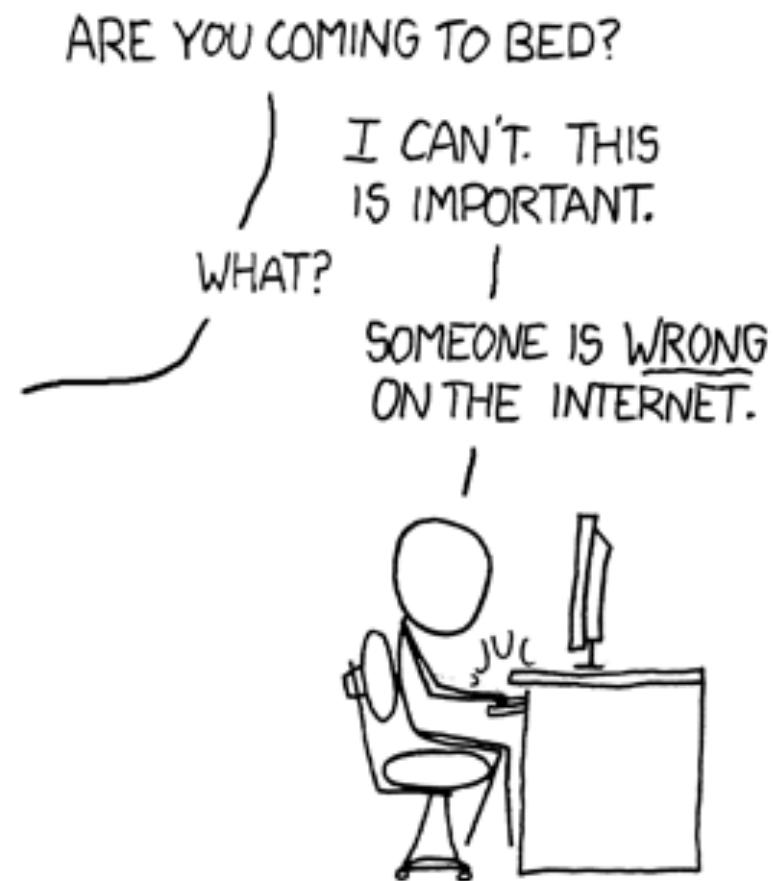
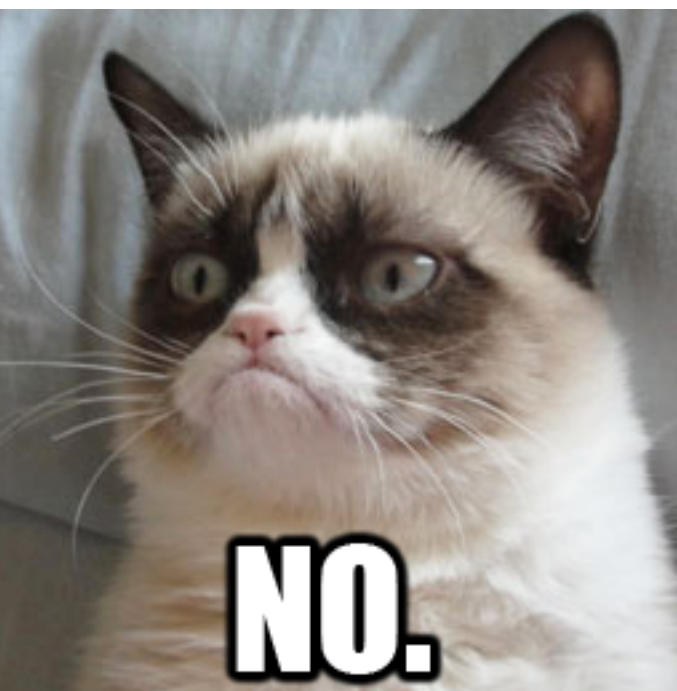
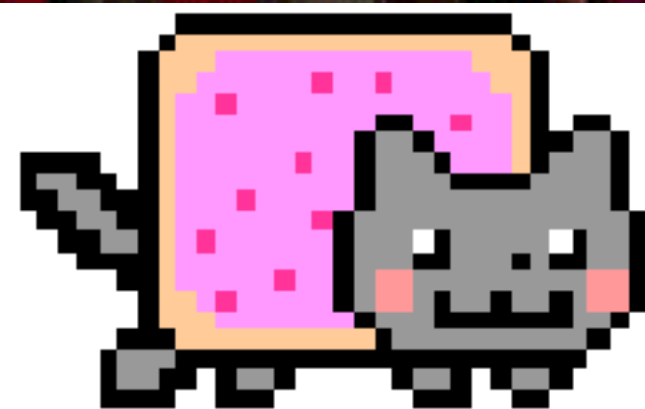
flickr

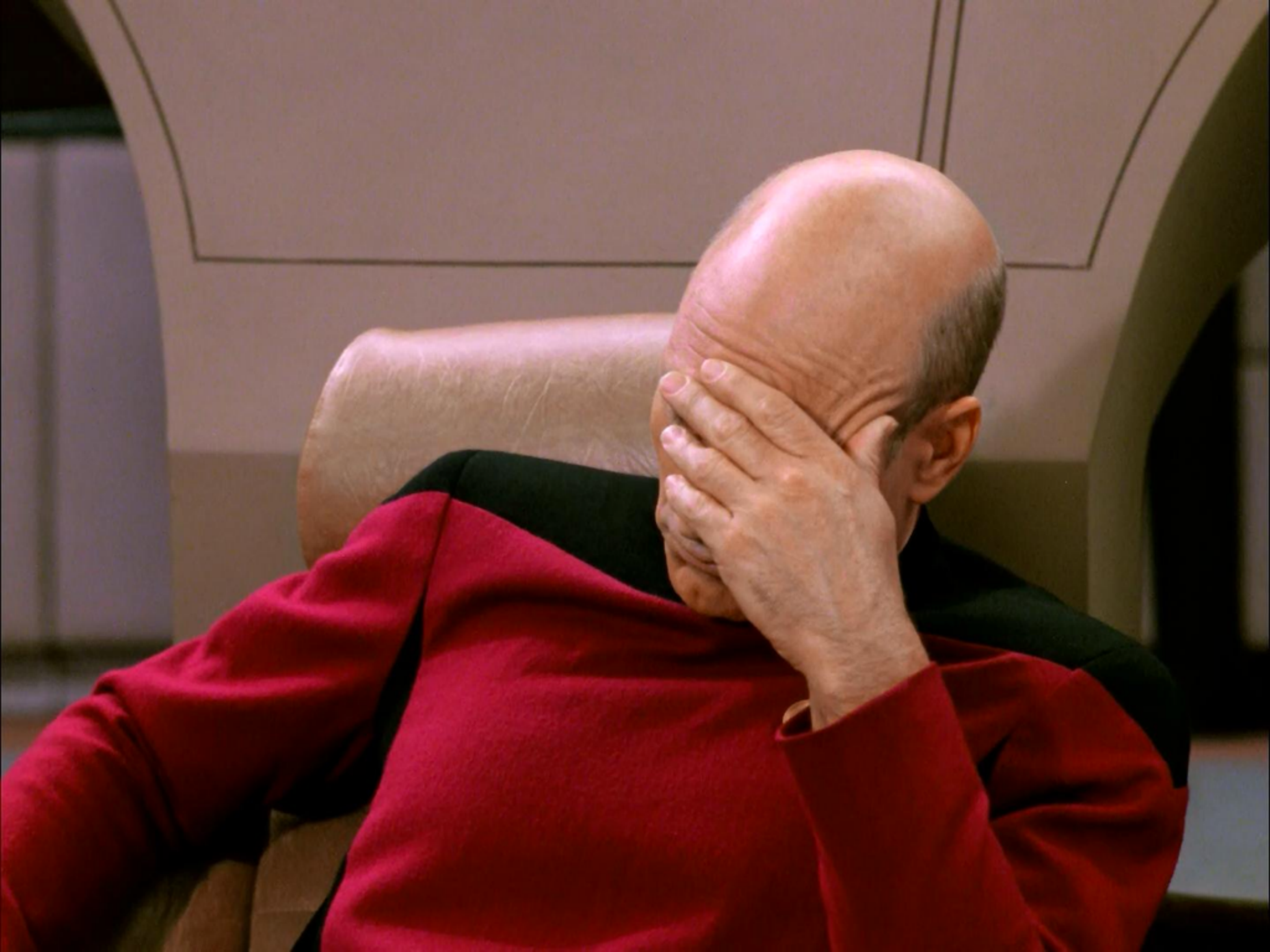


Pop Culture



ALL THE
MEMES!



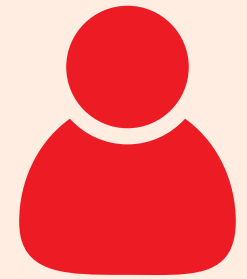


**Don't alienate
your audience**

Content is King

Create Slides

- Make a rough draft of your slides using tool of choice.
- Start with the outline.
- Flesh things out.
- Focus on content first.
- Remember your talk is 3 mins.



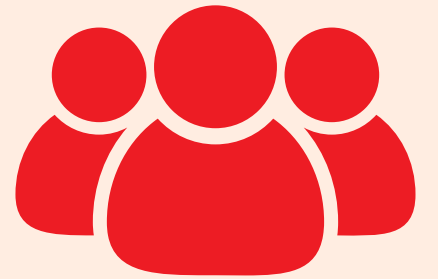
solo



20 mins

Review Slides

- Each person should quickly walk the group through their slides.
- Give constructive feedback.
- ~5 mins each



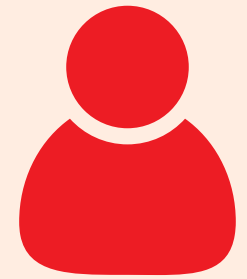
group



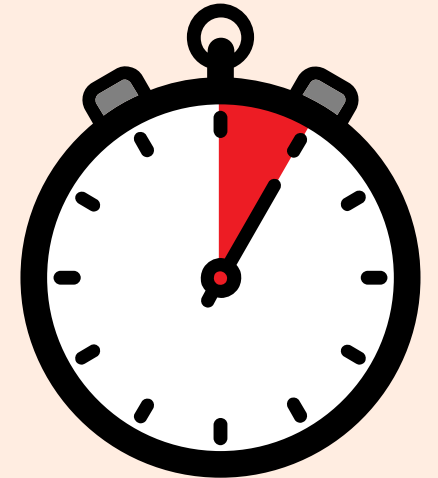
20 mins

Finish Slides

- Adjust your slides based on feedback.



solo



5 mins

PRACTICE TALK



Practice.

Practice.

Practice.

Practice.

Practice.

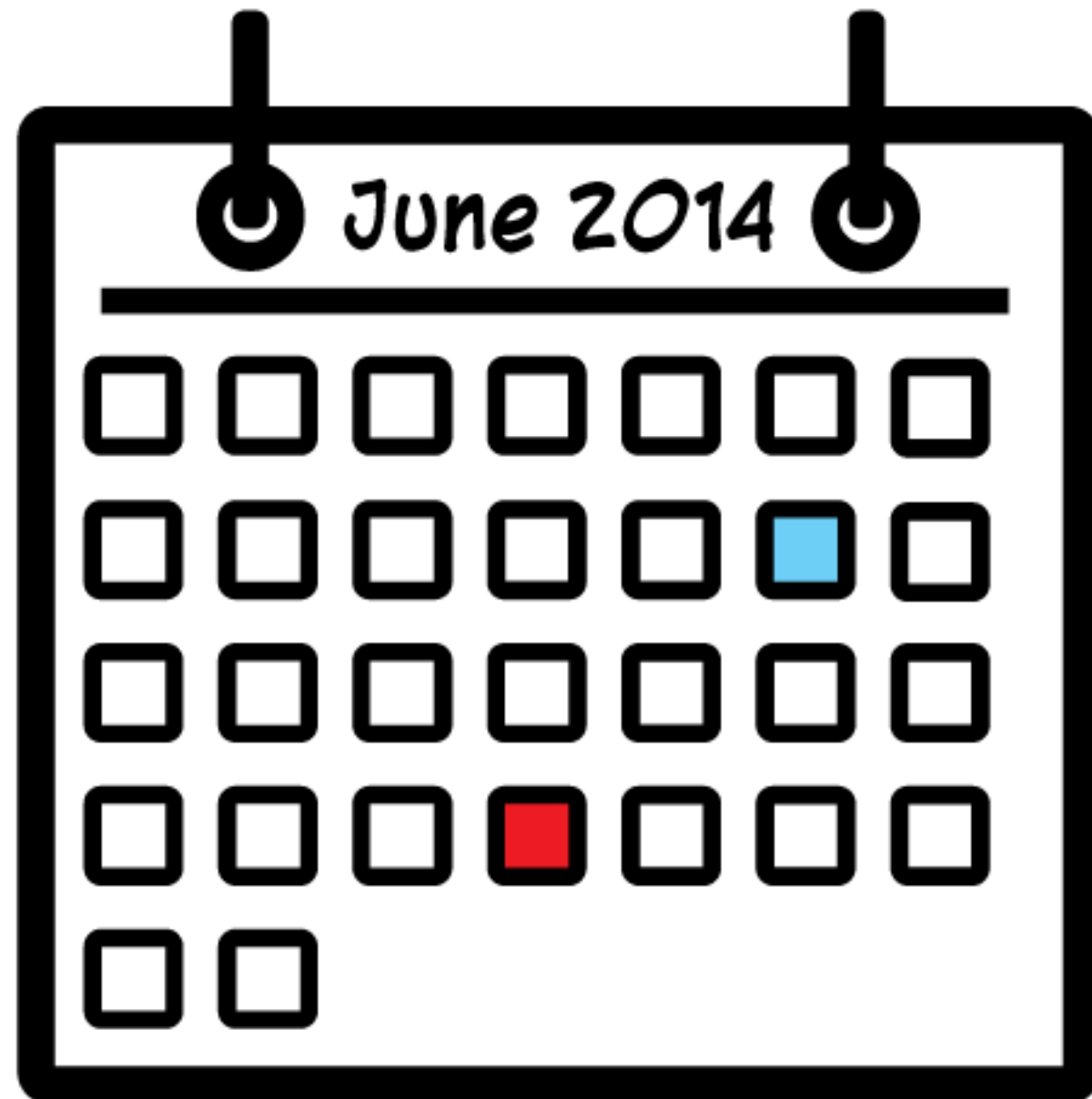
Practice.

Timing matters



Playtest your talk

Playtest your talk

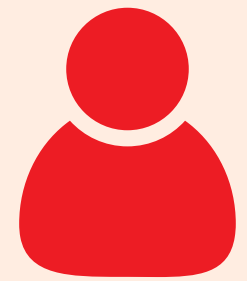


JUNE 13 - PLAYTEST

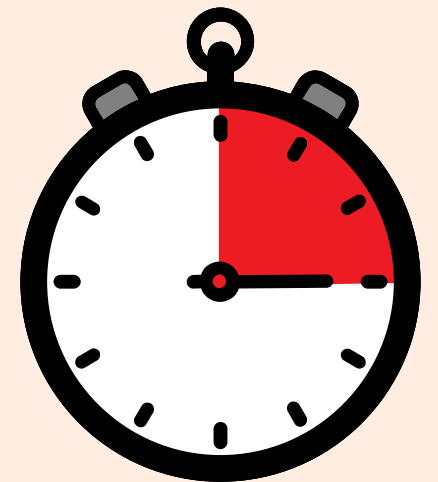
JUNE 25 - REAL TALK

Practice Talk

- Practice your talk a few times.
- Time yourself.
- Make a few adjustments, if needed.
- Upload your slides.

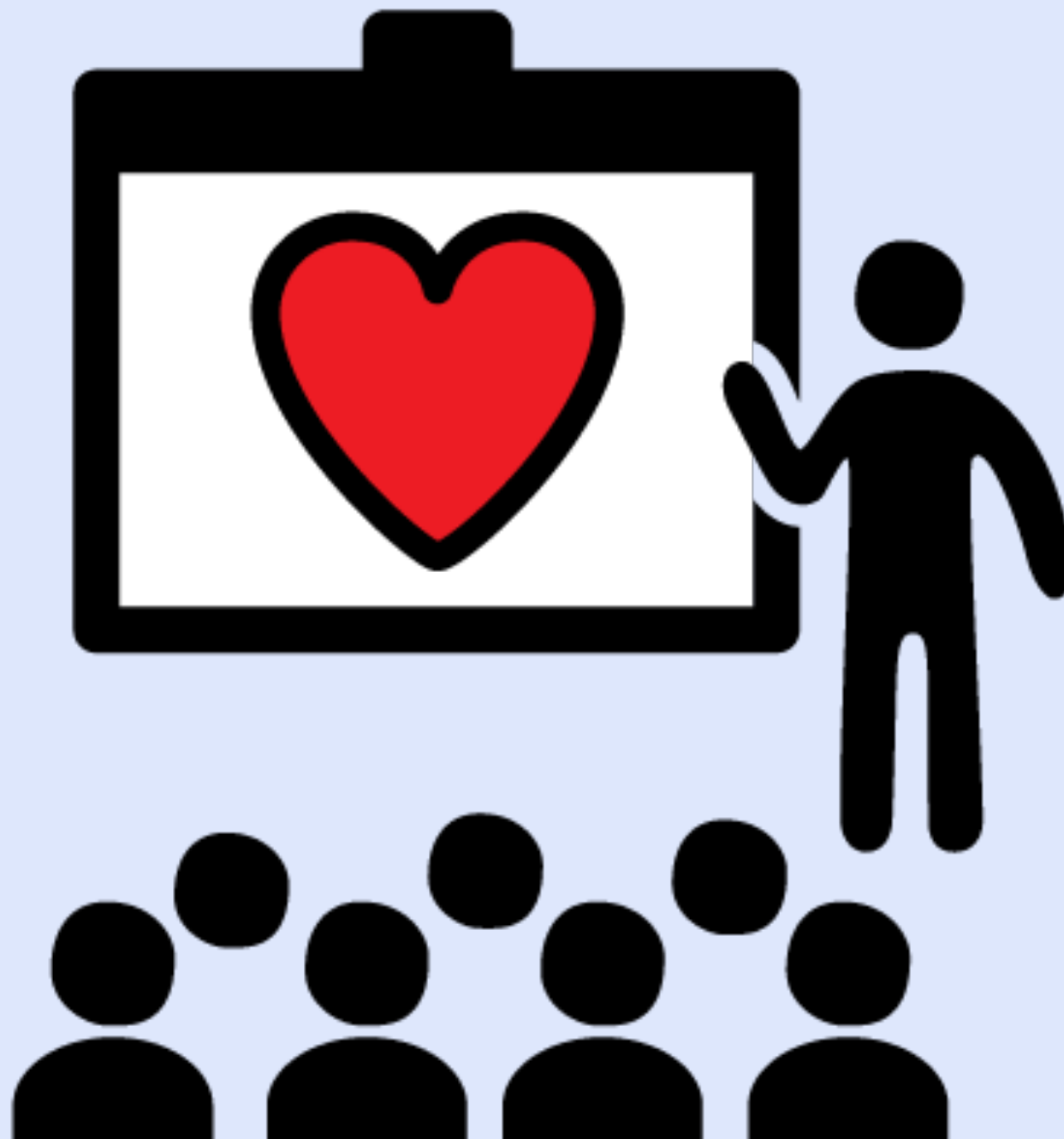


solo



15 mins

PRESIDENT TALK





I'm afraid of
public speaking.

Help me improve!

Please fill out the feedback survey!

Thank you!



Julie Pagano

juliepagano.com

julie@juliepagano.com

@juliepagano



Additional Resources

General Speaking Skills

- Toastmasters
- Steel City Improv

Blog Posts

- I Support Speakers and So Can You - <http://juliepagano.com/blog/2014/04/27/i-support-speakers-and-so-can-you/>
- Presentation Skills Considered Harmful by Kathy Sierra - <http://seriouspony.com/blog/2013/10/4/presentation-skills-considered-harmful>
- <http://weareallaweso.me/>
- <http://cognition.happycog.com/article/so-why-should-i-speak-publicly>
- <http://writing.jan.io/2013/05/10/how-to-give-the-killer-tech-talk---a-pamphlet.html>
- <http://blog.pamelafox.org/2013/08/why-do-i-speak-at-conferences.html>

Talks About Talking

- Conference Submissions and Presentations by Matthew McCullough
 - Video: <https://www.youtube.com/watch?v=fJz4JJlchaY&feature=youtu.be>
 - Slides: <https://speakerdeck.com/matthewmccullough/conference-submissions-and-presentations>

Presentation Tools

Many beginners may be unsure what to use to create a presentation. Below are some tools I've used before. I don't think there's a "right" tool. Pick the one that is easy for you to use and meets your needs.

- Keynote (Mac only)
- PowerPoint (Windows and OSX)
- Google Drive Presentation (browser)
- Reveal.js - <http://lab.hakim.se/reveal-js/> (browser)

Imagery Resources

Places to find imagery for your talks:

- The Noun Project - <http://thenounproject.com/>
- Flickr - <https://www.flickr.com/search/?q=test&l=cc&ct=0&mt=all&adv=1>
- Wikimedia Commons - http://commons.wikimedia.org/wiki/Main_Page

Example Early Speakers

- Nell Shamrell - Behind the Curtain - Madison Ruby 2012
- Behind the Curtain: Applying lessons learned from years in the Theatre to crafting software applications.
- <http://www.confreaks.com/videos/1093-madisonruby2012-behind-the-curtain-applying-lessons-learned-from-years-in-the-theatre-to-crafting-software-applications>

Example Early Speakers

- Stephen Ball - Deliberate Git - Steel City Ruby 2013
- In Deliberate Git I'll share how to use Git to write detailed commits that craft a cohesive story about the code without giving up a good programming flow.
- <https://speakerdeck.com/sdball/deliberate-git>
- <https://vimeo.com/72762735>

My Speaking Timeline

Throughout the talk, I mention that people should start small and can progress over time. I thought it might be interesting to share a timeline of my progression as a speaker over time, but it didn't fit in the time for the talk. I'm leaving it here in case it interests you.

You can find links to slides and videos from these talks on my site:

<http://juliepagano.com/speaking/>

My Speaking Timeline

- April 2012 - Lightning talk at work retreat (first talk)
- July 2012 - Lightning talk at PghRb
- August 2012 - Lightning talk at Steel City Ruby
- January 2013 - Speaking support group created
- February 2013 - Lightning talk at PghRb
- June 2013 - Conference speaker at Pittsburgh TechFest (first conference talk)

My Speaking Timeline

- August 2013 - Conference speaker (alternate) at Steel City Ruby
- September 2013 - Conference speaker at Nickel City Ruby
- April 2014 - Conference speaker at PyCon
- June 2014 - Keynote speaker at OSBridge (first keynote)

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