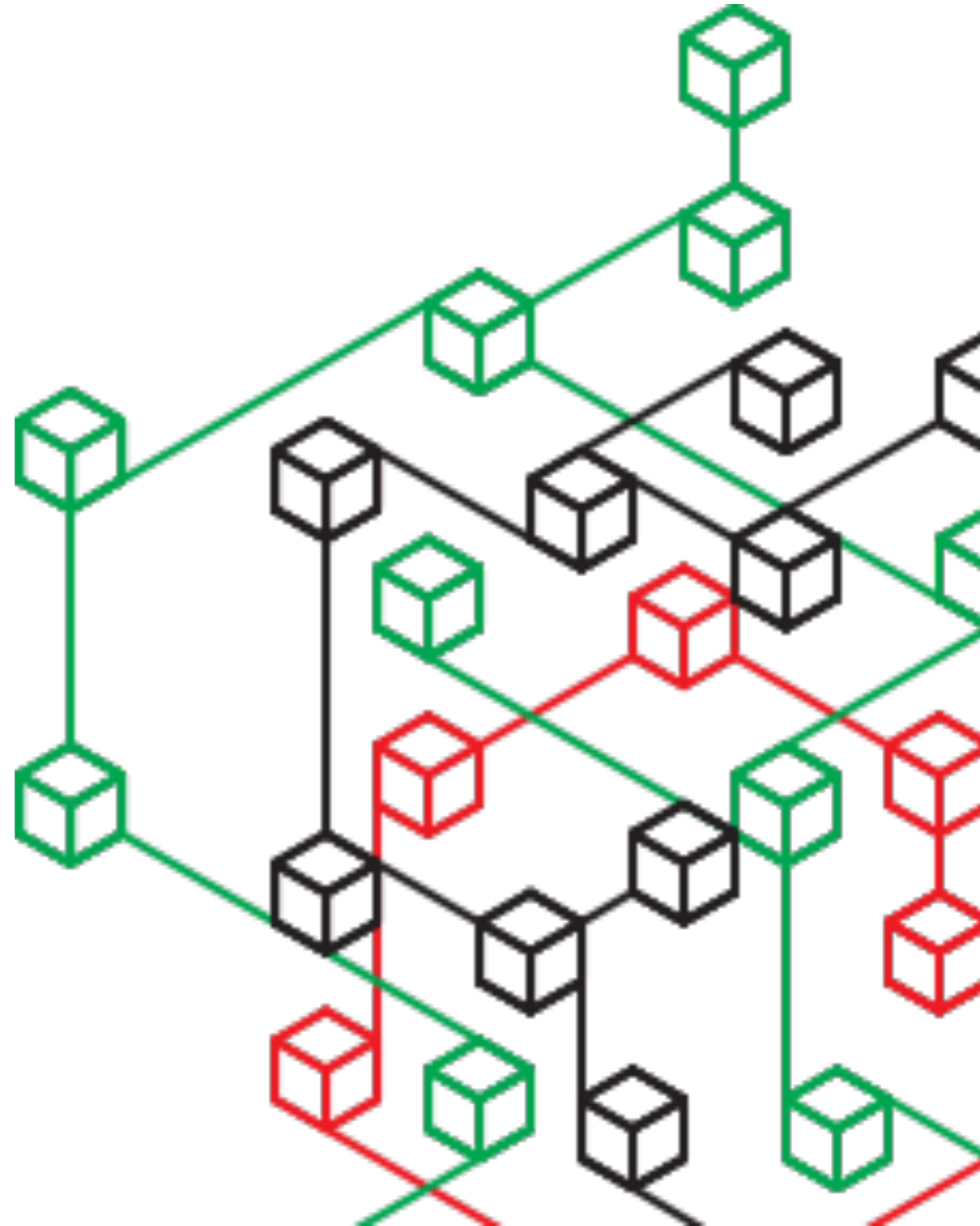


How to Speak at a Conference

Beth Tucker Long
@e3betht



Who am I?

Beth Tucker Long (@e3betht)

- PHP Developer at Code Climate
- Stay-at-home mom
- User group leader
- Mentor & Apprentice



Audience Participation?

Completely fine.
Ask me questions any time.

Why?

Call for Papers

Call for Papers (CfP)

Writing a Title

1. The title should be attention grabbing, but always be honest.
2. Do not mention yourself.
3. Keep it short.

Call for Papers (CfP)

Writing an Abstract or Talk Description

1. The abstract should describe a real-life problem and how your talk will solve that problem for attendees.
2. Keep it in third-person.
3. Don't mention yourself unless it is very relevant to the talk topic.
4. Don't use acronyms.
5. Limit it to one paragraph.
6. Check out:
<http://www.alittleofboth.com/2014/01/how-to-submit-a-talk-to-a-conference/>

Call for Papers (CfP)

Writing a Bio

1. Third-person is best (and make sure to use only third-person).
2. Explain key accomplishments.
3. Unless your company is very recognizable, explain where you work.
4. Give pertinent contact info, like a Twitter handle.

Call for Papers (CfP)

Notes:

1. Let them know if you have given the talk before.
2. Link to any speaker feedback you have received.
3. Let them know if you do not need travel/housing reimbursement.
4. Submit more than one paper.

Call for Papers (CfP)

Find Open CfPs:

<http://callingallpapers.com>

<https://twitter.com/CallbackWomen>

<https://joind.in/event/callforpapers>

<https://calltospeakers.com>

Make filling out the repetitive forms easier:

<http://getlazarus.com/download>

Making Slides

Making Slides

1. Use very contrasting text versus background color.
2. Reds and yellows are very difficult to read on most projectors.
3. Never count on color working.
4. Be brief on your slides. You should not be able to read your talk off of your slides.
5. Use the Speaker Notes section to remind you of what you need.

Making Slides

1. Do not use acronyms unless you define them. Avoid colloquialisms and slang.
2. Be sure to have contact info on your last slide. Possibly Twitter on an intro slide.
3. Be clear when you are switching topics, and your slides should reflect this.
4. After your closing slide, put about 15 minutes of extra slides or have questions prepared to ask the audience to encourage discussion.

Preparing to Speak

Preparing to Speak

1. Make multiple backups of your slides. Best to have a copy on your laptop, in the cloud, and on a USB drive you have with you. If you are using presentation software, have a PDF or HTML backup that will run anywhere.
2. Make sure to pack adapters for all situations.
3. Bring cough drops.
4. Bring water.

Preparing to Speak

1. Bring business cards.
2. Extra power supply or battery pack.
3. International power adapters.
4. Practice your talk in front of people.
5. Write your talk out in prose format.

While Speaking

While Speaking

1. Wear something you are comfortable in.
2. Wear comfortable shoes.
3. Don't lock your knees.
4. Don't lean on the podium (they move!)
5. It's ok to move around, but don't pace.

While Speaking

1. Let people know your preferences for asking questions.
2. Remember to pause and take a breath after every slide.
3. Record yourself speaking and watch it.
4. Be mindful of your repetitive words.

While Speaking

1. Make eye contact with the audience.
2. If you are doing live coding, make sure you have a slide backup version in case the program or internet doesn't work.
3. Talk to the audience, don't read to them.
4. Pause every 15 minutes to ask if there are any questions.

While Speaking

1. Speak more loudly than you think you should.
2. Don't be self-deprecating.
3. Handle interruptors respectfully.
4. Don't walk in front of the slides.
5. Don't have bullets appear individually. Takes your focus away from audience and audience's focus away from you.
6. End professionally. Don't just say "I'm done." Thank the audience and give them a way to give you feedback.

Thank You

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Slides:

<http://www.TreelineDesign.com/slides/>