

You Should Speak

talks.edunham.net/lca2018/speak

@qedunham

LinuxConf Australia

January 25, 2018

Intro

Why speak?

Getting into a
conference

Writing your talk

Making Slides

Rehearsing

Conferencing

Presenting your
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After the
conference

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I would like to show my respect and acknowledge the Traditional Custodians of the Land, of Elders past and present, on which this meeting takes place.

Just Curious...

What do you think I'm here to tell you?
Where did you get that idea?

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Just Curious...

Do you speak at events yet?

- ▶ No, don't want to
- ▶ No, but might like to
- ▶ No, can't get into an event
- ▶ Yes!

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Just Curious...

How do you feel about me giving this talk?

- ▶ Want to see me fail?
- ▶ Want to see me succeed?
- ▶ Want me to get on with it?

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Outline

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Hi!

- ▶ DevOps at Mozilla Research
- ▶ 4 years, 48 talks, 34 events
- ▶ edunham.net/pages/talks.html

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It's good for you.

- ▶ Network and make friends
- ▶ Demonstrate expertise
- ▶ Change the community

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It's good for your company.

- ▶ Reputation
- ▶ Recruitment
- ▶ Free marketing

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It's good for the conference.

- ▶ “Venue, Speakers, Delegates”
- ▶ More options means better schedule

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Why not?

Money

- ▶ Local conferences
- ▶ Scholarships
- ▶ Sponsorships

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Contracts

- ▶ Carefully choose topics
- ▶ Ask!

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Fear

- ▶ Do what you want to do.
- ▶ You can't disappoint.
- ▶ Theater, toastmasters

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No Ideas

- ▶ Ask friends, colleagues, mentors!

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Time

- ▶ Your time is your own.
- ▶ Others benefit from you speaking.

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Do what you want

Turn “Can't” into “Choose whether to”.

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Places to speak

- ▶ Your company
- ▶ Meetups
- ▶ Schools
- ▶ Conferences!

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Pick a topic

- ▶ Keep an idea list.
- ▶ Ask friends for ideas.
- ▶ What do you want people to know?
- ▶ What do you want people to do?
- ▶ What do others ask you about?
- ▶ What have you learned recently?
- ▶ What delights you?

Free topics

- ▶ “_____ 101”
- ▶ “How to contribute to _____”
- ▶ “How I build a _____ with _____”
- ▶ “Customizing _____ for _____”
- ▶ “Lessons from deploying _____”
- ▶ Deep dive into tech that's in the news

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Co-presenters?

- ▶ Confidence boost
- ▶ Communication costs

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Find conferences

- ▶ Keep a CFP calendar
- ▶ Watch your heroes
- ▶ Ask friends
- ▶ Search for specialized conferences
- ▶ Search for general conferences

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Choosing your conference

- ▶ Target audience?
- ▶ Speaker compensation?
- ▶ Rules and enforcement?
- ▶ Location and dates?
- ▶ Previous years' talks?

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Know your selection committee

- ▶ Prior abstracts
- ▶ This year's theme
- ▶ Are they opinionated?
- ▶ What do they want to see?

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Write an abstract

- ▶ Ask a question
- ▶ Tell a story
- ▶ Show fluency
- ▶ Draw the right audience!
- ▶ Promise the content you'll deliver.

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Write a bio

- ▶ Share qualifications
- ▶ Show fluency
- ▶ Pronouns optional

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Apply a lot

- ▶ Visit CFP website before due date
- ▶ Maybe log in
- ▶ Paste bio and abstract

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Get Rejected

- ▶ Everyone does.
- ▶ Keep trying.
- ▶ Try being on a papers committee!

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Gather content

- ▶ Notecards
- ▶ Lists
- ▶ Brainstorm!

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- ▶ Search and read
- ▶ Interview experts
- ▶ Hands-on trial and error
- ▶ Document and cite results

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Organize your ideas

- ▶ Tell a story
- ▶ Beginning, middle, end
- ▶ Conflict, resolution
- ▶ Use fiction writing resources
- ▶ Toss what doesn't fit
- ▶ How do others structure?

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Topic ordering

- ▶ Graph knowledge dependencies
- ▶ Break into cycles
- ▶ “Trust me, we’ll come back to this”

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What did your abstract promise?

- ▶ Answer a question
- ▶ Tell a story
- ▶ That's what people came for.

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Transitions and flow

- ▶ Storytelling
- ▶ Conversational feel
- ▶ “Why are they saying this?”
- ▶ Avoid missing content

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Repeat key points

My rule:

- ▶ Pick top 3 takeaways
- ▶ Touch on each 3x

My takeaways:

- ▶ Deliver on your abstract's promises
- ▶ Study other speakers
- ▶ Make your talk flow

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Text slides

- ▶ Stand-alone
- ▶ Risks boredom
- ▶ Don't read!

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Images

- ▶ Looks pretty
- ▶ Needs notes or blog post
- ▶ Cite your sources

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Slide tools

- ▶ Keynote
- ▶ reveal.js
- ▶ LibreOffice Impress
- ▶ Beamer
- ▶ Pandoc

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Version Control

- ▶ Commit early and often
- ▶ Render slides from text
- ▶ Push for a backup

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Put slides online

- ▶ License
- ▶ archive.org
- ▶ Publish before presenting
- ▶ URL in slides

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Hazards

- ▶ WiFi
- ▶ Distracting GIFs
- ▶ Broken audio
- ▶ Spelling Errors
- ▶ Professionalism

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Taunting the Demo Gods

- ▶ Pre-record “live” demos
- ▶ Fall back to show and tell

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Accessible slides

- ▶ Contrast
- ▶ Font size
- ▶ Seizures
- ▶ Distraction

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Portability

- ▶ Text version
- ▶ PDF version

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Accessible presentation

- ▶ Use spoken words
- ▶ Use written words
- ▶ Dyslexic, Blind, Deaf, ESL

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Plan timing

- ▶ Talk slot length
- ▶ Allocate time to sections
- ▶ Will you take questions?
- ▶ Questions during, or after?

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Record yourself

- ▶ Phone or Audacity
- ▶ Listen
- ▶ Note bad speech habits
- ▶ Note content flow
- ▶ Pausing is OK.

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Make changes

- ▶ Speaker notes
- ▶ Topic order
- ▶ Timing

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Get Feedback

- ▶ Rehearse for a friend
- ▶ Rehearse for an expert
- ▶ Content feedback
- ▶ Presentation feedback

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Feature Freeze

- ▶ 2 rehearsals before talk
- ▶ Route around bad slides
- ▶ Catch typos

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Rehearse realistically

- ▶ Dress the part
- ▶ Jewelry
- ▶ Screen behind you
- ▶ Rubber ducky audience
- ▶ Any drugs

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Funding

- ▶ Employer
- ▶ Speaker compensation
- ▶ Scholarships
- ▶ Combine with vacation
- ▶ Ask the internet

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Work with employer

- ▶ Training budget?
- ▶ Marketing budget?
- ▶ Emphasize benefits
- ▶ Ask early

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Housing

- ▶ Hotel?
- ▶ Airbnb, couchsurfing, use transit

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Registration

- ▶ Free rego for speakers
- ▶ Subsidized travel/hotel?

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Your badge

- ▶ Name
- ▶ Pronouns
- ▶ Talk slots
- ▶ You decide!

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Pack your bags

- ▶ Comfy shoes
- ▶ Speaking outfit
- ▶ Tech gear
- ▶ Demos?

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Gear to bring

- ▶ Laptop
- ▶ Charger
- ▶ Dongles
- ▶ Slides backup
- ▶ Clicker

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Use speaker perks

- ▶ Money
- ▶ Travel
- ▶ Speaker lounge
- ▶ Speaker dinner

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Dress the part

- ▶ Casual or professional outfit
- ▶ Comfy shoes
- ▶ Clip-on mic
- ▶ You'll be on a stage
- ▶ There'll be photos

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Human maintenance

- ▶ Medications
- ▶ Caffeine
- ▶ Snack
- ▶ Bathroom
- ▶ Water

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Set up

- ▶ Power
- ▶ Video
- ▶ Clicker
- ▶ Mic
- ▶ Water
- ▶ Lanyard off

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Introduce yourself

- ▶ When to ask questions
- ▶ How to tweet
- ▶ Where to get slides

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The Talk

- ▶ Do what you practiced
- ▶ Pretend to be calm
- ▶ Stay in frame
- ▶ Speak into mic

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Technical Difficulties

- ▶ Stay calm
- ▶ Everything Breaks
- ▶ How will the audience feel?

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Questions are optional

- ▶ “Email me”
- ▶ “Ask on IRC”
- ▶ “Ask on the list”
- ▶ “Only questions about...”

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“I don't know”

- ▶ Watch others say it
- ▶ “But to find out, I would...”
- ▶ “I can introduce you to an expert”

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Enjoy your success

- ▶ Publish slides and notes
- ▶ Brag on blog, resume, LinkedIn
- ▶ Follow up with audience

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Get Compliments

- ▶ People know you now!
- ▶ Positive feedback

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For more resources:

github.com/edunham/slides README

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talks.edunham.net/lca2018/speak

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