

# Public Speaking for Technologists

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Identify

# Factors to consider

## **Business**

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- Themes
- Industry and market
- Influence
- Audience composition

## **You**

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- Topics / subjects
- Format
- Other presentations
- Networking

## **Logistics**

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- Help with expenses
- Production value
- Location
- Support

# Where to look

## In specific

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

## In general

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- 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

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- Headshot
  - Bio
  - Previous presentations

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- Assistance required?
  - Demographic data

# Tips for CFP

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

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

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



The background is a solid blue color with several light blue geometric lines. A vertical line is positioned on the left side. Two diagonal lines intersect at a point in the lower-left quadrant, forming a 'V' shape. Another diagonal line runs from the top-left towards the center. A fourth diagonal line runs from the top-right towards the center, crossing the other diagonal lines.

Prepare

# Two basic elements

## Say it

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

## Display it

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- 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

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- 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

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- 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!

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- 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.

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

# Do the thing!

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

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- 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

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- 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

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- 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

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

## Publish

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- 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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