MIDCAMP 2021

SPEAKER WORKSHOP

part 1 - Selecting a Topic

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SHE/HER

amazee.io

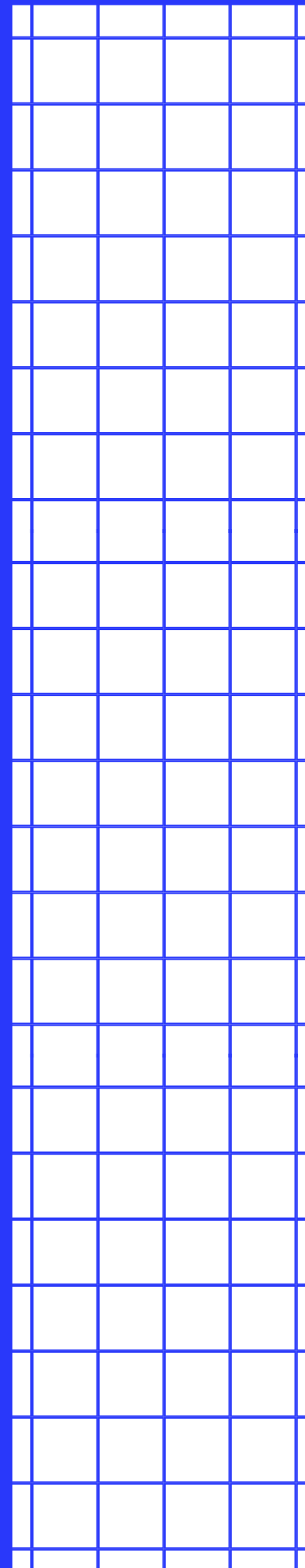Documentation, Training, and Developer Advocacy

Drupal Diversity & Inclusion

Leadership Team

Twitter, drupal.org: aburke626
Drupal Slack: AlannaBurke

CODE OF CONDUCT

ALL ATTENDEES ARE EXPECTED TO ABIDE BY THE MIDCAMP CODE OF CONDUCT

HTTPS://WWW.MIDCAMP.ORG/CODE-CONDUCT

ISSUES:
 CONTACT US AT COC@MIDCAMP.ORG OR:
- ANDREW OLSON
- AMYJUNE HINELINE

- What are things you're worried about?

- Why haven't you talked at a meetup, local Drupal event, DrupalCamp, or DrupalCon?

- If you only talked once, why did you not do it again?

Why haven't you spoken?

WHY DO YOU WANT TO SPEAK?

THERE ARE SO MANY REASONS TO BECOME A SPEAKER!

- Be seen as an authority in your field
- Share your knowledge with others
- Build your confidence
- Give back to the community
- Meet people – be part of the community
- Travel (eventually!)
- Learn at conferences
- It's fun!
- Rewarding, feeling of accomplishment
- Career building
- Be a role model for marginalized and underrepresented groups

Myth 1

I'M NOT AN EXPERT!

Myth 2

PEOPLE WILL ASK QUESTIONS I CAN'T ANSWER, AND I'LL LOOK LIKE A FOOL.

Myth 3

I'M TOO NERVOUS TO SPEAK!

Myth 4

I HAVE FAILED IF EVERYONE IN THE AUDIENCE ISN'T TOTALLY ENGAGED.

Myth 5

A TALK FOLLOWED BY A Q&A IS THE ONLY FORMAT I CAN USE TO SHARE MY KNOWLEDGE.

FINDING A TOPIC

Talk Formats

- HOW TO
- DISCUSSION
- PANEL
- STORY-BASED
- CASE STUDY
- WORKSHOP

Brainstorming

Brainstorm as many topic ideas as you can in 15 minutes.

We're not looking for perfect - or even good - ideas.

The idea is just to get them out - good, bad or ugly.

See if you can get 30 or 40 ideas.

Anything that comes to mind!

SOME IDEAS

- What got you into Drupal?
- What keeps you in it?
- What do you love about it?
- What do you want to learn next?
- First time you: created a custom theme, wrote extension, etc.
- Biggest challenge in Drupal in the last year or two
- The last thing that you learned? How did you learn it?
- Biggest challenge you've ever had with Drupal? How did you overcome the biggest challenge?
- What are you most passionate about when it comes to Drupal? What most excites you?

SOME IDEAS

- What sorts of things do you love sharing with others about Drupal?
- What question about Drupal do you get asked about most by clients, friends, and family?
- A list of what you want to learn
- Favorite module?
- A cool thing you've created?
- Favorite resources?
- Cool tricks you use all the time?
- What could you talk about without slides?
- What prompt did we not ask which you wish we did?

TOPIC SELECTION

Topic Selection

STORY-BASED TALK

Pick 2 topics that you don't know a lot about, but have had some success with. This could be a story-based talk.

PANEL OR DISCUSSION

Pick 2 topics you may not know much about but you would have good questions for. This could be for moderating a panel or leading a discussion.

HOW-TO PRESENTATION

Pick 2 topics that you are confident about and could lead a how-to presentation.

CASE STUDY

Pick 2 topics that you've successfully worked on that you feel you could do a case study about.

Topic Selection

WORKSHOP

Pick 2 topics that you think you could teach to others in a hands-on manner.

ANY TYPE

Pick 2 subjects in the topic list that are your **favorite**.

PICK YOUR TOPIC!

Of the topics, is there one that you are especially passionate about?

If you have a favorite module, you can try asking…
Who is the Media Module for?
What does the Media Module do?
Why was it created?
How does it work?
When would you use it?
Where would you use it?

REFINE YOUR TOPIC

To further refine your topic, apply
"Who, What, Why, How, When, Where" to your topic.

SPEAKER WORKSHOP

part 2 - Writing a Pitch, Title, and Talk

EXAMPLE OF A GOOD PITCH

Responsify All The Things
In our new web multiverse, it's more important than ever to make your valuable content available to all users, regardless of how they access your site. In this talk, we'll cover how Responsive Web Design came about, the latest RWD news and trends, and some basic (and not so basic) techniques you can use to make your next Drupal theme a responsive one. Intended for developers and designers who aren't afraid to get their hands dirty with a little code.

TAILOR YOUR PITCH

Consider the tone

- Meetups: casual.
- Larger events: more business.
- Vocabulary
- Different "hooks" or "points of interest"
- Drupal extra notes:
- Playfulness
- No political, religious, oversexualizing overtones, etc!
- Keep it professional!

6 IMPORTANT POINTS

(SOURCE:

HTTP://WEAREALLAWESO.ME/FOR_SPEAKERS/HOW-TO-

WRITE-A-COMPELLING-PROPOSAL.HTML)

Point #1

DIRECT THE PROPOSAL TO THE ATTENDEES, NOT THE CURATORS

Point #2

BE SPECIFIC ABOUT THE FOCUS YOUR TALK WILL HAVE

Point #3

POSE THE QUESTION YOUR TALK WILL ANSWER

Point #4

MAKE YOUR POINT AS SUCCINCTLY AS YOU CAN

Point #5

USE PROPER GRAMMAR, SPELLING, AND PUNCTUATION

Point #6

HAVE YOUR PROPOSAL REVIEWED BY SOMEONE WITH EXPERIENCE

COMING UP WITH A GREAT TITLE

A GREAT TITLE

FOCUS AREAS

- Catchy but explanatory
- Beware of too-clever titles
- Title that can stand alone

WRITING THE OUTLINE

- Introduction
- Body
- Conclusion

WRITING THE OUTLINE - INTRODUCTION

- Be clear what it's about
- What are you going to cover?
- Why does it matter?
- Pique interest — what is your hook?
- Who is it aimed at?
- Be succinct!

WRITING THE OUTLINE - INTRODUCTION

- Don't apologize or insult yourself
- Don't spend 10 minutes talking about your resume.
- Start with a relevant story
- Summarize what you'll cover
- Ask a friend to introduce you.

WRITING THE OUTLINE - BODY

- Main topics or story headings
- What is the main point you want to get across?
- What are some examples, or supporting points that go to illustrate your main point? What would be a logical flow?
- Refer to the 5 Ws that was used to refine your topic
- 3 supporting points

WRITING THE OUTLINE - CONCLUSION

- Summarize
- Review main takeaways
- "So What?"
- Further resources
- Contact information

REFINE YOUR TITLE

- Catchy, maybe playful, but explanatory
- Beware of too-clever titles
- Title that can stand alone

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WRITING YOUR BIO

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- Third person
- Short paragraph
- Economy of words
- What do you do?
- Where do you work?
- Volunteer work?
- Look at past examples from the event
- Tweak for different events
- Be human
- Non-professional interests

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BECOMING A BETTER SPEAKER

PRACTICING SPEAKING

- Mirror, friends, small groups
- Video record
- Time yourself
- Toastmasters
- Drupal meetups (drupical.com)
- Smaller meetups

BETTER SPEAKER TIPS

DO

- Speak slowly. Pause.
- Have water available and drink it
- Vary your voice
- Look at your whole audience/camera
- Make sure the audience can hear you
- Keep your hands above your waist
- Remember to breathe
- Practice without notes
- Turn off your phone & notifications

BETTER SPEAKER TIPS

DON'T

- Drink too much coffee.
- Turn away from the audience or avoid the camera
- Use filler words like "um" - just pause.
- Read your slides or notes directly.

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HANDLING NERVES

HANDLING NERVES

- Practice!
- Sleep
- Exercise
- Breathe
- Dress comfortably
- Take time before you speak for yourself
- Know the stage
- Use your own devices
- Adopt a persona
- Be excited
- Virtual talks - secure a quiet, uninterrupted space
- Make sure everything is plugged in and charged up

HANDLING Q&A

- Timing
- Interspersing Q&A
- Ask for questions
- Repeat the question back to the audience
- If there is a microphone, make sure it's used

TRICKY QUESTIONS

- Admit that you don't know
- "Let me look into that for you"
- Say you don't have that answer right now or that's not what you're focusing on
- Throw to audience
- Throw to friend or colleague
- Offer to talk about it later in the hallway or on twitter

THE SMARTY-PANTS

- "I think we're going to have to move on now because time is running out and I really want to get a few more questions in."
- This is especially useful in situations of "This is more of a comment than question, but …"
- Remember - this is your talk, and your stage.

UNRELATED QUESTIONS

"That's a good question, but it's outside of the scope of what we're talking about. I'd be happy to answer it for you privately after."

SILENCE

- Give friends or colleagues questions to ask.
- "Something I didn't go into in depth in the talk, but that you might be wondering about, is…" or "A question I've had come up before is…"
- Ask the audience a question.
- Wrap it up! No questions isn't always bad, and sometimes folks are happy for the extra time in between sessions.

ERRORS

- Don't be afraid to correct errors after your talk!

GETTING POST-TALK FEEDBACK

- How to connect with you and where to find your slides.

have a theme

Don't use the default slide theme.

It never looks original.

Don't write out what you are going to be saying. This can be a flexible rule for useful, important quotes.
Nobody likes someone reading lines from a slide.

don't use too small text

Check your contrast

THIS IS VERY HARD TO READ

BE AWARE OF COLORS

use
readable
fonts

this is not very readable

Be Aware of Screen Size

RTANT BIT WAS AT THE START - BUT WHAT WAS IT?

Use Code Sparingly

```php
<article id="post-<?php the_ID(); ?>" <?php post_class(); ?>>
<?php twentyfourteen_post_thumbnail(); ?>

<header class="entry-header">
<?php if ( in_array( 'category', get_object_taxonomies( get_post_type() ) ) &&  twentyfourteen_categorized_blog() )
: ?>
<div class="entry-meta">
<span class="cat-links"><?php echo get_the_category_list( _x( ', ', 'Used between list  items, there is a space
after the comma.', 'twentyfourteen' ) ); ?></span>
</div><!-- .entry-meta -->
<?php
endif;

if ( is_single() ) :
the_title( '<h1 class="entry-title">', '</h1>' );  else :
the_title( '<h1 class="entry-title"><a href="' . esc_url( get_permalink() ) . '"  rel="bookmark">', '</a></h1>' );
endif;
?>

<div class="entry-meta">
<span class="post-format">
<a class="entry-format" href="<?php echo esc_url( get_post_format_link( 'aside' ) )
>"><?php echo get_post_format_string( 'aside' ); ?></a>
</span>
```

More Tips

- Have a Q&A slide
- practice with External monitor
- Bring a backup
- Upload before your talk
- Presentation clicker
- Live demos - caution!

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THANKS! ANY QUESTIONS?