Tech Talks 201: Talk Development

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The schedule

• 101: Topic generation - Mon 11:15am
• **201: Talk Development - Mon 12:00pm**
• 301: Stage Presence - Mon 12:45pm
• Lightning Talks
  • Tues 4:00pm
  • Wed 12:15pm
  • Thurs 10:45am
What do you know or want to learn?
What’s appropriate for the conference?
How can you meaningful contribute?

Topic

Proposal

Talk

- Title
- Description
- Outline*
- Abstract*
- Bio

- Slides
- Stage Presence
- Do it!
This is interactive. Let’s interact.

means time to DO IT!

#df14techtalks
@SalesforceDevs
How does a topic become a talk?

• Outline
• Talk Proposal
  • Title
  • Description
  • Abstract*
• Slides
How does a topic become a talk?

- Outline
- Talk Proposal
  - Title
  - Description
  - Abstract*
- Slides
Choose a few topics

Let’s expand your topics!
Journalism

1. Lede
2. Newshook
3. Argument
4. Evidence
5. To be sure
<h1> (lede)

- Bold
- Incontrovertible
- Interesting, ethical, different, vivid - tell a story
- Capture attention
Newshook

- people talking about it
- accepted and no one talking about alternative
- conference, seasonal, current trend
- recent publication
- pop culture
- problem everyone has and no one has solved
Argument (and Methodology)

What’s the point?
How do I do that?
Evidence - in 3s

- lines of code
- benchmark
- team velocity
- code
- quantify
- anecdote
- comparison

- personal experience
- precedence
- common sense
- example
- history, science, etc
- research
- stats
Emotional Correctness
Being right vs. being effective
To be sure …

• Acknowledge and dismiss
• Validate and trump
• Personal caveat
• Change the frame
Choose a ONE topic

Write a **Journalism** style outline

1. Lede
2. Newshook
3. Argument
4. Evidence
5. To be sure
Film

The magic storytelling formula
Once upon a time there was ______________________

Every day ________________________________

One day ________________________________

Because of that ___________________________

Because of that ___________________________

Until finally ______________________________
Choose a **ONE** topic

Write a **Film** style outline

- Once upon a time
- Every day
- One day
- Because of that
- Because of that
- Until finally
Fiction

• Beginning, Conflict, Resolution
• Three sentences approach
Three sentences

1. Beginning

2. Conflict

3. Resolution
How-to (Fiction-style!)

• Had a problem (Beginning)
• Tried ____ (Conflict)*
  1. I thought it would work because ____
  2. It didn’t work because ____
  3. I learned _____
• Tried ____ and it worked! (Resolution)

* mention at least 2 things that you tried so … four sentences
Choose a ONE topic

Write a **Fiction** style outline

- Beginning, Middle, End
- Three sentences approach
Journalism
- Lede
- News hook
- Argument
- Evidence (3)
- To be sure ...

Film
- Once upon a time
- Every day
- One day
- Because of that
- Because of that
- Until finally

Fiction
- Beginning
  - more detail
  - more detail
  - more detail
- Conflict
  - more detail
  - more detail
  - more detail
- Resolution
  - more detail
  - more detail
  - more detail
Next Steps

• Brainstorm titles & descriptions for topic
• Research conferences to submit to
• Practice presenting and public speaking
• Submit your proposal to a conference or meetup organizer
• Give a talk!
Next at Dreamforce

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Lightning Talks!

- Lottery at the beginning
- 5 minutes
- No slides
- Low pressure
- Lots of support!!

- Tues 4:00pm
- Wed 12:15pm
- Thurs 10:45am
Thank You

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