Speaker Training Workshop

ℹ️ *Facilitator - None of this is mandatory. Feel free to change any of it in any way.*

Facilitator - Times are approximate and we've left a lot of buffer time at the end in case of items going overtime.

You can use the toilet at any time, and get up and move around whenever you want to.

Facilitator - Proceed to Slide 2, Introductions… us

13:10 Introduce Facilitator(s)

ℹ️ *Facilitator - Facilitators say a few words about themselves.*

Facilitator - Proceed to Slide 3, Agenda

13:15 Agenda

The agenda that we are going to cover today is:

- Introduction
- Finding a Topic
- Writing the Pitch
- Creating Your Talk
- Becoming a Better Speaker
- Creating Great Slides

Facilitator - *Proceed to Slide 4, Introduction*

1. Introduction

Facilitator - *Proceed to Slide 5, In this section*

In this section

Introductions

i　　**> If doing for Diversity** - Why are we holding a workshop for {specific group}

What we are looking for
Dispelling the myths of being a public speaker
Why do you want to speak?

Facilitator - *Proceed to Slide 6, Introductions… you*

i　　*Facilitator* - *Choose the short or long version of introductions,*

depending on how much time you have.

Facilitator - *Proceed to Slide 7, Introductions, Long Version*

Introductions [Long Version – Interview Neighbor Icebreaker game]

Let's all introduce ourselves. You have 3 minutes.

i　　*Facilitator* - *Instructor may need to vary the time based on workshop*

attendance and time available

Ask your neighbor to answer one of these questions. Then we will go around the room and each person will have 1 minute to introduce their neighbor with their answer.

- What got you into WordPress?

- What country would you most like to travel to
- If a movie of your life was made, which actor would you want to play you?
- If you could have dinner with any person, living or dead, who would it be?
- What is your favorite way to waste time at work, without getting caught?
- What is the most life altering experience you've had in the last five years?

Now you have one minute to introduce your neighbor to the rest of the group. You can opt out of this or any of the other exercises by saying "Pass."

ℹ️ *Facilitator - Instructor might want to hold up a tablet with a countdown timer*

Facilitator - Proceed to Slide 8, Introductions, Short Version

Introductions [Short Version]

Let's all introduce ourselves. Going around the circle, each person say:

- Your name
- Your preferred pronoun
- Your WordPress experience
- What is your speaking experience, if any?
- What you want out of the workshop today?

You can opt out of this or any of the other exercises by saying "Pass."

Facilitator - Proceed to Slide 9, Why we are holding a workshop for

Facilitator - Proceed to Slide 10, Why we are holding a workshop for

ℹ️ ***> Diversity Section*** - ## Why are we holding a workshop for {specific group}

There are a few reasons that we want to hold this workshop for {specific group} today:

1. A disproportionately large number of the speakers at WordPress meetups and WordCamps (and tech events in general) are one kind

of person. That means that the speakers do not represent everyone sitting in the audience. {Specific group} may, therefore feel like they don't belong there. But there are many {specific group} with a wide range of knowledge to share and everyone can feel included.

2. WordPress is amazing in that it is open source and so all sorts of people use it. We want a more fair representation of the users in the people who are speaking.

3. One of the ways in which WordPress is being shaped is by the people who speak about it publicly. Many {specific group}, by nature of having had different life experiences, would approach problems differently. Just as how a developer's point of view is different from a user's point of view, so are our viewpoints vs the standard speaker. {Specific group} have experiences that aren't necessarily being shared right now.

4. By bringing in more diverse people, there's a better chance of bringing in folks who are straddling several roles and thus creating unique things with unique perspectives. Power users who use it in interesting ways, front-end developers, business people who use plugins to make specific kinds of sites, typographers who use WordPress to do crazy things with typography.... People to talk about running a business in WordPress, how developers can communicate with designers, different things you can do with WordPress...... etc.

   Facilitator - Proceed to Slide 11, What are we looking for?

   Facilitator - Proceed to Slide 12, What are we looking for?

What We Are Looking For

i   ***Facilitators*** *- If you are giving this workshop to recruit speakers for a particular WordCamp or meetup, this is a good time to explain what you are looking for if you need speakers to speak on particular subjects or to particular audiences.*

         Facilitator *- Proceed to Slide 13, Dispelling the myths*

Dispelling The Myths (What We Think A Speaker Is vs What They Actually Are)

Everyone has their own reasons for not speaking in public, especially at tech events, but most of those reasons are based on myths that we can dispel or concerns that we can address:

>*Facilitator* - *Proceed to Slide 14, Myth 1*

Myth 1: I'm not an expert!

That's okay, you don't have to be an expert! Everyone has a different idea of what "expert" means.

No one knows everything, and everyone has something to learn. You just need to know more about your topic than your audience knows. You can find a topic where you have knowledge that your audience does not.

There are things you do with WordPress all the time that other people don't – that makes you an expert in their eyes. Even if your audience has knowledge about the same topic, they will not frame that knowledge the same way – they will still have something to learn from you. There is a saying, "In the land of the blind, the one-eyed person is king" (or queen). As long as you know a little bit more than many of the people in your audience, that's all you need.

You are probably more of an expert than you think you are. A lot of us suffer from Imposter Syndrome. This psychological phenomenon where you feel like you are an imposter, you think you don't really have the knowledge or skills to be here, but you have managed to fool everyone and soon they'll find out. Imposter syndrome is really common – you aren't alone.

ℹ **> Diversity section** - A lot of us have imposter syndrome because we don't see people like us presented as experts. Many people in {our specific group} set a much higher bar for "expert" knowledge than other people do.

Many communities have surveyed their members to ask what kind of information they want to learn at meetups and WordCamps, and most people request beginner topics. Remember that there are people out there who know nothing about any of this stuff, and they want to know more! If you have used WordPress before, you have knowledge that other people want you to share.

One area where you are always an expert is your own experience. Case studies make great talks – talk about how you did something, how you learned something, how you overcame an obstacle, the process you went through to create something or to solve a problem.

These kinds of talks are great because they are unique – not just the same information that anyone can find in an online tutorial. These topics help everyone overcome the "I'm not an expert" problem – you're a normal person sharing a normal experience, and that's valuable, so people will come to value their own experience and expertise.

So you might not feel like an expert, but you are! If you care about your topic, that will shine through and that's what's important.

Facilitator - *Proceed to Slide 15, Myth 2*

Myth 2: People will ask questions I can't answer, and I'll look like a fool.

Yes, people very well might ask questions you can't answer, but that's okay. Your audience understands that not everyone knows everything, and it can be hard to think on your feet – the audience is sympathetic. If you don't know the answer, there are several things you can do:

- You can ask if anyone in the audience has the answer.
- You can tell them you will look up the answer and get back to them. Tell them you'll post the answer on your blog – then you get more visitors to your website!
- Sometimes people ask questions that are off topic – feel free to tell them their question is off-topic and you would be happy to discuss it with them later.
- Also, remember that it's okay to say, "I don't know" – people will think more highly of you if you admit you don't know than if you try to make up an answer.

Facilitator - *Proceed to Slide 16, Myth 3*

Myth 3: I'm too nervous to speak!

Your audience gets that too – after all, most of them didn't have the bravery to speak.

First of all, practice practice practice! The more you practice - in front of pets, family, friends, the mirror, small audiences - the less nervous you will be.

But if you are still nervous, that's okay! Everyone gets nervous in front of audiences, and that's just a part of being human. Keep in mind that your audience is on your side – they want to see you succeed. In fact, it's okay to admit that you are nervous – people will be sympathetic. I'm nervous right now, too, but I'm up here speaking in front of you and I haven't died yet! Making a little joke at the beginning about being nervous (like I just did) will dispel the nervous energy in the room.

If you're really nervous, don't start by speaking at an event where you will have a big audience. Start at a smaller meetup.

> *Facilitator* - *Proceed to Slide 17, Myth 4*

Myth 4: I have failed if everyone in the audience isn't totally engaged.

Sometimes when you're speaking, you will look out at the audience and it will look like everyone is bored. That's okay.

First of all, most of them probably aren't as bored as they look. Audiences generally sit with neutral faces, so if they aren't smiling and nodding and cheering, that doesn't mean they aren't engaged.

If they are using their phone/tablet/laptop/another device, that doesn't mean they're ignoring you - in fact, it might mean they are writing down your every word.

And no matter how good a speaker you are, you will not connect with everyone in the audience. That's okay - no speaker can connect with everyone. Expect that, don't take it personally, and be happy with the people who do connect with you.

> *Facilitator* - *Proceed to Slide 18, Myth 5*

Myth 5: A talk followed by a Q&A is the only format I can use to share my knowledge.

No, there are plenty of other ways to share your expertise at WordPress events. You could lead a group discussion, lead a workshop, or put together a panel. Some events offer the opportunity for lightning talks - this is a great format if you're nervous because it's okay to talk fast and it's over quickly.

ℹ *Facilitator -* *This is optional based on time available:*

Facilitator - Proceed to Slide 19, Why haven't you spoken?

Facilitator - Proceed to Slide 20, Discussion

Questions for the group: What do you think? What are things you're worried about? Why haven't you talked at a meetup or WordCamp? If you've only talked once, why did you not do it again?

Facilitator - Proceed to Slide 21, Why do you want to speak?

Why Do You Want To Speak?

A question for you: Why do you want to speak?

Facilitator - Proceed to Slide 23, Why do you want to speak?

ℹ *Facilitator - After people have given their reasons (or if no one gives reasons), read off this list:*

Here are some of the common reasons:

1. Be seen as an authority in your field
2. Share your knowledge with others
3. Build your confidence
4. Give back to the community
5. Meet people - be part of the community
6. Travel
7. Learn at conferences - speaking teaches you more
8. It's fun!
9. Rewarding, feeling of accomplishment
10. Career building

i   **> Diversity item** - 11. Be a role model for {my specific group}

    > General - 11. For those of you who are a part of a minority group, be a role model for diversity

     Facilitator - Proceed to Slide 24, Finding a topic

2. Finding a Topic

     Facilitator - Proceed to Slide 25, In this section

In this section

Talk Formats
Big BrainDump
Narrowing Your Topic Selection
Refining Your Chosen Topic
Present Your Topic (optional)

     Facilitator - Proceed to Slide 26, Talk formats

Talk Formats

Now that we've talked about why we are holding this workshop

i   **> Diversity** - for {specific group},

    > General - , what kind of things we're looking for,

myths about what it takes to be a speaker, and why you want to speak, let's start talking about the actual talks.

A lot of talks are big "how to" brain dump sessions. "How to make a plugin" might be someone walking through how to make it, maybe even live coding, and then at the end, there are questions.

WordCamp Central has found that this isn't necessarily a good way to impart information. People often walk away feeling overwhelmed and not remembering anything that they learned.

There are other talk formats that promote story-based learning. Talking about how you learned something, for example, means other people can also learn how to learn. As well, different talk formats involving more people becomes more engaging.

Here are some of the various formats:

- **How To:** The standard way that tech talks happen
- **Discussion:** You are the facilitator on a topic and the audience discusses it together
- **Panel:** Multiple people answer questions on the same topic
- **Story-based:** This could be how you learned something, mistakes you made, or any other narrative format
- **Case Study:** The story of how you created one thing, in particular
- **Workshop:** A hands-on learning experience where people bring their laptops and create a thing as you go

A talk can also be more than one person. Talks with 2 or 3 people can be really engaging.

Facilitator - Proceed to Slide 27, Brainstorm

Facilitator - Proceed to Slide 28, Brainstorm

Big Brain Dump

Facilitator - If you printed the handbooks:

Please pull out your workbooks. The next few exercises will be found there.

First we are going to help you answer the question, "I don't know what to talk about" or "I don't know enough about anything to give a talk."

We are going to do a brainstorming exercise. 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. Seriously, anything that comes to mind.

You can write, draw, do mind-maps, list, any format you like. While you're summoning the idea gods or getting writers' block, or anywhere in between, we'll be prompting you with questions to generate more topics.

Remember, it's always great to talk about what excites YOU - not what you think you should talk about.

If you are new to WordPress and don't have answers to these yet, that's ok. You can use the prompts to imagine what your answers might be in a year.

> ℹ️ *Facilitator - These prompts are only suggestions that you can adapt according to the group's traits and needs.*

- What got you into WordPress?
- What keeps you in it?
- What do you love about it?
- What do you want to learn next?
- First time you: child theme, wrote plugin, etc.
- Biggest challenge in WordPress in the last year or two
- The last thing that you learned? How did you learn it?
- Biggest block you've ever had with WordPress? How did you overcome the biggest block?
- What are you most passionate about when it comes to WordPress? What most excites you?
- What sorts of things do you love sharing with others about WP?
- What question about WordPress do you get asked about most by clients, friends, and family?
- A list of what you want to learn
- Favorite plugin?
- 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?

Facilitator - Proceed to Slide 29, Topic selection

Topic Selection

Okay, now you've got some good, bad and ugly ideas. Out of that list, pick the two topics from your list that you think best fits the following questions. You can use your group to help you when you get stuck.

Facilitator - Proceed to Slide 30, Story-based talk

1. For a story-based talk: Pick 2 topics that you don't know a lot about, but have had some success with. (e.g. I don't know much about making plugins but I've made one for custom post types).

   Facilitator - Proceed to Slide 31, Panel

2. For moderating a panel: Pick 2 topics you may not know much about but that you would have good questions for.

   Facilitator - Proceed to Slide 32, How-to presentation

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

   Facilitator - Proceed to Slide 33, Case study

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

   Facilitator - Proceed to Slide 34, Workshop

5. For a workshop: Pick 2 topics that you think you could teach to others in a hands-on manner. This could be for running a workshop.

   Facilitator - Proceed to Slide 35, Any type

6. For any type: Pick 2 subjects in the topic list that are your favorite.

i   *Facilitator - Split the room into groups of 4-5 people.*

Now we are going to do exercises and you can ask for help in your groups.

With your small group, pick the one you are most excited about and you think you'd like to develop further.

i   *Facilitator - at the end of the time, say:*

If you're having trouble deciding, it's ok. Just pick one to say to the rest of the group.

> *Facilitator - Proceed to Slide 36, Pick a single topic*

> *Facilitator - Proceed to Slide 37, Pick a single topic*

Refining Topic

To further refine your topic, apply "Who, What, Why, How, When, Where" to your topic. For example: If you have a favorite plugin, you can try asking who is this plugin for? What does this plugin do? Why was this plugin created? How does it work? When would you use it? Where would you use it?

1. Who
2. What
3. Why
4. How
5. When
6. Where

From this list, can you refine your topic? Is there something more specific on which you'd like to give the talk?

> *Facilitator - Proceed to Slide 38, Present topic*

Present Topic

ℹ️ ***Facilitator*** - *Regroup the room into a circle.*

Now we are going to go around the circle (or go around the room) and give everyone the opportunity to say what topic they chose. If you'd rather not, you may say, "Pass."

ℹ️ ***Facilitator*** - *If someone seems really doubtful about their topic, ask*

the group if they would like to hear this topic, put up their hands. If time allows, offer to let students talk for a minute or two about their topic.

Facilitator - *Proceed to Slide 39, Write your pitch*

3. Writing the Pitch

Facilitator - *Proceed to Slide 40, In this section*

In this section
The Proposal aka "Pitch"
Coming Up With a Great Title
Writing Exercise
Writing Your Bio
Present Titles and Pitches (optional)

Writing The Proposal aka "Pitch"

Whatever your motivations for speaking, you first need to get selected to speak, and for that you need to create a proposal or "pitch" (we will use the terms interchangeably) that gets your talk selected. Also, since your proposal defines the scope of your talk, it can be a good early step in the overall process of developing your talk.

- What makes a great one? Here is an example of a good one:

Facilitator - Proceed to Slide 41, Example

  - 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 WordPress theme a *responsive* one. Intended for developers and designers who aren't afraid to get their hands dirty with a little code.

i   *Facilitator - You can substitute this with an example that fits your Event.*

- This is good length, tells you what talk will cover, and who it's aimed at.
- Beware of too-clever titles. The title should stand on its own without a blurb.
  - **Example of a bad one:** CSS Dreams and Elephants

i   *Facilitator - Ask group:* What made this title good or not so good?

Generally, your talk proposal and the introduction of your outline will be quite similar. A good introduction should have all the things a good pitch would have. However, in a pitch you might want to spice it up a bit. Ultimately, both the introduction and pitch should contain similar content.

Facilitator - Proceed to Slide 42, Tailor

For a pitch, you want to tailor the tone of your writing and vocabulary to the specific audience and event that you are applying to. This is very important!

Some ideas for how you may tailor your pitch for specific audiences and events:

- The tone may be different. A business crowd may be formal. A meetup may be more casual. So customize the tone of your pitch to your specific audience.
- At WordPress we tend to be pretty casual.
- You might want to use different vocabulary depending on the audience.
- You may want to stress different "hooks" or "points of interest" depending on the audience or event.

Facilitator - Proceed to Slide 43, 6 Important Points

There are also 6 important points to take note of when writing both your outline and your pitch

(Source:
http://weareallaweso.me/for_speakers/how-to-write-a-compelling-proposal.html)

Facilitator - Proceed to Slide 44, Point 1

1. **Direct the proposal to the attendees, not the curators.** Many conferences use your talk proposal as the description of the talk in their programme. With that in mind, your target reader is the conference attendee who is reading the programme. Tell the reader why your talk will interest them, and what they will learn. The curators want to put together a great conference with compelling talks for their attendees. Your talk will be part of the package they offer, so sell it! Make sure you research the event. Are there different tracks? Who is the audience? Lots of devs? Mostly for users? Design-heavy? Different WordCamps have different personalities. Are they short on really technical presentations? Light on talks for beginners? Try to fill a need (such as podcasting).

Facilitator - Proceed to Slide 45, Point 2

2. **Be specific about the focus your talk will have.** Generally speaking, a shallow introduction to many things is not as interesting as an in-depth introduction to one thing. If you discuss the broader topic, do so only to set the context for what you will focus on.

Facilitator - Proceed to Slide 46, Point 3

3. **One strategy: Pose the question your talk will answer.** Often, talks answer questions that start with "how", "why", "when" and so on. An easy trick is to directly ask these questions in your proposal, leaving the reader wondering the answer.

Facilitator - Proceed to Slide 47, Point 4

4. **Make your point as succinctly as you can.** If your first draft requires more than two paragraphs to get to the point of your topic, edit to slim things down. Take out any words that can be removed without changing the meaning. You may have a lot of

competition, so try to make a good impression quickly. If your proposal is too much work to read or understand, it might get skipped during the selection process.

Facilitator - Proceed to Slide 48, Point 5

5. **Use proper grammar, spelling, and punctuation.** If you submit a sloppily written proposal, you appear careless and as if you are not taking the opportunity seriously. You risk being rejected on those grounds outright. Speaking requires a lot of thoughtful preparation, and curators can only assume you will be as careless when preparing the talk itself.

Facilitator - Proceed to Slide 49, Point 6

6. **Have your proposal reviewed by someone with experience.** Just as you might ask a friend to critique a draft of your CV, an essay, or the talk itself, ask someone (ideally a writer, speaker, or curator) to review your talk proposal. They will catch typos, as well as verify whether your proposal explains the scope of your talk, and explains its benefit to your audience.

Facilitator - Proceed to Slide 50, Great title

Facilitator - Proceed to Slide 51, Great title

Coming Up With a Great Title

We need a good title for your talk!

You want to:

- Try to think of something catchy but explanatory
- Beware of too-clever titles
- Create a title that can stand on its own without a blurb (for example don't use something like "CSS and Elephants")

Facilitator - Proceed to Slide 52, Writing exercise

Facilitator - Proceed to Slide 53, Exercise

Writing Exercise

Everyone will have 10 minutes now to try drafting a talk proposal for the idea they brainstormed earlier and the title. There will be a chance to read the title and pitch to the group after, if you wish.

> ***Facilitator** - Proceed to Slide 54, Writing your bio*

> ***Facilitator** - Proceed to Slide 55, Writing your bio*

Writing Your Bio

When you submit a proposal/pitch to an event, you will most often be asked to include a short bio. Bios are often the hardest to write well. But here are some pointers to follow:

- Should be written in third-person
- Be succinct but descriptive (shouldn't be longer than three sentences if you can)
- Go for economy of words (try to say the most you possibly can with the fewest possible words)
- Look at past examples for the conference you're submitting to. Why are you the right person to give this talk?
- Tailor your bio so your topic makes sense, tweak it differently for events.
- Be human. WordCamps are not usually too formal.

i *Facilitator - If they can be in pairs:*

It's easiest to have someone else write your bio for you, so that's what we are going to do right now.

> ***Facilitator** - Proceed to Slide 56, Writing your bio: Pair up*

Bio Exercise

ℹ *Facilitator - if they can be in pairs:* Pair up and ask each other:

Facilitator - if they can not be in pairs: Ask yourself these questions:

1. What lights you up?
2. What are the coolest things you've accomplished?
3. What are you a product of?
4. What are some of your talk ideas? Why? Why you?
5. What's important about you that isn't on your resume?

ℹ *Facilitator* - If pairs: After, introduce your partner to someone else

as if you're introducing her on the stage at a conference.

Facilitator - If not pairs: Quickly put together a bio based on your answers.

(Source: Global CFP Day)

Facilitator - Proceed to Slide 57, Present titles and pitches

Present Titles and Pitches

Now anyone who wishes will have the opportunity to share their title and pitch with the group. You will have two minutes or less for your mini presentation. There are no expectations. This is not a chance to practice being great; this is just an opportunity to practice being in front of people. You may request receiving feedback if you wish.

ℹ ***Facilitator*** *-*

Have each person volunteer themselves by show of hand.
Ask them if they would like us to record them on their phones so they
can watch it later.
Ask them if they wish for feedback.
They may watch their time on the large device (such as iPad).

Each student will get up and talk. Time them and make them stop when the
time is up. If they wanted feedback, turn to the room and ask:

- "What did everyone think was good about this proposal?"
- "What would make this proposal even better?"

   Facilitator *- Proceed to Slide 58, Creating your talk*

Sign Up

Thank you for attending today. We will be passing a sign up sheet. If you are interested in speaking at an event, please sign up to let us know. This is not a commitment, but we will get in touch with you to discuss the possibility of speaking at an upcoming meetup or WordCamp.

Your Results

We'd like to let WordCamp Central know how it goes. If you speak at a meetup or WordCamp, and especially if anything new comes out of your speaking such as becoming a requested speaker, taking on a leadership position, or getting a job, please let us know so that we can let WordCamp Central know!

Also, if you love this work and want to train others to do this, or be a train the trainer, or help our team with other things like marketing and admin, the Diverse Speaker Training group is always looking for more help. And if you might want to be a paid trainer in the future, I will be expanding my non-WordPress workshops agency within the year so stay in touch.

And lastly, if you know of tech conference organizers or corporate folk who would benefit from hearing about diversity and encouraging more voices to speak up, please send them to my newsletter at diversein.tech.

4. Creating Your Talk

***Facilitator** - Proceed to Slide 59, In this section*

In this section

About Speaking
Writing the outline
Coming up with a great title
Present title and outline (optional)

***Facilitator** - Proceed to Slide 60, Writing the outline*

Writing The Outline

You've answered a few questions about your topic and now have an idea what sub-topics you may want to delve into in your talk. With these ideas in mind, create an outline for your talk. Don't worry, we'll talk you through the outline.

As a basic structure, a talk should have 3 parts: an introduction, body, and conclusion. Let's start with the introduction.

***Facilitator** - Proceed to Slide 61, Introduction*

Introduction

What makes a great introduction?

- Clearly state what your talk is about
- What are you going to cover?
- Why does it matter?
- Pique interest! — What is your hook? Open with impact!
- Who is it aimed at?

- Be Succinct! — Use economy of words

  Facilitator - Proceed to Slide 62, Tips for your Introduction

Tips for your introduction:

- **Don't apologize or insult yourself.** Apologizing in your opening calls attention to any flaws you may be concerned about and reduces the positive engagement of your audience.
- **Don't spend 10 minutes talking about your resume.** Many new speakers begin by talking about their hobbies, family, or work history. The trouble is, before you've begun talking about your content, audiences aren't emotionally invested in you yet. Spending excessive amounts of time convincing them why they should pay attention to you is far less effective than opening with the engaging content they're here to see.
- **Start with a relevant story.** Talk about *why* you're giving this talk today. For example, tell a story about a problem you encountered, to lead into a talk about how to solve similar problems.
- **Summarize what you'll cover** or what attendees will walk away with. This gives a high-level context of where each part of your talk falls into the larger topic.
- **Ask a friend to introduce you.** Better than introducing yourself is asking someone close to you to introduce you, to give you praise and assign credibility.

  Facilitator - Proceed to Slide 63, Body

Body

Now we are going to create an outline of your talk.

Write down some main topics or story headings you'd like to cover. 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?

You can use the "Who, What, Why, How, When, Where" questions you defined in the previous section to refine your topic to create your talk sections.

  Facilitator - Proceed to Slide 64, Conclusion

Conclusion

For the conclusion, you will want to:

- Summarize what has been discussed.
- Review the main takeaway points.
- The "So What?" question - why does your topic matter?
- Give further resources that may be useful to attendees.
- Be sure to give the audience your contact information. An email and/or Twitter handle is good.

Facilitator - Proceed to Slide 65, Great title

Refining Your Title

Now that you have an outline, let's refine the title for your talk to be more specific!

You want to:

- Try to think of something catchy but explanatory
- Beware of too-clever titles
- Create a title that can stand on its own without a blurb (for example don't use something like "CSS and Elephants")

Facilitator - Proceed to Slide 66, Present title and outline

Exercise: Outline and Title

Spend 10 minutes quickly drafting up an outline and writing down some possible talk titles. Share the best one or two titles with your group.

Facilitator - Proceed to Slide 66, Present title and outline

Present Outline

ℹ️ *Facilitator - Change the seats into a presentation style format. Chairs*

all facing the same direction—to the front, where a person will stand to talk.

Now anyone who wishes will have the opportunity to share their title and outline with the group. You will have two minutes or less for your mini presentation. There are no expectations. This is not a chance to practice being great; this is just an opportunity to practice being in front of people. You may request receiving feedback if you wish.

ℹ️ *Facilitator - Have each person volunteer themselves by show of hand.*

Ask them if they would like us to record them on their phones so they can watch it later.
Ask them if they wish for feedback.
They may watch their time on the large device (such as iPad).

Each student will get up and talk. Time them and make them stop when the time is up. If they wanted feedback, turn to the room and ask:

- "What did everyone think was good about this proposal?"
- "What would make this proposal even better?"

   Facilitator - Proceed to Slide 67, Becoming a better speaker

5. Becoming a Better Speaker

ℹ️ *Facilitator - If there's time, read through the Better Speaker and*

Better slides modules. Otherwise just read the quick notes on the slides or instruct them to read on their own at home.

Facilitator - Proceed to Slide 68, In this section

In This Section
Practising Speaking
Do's and Don'ts

Handling Nerves
Handling Q&A
Getting post-talk feedback

Facilitator - *Proceed to Slide 69, Practicing speaking*

Practising Speaking

The most important thing you can do to become a better speaker is to practise! The more you speak - in front of a mirror, in front of friends, or in front of a room full of people - the more comfortable and the better you will become. You can even give your talk to a friend over Skype.

You can also video record yourself. Take notes on behaviors you exhibit while speaking, then practice reducing them.

When you practice, time yourself. You might be surprised by how long or short your talk is when you are speaking out loud, and it is important to know how long your talk is going to take.

If you're looking for opportunities to practice speaking, you might see if there is a Toastmasters in your area. They will provide you with many opportunities to speak in front of a supportive group of people, and give you tips and tools for improvement.

You can also practise at smaller meetups. WordPress meetups are good for practising for WordCamps. If you want to practise for WordPress meetups, you could find smaller related meetups who would be interested in hearing about your WordPress topic.

Facilitator - *Proceed to Slide 70, Better speaker tips, Do*

Becoming a Better Speaker Do's and Don'ts

No matter how much public speaking experience you have, there is always room for improvement. Here are some do's and don'ts to help you improve.

Do:

- **Speak slowly.** Many speakers speak too fast, but audiences almost never complain that someone went too slowly. Take pauses in between sentences. It may feel strange to you, but will seem very natural to the audience.
- **Have water available and drink it.** Most events will provide water for the speaker, but make sure you have water on hand just in case. When you find yourself going too fast, taking a drink of water is a great way to slow yourself down. It might feel like it takes forever to take a drink, but the audience doesn't mind.
- **Vary your voice.** This gets easier with practice. You don't want to speak in a monotone, so make sure you have some inflection in your tone.
- **Look at your whole audience.** Make eye contact with people if you can, but make sure you scan the whole room and don't just look at one part of the audience. One trick here is to locate some friendly faces in multiple sections of a big audience, then address them one at a time in a loop.
- **Make sure the audience can hear you.** If you aren't sure whether the mic or your voice is loud enough, ask the audience if they can hear you. Ask the people in the back to raise their hands if you get too quiet.
- **Keep your hands above your waist.** If you do this, you will find yourself gesturing naturally.
- **Remember to breathe.**
- **Practice without notes.** Even if you'd like to have your notes with you to make you less nervous, practicing your talk without notes helps you map your content to your thought process. You already know your subject matter, so avoid trying to memorize your notes and script verbatim. This will help your talk sound more natural and for you to feel better about deviating from your script.

Facilitator - Proceed to Slide 71, Better speaker tips, Don't

Don't:

- **Drink too much coffee.** You're already jittery from nerves, so you don't need a coffee buzz on top of it!
- **Turn away from the audience.** If you need to point something out in your slides, make sure that you keep your face pointed toward the audience as you point.
- **Use filler words like "um."** You might not even notice you are doing this so ask a friend to point it out in rehearsal or record yourself and take notes. To help yourself break the filler words habit, take a small breath or a sip of water instead.
- **Read your slides or notes directly.** Make sure you look up from your notes, and ad lib at least a little bit.

Facilitator - Proceed to Slide 72, Handling nerves

Facilitator *- Proceed to Slide 73, Handling nerves*

Handling Nerves

Everyone gets nervous about public speaking. It is a part of being human. In fact, it's hard-wired: for our cavemen ancestors, any time more than 5 pairs of eyes were looking at them at once, that meant that in all likelihood they were about to die. We still react that way when we get up in front of a group of people and see them all watching us.

Keep in mind that your audience is on your side – they want to see you succeed, and all of them would be nervous if they were in your shoes. In fact, it's okay to admit that you are nervous – people will be sympathetic.

Here are some things you can do to help soothe your nerves:

- **Practice!** It really does get easier with practice. The more you practice the better you will know your material and the more confident you will be.
- **Sleep.** If you are well-rested, you will do a better job. Resist the urge to network or socialize too much the night before.
- **Exercise.** The best way to get rid of nervous energy is to burn it off. Physiologically, the reason you get nervous is so that you will have the energy and adrenaline to fight or flee from your predator. Running or getting some other form of exercise is a great way to burn off that nervous energy and convince your body that the danger is over.
- **Breathe.** When we get nervous, we tend to take shallow breaths into our chest. This is a part of the body's preparation for fight or flight, and it actually deprives the brain of some of its important oxygen. Take long slow breaths into your belly, and this will help calm you and clear your mind. Be sure to do this:

  1. Before getting on stage
  2. When you're on stage before you start talking, and
  3. Every so often during the talk

- **Dress comfortably.** Being body-conscious never helps, so make sure you are comfortable in whatever you are wearing.
- **Take time for yourself before you speak.** This helps you compose yourself and get mentally prepared. You could go for a walk, listen to some favorite music, go over your notes, or just take some really deep breaths.

- **Know the stage.** Try to find a time before you give your talk to see the room where you will be speaking.
- **Use your own devices.** If you have your own laptop, clicker, etc., you will be more comfortable with your equipment. If you won't be using your own devices, come early to ensure you're able to get your notes onto the system and that you can use the system with ease.
- **Adopt a persona.** This doesn't mean don't be yourself, it just means be the Speaker version of yourself. For instance, if you tend to talk with your hands when you are nervous, embrace that and make it a part of your speaker persona. You will behave differently when you are in front of a big group of people: go with that and don't fight it.

Facilitator - Proceed to Slide 74, Handling Q&A

Facilitator - Proceed to Slide 75, Handling Q&A

Handling Q&A

Timing

Many talks have an audience questions-and-answer session at the end. Ask the organizers in advance what the expectations are. Try timing your talk when you rehearse it and make sure you've left room for an adequate amount of Q&A time, if that's something you'll be expected to do.

How much time should you allow for Q&A? If the organizers haven't specified this for you, it usually depends on length of your whole session. In general, 10-20 minutes is adequate. For example, if your whole presentation takes up a 45-minute slot you might want to allow 35 minutes for the presentation and 10 minutes for questions.

Interspersing Q&A

Some people prefer to take questions throughout their talk rather than holding them until the end. Let your audience know up front what you prefer, bearing in mind that if your audience will be using a microphone due to the size of the room or the fact that your talk is being recorded, you'll need to give the room technician a heads-up about your Q&A plans so they're ready with the audience microphone as needed.

Don't Forget to Ask for Questions!

If you're saving the Q&A until the end, don't forget to do it once you finish your talk! To remind yourself, you can add a slide at the end of your talk saying thanks and asking for questions.

Repeat the Question Back to the Audience

Unless the audience is mic'ed, repeat each question before answering. Your audience and anyone later watching the video (if your talk is being recorded) will thank you.

Facilitator - Proceed to Slide 76, Tricky Questions

Tricky Questions

Often speakers who are brand new to public speaking, and even ones that aren't, are nervous about getting asked a question that they feel they don't know the answer to or that has a tricky answer.

There are a few ways to handle that situation:

- Remember to repeat the question back to the audience. This buys you a little bit of time to think about how to handle the question.
- Don't be afraid to admit that you don't know. The audience will have far more respect for you for admitting than you don't know than if you try to fudge it and fail.
- You can say something like: "That's a good question. I'm not sure about the answer, but let me look into that for you – could you send me a tweet or email after the session and we'll stay in touch?"
- You can throw it to the audience with something like: "Good question! I'm actually not sure, does anyone here have any ideas?"
- Throw the question to a friend or colleague in the audience: "Good question! My colleague Jane actually knows a lot about that – hey Jane, do you have any ideas on this one?" You can also talk to your colleagues/friends beforehand and make sure they're OK with being put on the spot like this.

Facilitator - Proceed to Slide 77, The smarty-pants

The Smarty-Pants

Handling the "smarty-pants" in the audience who thinks they know better than you and goes on and on and on is a big fear. It doesn't happen often, but if it does, one thing to

keep in mind is that in these sorts of situations, other people in the audience are thinking about how much of an idiot the know-it-all is, not about how you're handling it. Don't be afraid to cut someone off if they're monopolizing the Q&A or derailing it. It's possible to do this politely but firmly: "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."

Facilitator - Proceed to Slide 78, Unrelated questions

Unrelated Questions

Sometimes people will ask questions that have little or nothing to do with your talk and answering the question will derail the conversation. One way of handling this is to say, "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."

Facilitator - Proceed to Slide 79, Silence

Silence

What if you finish your talk, throw open the floor to the audience and there are no questions? That's totally OK! There aren't always questions.

- You can have one or two people you know in the audience ready to ask a question, or even chime in with a different angle. For example, if you're a developer, have a designer ready with an observation on your topic from that point of view.
- You can also ask and answer your own questions. For example: "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…"
- You can ask the audience a question. For example: "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…."

Facilitator - Proceed to Slide 80, Errors

Errors

Don't be afraid to correct errors after your talk. If someone points out an error – either during the Q&A or later – go ahead and update your presentation online and include the

correction if you give the same talk again. Be sure to verify that the "correction" is actually accurate before doing this!

> ***Facilitator*** *- Proceed to Slide 81, Contact & Slides*

Contact & Slides

Once the Q&A is over, let people know how to connect with you once you're done and where to find your slides. Give out your Twitter handle and/or email. You can also include this information on your final slide so that it's up on the screen behind you while you take questions.

> ***Facilitator*** *- Proceed to Slide 82, Getting post-talk feedback*

Getting post-talk feedback

We often forget this part of the process, but getting feedback after your talk is really important if you ever want to get better at public speaking.

You want to get feedback about both your content and your speaking style. You want feedback about whether your content was interesting, well organized, easy to follow, etc. This is true whether you plan to ever give this same talk again or not because a lot of the knowledge gained can be generalized. You also want to know about your speaking technique: How was the pace, volume, approachability, etc.

Where can you get feedback? Ask conference organizers if they send out a survey, and whether you can see your own feedback. Ask people you know who were there for feedback. The more specific your questions the better the feedback you will get. (Don't ask "What did you think," ask "Was there something you thought could have been better? Could you hear me? Did I speak too quickly or too slowly?" etc).

Keep in mind that asking people for feedback directly will be different from asking organizers for the feedback that was sent to them. People tend to be softer and kinder when speaking to you, as opposed to when they think that their feedback is only going to organizers.

> ***Facilitator*** *- Proceed to Slide 83, Creating great slides*

6. Creating Great Slides

Facilitator - Proceed to Slide 84, In this section

In This Section

Good slide decks
More tips

Good Slide Decks

Let's first start with a Public Service Announcement. You do **not** need slides with every talk. Some talks can stand on their own.

Slides can be your friend and your enemy – so, don't rely on them completely. Something to ask yourself: if the slide projector were to break down, could you give your talk without it?

That said, when used correctly, slides are amazing and can bring a lot to your talk.

Used in the right way, slides emphasize and help you get your points across.

Let's look at some tips for creating good slide decks.

Facilitator - Proceed to Slide 85, Have a theme

Give your slides a theme. It could be that you illustrate all your points with lolcats, or that they all use the same background and typography. Whatever it is, having a visually unified deck makes all the difference.

Many speakers end up with a look to their slides that they stick with from presentation to presentation This is great and makes their talks stand out and feel part of a cohesive set. It may not be the route you want to go, but it's something to consider.

Facilitator - Proceed to Slide 86, It never looks original

Don't use a default slideshow theme, like the templates that come with Keynote or Powerpoint. We've all seen them a thousand times, and they look generic and boring.

Facilitator - Proceed to Slide 87, Don't write out

ℹ️ ***Facilitator*** *- Say this one exactly as below to emphasize the point*

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

Facilitator *- Proceed to Slide 88, Don't use too small text*

Make your text size readable. Think of the person sitting at the back of the room.

Facilitator *- Proceed to Slide 89, Code*

Use code sparingly. Nobody likes pages and pages of code on a screen. Not even developers can stay awake through that!

Facilitator *- Proceed to Slide 90, Thanks*

Include a slide at the end of your deck to thank your audience. You can also use a closing slide to remind you to do your Q&A.

Facilitator *- Proceed to Slide 91, Find dog food*

Enhance the mood of your talk with slides. Use them to add humor and to help get your point across.

Facilitator *- Proceed to Slide 92, Know your image source*

Check the copyright on your images. If you're using a Creative Commons graphic, remember to give proper attribution to its creator.

Facilitator *- Proceed to Slide 93, Pie chart*

Consider sketching something original, creating your own images, or using your own photography. Make it personal and unique.

Facilitator *- Proceed to Slide 94, Hi!*

Slides don't need images. You can just have words.

Facilitator *- Proceed to Slide 95, Hi! (light blue)*

Check your contrast on a range of screens to make sure it'll be legible.

Facilitator - *Proceed to Slide 96, Think about colors*

Also consider your choice of color. You can check color contrast using an online tool to be sure it'll be easily readable - you just plug in your background and foreground color codes and the tool will tell you if it's in the acceptable range.

Facilitator - *Proceed to Slide 97, Unreadable font*

Take care when selecting fonts. Don't use a fancy font that's cute but unreadable – and don't use too many different fonts together.

Facilitator - *Proceed to Slide 98, Important bit*

Make sure you're creating your slides for the right screen size. Try to find out in advance what aspect ratio the projector will have. Stay away from edges of the screen to be safe, keeping key information out of those areas.

Now let's look at a few examples from real slide decks.

Facilitator - *Proceed to Slide 99, Effort*

This is a good example of a slide that sets the mood of the whole presentation. The deck supports the presentation and acts not just as useful information, but as a backdrop, to help create a cohesive talk.

Facilitator - *Proceed to Slide 100, Anyone can deploy*

This is a deck that stands on its own, either with or without the verbal part of the presentation. It carries a theme throughout the slides and delivers the message with clarity. It also demonstrates a strong personality, something you shouldn't shy away from with your deck.

Facilitator - *Proceed to Slide 101, Image of mobile devices*

This deck has strong sense of design. It clearly delivers the message of an expansive subject area. Slides are used to break down this complexity, and it's all done with a clear vision and a deck that stands on its own, apart from the talk. You'll find a collection of more tips on creating great slides - and other resources - at http://getspeak.in. There are links to contrast calculators and examples of inspirational slide decks that you can explore at your leisure.

Facilitator - Proceed to Slide 102, More tips

More Tips

Practice going through your deck using an external monitor, using a presentation mode which lets you see your notes. Think about bringing your notes printed out on paper in case the presentation setup doesn't end up allowing you to see your internal notes.

Bring a backup of your slides with you on a thumb drive, including any special fonts you've used. Save the presentation in a few different formats, including PDF. If for some reason there's any issue with your computer, you'll be able to easily borrow someone else's and ensure that your type looks as you intended.

Upload your slides before your talk if possible, and include a link to them at the end of your slides. Slideshare and SpeakerDeck are two good services where you can upload slides. Remember to tweet out the link afterwards and send it to the event organizers so they can post it.

If you start to do more speaking, invest in a presentation clicker to advance your slides without having to use a keyboard or mouse. It'll let you stand away from your laptop and keep your hands in a more natural position while you speak.

Live Demos

It can be very tempting to do a live demo and hop back and forth between your demo and the slides. This can be hard to watch, especially if something goes wrong during the demo, as it often does. Consider recording these bits instead and embedding the videos within your presentation.

Facilitator - Proceed to Slide 103, Questions & Sign up

Sign Up

Thank you for attending today. We will be passing a sign up sheet. If you are interested in speaking at an event, please sign up to let us know. This is not a commitment, but we

will get in touch with you to discuss the possibility of speaking at an upcoming meetup or WordCamp.

> *Facilitator - Proceed to Slide 104, To get workshop*

If anyone would like a copy of the workshop content and slides, go to http://DiverseIn.tech/workshop

> *Facilitator - Proceed to Slide 105, Feedback*

Feedback

WordCamp Central would like to know how it went. Let's have an open discussion:
- What worked well?
- What didn't go well? What would you like to see change?
- What could we have done that we didn't do?
- What made you nervous?

> *Facilitator - Proceed to Slide 106, Group photo*

Your Results

We'd like to let WordCamp Central know how it goes. If you speak at a meetup or WordCamp, and especially if anything new comes out of your speaking such as becoming a requested speaker, taking on a leadership position, or getting a job, please let us know so that we can let WordCamp Central know!

Also, if you love this work and want to train others to do this, or be a train the trainer, or help our team with other things like marketing and admin, the Diverse Speaker Training group is always looking for more help. And if you might want to be a paid trainer in the future, I will be expanding my non-WordPress workshops agency within the year so stay in touch.

And lastly, if you know of tech conference organizers or corporate folk who would benefit from hearing about diversity and encouraging more voices to speak up, please send them to my newsletter at diversein.tech.

Photo

We would like to take a photo for our meetup page and for WordCamp Central to have.

Anyone can opt out.

Facilitator - *Proceed to Slide 107, Thank you!*