

# Drupal Speaker Diversity Workshop

Handbook - Session 2

## 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.

# Writing Your Proposal

(Source:

[http://weareallaweso.me/for\\_speakers/how-to-write-a-compelling-proposal.html](http://weareallaweso.me/for_speakers/how-to-write-a-compelling-proposal.html))

1. Direct the proposal to the attendees, not the curators
2. Be specific about the focus your talk will have
3. Pose the question your talk will answer
4. Make your point as succinctly as you can
5. Use proper grammar, spelling, and punctuation
6. Have your proposal reviewed by someone with experience

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## Great title

Catchy, maybe playful, but  
explanatory

Beware of too-clever titles

Title that can stand alone

# Exercise

Write your:

- Pitch
- Title
- Bio

# 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!

## Tips for your 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.



## 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 W's that was used to refine your topic

3 supporting points

If you have a favorite module, you can try asking...

**Who** is the Media Module for?

**What** does the Media Module do?

**Why** was the Media Module created?

**How** does it work?

**When** would you use it?

**Where** would you use it?

# Conclusion

Summarize

Review main takeaways

“So What?”

Further resources

Contact information

# Practicing Speaking

Mirror, friends, small groups

Video record

Time yourself

Toastmasters

Drupal meetups ([drupical.com](https://drupical.com))

Smaller meetups

## Better speaker tips

DO

Speak slowly

Have water available and drink it

Vary your voice

Look at your whole audience

Make sure the audience can hear you

Keep your hands above your waist

Remember to breathe

Practice without notes

## Better speaker tips

# DON'T

Drink too much coffee.

Turn away from the audience

Use filler words like “um”

Read your slides or notes directly.

# Handling nerves

Practise!

Sleep

Exercise

Breathe

Dress comfortably

Take time before you speak for yourself

Know the stage

Use your own devices

Adopt a persona

Be excited

# Handling Q&A

Timing

Interspersing Q&A

Ask for questions

Repeat the question back to the audience

## Tricky Questions

Repeat the question back to the audience

Admit that you don't know

“Let me look into that for you”

Throw to audience

Throw to friend or colleague



## 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."

## 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

## Errors

Don't be afraid to correct errors after your talk

## Contact & Slides

How to connect with you and  
where to find your slides

## Getting post-talk feedback

Ask conference organizers

Ask people you know who were  
there

# Creating Great Slides

Give you slides a theme.

Don't use a default slideshow theme.

Don't write out what you're going to be saying.

Make your text size readable.

Use code sparingly.

Include a thank you to audience

Enhance mood of talk

Check the copyright on your images

Consider sketching something original

Slides don't need images

Check your contrast

Unreadable font

Made for right screen size

To get workshop content &  
slides:

[diversein.tech  
/drupal-sept2019](https://diversein.tech/drupal-sept2019)

# Train the Trainers

Saturday, November 16  
@ 1-4pm ET

<https://forms.gle>

[/5HRDUJ3FxBYfAeYf7](https://forms.gle/5HRDUJ3FxBYfAeYf7)

**Spread the word:**

**DiverseIn.tech**

**Paid Trainers**  
**hello@jillbinder.com**



# Slack Groups

diversity-inclusion  
ddi-session-help

# Post Workshop Questionnaire

[https://forms.gle  
/bWb5xN1hoewGF8CC6](https://forms.gle/bWb5xN1hoewGF8CC6)

**Thank you, DDI!**

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