



DrupalCon
GLOBAL 2020
JULY 14-17

**Speaker Training
for
Underrepresented
Drupalists**

**July 14, 15, 16
7:15 EDT**

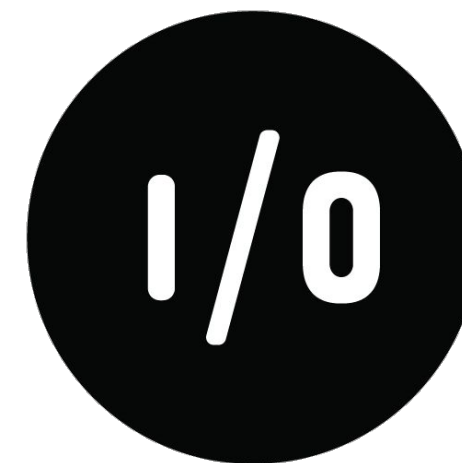
**Drupal Diversity & Inclusion
Led by Alanna Burke**

Alanna Burke

Documentation, Training, & Developer Advocacy at
amaze.io

Leadership team of Drupal Diversity & Inclusion
she/her

Twitter: @aburke626
Drupal.org: aburke626
Slack: AlannaBurke





Code of Conduct

All attendees are expected to abide by
the DrupalCon Code of Conduct:
<https://events.drupal.org/code-conduct>

Contact me (Alanna) or email
conduct@association.drupal.org with any issues



Part 1
July 14, 7:15 EST





Why are we holding a workshop for this group?

- Speakers should reflect the community and audience
- Speakers should reflect the users
- Drupal is shaped by those who speak about it
- Unique points of view
- Representation
- Opportunities



Why haven't you spoken?

What's holding you back?

- What are things you're worried about?
- Why haven't you talked at a meetup, local Drupal event, DrupalCamp, or DrupalCon?
- If only talked once, why did you not do it again?



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



Dispelling the Myths



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.



Topic Selection

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.



Topic Selection

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



Topic Selection

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.



Topic Selection

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?



Refine Your Topic

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

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?



Homework!

Pick a Topic



**Working Session
in the DDI booth!**



Session Evaluation

<https://www.surveymonkey.com/r/DCGlobal20SessionEval?title=SpeakerTraining1&id=31379>





Contrib Day!

Join us Friday:

<https://contrib2020.getopensocial.net/group/drupal-diversity-inclusion>





Part 2
July 15, 7:15 EST





Writing a Pitch



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

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



Creating Your Talk



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



Homework!

Title, Pitch, & Outline



Working Session



Session Evaluation

<https://www.surveymonkey.com/r/DCGlobal20SessionEval?title=SpeakerTraining2&id=31380>





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Part 3
July 16, 7:15 EST





Writing Your Bio



Practicing Speaking

- 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



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
- 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
- Turn off your phone & notifications



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



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



Handling Q&A and Discussions



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 ..."



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.



Creating Great Slides

have a theme



DON'T USE A 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 really hard to read!



Check Your Contrast

This is also really hard to read!



Use Readable Fonts

This is also really hard to read!



Be Aware of Screen Size

Important bit was at the start - but what was it?



Use Code Sparingly




```
<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>
```



Thanks!
Any Questions?


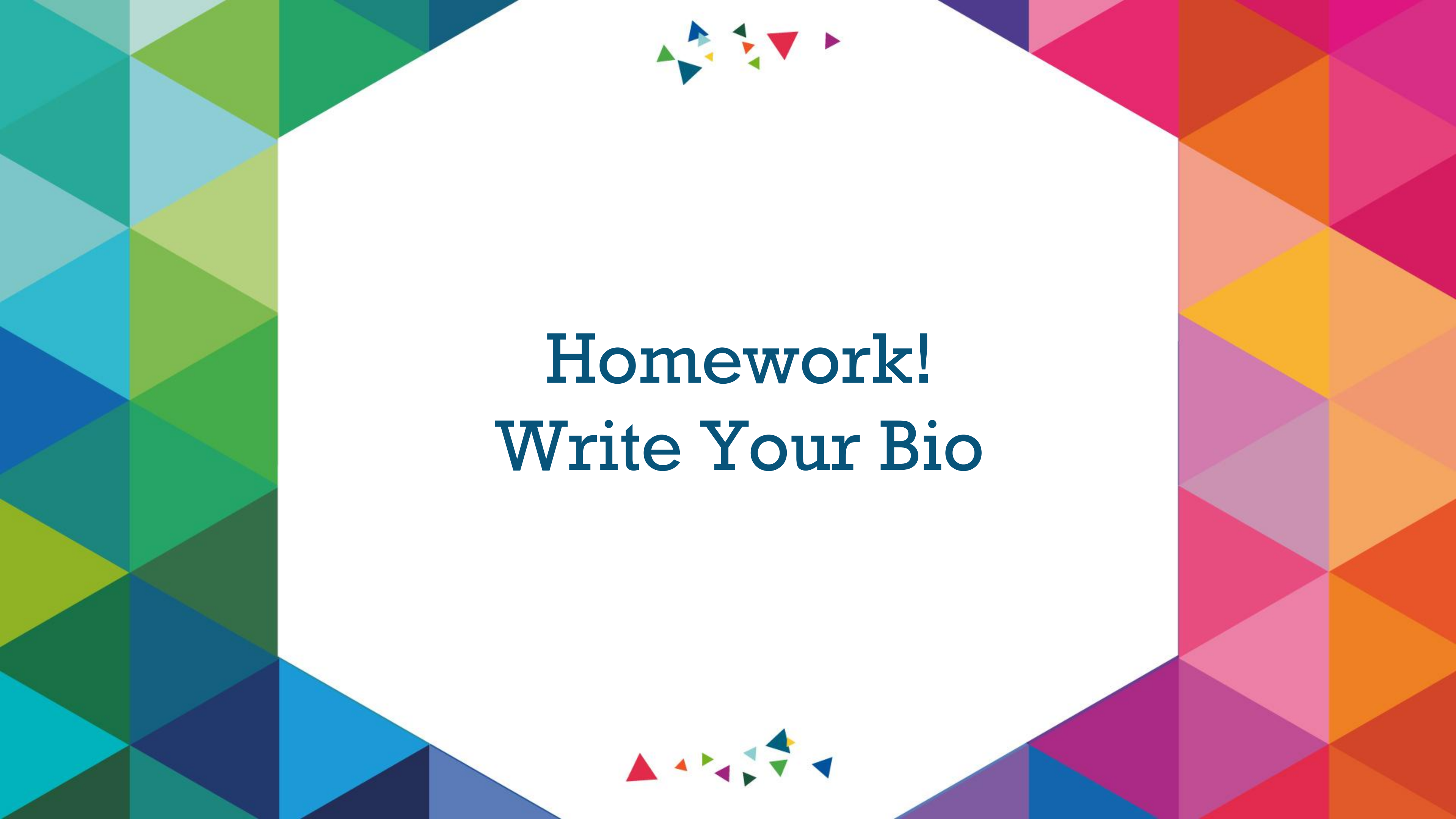


Use images to add humor!



More Tips

- External monitor
- Bring a backup
- Upload before your talk
- Presentation clicker
- Live demos



Homework!

Write Your Bio



Working Session



On Drupal Slack

<http://drupalslack.herokuapp.com>

Join these channels:

#ddi-session-help




#session-help

#diversity-inclusion





DDI Booth Contrib Day



Thanks!
Any Questions?



Session Evaluation

<https://www.surveymonkey.com/r/DCGlobal20SessionEval?title=SpeakerTraining3&id=31381>





Contrib Day!

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DrupalCon GLOBAL

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ONLINE EVERYWHERE

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