

Contents

Chapter One: Introduction	5
ABOUT ME	5
ABOUT YOU	6
ABOUT THIS BOOK	7
DEMYSTIFYING SPEAKERS	8
WHY YOU SHOULD SPEAK	9
Chapter Two: Choosing a Topic and Type of Talk	11
EXPERIENCE REPORT	11
TECHNICAL DEEP DIVE	14
OVERVIEW TALK	15
CROSS-TOPIC TALK	17
KEYNOTE AND OTHER TYPES	19
REFINING A LIST OF TOPICS	19
Chapter Three: Choosing a Conference	22
COMPANY-INTERNAL EVENTS	22
SMALL COMMUNITY EVENTS	23
REGIONAL CONFERENCES	25
BIG COMMERCIAL CONFERENCES	26
CHOOSING A CONFERENCE	26
Chapter Four: Preparing your Talk	30
FINDING THE RIGHT TITLE	30
DEVELOPING THE CONTENT	33

DEVELOPING THE SLIDES	38
PERFECTING TITLE, SUBTITLE AND ABSTRACT	44
WRITING THE SPEAKER INFO	46
TEST RUNS	49
Chapter Five: The Talk	52
SOME TIME BEFORE YOUR TALK	52
DIRECTLY BEFORE YOUR TALK	55
WHILE TALKING	58
HAVING FINISHED TALKING	60
Chapter Six: Post Processing Your Talk	61
SERVICE AND SELF-MARKETING	61
PERFORM A RETROSPECTIVE	62
PREPARE YOUR NEXT TALK	63
Chapter Seven: Online Talks	65
TECHNICAL SETUP	65
MAKING A GOOD IMPRESSION	66
GIVE IT A TRY!	67
Closing Words	68
Keep in Touch	69
Acknowledgements	70