East Bay
WordPress
Meetup
October 20th, 2019
eastbaywp.com

Wi-Fi Access

Network 1: **The Port Mall**

Password: **`Th3P0rt317`**

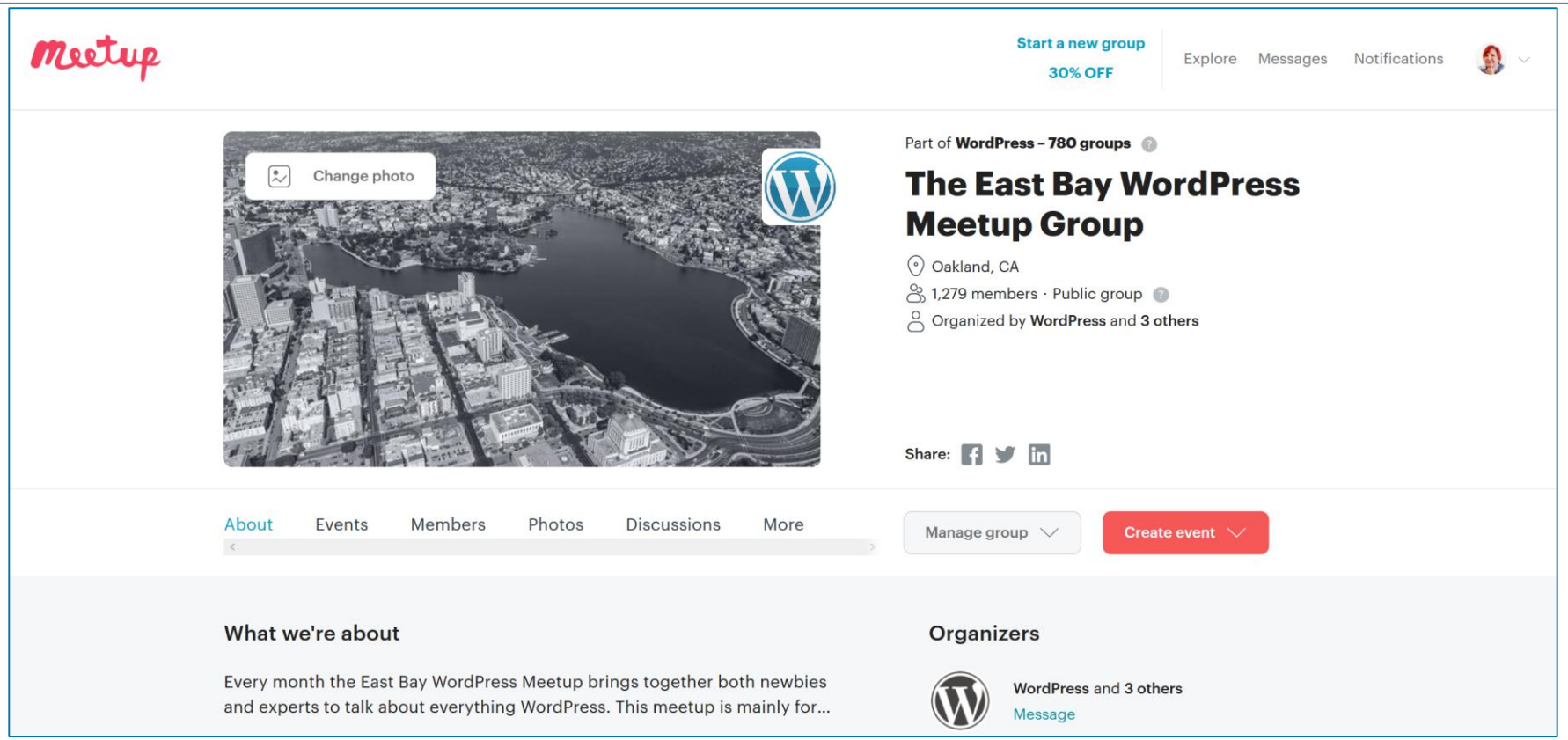
Network 2: **The Port Mall 2.4**

Password 2: **`Th3P0rt3172.4`**

EastBayWP.com

For the meetup presentation slides and notes, go to https://eastbaywp.com

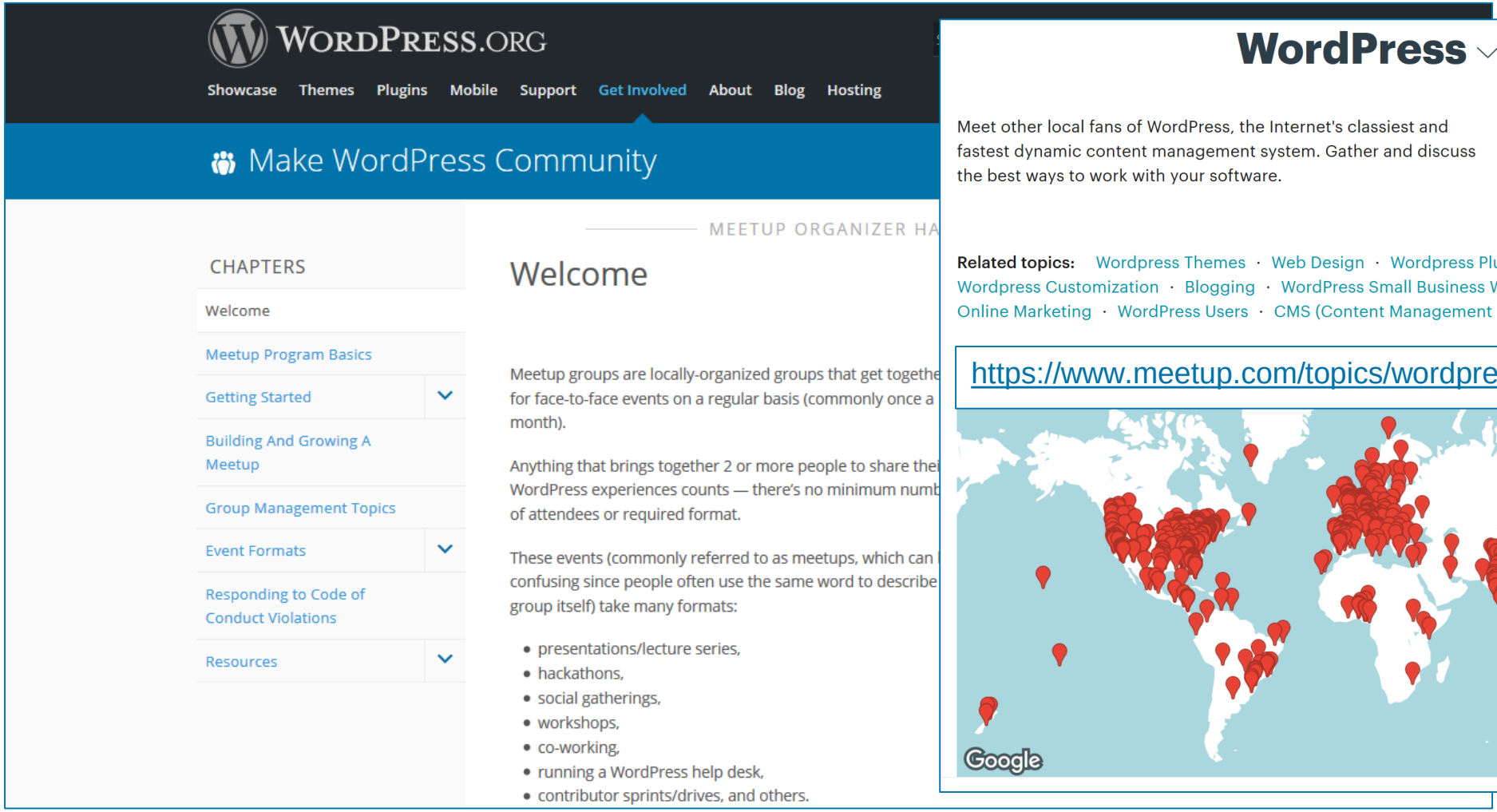
Our Meetup.com Page



https://www.meetup.com/Eastbay-WordPress-Meetup/

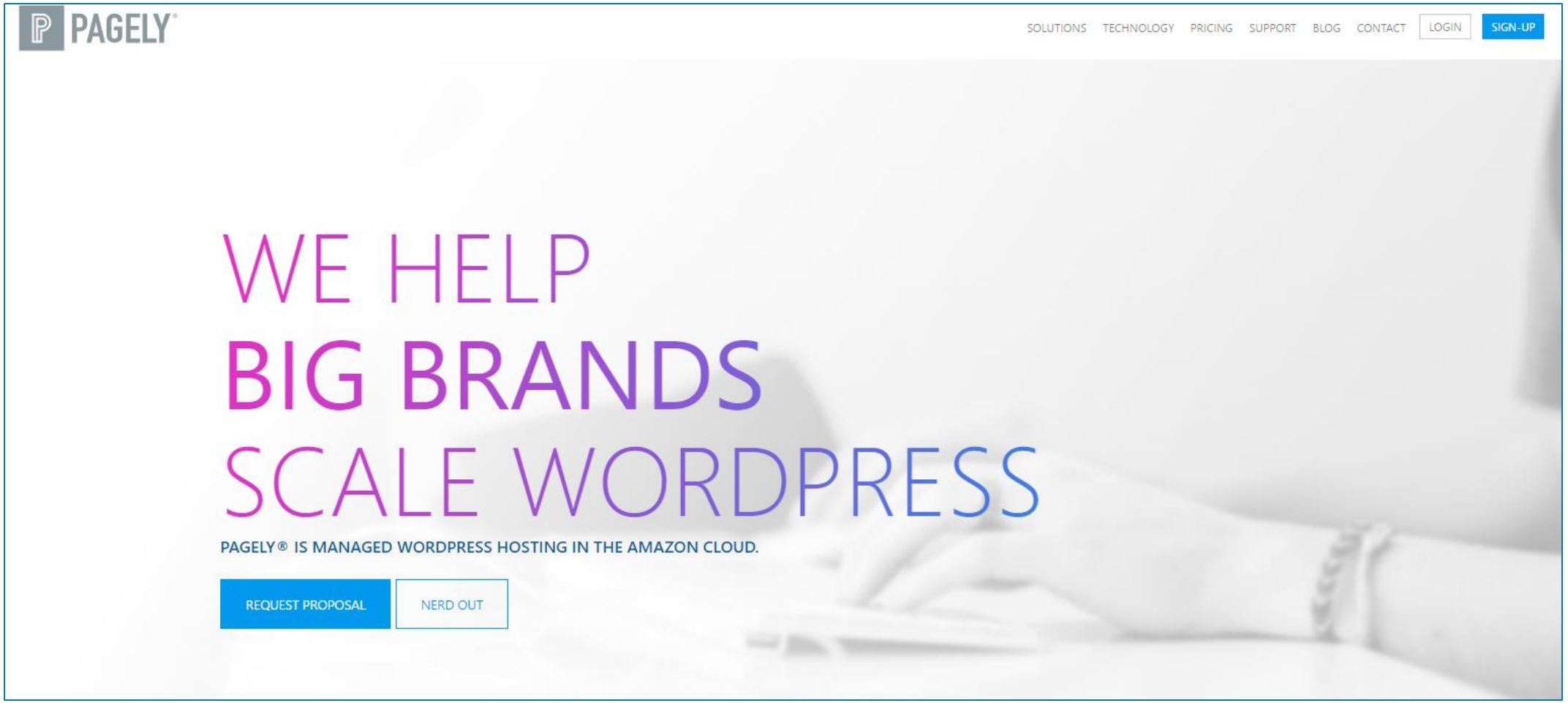
A Word from Our Sponsors

WordPress Community Support



https://make.wordpress.org/community/

First & Continuing Sponsor: Pagely



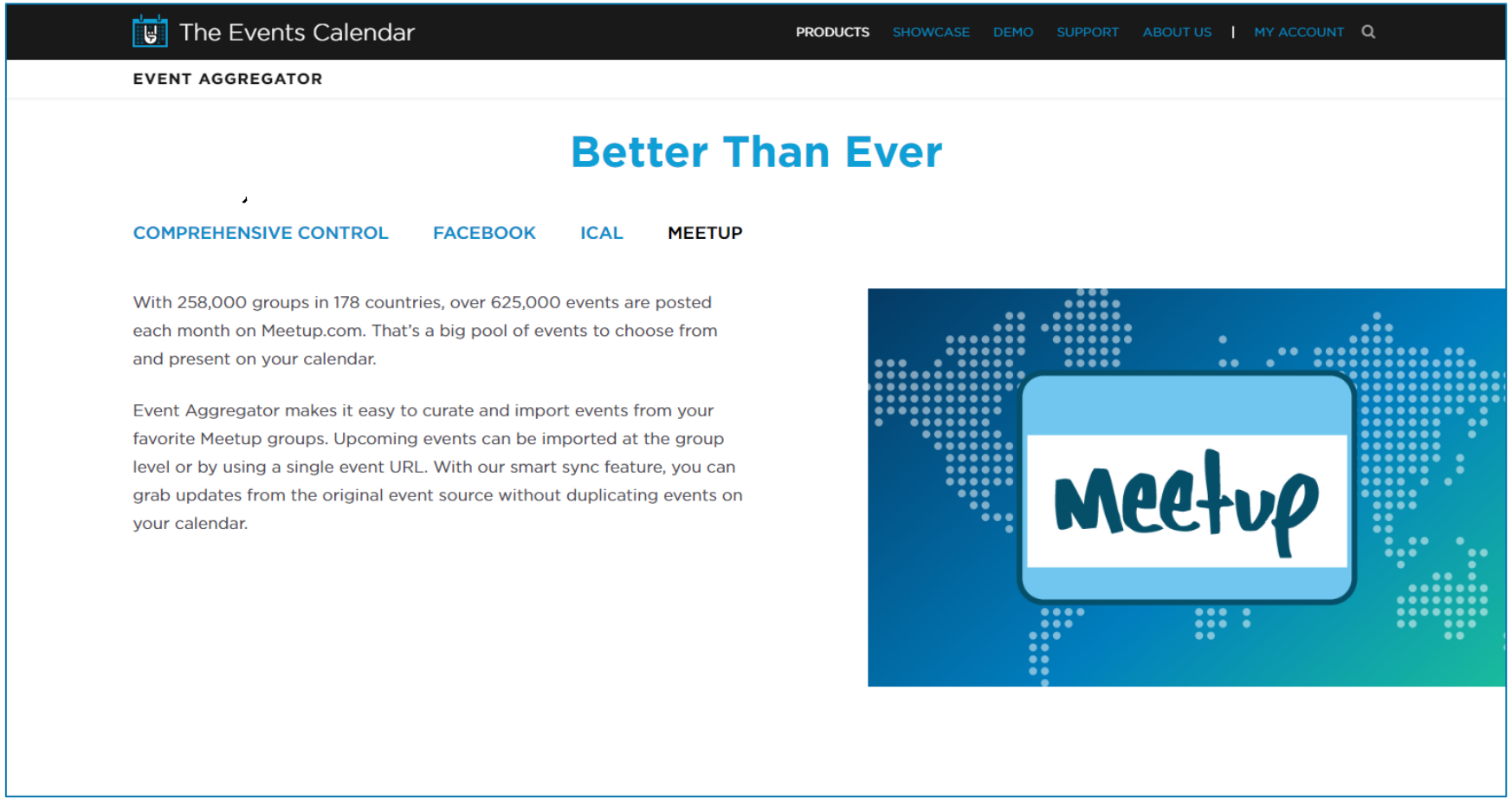
https://pagely.com/plans-pricing/

Pizza Sponsor: A2 Hosting

https://www.a2hosting.com/wordpress-hosting

The Events Calendar Meetup Program

Free Copy of Event Aggregator Plugin for EastBayWP.com



http://m.tri.be/19il

SiteDistrict

SITE DISTRICT

https://gutenberg.eastbaywp.com

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Talking WordPress

Introductions... us

Agenda

Introductions

Finding a topic

Writing a pitch

Writing the outline

Becoming a better speaker

How to make great slides

Introductions

In this section

Introductions

- About Speaking
- What We Are Looking For
- Dispelling The Myths of Speakers
- Why Do You Want To Speak?
- Talk Formats

Introductions... you

Introductions

Your name

Your preferred pronoun

Your WordPress experience

What is your speaking experience, if any?

What you want out of the workshop today

Wi-Fi Access

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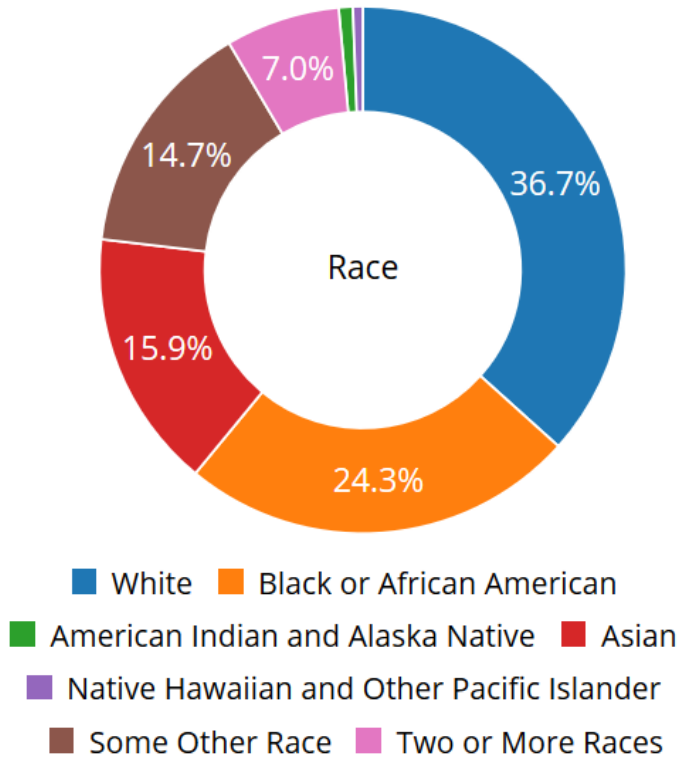
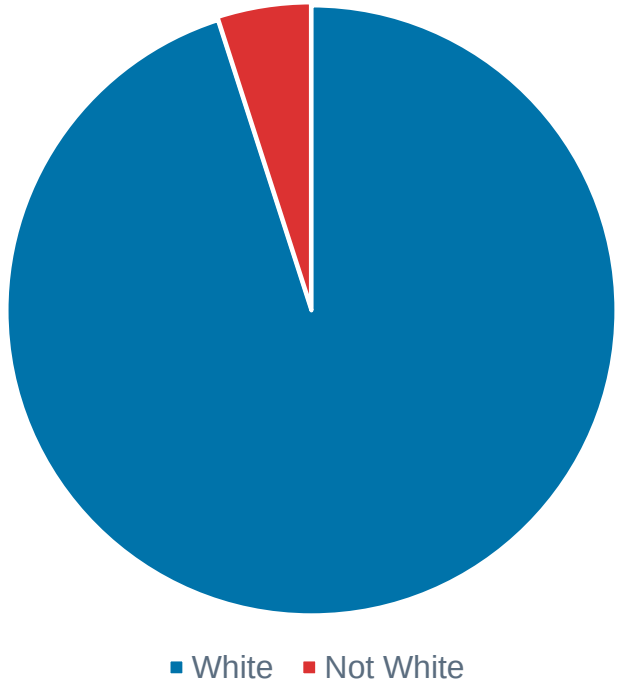
Why we are holding a workshop today

Why are we holding a speaker training workshop?

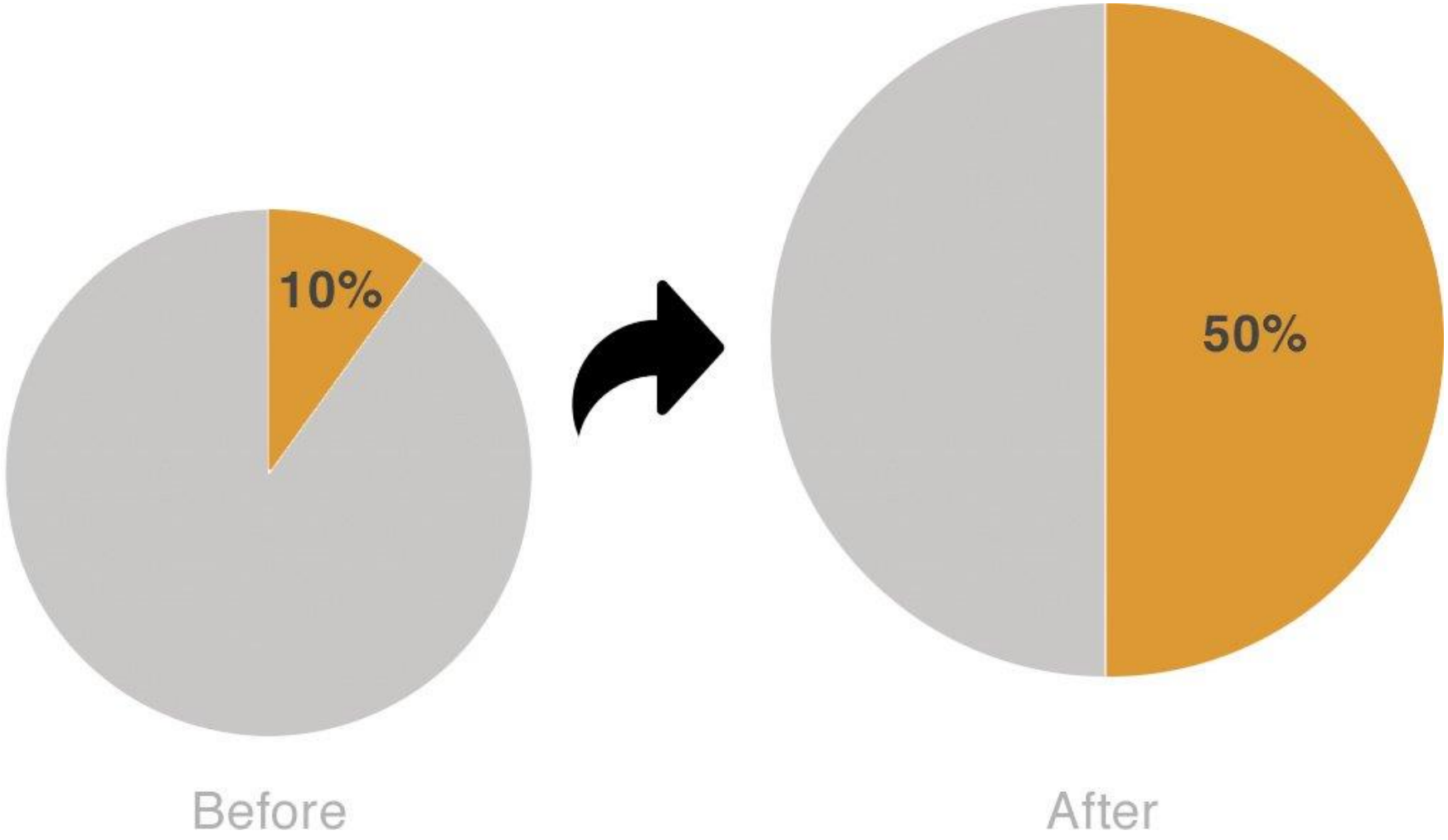
Population of Oakland 2019



EBWP Meetup Speakers 2009-2019



What these workshops can do



What are we looking for?

Example from WordCamp Riverside

- Gutenberg
- Themes
- Plugins
- Design
- UI / UX
- Site Performance
- Blogging/Writing
- API
- WP as a Headless CMS
- WooCommerce
- Deployment
- Security/Privacy
- SEO
- Marketing
- Accessibility
- The Future of WordPress
- Future of the Web (technology, standards)
- The WordPress Community
- WordPress' impact on the open web
- Third parties, browsers, operating systems, etc.

Who Should Apply?

You! It doesn’t matter if this will be your first public speaking experience or if you're an experienced public speaker. WordCamp Riverside speaker applications are open to anyone with a passion for WordPress.

Remember you’re among friends

- WordCamp attendees know speakers are volunteers and don’t expect perfection.
- WordCamp is an informal affair. Business attire is optional.
- You’re speaking among professionals like yourself.
- Most importantly, a session is only 30-45 minutes long.

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.

Why haven’t you spoken?

Discussion

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

Why do you want to speak?

Let’s talk about it

Why do you want to speak?

- 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
- Learn at conferences – speaking teaches you more
- It's fun!
- Rewarding, feeling of accomplishment
- Career building
- Be a role model for <group>

Talk formats

- How To
- Discussion
- Panel
- Story-based
- Case Study
- Workshop

Finding a topic

In This Section

Finding a topic

- Big BrainDump
- Narrowing Your Topic Selection
- Refining Your Chosen Topic
- Present Your Topic

Exercise

Brainstorm

Brainstorm

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.

Exercise

Topic Selection

Topic Selection

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

Pick 2 topics you may not know much about but would have good questions for.

This could be for **moderating a panel**.

Topic Selection

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

Topic Selection

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

Topic Selection

Pick 2 subjects in the topic list that are **your favorite**.

Topic Selection

Pick 2 topics that you think you could teach to others in a hands-on manner.

This could be a **workshop**.

Exercise

Pick a single topic
& refine

Pick a single topic & refine

Of the topics, is there one that you are especially passionate about?

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

Eg:

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?

Presentation

Present topic

Take a Break!

10 Minutes

Write your pitch

In This Section

Writing a pitch

- Writing a pitch
- Coming up with a great title
- Writing your bio
- Present your title and 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 WordPress 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

Vocabulary

Different “hooks” or “points of interest”

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

Great title

Great title

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

Exercise

Writing exercise!

Exercise

Write your:

Pitch

Title

Presentation

Present titles and pitches

Take a Break!

10 Minutes

Writing your bio

Writing your bio

Third person

Succinct but descriptive

Economy of words

Position or job. Credentials.

Years in field or short story how you're in this new field

Look at past examples from this event

Tweak for different events

Be human

Add non-professional interests

Exercise

Write your bio

Presentation

Present Bio

Take a Break!

10 Minutes

Creating your talk

Writing The Outline (introduction, body, and conclusion)

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!

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

Write down some 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

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?

Conclusion

Summarize

“So What?”

Review main points

Further resources

Contact information

Strengthening your talk

Define the learning objectives

Use repetition

Use contrast

Becoming a better speaker

Practicing Speaking

Mirror, friends, small groups

Video record

Time yourself

Toastmasters

Smaller meetups

Better speaker tips

DO

Practice Speaking

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

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

Handling Q&A

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

Presentation

Practice Giving A Short Talk

Practice giving a short talk

- What did you do last weekend?
- What is your favorite app? Why do you like it?
- Tell the story of the first time you used WordPress.
- Describe a walk through your favorite park or museum.

Creating great slides

Great slides

https://speakerdeck.com/tammielis/get-speak-dot-in-workshop-slides

Questions & Sign up

Thank you!