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

A Word from Our Sponsors
WordPress Community Support

Meet other local fans of WordPress, the Internet's classiest and fastest dynamic content management system. Gather and discuss the best ways to work with your software.

Welcome

Meetup groups are locally-organized groups that get together for face-to-face events on a regular basis (commonly once a month).

Anything that brings together 2 or more people to share the WordPress experiences counts — there's no minimum number of attendees or required format.

These events (commonly referred to as meetups, which can confusing since people often use the same word to describe group itself) take many formats:

- presentations/lecture series,
- hackathons,
- social gatherings,
- workshops,
- co-working,
- running a WordPress help desk,
- contributor sprints/drives, and others.

Related topics: Wordpress Themes · Web Design · Wordpress Plugins · Wordpress Customization · Blogging · Wordpress Small Business Web Sites · Web Development · Online Marketing · Wordpress Users · CMS (Content Management Systems)

https://www.meetup.com/topics/wordpress/
First & Continuing Sponsor: Pagely

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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

EAST BAY WP GUTENBERG EDITOR TESTING
Making it easier for you to test the new WordPress editor

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

- 36.7% White
- 24.3% Black or African American
- 15.9% Asian
- 7.0% American Indian and Alaska Native
- 14.7% Native Hawaiian and Other Pacific Islander
- 7.0% Some Other Race
- 7.0% Two or More Races

EBWP Meetup Speakers 2009-2019

- 98.0% White
- 2.0% Not White
What these workshops can do

Before

10%

After

50%
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
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.
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."
"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
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

Questions & Sign up
Thank you!