



HOW TO MAKE THE AUDIENCE TURN ON YOU... FAST!

(kind of like the cougar in Ricky Bobby's car... but worse!)

Do Not Target the Appropriate Technical Level

- Giving a session that's at too LOW a level is a sure-fire way to frustrate an audience and this can get nasty...fast!
- Giving a session that's WAY over the expected audience's level isn't quite as bad but can lead to boredom and lost time (which is frustrating)
- Giving a session that has unnecessarily complex and long demos loses people's interest and ultimately loses the point
- DO: Know your audience
- CONSIDER: Getting to know your audience with a poll (of hands) at the start. However, be READY to react with alternate demos/lecture/even slides that you can use (create a section of hidden slides)

Do not prepare

- Drink heavily the night prior
- Deliver someone else's presentation but don't review it until 4 hours before the session – that way it will be really fresh in your mind!
- Present even if you're coughing and sick
(OK, this is hard. I've done this but I take massive cold meds to make the best of it as the show must go on... to a point. Don't make it your crutch though if you're unprepared. It's a distractor NOT an excuse.)

Presenters Be Sure to:

- Stand right in front of the screen
- Read the text on the slide
- Tell attendees to read the text on the slide
- Wander aimlessly while talking (*you can move around but don't make them constantly "follow" you with no benefit*)
- Discuss verbatim ONLY what's on the slide
- DO: Add anecdotal evidence
- DO: Add something interesting that you learned
- KNOW: where the slides are going and use them to help you tell your story but don't just read the slides!

Use really bright colors

- Make diagrams that everyone can see clearly



Then, use really small fonts

← This is important

This is a box

Do not test any of your demos

- Be sure to type everything in manually while presenting
- Do things that you've never tested/tried before
- Do NOT rehearse
- Use someone else's code and constantly refer to the fact that it's not yours
- Do NOT clean up from prior demos

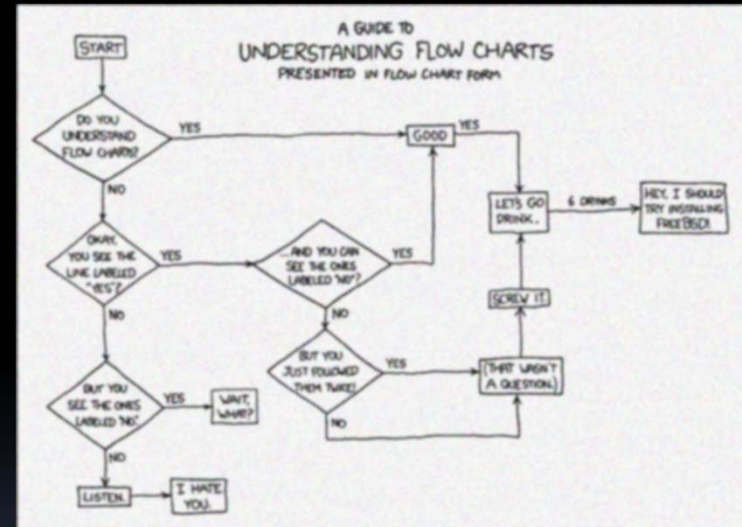
Use a colors that highlight important topics

- Maybe this is better
- Nope, how about this?
- Nope, not that either!
- I think this is best!
-
- Not even Paul can read black on black...
- (by the way, the 5th bullet says: This is THE MOST important of them ALL!! And, yes, I know there's a typo in the title. Why bother... no one cares. Right?)

Use Overly Complex (and readable) Graphics

But, since I really do want you to see this, please know that I borrows (*too bad I'm not going to review this and get that spelling mistake fixed*) this via the creative commons license and you can get to the actual diagram here:

<http://xkcd.com/518/>



Can't you read this?
It's REALLY important!!
(and funny)

Be sure to leave ALL notifications on

- Twitter popups are good – especially with sound! It's even better if you're connected to the auditorium's sound system!!
- Email notifications are very informative
- Best to leave messenger running as well

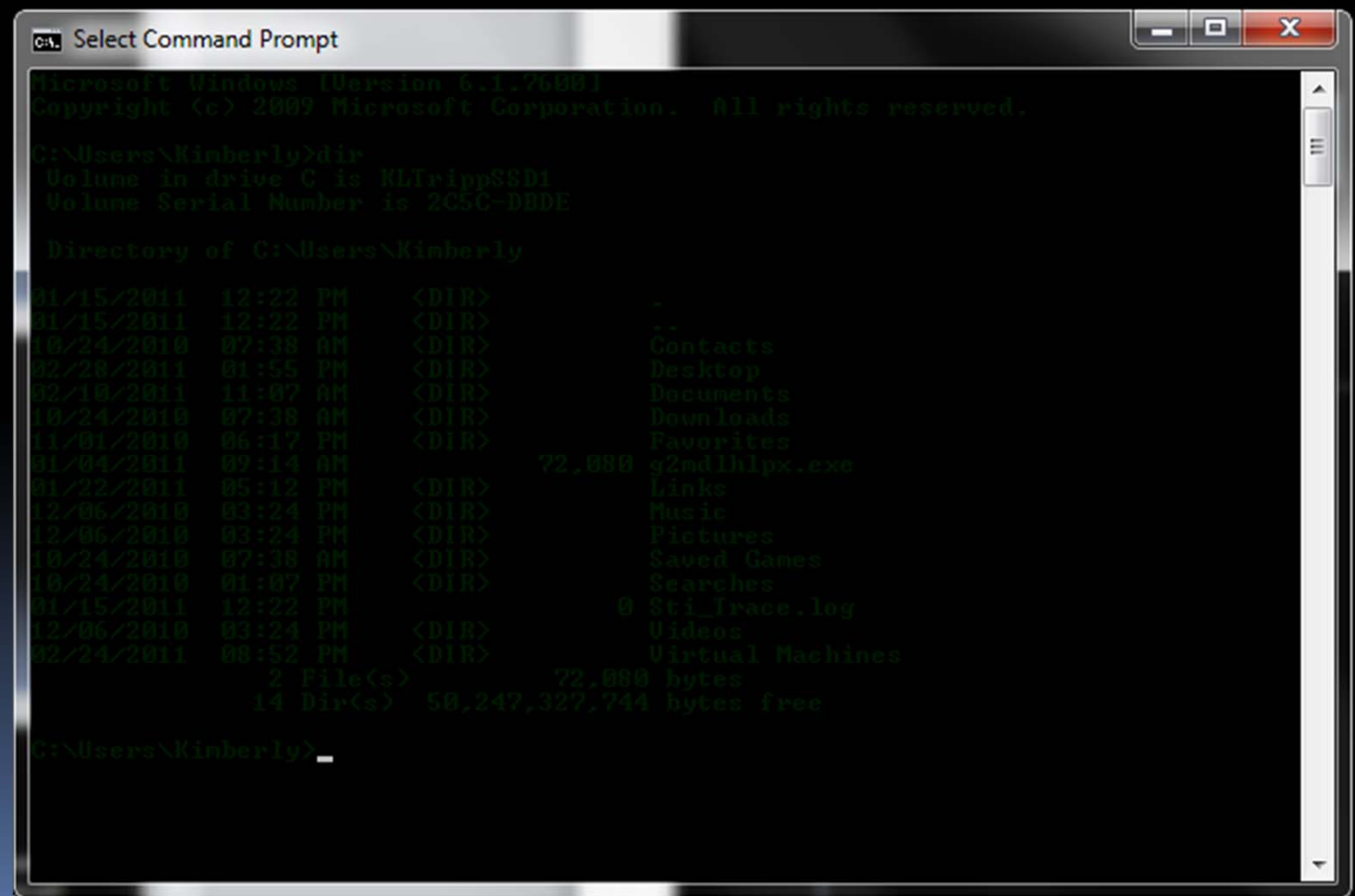
(Ideally, "friends" in the audience will take advantage of this. Don't worry, you'll only do this ONCE. I did. Once.)

Do not waste time on spell checking the slides

- Or reviewing them
- Or displaying them on screen
 - Have you seen the default transition in Office 2010 – you will if you don't review the transitions and it STINKS
- Or playing the animations (especially if they're someone else's slide)

Command prompt format

- Green on black is excellent



```
C:\> Select Command Prompt

Microsoft Windows [Version 6.1.7600]
Copyright (c) 2009 Microsoft Corporation. All rights reserved.

C:\Users\Kimberly>dir
Volume in drive C is M:TrippSSD1
Volume Serial Number is 2C5C-DBDE

Directory of C:\Users\Kimberly

01/15/2011  12:22 PM    <DIR>          .
01/15/2011  12:22 PM    <DIR>          ..
10/24/2010  07:38 AM    <DIR>          Contacts
02/28/2011  01:55 PM    <DIR>          Desktop
02/10/2011  11:07 AM    <DIR>          Documents
10/24/2010  07:38 AM    <DIR>          Downloads
11/01/2010  06:17 PM    <DIR>          Favorites
01/04/2011  09:14 AM           72,000 g2ndllhlp.exe
01/22/2011  05:12 PM    <DIR>          Links
12/06/2010  03:24 PM    <DIR>          Music
12/06/2010  03:24 PM    <DIR>          Pictures
10/24/2010  07:38 AM    <DIR>          Saved Games
10/24/2010  01:07 PM    <DIR>          Searches
01/15/2011  12:22 PM           0 Sti_Trace.log
12/06/2010  03:24 PM    <DIR>          Videos
02/24/2011  08:52 PM    <DIR>          Virtual Machines
                2 File(s)          72,000 bytes
                14 Dir(s)  50,247,327,744 bytes free

C:\Users\Kimberly>_
```

Be SURE to Capitalize things randomly

- This is a really Important topic
- I've had a mixture of uppercase and lowercase words in most of these slides (and titles) – did *you* notice? Did it distract *you*?
- No, This is REALLY important
- No, no. this IS! (*occasional punctuation is OK but don't end every bullet with a period*)
- Actually, I Had A Hard Time With This At First But Now I Try NOT To Capitalize Everything (*thanks to Paul – he had to get something right?*)
- It Leads To Not Knowing What's Important VS. What Is Important VS. THIS IS REALLY IMPORTANT (*Aren't you a bit lost now? Ugh, this slide is not only hard to read but hard to look at!!!*)

Most important

- Always give your slides to the event management team so that they can “standardize” them...
- And, definitely don’t review them after that...
- Seriously though, we SHOULD be able to trust these companies but often I’ve seen changes that result in broken animations, poor color choices, etc.
- The main point is that YOU are the one on stage – check YOUR slides! Everything reflects YOU!

Key point: Trust NO ONE!! 😊

HOW TO WIN OVER THE AUDIENCE...

YOU HAD ME AT HELLO!

*(OK, I don't even like *this* slide format with all uppercasing and shadows, YUCK... But, the color change makes it work. ☺ Just because an event uses a certain format doesn't mean you can't tweak it a bit.)*

Fantastic Presentations

- Take time
- Take practice
- Should be based on a subject for which you are passionate
- Should be based on a subject on which you are extremely knowledgeable
- Should show YOUR perspective and highlight something interesting/problematic and/or a solution to a problem
- Should be focused, concise and practical

Presenting Tips/Tricks/Techniques

Resources

- Paul Randal's Public Speaking: A Primer
 - <http://www.sqlskills.com/BLOGS/PAUL/post/Public-speaking-about-SQL-Server-A-Primer.aspx>
- Kimberly Tripp's Getting started in speaking publicly – clear and concise presentations
 - <http://www.sqlskills.com/BLOGS/KIMBERLY/post/Getting-started-in-speaking-publicly-clear-and-concise-presentations.aspx>
- Scott Hanselman's Tips for a Successful MSFT Presentation
 - <http://www.hanselman.com/blog/content/radiostories/2003/01/22/scotthanselmanstipsforasuccessfulmsftpresentation.html>
- Brent Ozar's How to Deliver a Killer Technical Presentation
 - <http://www.brentozar.com/archive/2009/09/how-to-deliver-a-killer-tech-presentation/>
- Greg Low's series: Presenting at Large Events (Lessons Learned)
 - http://sqlblog.com/blogs/greg_low/archive/2008/10/01/presenting-at-large-events-lessons-learned.aspx
- Kendra Little's What's in a Name? Guidelines for Presentation Titles
 - <http://www.littlekendra.com/2011/02/11/whats-in-a-name/>
- Paul Randal's Configuring SSMS for presenting
 - <http://www.sqlskills.com/BLOGS/PAUL/post/Configuring-SSMS-for-presenting.aspx>