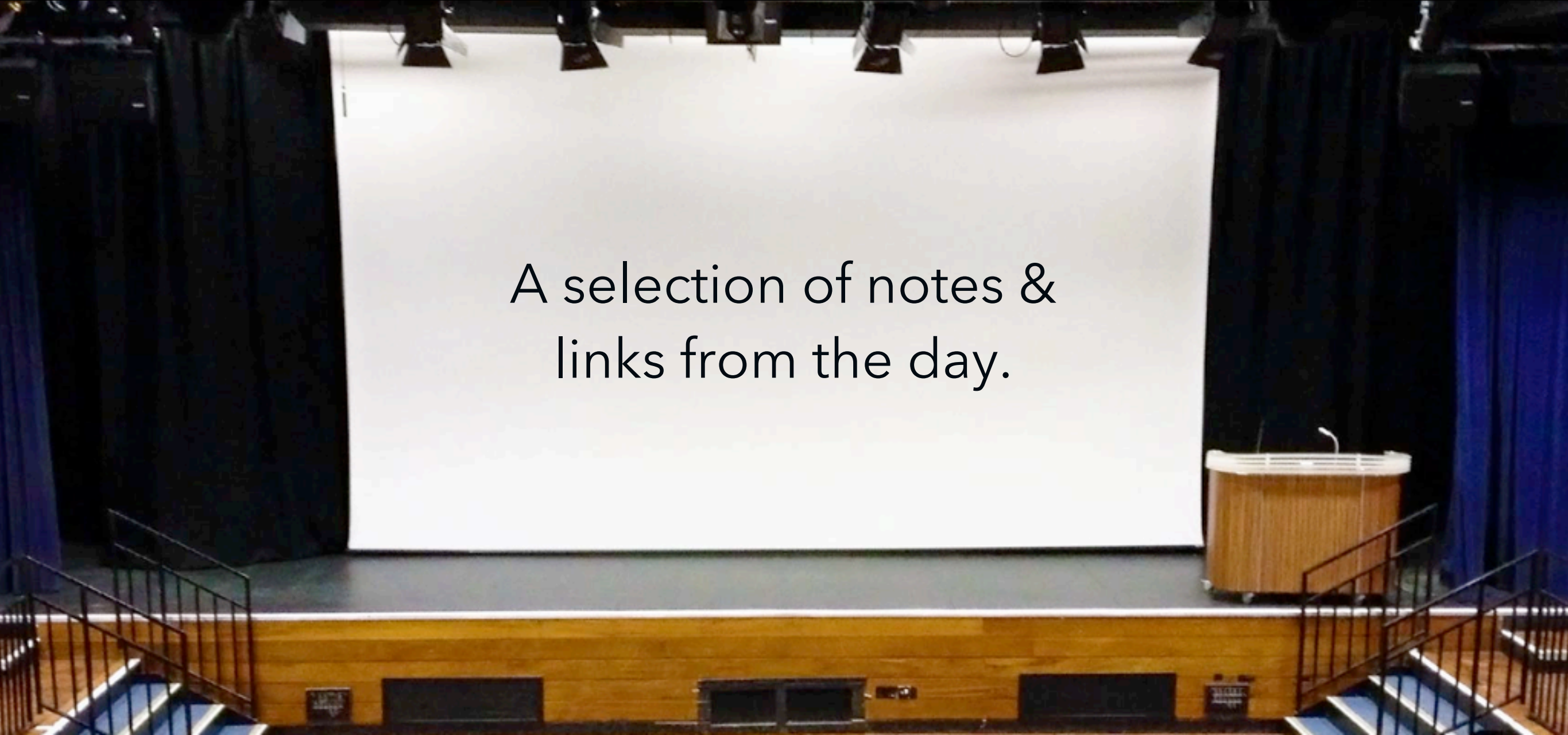


Slide + Stage

A photograph of a stage setup. A large, bright white screen is the central focus, displaying the text 'A selection of notes & links from the day.' The screen is flanked by dark blue curtains. Above the screen, several stage lights are visible. To the right of the screen is a wooden podium with a microphone. The stage floor is dark, and the base of the stage is made of light-colored wood. Stairs with metal railings are visible in the foreground on both sides.

A selection of notes &
links from the day.

A presentation is an
experience.

A conference is an
experience.

Experiences matter.

Who's scared of speaking?

'self is secondary to your subject... to hold any other view is to regard yourself as an exhibit instead of a messenger with a message worth delivering.'

**Dale Carnegie,
The Art of Public Speaking, 1905.**

Maslow's hierarchy of
public speaking.



Emotion

Aesthetics

Accessibility

A presentation is
an experience.



You

MC, speakers & audience

Schedule

Tech

Venue



You

MC, speakers & audience

Schedule

Tech

Venue

Stage setup

Lecterns

FUTURE
INSIGHTS

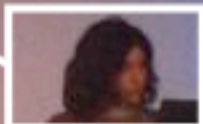
Code Club
Hacking the future



FUTURE OF
WEB DESIGN

NEXT
**LEA
VEROU**
THE HUMBLE BORDER-RADIUS

Speaker



Lectern

Advertising





You

MC, speakers & audience

Schedule

Tech

Venue

Presentation Aids

Clicker



Fresh batteries



Hive **MicroCue²**



PerfectCue Mini

Clickers to **avoid**

Apple **IR** remotes





Apps on phones & tablets



Obtrusive remotes

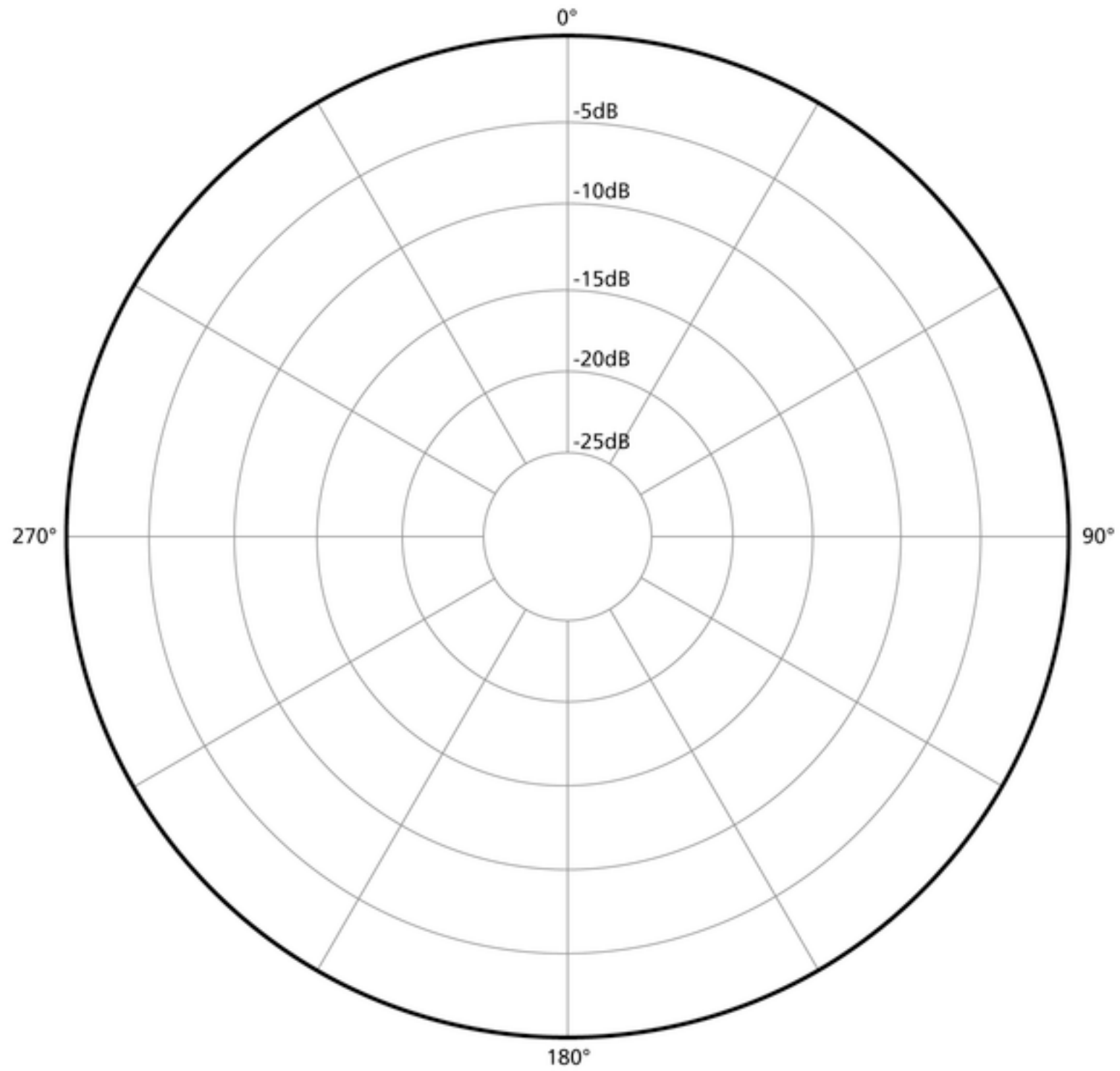
Presentation Display

Timer

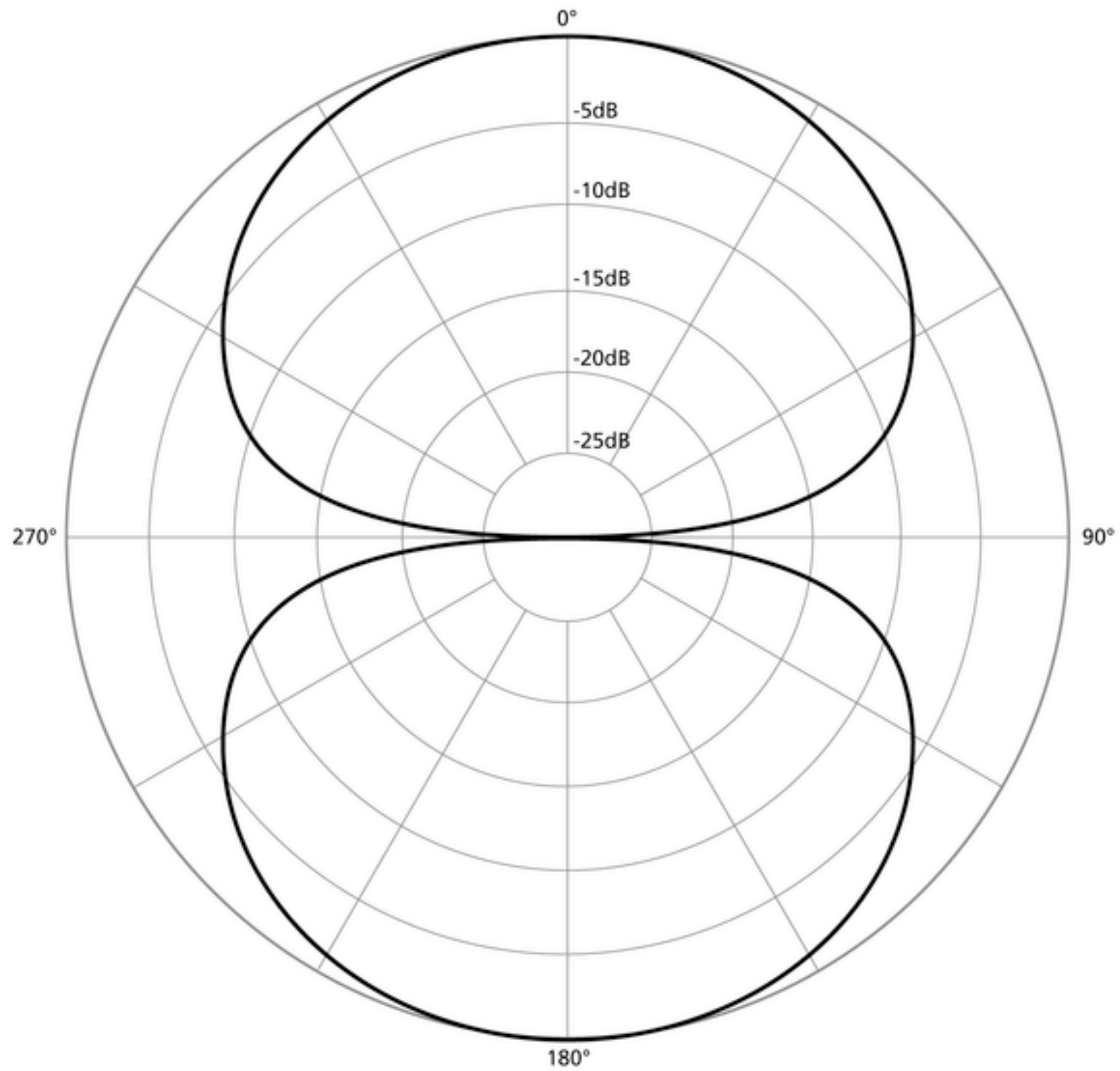
Don't rush the end of
your talk.

Microphone

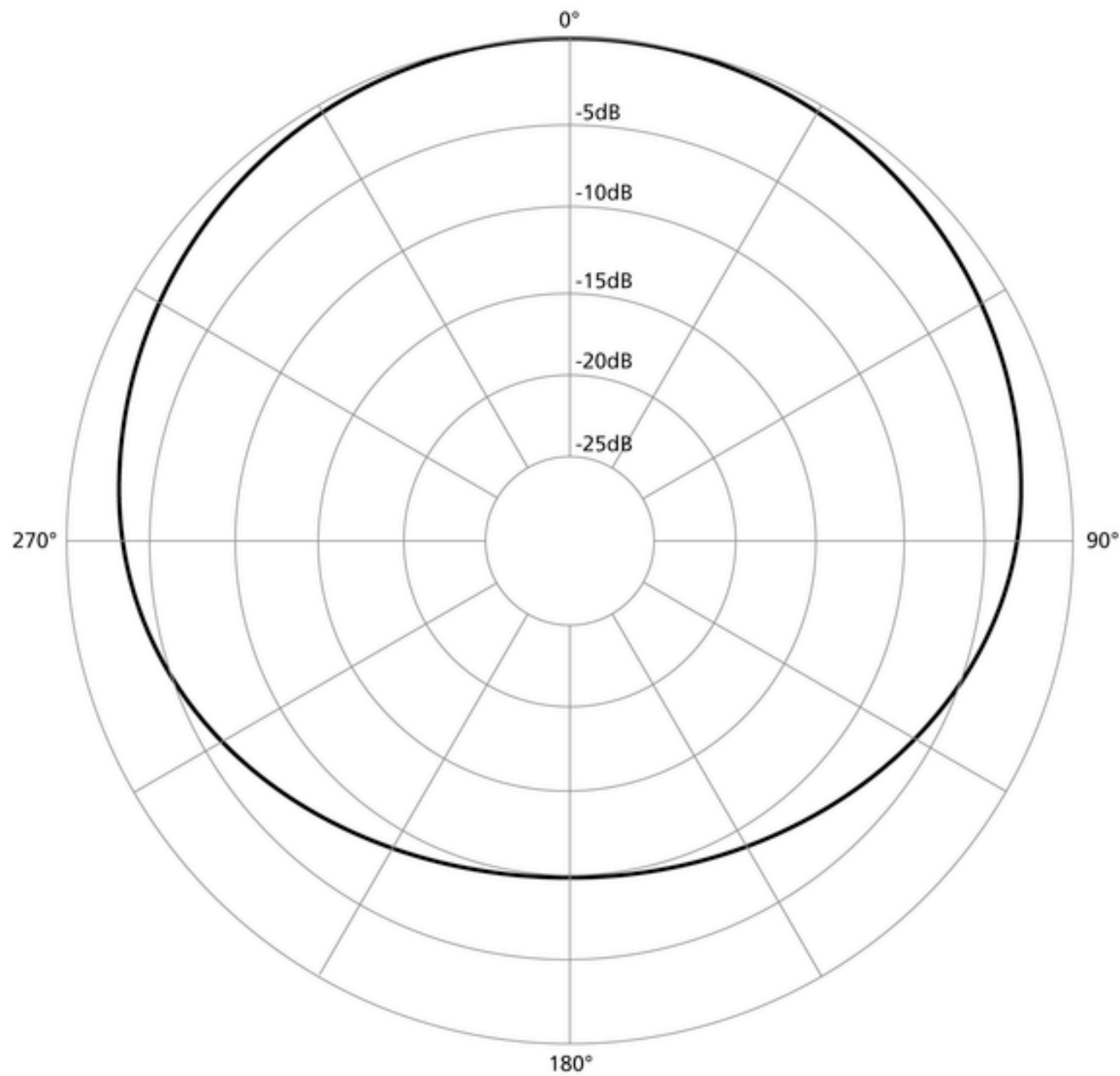
Microphone patterns



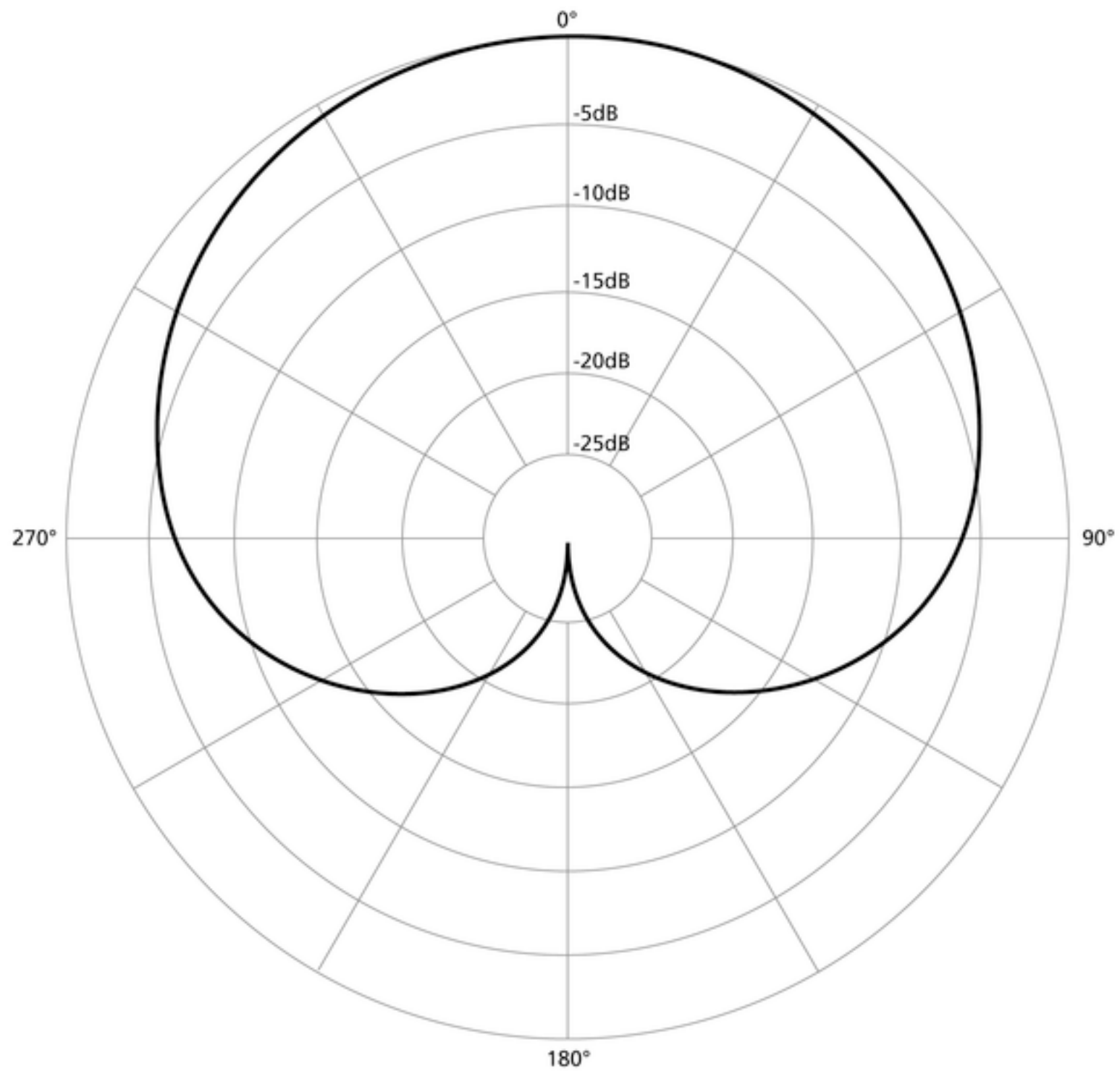
Omnidirectional



Bi-directional



Subcardioid



Cardioid

Microphone types



Shure Beta 58



RØDE Lavalier



Sennheiser HSP 4-EW-3

Video & Power Adapter
+ Power settings (set to
never go to sleep)



You

MC, speakers & audience

Schedule

Tech

Venue



You

MC, speakers & audience

Schedule

Tech

Venue



You

MC, speakers & audience

Schedule

Tech

Venue

Preparation

Try and arrive at least
the day before and get a
good night's sleep.

**Try and leave the day
after, after a good
night's sleep.**

Tech check **the day**
before

Chat to the audience
before your talk.

You can start with a joke,
but don't force it.

Don't be sexist, racist,
etc. (Also, conferences:
have a code of conduct.)

The male gaze

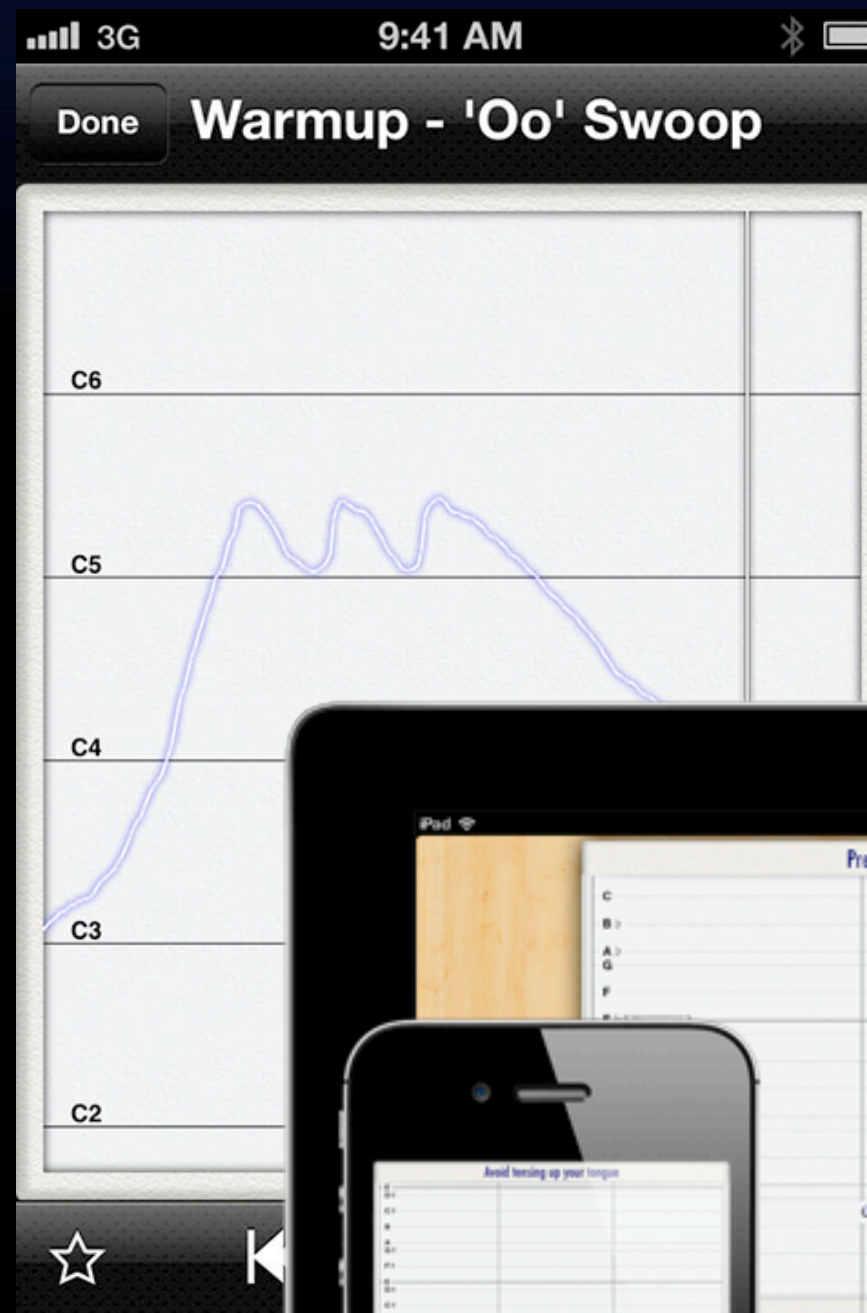
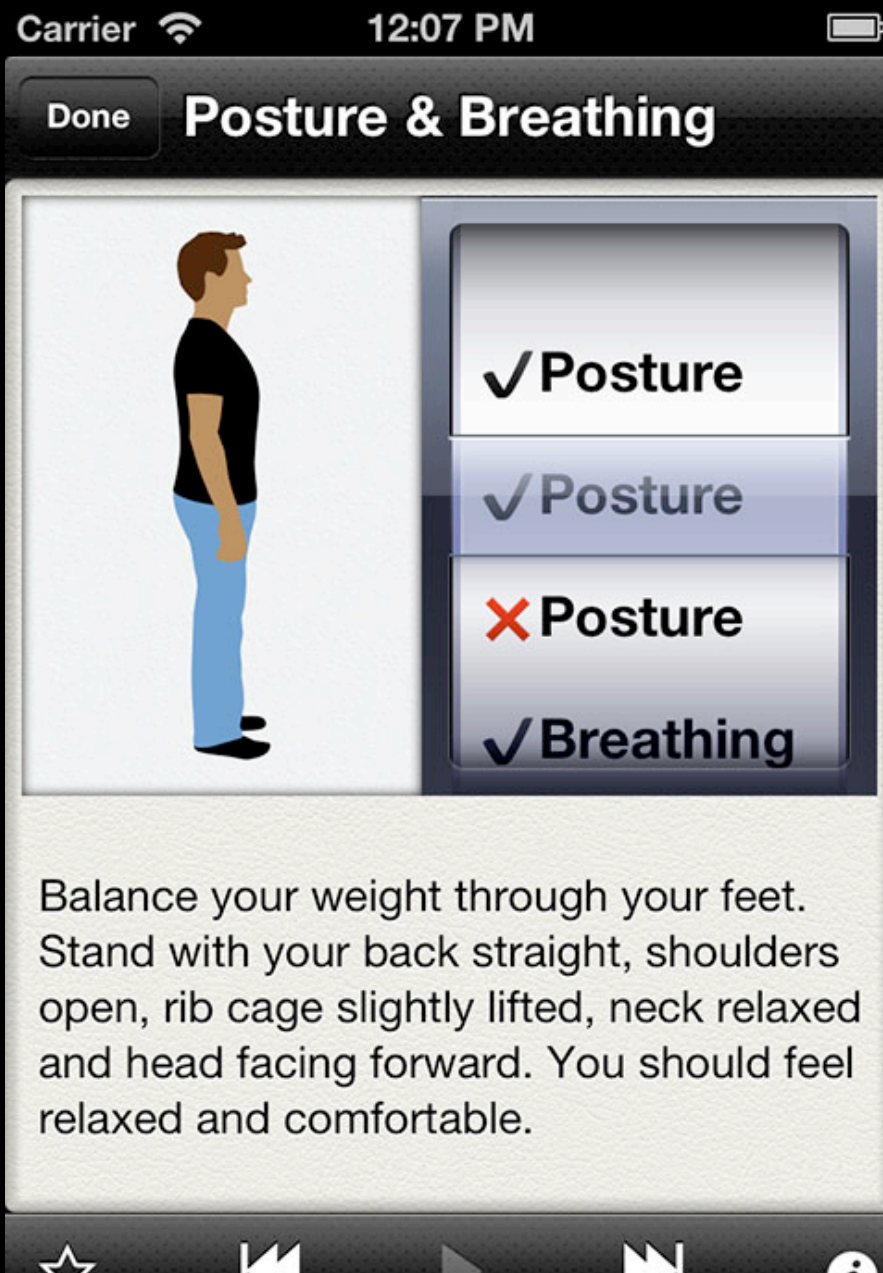
<http://thelink.is/themalegaze>

Don't read from cards, etc.

Watch yourself on video
and learn from it.

Voice

Vocal warmup



<http://www.erolstudios.com>

Ar-ti-cu-la-tion

Emphasis, rhythm, & pitch
– avoiding *monotony*.

The power of **threes**.



'I took it, I held it in my
hand, and I transferred it
to my phone. *<pause>*
and **that** *<pause for*
effect> **is magic.**

The power
of silence

When things go
wrong...

Laryngitis, etc.

Full vocal rest.



Vocalzone®
24 throat pastilles

KEEP A CLEAR VOICE

Vocalzone®
24 throat pastilles

BN: 201200
EXP: 01/12/11
DO NOT USE AFTER DATE OF EXPIRY

Body

Presence, posture, and
movement.

Demonstrations

Keyboard shortcuts

H switch to last app

⌘+F1 toggle mirroring

**Slides should
compliment your
presentation; not
compete with it.**

Typography

KEEP *it* simple

If your presentation is
going to be run from
their computers, **they**
will need the fonts.

...does the license allow it?

(They will probably need
to license the fonts.)

Colour

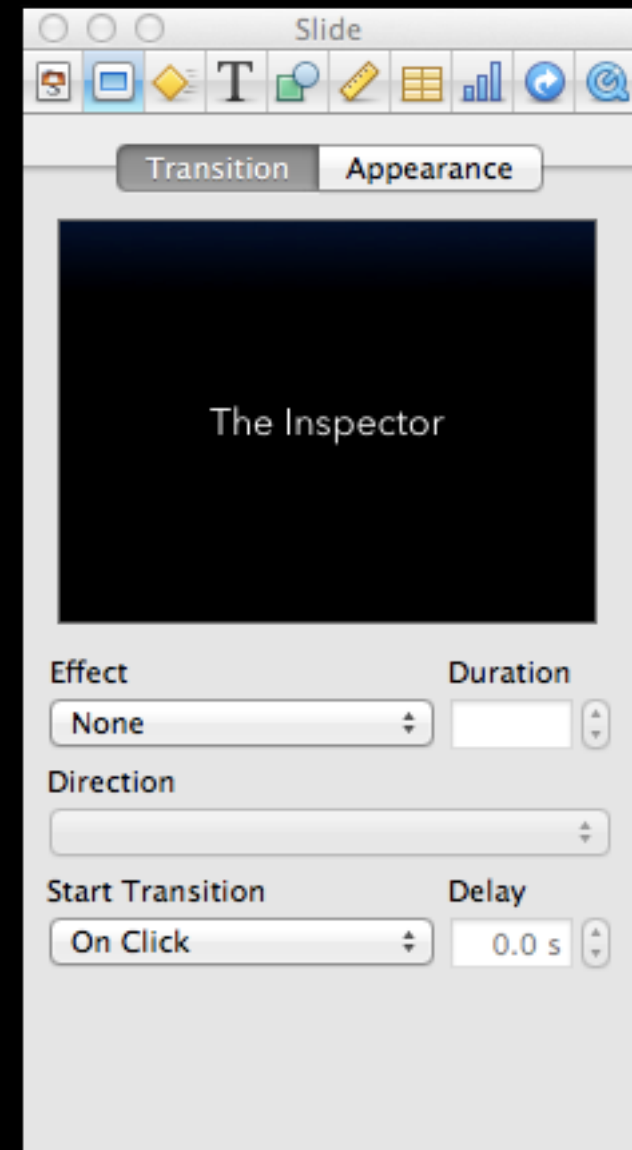
Master slides

Mask & Alpha



Shape masks

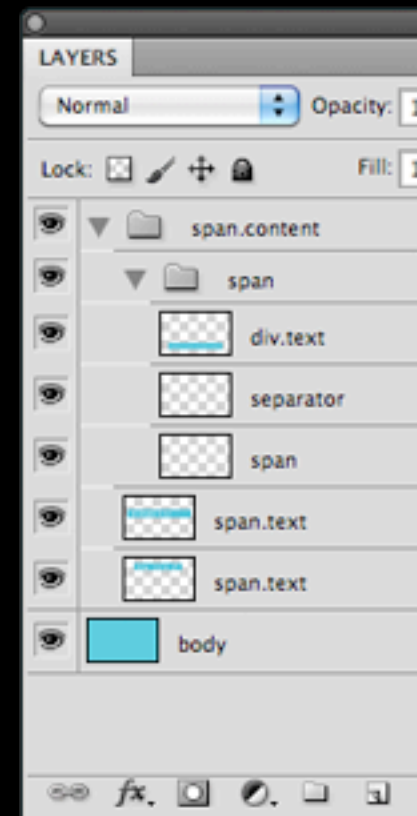
The Inspector



Screenflow

<http://www.telestream.net/screenflow/>





PageLayers

<http://thelink.is/pagelayers>

Demonstrations

e.g., **WOOT algorithm talk**
at Realtime Conference 2013
<http://thelink.is/woottalk>

Resources

All aboard!

a profile and favorites all in one click

 Login with Facebook

Use an email address instead.



..



Search

★ New

 Fresh

★ Spotlight

New

Icons by Hour

View all

See more collections

thenounproject.com



Smile. Everyone gets a free terabyte.

Sign up for Flickr

Biggr. That's right, a terabyte.

Spectaculr. Share in full resolution.

Wherevr. Available anywhere you go.

Sign In

flickr.com

Checklists

After initial contact

- ☐ **Send your terms**
- ☐ **Watch for red flags**
- ☐ Get them to book flights & hotel
- ☐ Hotel near venue, if possible
- ☐ Extra days at either end, if possible
- ☐ Pickup from airport, if possible

After confirming

- ☐ **Ask for native projector resolution**
- ☐ **Ask for exact talk duration**
- ☐ **Inform conference of tech requirements**
- ☐ **Ask for tech check**
- ☐ Ask about presentation method/setup

Pre-travel check list

- ☐ **Passport (or ID) & tickets**
- ☐ **Laptop**
- ☐ **Presentation** (with backup on Dropbox)
- ☐ Video adapter and power charger
- ☐ Phone charger (and/or USB cable)
- ☐ Foreign power adapter(s)
- ☐ Clicker and fresh batteries for clicker
- ☐ Vocalzone tablets

During tech check

- ☐ **Video** (resolution, aspect ratio, colour)
- ☐ **Audio**
- ☐ **Microphone**
- ☐ Presenter display position
- ☐ Ask about set-up on the day
- ☐ Meet the technicians & learn their names
- ☐ Tell techs about any special requirements
- ☐ Test all demos, etc.

Pre-talk check list

- ☐ **Restart your computer**
- ☐ **Turn off all unnecessary apps, WiFi, etc.**
- ☐ **Launch all necessary apps & content**
- ☐ Check presenter display & timer
- ☐ Plug in your laptop
- ☐ Put fresh batteries in clicker & plug it in
- ☐ Make sure you're wearing the mic & it's on
- ☐ Make sure there's water

Post-talk

- ☐ **Have someone to help you pack up**
- ☐ Tell congratulators you'll speak w them in a second & answer their questions off stage.
- ☐ Don't forget your power adapter
- ☐ Don't forget your video adapter
- ☐ Don't stay on stage
- ☐ Take a moment to freshen up

Speaker term sheet



Photo: Mark Power.

“Amazing talk! Not only the content itself but especially your presentation skills. You should give a talk on giving talks.”

Jacob Gorban

Aral Balkan Professional Speaker on UX

Terms and conditions

Format and appearance fee:

Format: 60 minute presentation.

Fee: £— + UK/EU VAT (if applicable)

Expenses: Business-class travel and 5-star hotel or equivalent acceptable lodging for Mr. Balkan.

Payment Terms:

All fees are paid in GBP (£), via wire transfer, to Naklab Ltd. All payments must be received in full prior to the Speaker's departure for the Event.

Two payments are required:

- 1) 50% of the total quoted fee is due via wire transfer at the time of your organization's signature on the agreement.
- 2) The remaining 50% of the fee is due via wire transfer thirty (30) days before the event.

Your Organization's Travel Arrangement Responsibilities:

We ask your organization to directly arrange and pre-pay for:

Selection of Twitter feedback from conferences

PHP UK 2013

<http://storify.com/aral/php-uk-2013-opening-keynote>

Multimania 2012

<http://storify.com/aral/audience-reactions-to-my-talk-at-multi-mania-2012>

DevSum 2012

<http://storify.com/aral/audience-reactions-to-my-talk-at-devsum-2012-in-st>

NSConference (Reading, UK)

“All future #nsconf sessions will be scored on the "Aral" scale. Awesome presentation.” – [Darren Wheatley](#)

“Amazing, energetic and inspiring keynote by @aral - could have listened all day.” – [Andrew Ebling](#)

“Masterclass by @aral #nsconf Hugely impressive content and presentation skills.” – [Don McAllister](#)

“Don't want @aral's #nsconf talk to stop.” – [Richard Buckle](#)

“Loved your talk. Your passion for great experiences really shows, and is infectious.” – [Andy Durdin](#)

LOGIN (Lithuania)

“the best presentation I've ever seen so far. Great job, Aral! Thanks a lot for it.” – [Jonas A.](#)

Expenses

- Travel
- Hotel
- Honorarium
- Payment terms
- Media terms and licenses
- NDAs, indemnities, etc.

Conferences

Speakers

Treat your speakers like
kings & queens.

Make sure speakers are well rested. Don't get them drunk before their talks.

Venue/stage

Central, *easy* to get to,
with atmosphere.

Stage setup

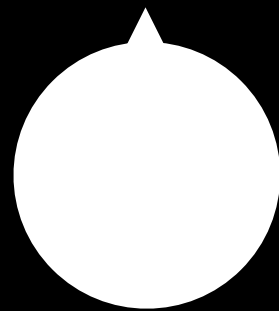
Audience

Stage

Current slide

Next slide

Timer



Speaker

Schedule

Don't squeeze too much
in: **quality over quantity.**

Consider changes—
especially tech changes
(computers, etc.)

Breaks are important.

Accommodation

Make sure it's near
the venue.

Don't skimp (your
speakers should be
well-rested & happy)

Travel

Don't skimp (your
speakers should be
well-rested & happy)

Meet them at the
airport, etc.

**Copyright &
intellectual property.**

Model releases

Music licenses

Terms & conditions,
privacy policy, & code
of conduct.

Video

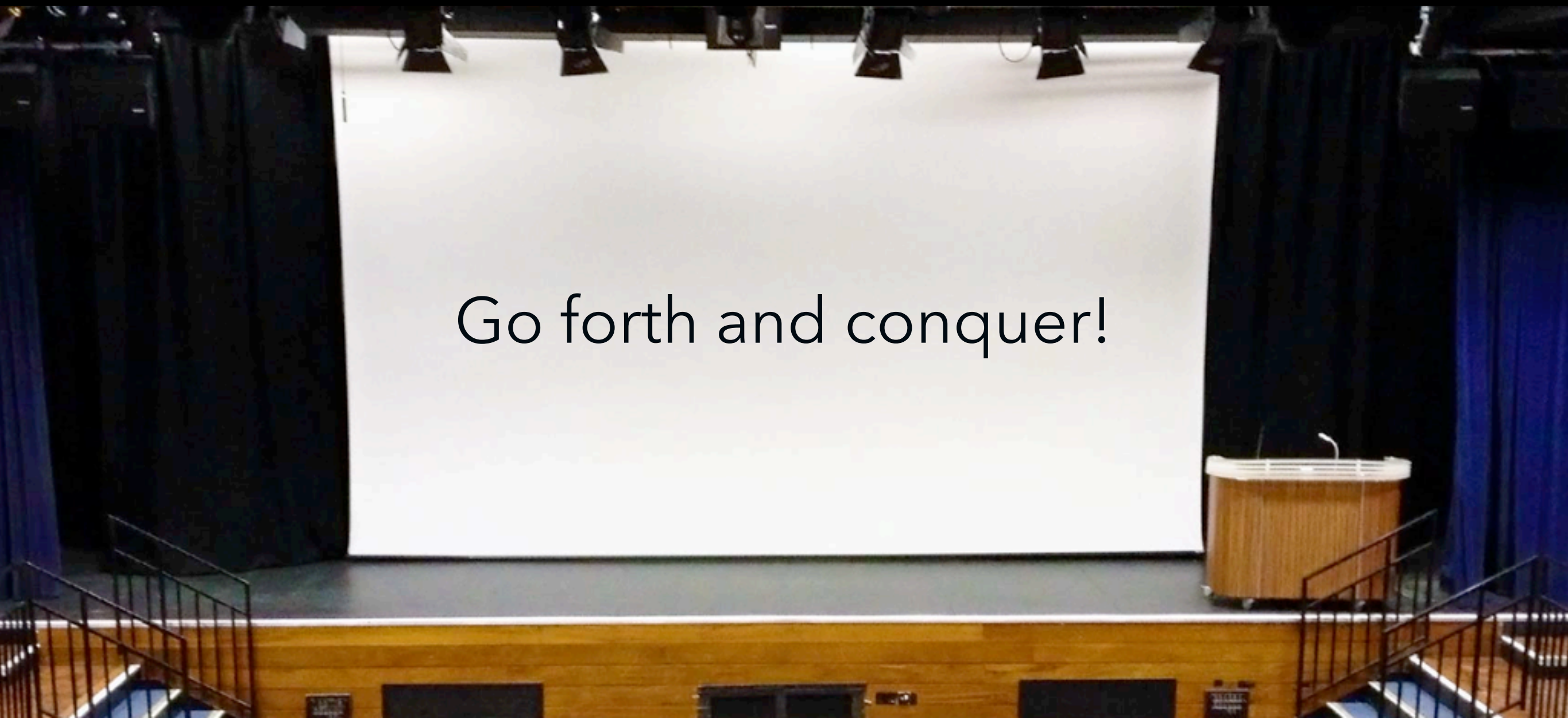
Don't be obtrusive.

Pipe in the audience
(laughter, applause)

Always get **permission**.

If you're going to
profit from it, give
speakers a royalty.

Slide + Stage

A photograph of a stage setup. A large white screen is the central focus, displaying the text "Go forth and conquer!". The screen is flanked by dark blue curtains. Above the screen, several stage lights are visible. To the right of the screen is a wooden podium with a microphone. The stage floor is dark, and the foreground shows a wooden railing and stairs leading up to the stage.

Go forth and conquer!