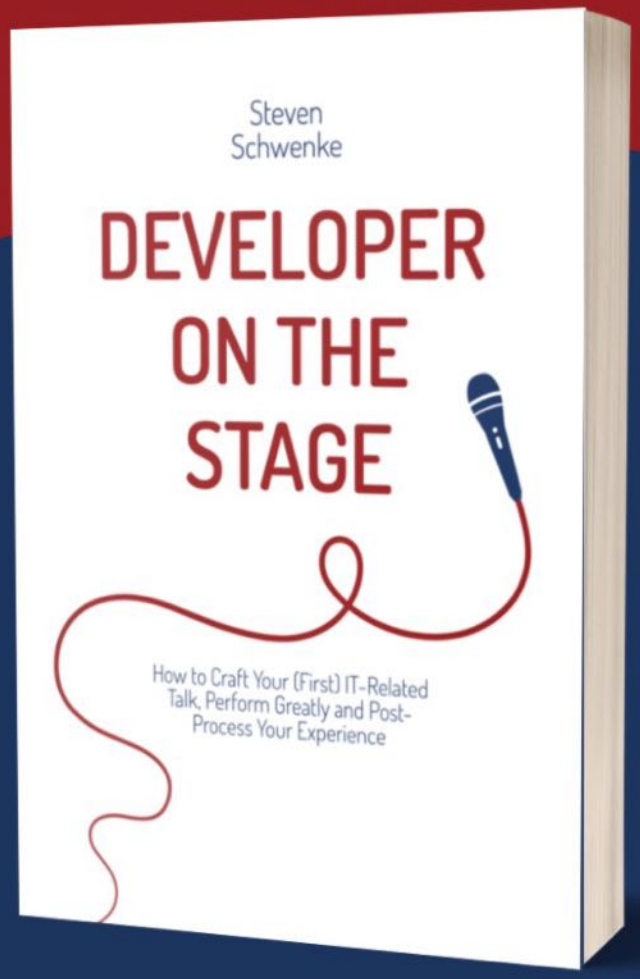
How to become a speaker?

Falk Sippach

embarc
Software Consulting GmbH



You are working in IT and want to progress your career by becoming a speaker? Learn how to create your first talk.

Read the book by Steven Schwenke

About | Buy now

https://developeronthestage.com/

I'd like to give a lecture once in a while - Where do I start?

Giving a lecture in front of a group of people is a big hurdle for many of us. With the right preparation and a little practice, however, it doesn't have to be a problem at all and is particularly useful for everyday professional life. And even if it sounds paradoxical, user groups and conferences in particular offer the best conditions to try things out in front of an audience.

But how do you find an exciting topic? How do you write an interesting abstract? What does the preparation look like if you have been accepted? What are the best tricks to cut a good figure on stage?

We would like to tell you about our experiences both from the perspective of the speaker and as conference and user group organizers. We are sure that we can animate and motivate some of you to take the step in front of the audience. "Aftercare" is free of charge and included.

May I introduce you …

https://www.jug-da.de/

Newcomer werden

- Vortrag auf einer (großen) Konferenz halten?
- Wir unterstützen Euch:
  - Thema
  - Titel, Abstract
  - Einreichung
  - Folien
  - Generalprobe bei der JUG
  - Tipps und Tricks zum Vortragsstil
- 🚺 + 🚹
- **Traut Euch. Meldet Euch. Sprecht uns an.**

https://www.jug-da.de/slides/#8

I had to convince Antje …

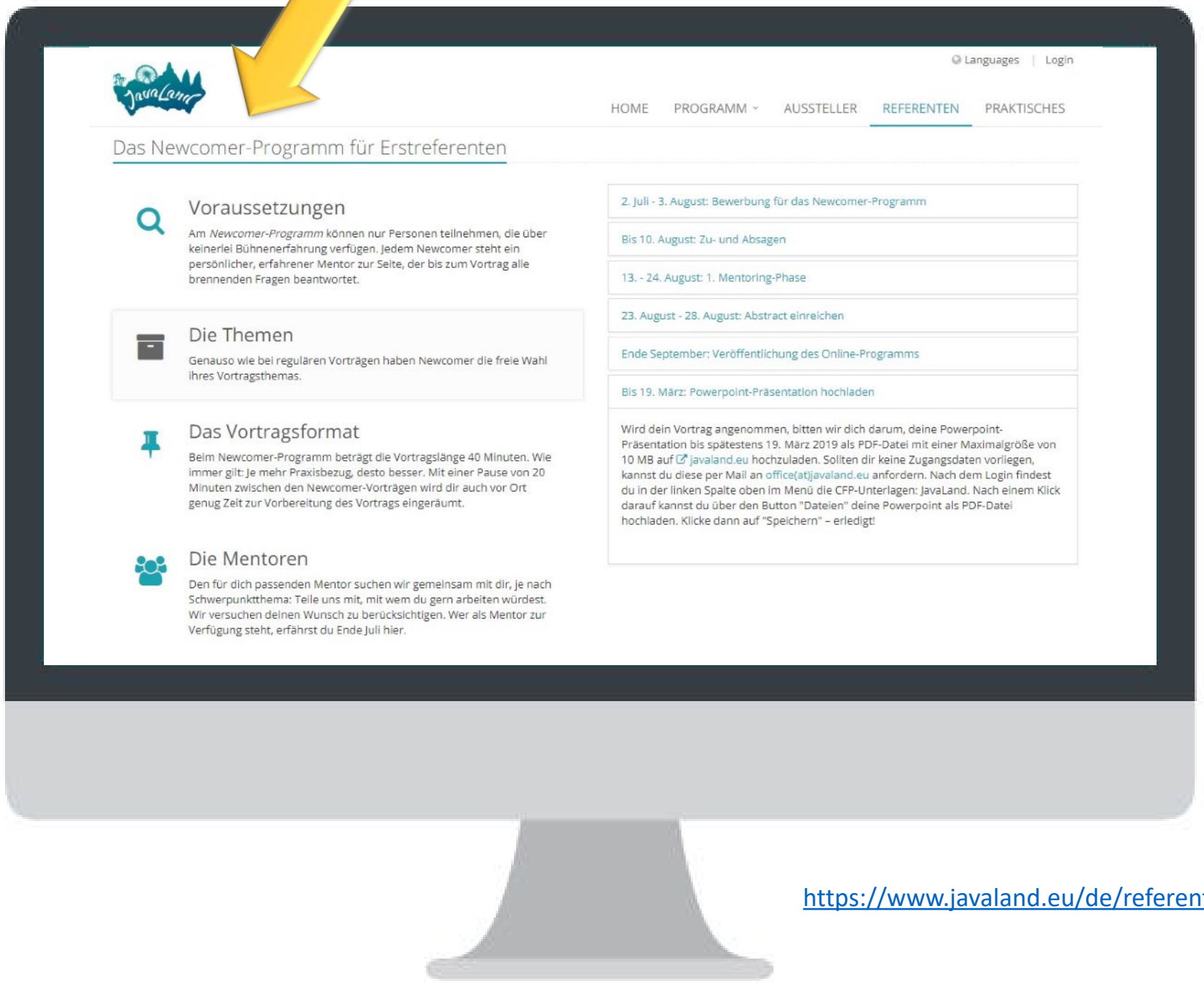
You should definetly apply for a talk at JavaLand!

I'm not sure.
What can I talk about?

Uncertainty, anxiously …

Don't bother, just do it.

There is a topic I'm really passionate about, **but** …



https://www.javaland.eu/de/referenten/referent-werden/

JavaLand Newcomer program since 2016

15:00

Newcomer: Edit'n'P(r)ay? Oder vielleicht doch besser testen?

Anja Papenfuß-Straub

Dienstag, 19. März, 15:00 - 15:40

Lecture Tent 90 106

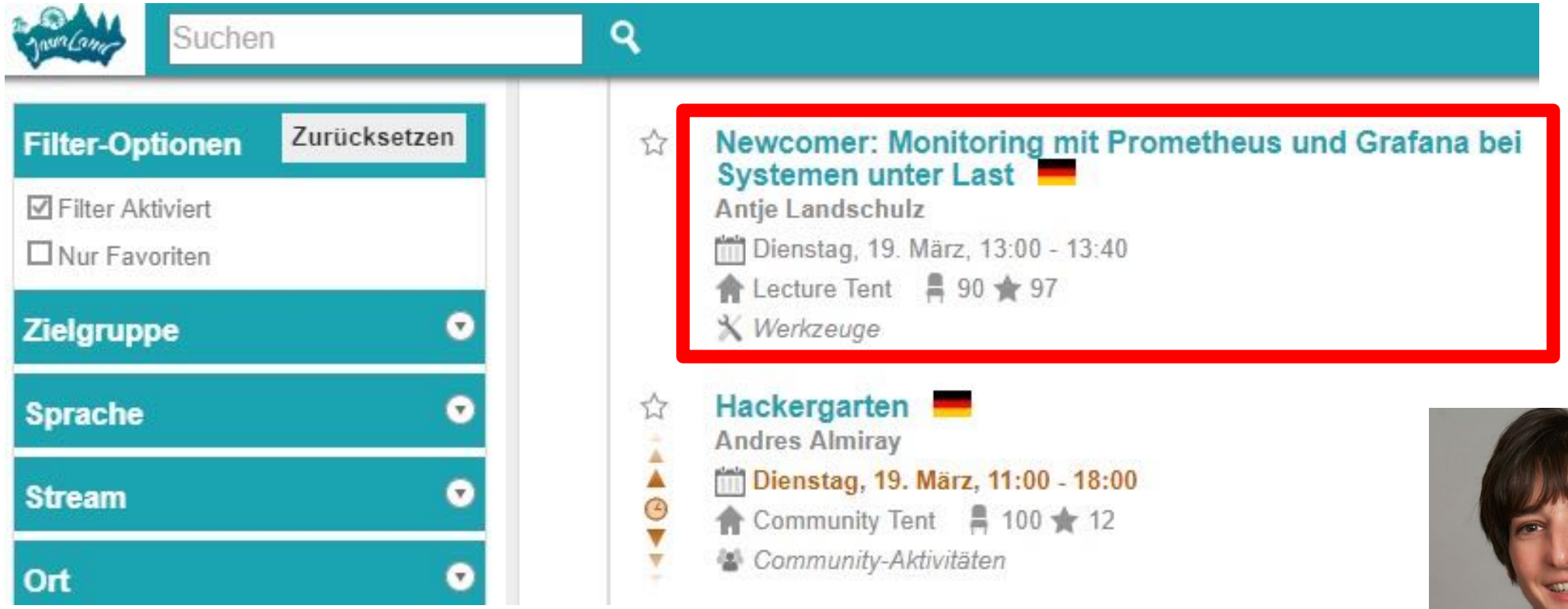
Qualität & Testen

voll besetzt

JavaLand Newcomer program since 2016

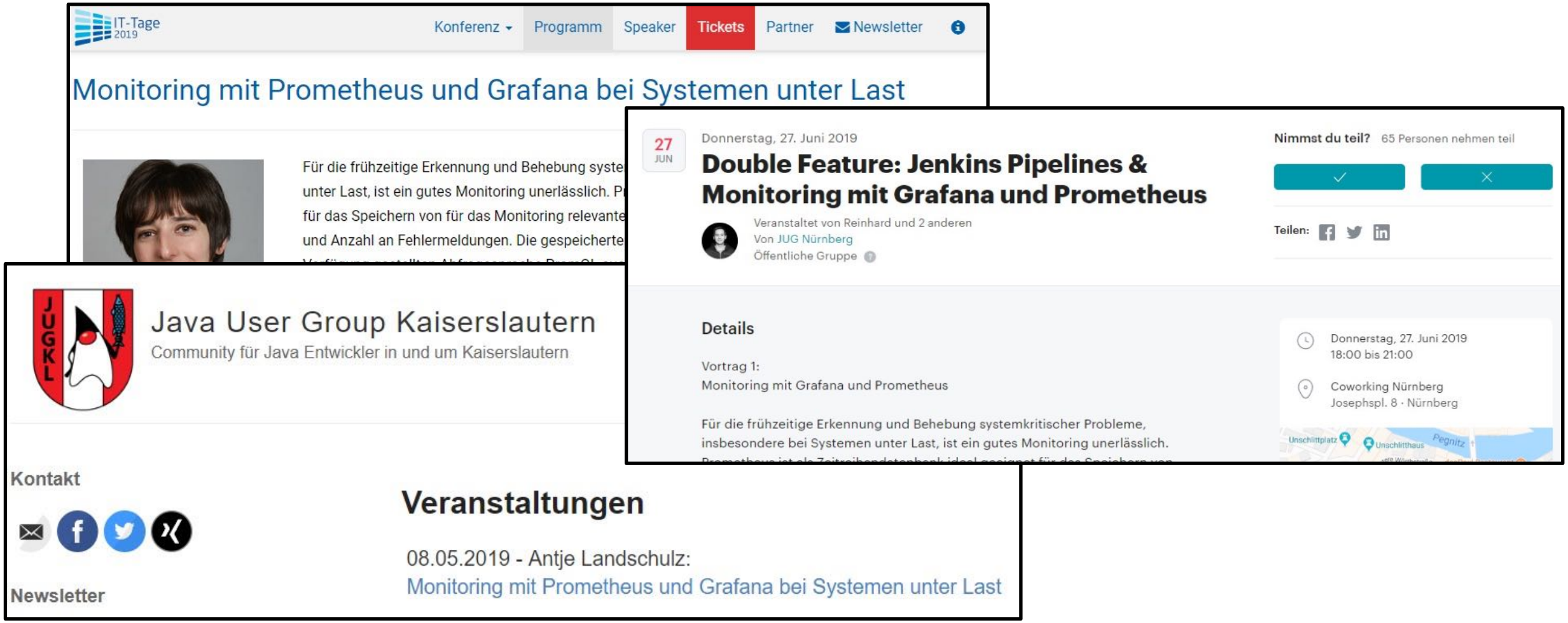
Great Mentors

Antje applied, got accepted and delivered …



https://programm.javaland.eu/2019/#/schedule

She is still in demand …



http://www.jug-kl.de/prometheus_und_grafana/
https://www.meetup.com/de-DE/JUG-Nurnberg/events/259965624/
https://www.ittage.informatik-aktuell.de/programm/2019/monitoring-mit-prometheus-und-grafana-bei-systemen-unter-last/

… also writing articles.

Antje Landschulz *04. August 2020*

Monitoring mit Prometheus und Grafana bei Systemen unter Last

© Adobe: denphumi

Für die frühzeitige Erkennung und Behebung systemkritischer Probleme, insbesondere bei Systemen unter Last, ist ein gutes Monitoring unerlässlich. Das Open-Source-Monitoring-System Prometheus und das Open-Source-Visualisierungstool Grafana lassen sich hierfür sehr gut miteinander kombinieren.

Prometheus ist als Zeitreihendatenbank ideal geeignet für das Speichern von für das Monitoring relevanten Metrikdaten, wie CPU-Auslastung, JVM Heap Size und Anzahl an Fehlermeldungen. Die gespeicherten Daten lassen sich mit der von Prometheus zur

Autorin

Antje Landschulz

Antje Landschulz arbeitet als Software-Entwicklerin im Smart-Home-Umfeld bei der Deutschen Telekom AG. Zuvor war sie als Java-Entwicklerin… >> Weiterlesen

End well all well?

Step
by
Step

Find a topic

Write an abstract

Submit your proposal

Find a mentor

Plan your talk

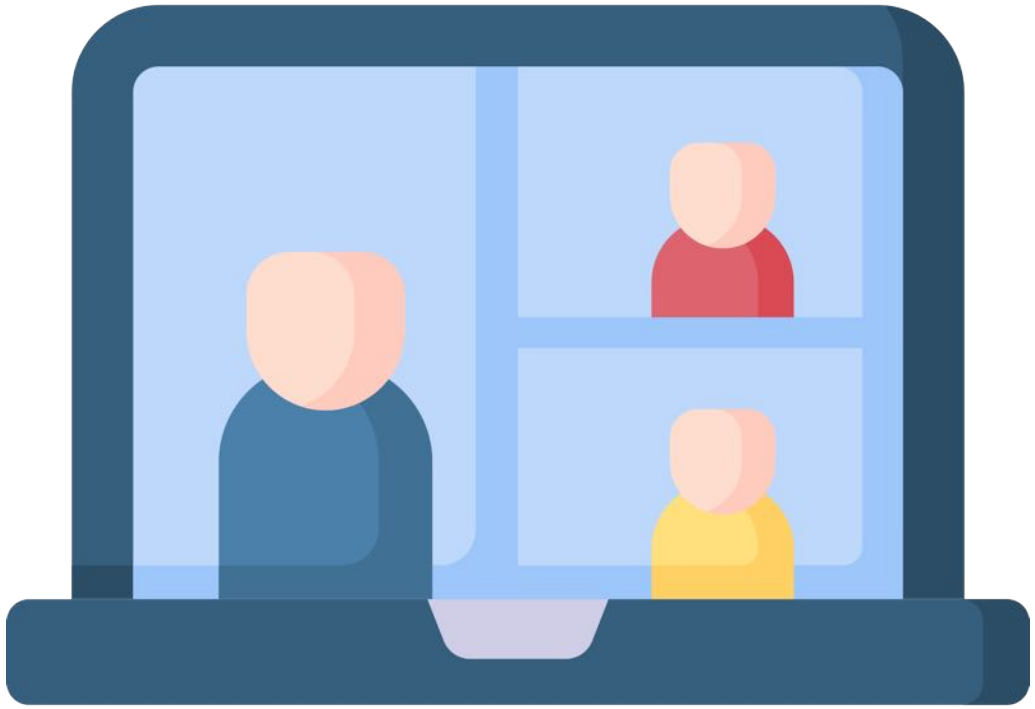
Prepare your talk

Dress rehearsal

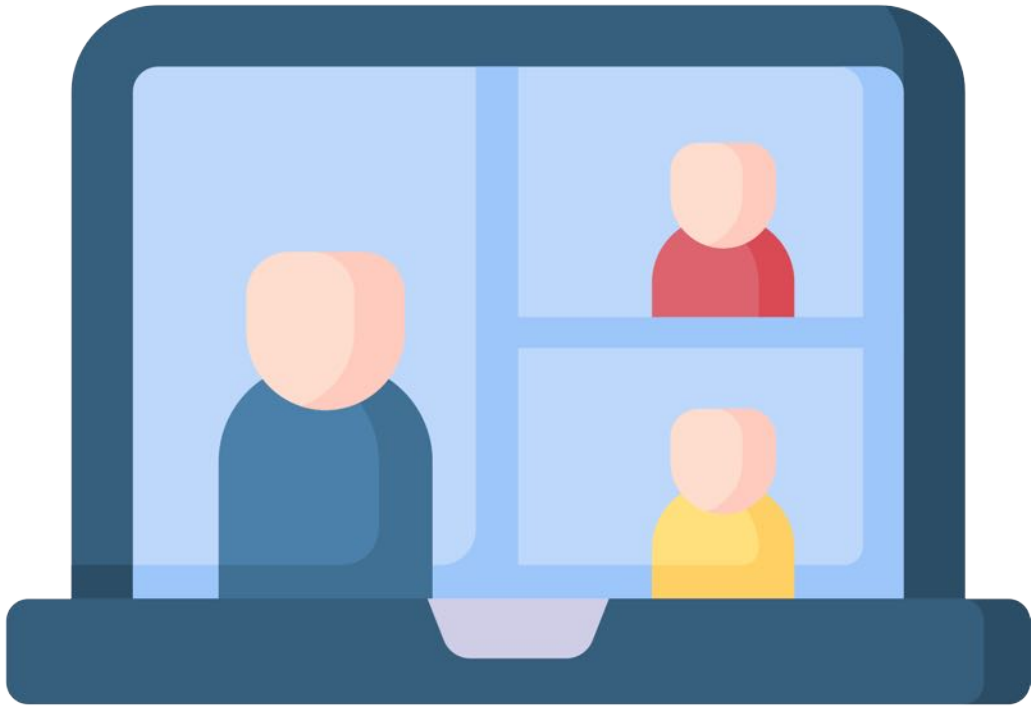
Fine tuning

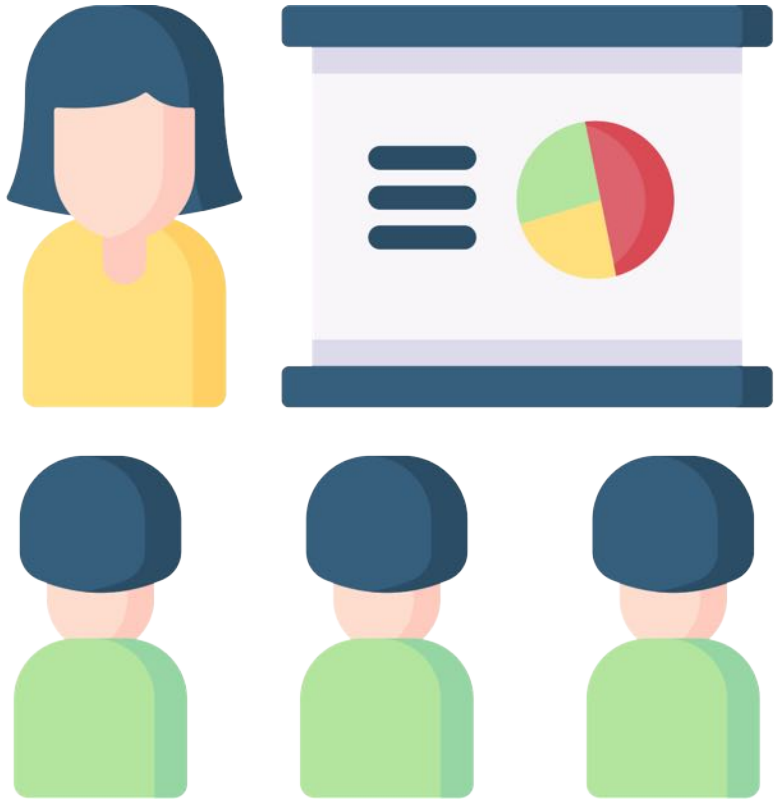
Conference day

Collect feedback



What about remote conferences?





Or hybrid conferences?

How to find a subject for a talk

… or article, blog post, training?

Mark Paluch 👨‍🦲&🎹
@mp911de

So much this! Related: @majug is looking for basics and getting started talks for all the tools and libraries we know and love: Maven, Gradle, Git, Spring, Architecture, DDD, ...

Tweet übersetzen

> **Ted Neward** @tedneward · 29. Nov. 2019
> Speakers: READ THIS TWEET.
>
> Then repeat after me: Talks about fundamentals are well received. Not every talk has to be about the most advanced edge case thing you've ever found. When you can explain it so a 5-year old can understand it, you have found gold.
>
> Repeat. Again. Again. twitter.com/rachelandrew/s...

2:58 nachm. · 29. Nov. 2019 · Twitter for iPhone

https://twitter.com/mp911de/status/1200413743307468802

Observe market to collect ideas

JUG DARMSTADT

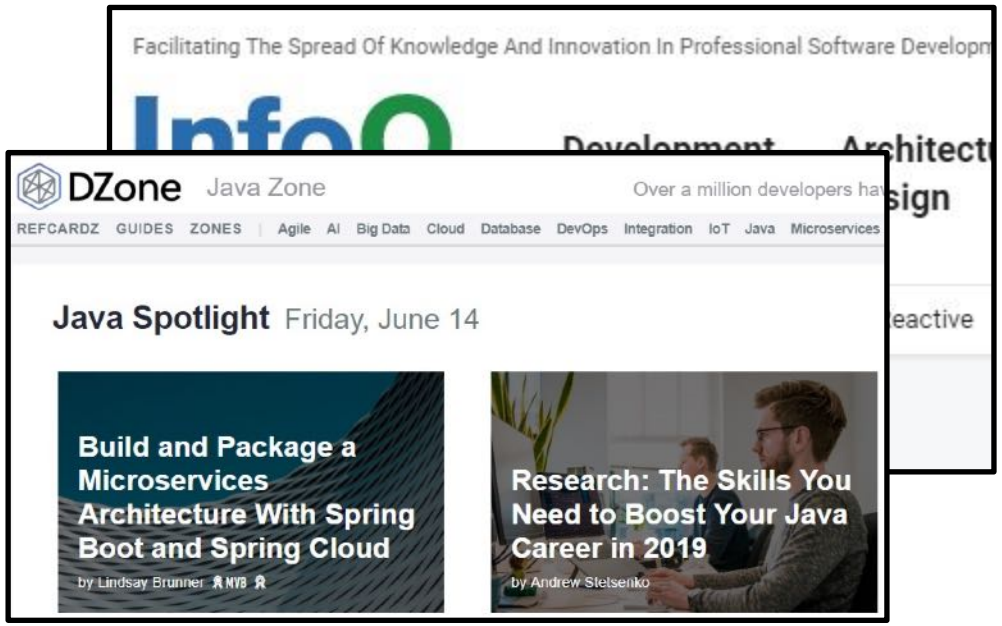
JUG BERLIN BRANDENBURG

JavaLand

Jax

BED JAVAFORUM stuttgart

JAVA FORUM NORD



Open Spaces, Unconferences, Barcamps

- Discuss ideas
- Introduce to a topic spontaneously
- Listen to what others are up to

Jump on the train …

Just repeat what early adopters already talked about.
There will still be enough attendees interested.
You won't kick out other speakers.

https://pixabay.com/de/photos/zug-eisenbahn-transport-bahnhof-2606942/

Carola Lilienthal
@Cairolali

I discussed with a colleague what she should do to become a good #conference speaker 😅 my advice: first of all talk about your personal matter of heart. Before searching for a title write four sentences that answer these four questions:

Tweet übersetzen

7:35 nachm. · 6. Mai 2021 · Twitter for iPhone

15 Retweets **47** „Gefällt mir"-Angaben

How to write an abstract?

Think about the red thread.

Brainstorm ideas.

Discuss with colleagues.

Get inspired by other abstracts.

Carola Lilienthal
@Cairolali

Antwort an @Cairolali

What is the problem? Why is this a problem? What is the solution? Why is this the solution? If you shape the answer in four sentences the abstract is ready and the title will come right away. BTW: not my idea. The article “how to get a paper accepted at OOPSLA” is the source.

Tweet übersetzen

7:35 nachm. · 6. Mai 2021 · Twitter for iPhone

2 Retweets **25** „Gefällt mir“-Angaben

How and where to submit?

User Groups, Meetups, Conferences

Being well prepared …

Find a mentor

https://unsplash.com/photos/7okkFhxrxNw

Stages of speaking

Lorenzo Fontana @fntlnz · 8. Apr.

The three stages of speaking at a conference :

- I will send a cfp to this conference, I always wanted to go to that city and also I can hangout with friends
- OMG they accepted me! I fell so welcome. Hello Mum the conference accepted me I'm so happy
- shit the talk is tomorrow

https://twitter.com/IanColdwater/status/1115034689696301058

https://pixabay.com/de/photos/läufer-ziellinie-weiblich-rennen-579327/

Learning by teaching

Learn while preparing a talk.

Empathize to the audience.

"One hour ahead" your participants.

https://pixabay.com/de/photos/laufen-sprint-schlackenbahn-498257/

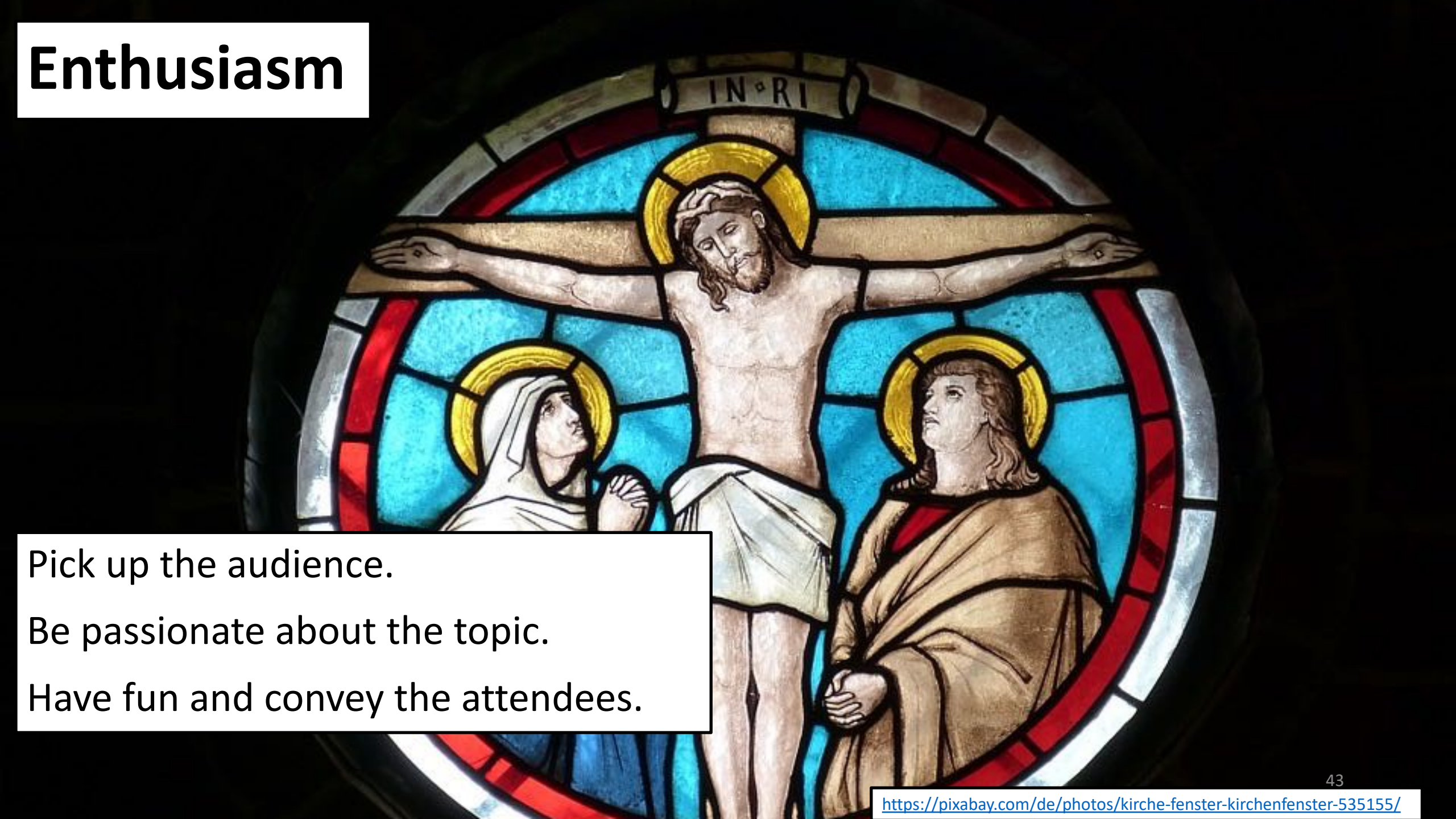
Dress rehearsal

Delivering

Be yourself/authentic

PAN AM
PAN AM
PAN AM

Enthusiasm



Pick up the audience.

Be passionate about the topic.

Have fun and convey the attendees.

https://pixabay.com/de/photos/kirche-fenster-kirchenfenster-535155/

Carola Lilienthal
@Cairolali

Antwort an @Cairolali

And then during the talk: have some stories ready. The audience loves stories such as: “the other day I visited a client and they had this problem...” of course the stories has to fit with the concept/idea you are trying to get across.

Tweet übersetzen

7:35 nachm. · 6. Mai 2021 · Twitter for iPhone

11 „Gefällt mir“-Angaben

Carola Lilienthal
@Cairolali

Antwort an @Cairolali

And the high art of presentation: prepare some good jokes (without trying to let yourself be the star) laughing is so important! Give your audience the feeling that you really want them to learn something and to take something away from the session. Give them all your energy!

Tweet übersetzen

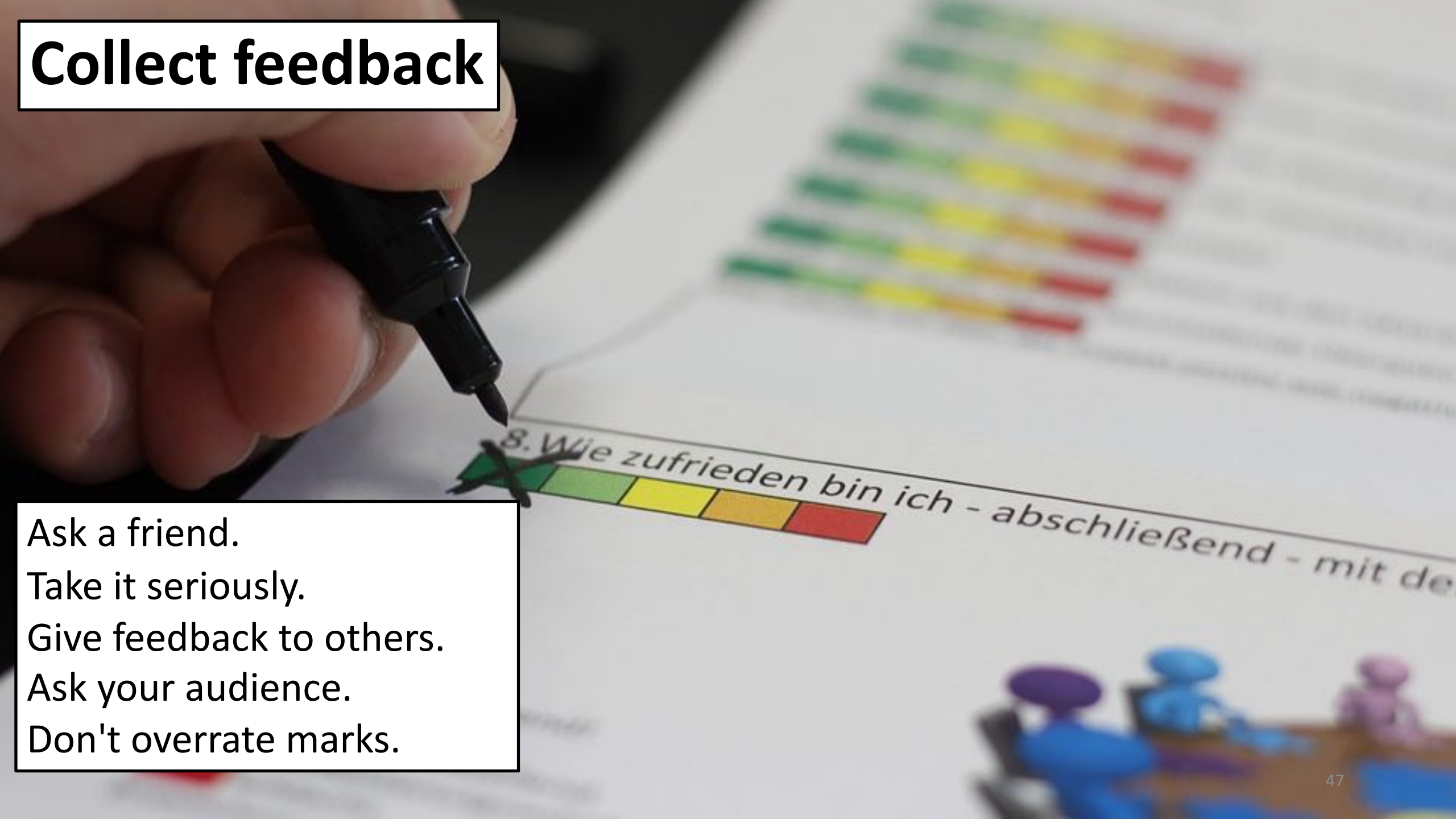
7:35 nachm. · 6. Mai 2021 · Twitter for iPhone

1 Retweet **10** „Gefällt mir"-Angaben

Afterwards

After the game is before the game …

Collect feedback



Ask a friend.
Take it seriously.
Give feedback to others.
Ask your audience.
Don't overrate marks.

Carsten Hoffmann
@Morl99

Ich habe unfassbar viel wertvolles Feedback von den Zuhörern bei der @JUG_DA erhalten, mit dem ich richtig was anfangen kann. Bin glücklich und dankbar!

8:33 nachm. · 13. Feb. 2020 · Twitter for Android

3 Retweets **17** „Gefällt mir"-Angaben

https://twitter.com/mp911de/status/1200413743307468802

Improve continuously

Practice at:

- school, university
- your company
- local user groups

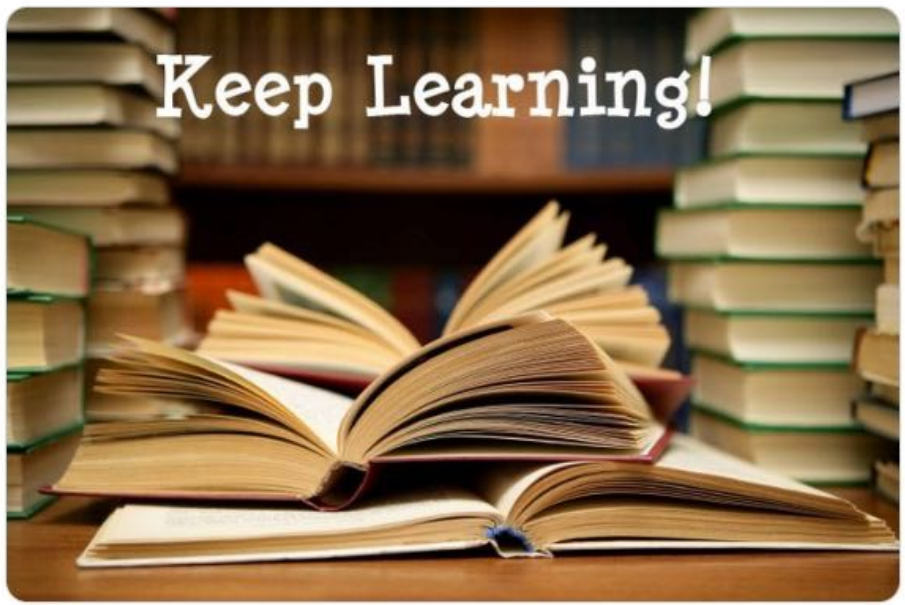
Submit to conferences.

Mario Fusco 🇪🇺
@mariofusco

I graduated in Computer Science in late 90s

When I studied DBs there was no Big Data
When I studied Distributed Systems there was no Cloud
When I studied AI there was no deep learning
When I studied Networking there was no wifi

Learn the fundamentals the rest will change anyway



7:55 nachm. · 14. Feb. 2020 · Twitter Web App

347 Retweets **1.045** „Gefällt mir"-Angaben

https://twitter.com/mariofusco/status/1228392297475297281

Why at all?

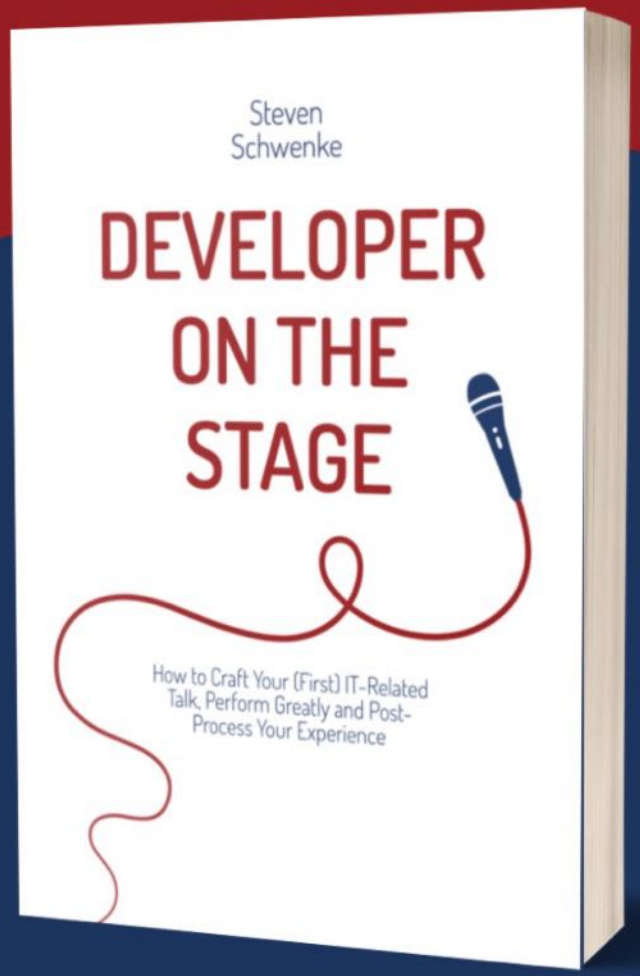
- Sell yourself.
- Spread your ideas.
- Learning (by speaking).
- Increase self-confidence.
- Give something back to the community.

Wrap-up

- Just try, you won't fail.
- There will always somebody interested in your topic.
- Choose a topic you will dive deeper anyhow.
- Be passionate.
- Also works for **blog posts, articles, trainings …**

https://pixabay.com/de/photos/leuchtturm-ufer-k%C3%BCste-wasser-licht-820431/

Where the MAGIC happens
COMFORT ZONE



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About | Buy now

Gewinnt ein Exemplar!

https://developeronthestage.com/

Start talking to the crowd

"Aftercare" is free of charge and included.

Contact me for questions, feedback and discussions:

@sippsack / falk@jug-da.de / fs@embarc.de

Falk Sippach

- Softwarearchitekt, Berater, Trainer bei embarc
- früher bei Orientation in Objects (OIO), Trivadis

Schwerpunkte:

- Architekturberatung und -bewertung
- Cloud- und Java-Technologien

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@sippsack

➔ xing.to/fsi

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JavaLand

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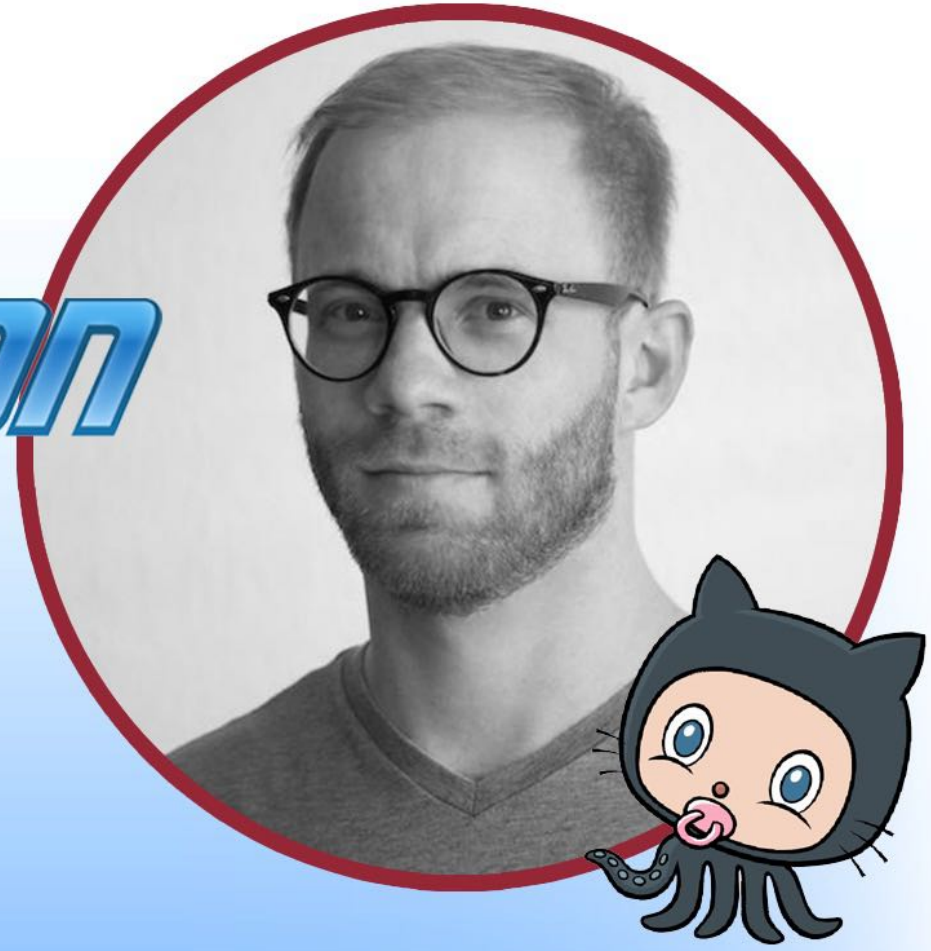
Software Consulting GmbH

Cyberland

NEXT GENERATION

“Erzähl eine Geschichte”

Cyberland NEXT GENERATION



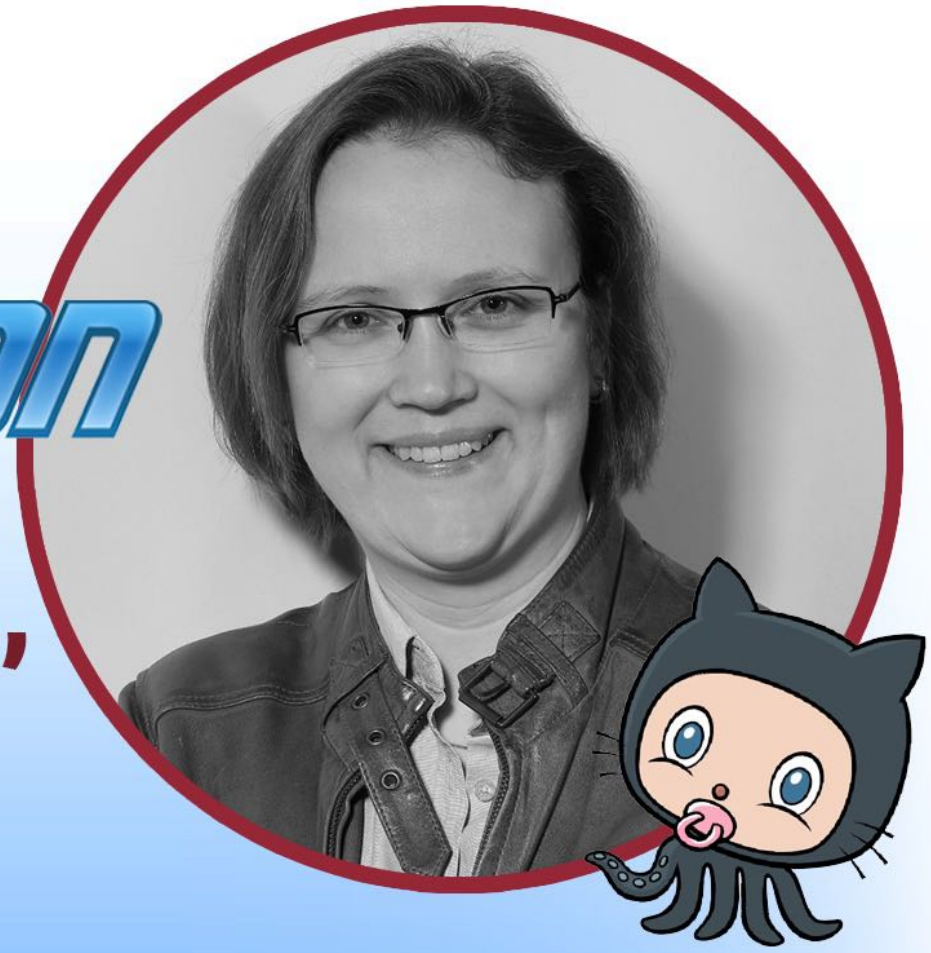
“Ein Deck ist nur die halbe Miete”

Cyberland

NEXT GENERATION

“Gegen Schwarz-Weiß-Denken bei Slides”

Cyberland NEXT GENERATION



“Einfach mal machen”

Cyberland NEXT GENERATION

“Learning by Speaking”