Salesforce Speaker Skills: Checklist

Create a Session Title

- **Is it catchy?**
  - Start with a verb
  - Make it memorable

- **Is it clear?**
  - Use key phrases that describe your topic

- **Is it concise?**
  - Make sure you can tweet it with a hashtag and a link

Create a Session Abstract

- **Define your audience**
  - Who is your primary audience?
  - What is their skill level?
  - What prior knowledge do they have?
  - What matters to them?
  - How do they best absorb information?

- **Define 2-3 learning objectives**
  - Start with a verb
  - Stay away from generic verbs like "understand" and "learn"
  - Keep them short and targeted to one concept

- **Define your prerequisites**
  - Intro sections should only be 5-10% of your presentation.
  - What do you **not** want to cover in those minutes?
  - What does an attendee need to know, in order for you to skip those things?

- **Write your abstract**
  - Keep it catchy, clear, and concise (see: create a session title)
  - Show your excitement for the topic
  - Use your audience, learning objectives and prerequisites as part of your abstract.
  
  Suggested abstract template:
  - Sentence 1: Define your audience
  - Sentences 2–4: Talk about what you’ll cover
  - Sentence 5: State prerequisites
  - Sentence 6: Catchy ending
Create Your Content

- **Create an outline**
  - Use your learning objectives to create an outline of topics
  - Add standard presentation sections (about us, agenda, conclusion, Q&A)

- **Define your story**
  - Choose characters your audience will relate to
  - Put them in a situation related to the content of your presentation

- **Create your demo**
  - What is most impactful?
  - What devices do you want to demo on?
  - What user experiences do you want to demo (Classic vs Lightning Experience)
  - Incorporate your story into your demo
  - Create the demo org (or technology)
  - Create a click path (the steps you will walk through in the demo).

- **Create a Show Flow**
  - Add a row for each section (including getting on the stage)
  - Create columns for interactive (yes/no), duration (mins), and who will present

- **Create your slide deck**
  - Is it organized?
    - Turn each bullet in your outline into a single slide
    - One idea per slide
  - Is it spare?
    - Use only 2-4 bullets/slide
  - Is it simple?
    - Use simple transitions—no flying text
  - Is it legal?
    - Use images in the public domain (google what that means)
    - Give appropriate attribution for images
  - Is it legible?
    - Font 24 point or larger
    - High contrast between text and background
    - Dark text on a light background
  - Is it interactive?
    - Don’t talk for more than five minutes without some kind of interactive content (audience poll, demo)
  - Is it action-oriented?
    - Include a call to action
  - Is it free of errors?
    - Spell check and proofread

- **Create your script**
Prepare to Present

- Practice (a lot!)
  - On your own and with a live audience (get feedback)
  - With your script and without your script
  - Time yourself
  - Practice removing filler words (um, ah, you know…)
  - Be ruthless (cut, cut, cut)
  - Stop practicing a few days before the event

- Promote your event
  - Social media and success communities
    - Include: image, link, hashtag(s)
    - Schedule your posts
    - Ask questions
    - @mention conference and/or key people
  - Dreamforce Agenda Builder (if appropriate)

- Plan for personal and tech glitches
  - Acknowledge what is happening with grace and humor
  - Remember your audience understands
  - Have a backup plan for showing your demos (e.g., screenshots)

Rock your Presentation

- Tips for before you go on stage
  - Keep to your routines
  - Remember, you got this!

- Technical Demo Tips
  - Clean your desktop and phone screen
  - Turn off notifications
  - Close applications you don’t need
  - Check your network connection (use wired if you have it).

- Presentation Tips
  - Speak slowly
  - Speak loudly
  - Speak with a friendly conversational tone
  - Make sustained eye contact with different people in the room
  - Breathe
  - Get out from behind the podium
  - Move smoothly, without pacing

- Q&A Tips
  - You don’t need to know everything. Be prepared to get back to people after the event.
  - Follow-up with questions on Salesforce’s online communities
  - Take questions from social channels