

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 on 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