

# The Talk

## Structure

- Stay on topic.
- Make your introduction short, so that you can get more content in.
- Know your ideas, not the exact words.
- Challenge stereotypes and combat biases (yours and theirs).
- You run long. Write your talks to be shorter than the window.
- What are the next steps (after the talk) for the audience?

## Slides

- Make a slide outline.
- Shape first, design later.
- Use presenter notes.
- Make it readable.
- Avoid bullets.
- Use code carefully.
- Invest time or money into images.