

Write a Great DevConf Proposal



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join us on IRC
irc.freenode.net
#devconf

(webchat.freenode.net)

(also Telegram: <https://t.me/devconfus>)

agenda

1. Choosing a Topic
2. Responding to the CfP
3. Writing a Solid Abstract
4. Discussion / Q&A
5. Resources

1. Choosing Topics

What does DevConf want?

Session Themes *

- Containers and orchestration
- Machine Learning & Artificial Intelligence
- Serverless computing
- Middleware technologies
- Operating Systems
- Ensuring Software Quality
- User Experience in Open Source

What does DevConf want?

- open source projects
 - mostly RH-supported
- recent/cutting edge tech
- design & user experience
- BU/education projects
- tutorials/howtos

What does DevConf not want?

- product pitches
 - (this includes project pitches)
- commercial-focus talks
- repeats of old talks



DevConf Audience

$\frac{1}{3}$ students, $\frac{1}{3}$ RH staff, $\frac{1}{3}$ public
engineers, hackers, designers, QE

What are they looking for?

- information about new tech
- useful techniques and code
 - problem solving, training
- professional topic discussions

creative talks

- live demos
 - even all-demo talks
- BOF/discussion
- panel
 - team up with folks from several companies/teams

2. Responding to the CFP

Pick a Timeslot

- 1 block/30min:
 - introduce a new technology
 - outline a technique/idea

Pick a Timeslot

- 2 blocks/60min
 - in-depth on a technology (demos!)
 - full walk-through of a technique (code!)
 - panel
 - BOF/discussion

Pick a Timeslot

- 3 blocks/90min
 - tutorial

multiple proposals

yes, you can, but make them different!

- different formats
 - session vs. workshop
- different themes
 - security vs. deployment

research / networking

- talk to your teammates (work or project)
- coordinate talks
 - maybe combine them
- get feedback from the committee
 - today and April 3rd

3. Writing Strong Proposals

**write for your
audience!**

write for your audience

- pitch to the person you want to attend the talk
- write as if talking directly to them

but ... the two audiences

proposals need to appeal to two groups:

1. the potential talk audience
2. the conference committee

For Devconf, these are similar but not the same.

what to include

- projects
- technologies
- problem-solving
- topical issues
- demonstrations/code/examples



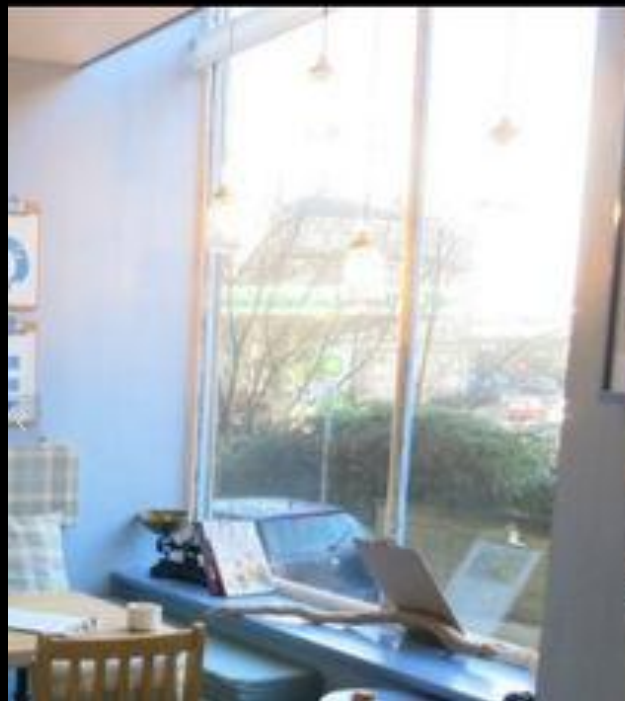
[The Bluebird](#)

[About](#)

[Bluebird Love](#)

[Live Music](#)

[Blog](#)



what to include

- who is this talk for?
- why should they be interested?
- what information will be covered?
- how will it be explained/demonstrated?

just a little hype

champion your project / idea

(if you're not excited, neither is anyone else)

BUT ... don't oversell it

(hyperbole gets downvotes)

the 5 parts of an abstract

1. Title
2. Hook sentence
3. Introduction
4. Detail
5. Takeaways

title

- short but descriptive
- pithy but not obscure
- imperative or action-oriented
- helps select audience

title

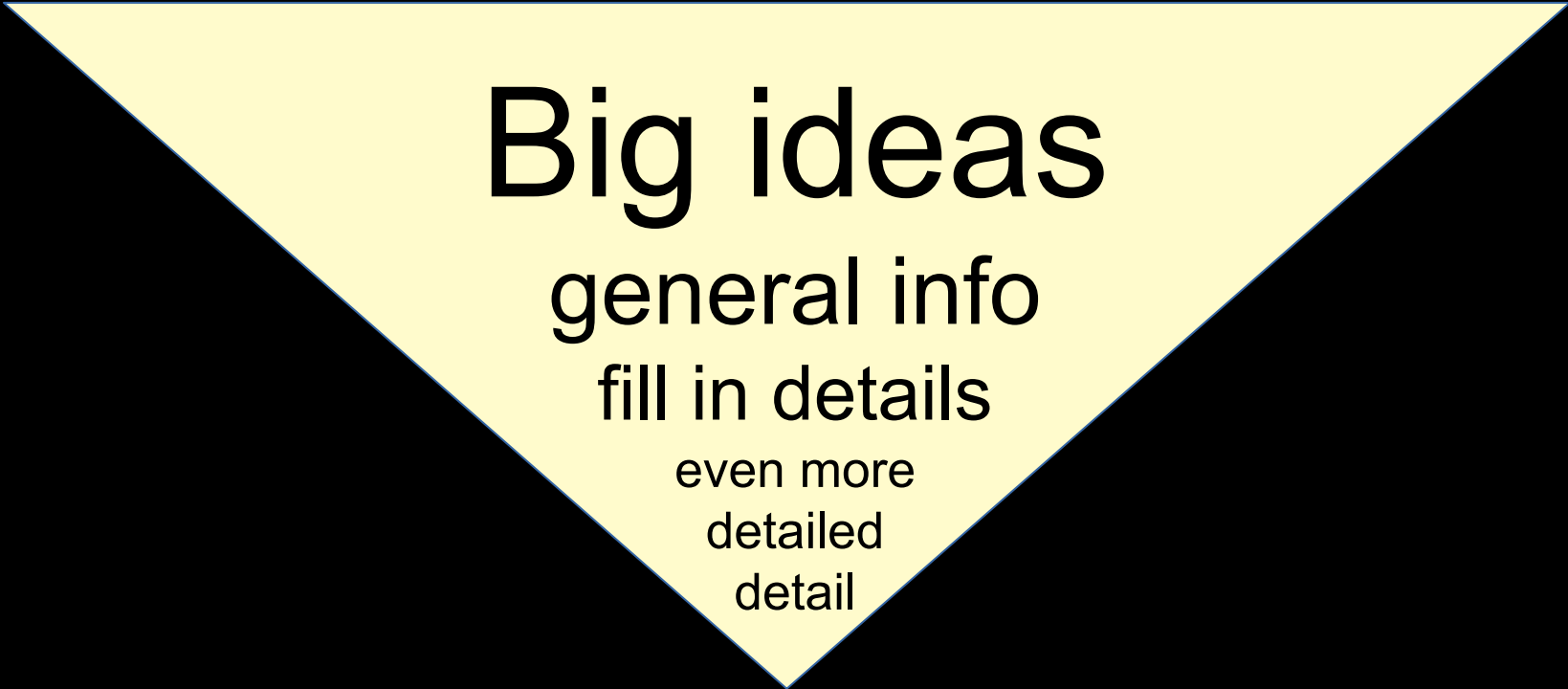
- Strong:
 - “Writing Kube Controllers for Everyone”
 - "How Fuzz Testing Helps Find Bugs"
- Weak:
 - “A comparison of security techniques”
 - "Can't we just agree?"

hook sentence

- “hooks” the audience on reading the rest
 - should contain part of who/what/how/why
- a question, claim, or counterfactual
 - “Are you confused by interfaces?”
 - “Network sockets are simpler than you think.”
- never a boring, obvious fact
 - “container adoption is growing”

introduction

- the first paragraph / three lines
- covers who / what / why
 - otherwise they won't read the rest



Big ideas

general info

fill in details

even more

detailed

detail

“inverted pyramid”

details

- explain everything covered
- list demos / code / projects / techniques
- bullet points can work
 - paragraphs work too
- can mention who / why again too

takeaways

- explain what the attendee will get out of the talk
 - “Attendees will be able to install Fedora on their own IoT devices”
 - “By the end of the workshop, you will understand x / y / z.”
- usually a good conclusion

Some Examples

Have a great idea for a data science experiment but don't have the hardware to run it? The Massachusetts Open Cloud (MOC) and Red Hat have partnered to deploy the Open Data Hub, an open source AI-as-a-Service platform, into the MOC giving you access to hardware and support required for leading edge experiments.

The MOC Infrastructure-as-a-Service platform combined with OpenShift and current data science development tools provides you with an alternative to using public clouds to execute your experiments.

The Open Data Hub currently has a number of early adopter projects running in the MOC environment and the Open Cloud Exchange model the MOC has implemented is something we are working with local parties in Czech Republic to reproduce.

Attend this talk to learn about:

- What the Massachusetts Open Cloud and Open Cloud Exchange is

- Current projects running in the MOC

- Running your project in the MOC

- How we are working with parties in Czech Republic to replicate the MOC implementation and goals

What do you feel when you hear the term "Common Criteria"? Do you perceive it as something complex and scary? It doesn't need to be. After attending this talk, you will have a clear picture of what Common Criteria is, when, why and how it is used, why it matters, and what is your role as a developer in the process of acquiring Common Criteria Certification.

Equipped with this knowledge, you will better appreciate all that goes into Common Criteria and how it makes products more secure.

Do you think it's possible to learn a programming language in an hour? I don't. However, for every skill anyone knows, there was this first hour one was doing it for the first time.

This workshop has a potential of being your first hour with Go programming language, trying to encourage you to go deeper the rabbit hole on your own pace. We will spend time explaining the philosophy, concepts and workflows, supported by examples and coding exercises.

At the end of the workshop, you should find an answer to the eternal question:

Should I stay or should I Go?

Colin is a linter for container images and Dockerfiles. In this talk we would like to show you how you can check your images and Dockerfiles whether they pass basic rules. We certainly won't stop there, we'll also teach you how you can easily write your own checks.

You will also meet Zdravomil, our bot built on top of Colin. It can check your Dockerfiles in git repositories and send results through emails or pull request flags. See how easy it is to integrate Colin in your setup.

We've all heard—and many of us here have preached—that openness is important for innovation and progress; however, do we think about openness in the same way? What are the expectations when one talks about “working in the open?” As we become more globalized, we need to identify and negotiate the differences in the understanding of openness before we can talk about true collaboration and inclusion. Can we find unity in diversity?

In this session, I'll share my observations and experiences after living and working on 3 continents, with various companies, on open source events, and with open source communities. I'll also touch on adapting communication styles and tools effectively for different situations.

4. Discussion / Q&A

5. Resources

RH Speakers' Bureau

The Red Hat Speakers Bureau, a platform powered by SpeakerHub, is designed to centralize speaker engagements for thought leaders and subject matter experts on Red Hat products, and services, and culture.

- [Red Hat Speakers Bureau directory](#)
- [Speakers Bureau Mojo page](#)
- NEW!!! [Lynda.com Speaker Enablement Playlists!](#)
- Sign up to be a speaker using this link: <https://speakerhub.com/invite/red-hat-invite>
 - **Prior to creating your profile**, make sure to have the following on hand:
 - Bio & “Why Choose me?” elevator pitch
 - See [bio guidelines](#) / [headshot standards](#) listed on our mojo page for reference
 - High-res Headshot
 - Slides and Presentations you’d like to highlight on your page
 - Presentation Videos

List of abstracts of Past and Future talks

online help

- #devconf on irc.freenode.net
 - <https://webchat.freenode.net>
 - be patient!
- Telegram: <https://t.me/devconfus>
- proposal review blitz all day April 3

internal help

- ask your coworkers for feedback
- meet with your team/project and brainstorm

public speaking repo

- [github.com/vmbrasseur/
Public_Speaking](https://github.com/vmbrasseur/Public_Speaking)
- great, huge list of links & ideas

copyright/sharing

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 - Please share with other speakers!