

# Codecinella Workshop

## Lightning Talk Workshop

January 28th, 2020

Madison, WI



codecinella

Lady Bug Fixers

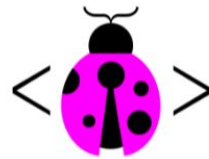
# Codecinella.org

Inspired by the lady bug, our name is derived from the genus coccinella.

- Who are we?
  - Local women software developers and students
  - All levels of experience:
    - beginner (students, recent 'bootcamp' graduates, curious potential IT folks)
    - intermediate (5-10 years as IT professional)
    - advanced (more than 10 years professional experience in IT)
  - Codecinella operates as a 501(c)3 non-profit organization through fiscal sponsorship by the Center for Community Stewardship (C4CS), our fiscal agent. <http://www.community-stewardship.org/projects/codecinella/>



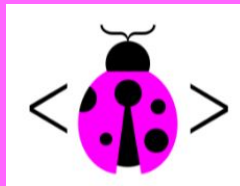
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- What problems are we addressing?
  - Lack of diversity in IT
  - Shortage of IT talent
  - Poor retention of mid-career women software engineers
- How do we address these problems?
  - Encourage and support technical women, especially software engineers
  - Focus on retention more than recruitment
  - Hold technical talks, workshops, hack sessions, career panels, technical interview panels, mentoring, et cetera



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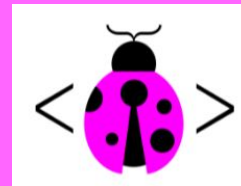


## Upcoming Events

- Intro to Azure - February 12th
- UW WACM Career Panel - TBD - Late March/Early April
- Women In Tech - RailsBridge - April 11th



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- What do we need?
  - Attendees of our events
  - Technical speakers
  - Sponsors
  - Spread the word
    - [Codecinella.org](http://Codecinella.org)
    - [twitter.com/codecinella](https://twitter.com/codecinella)
    - [www.facebook.com/groups/535584243297005](https://www.facebook.com/groups/535584243297005)
    - [meetup.com/codecinella-madison](https://meetup.com/codecinella-madison)
    - [eventbrite.com/o/codecinella-11510486311](https://eventbrite.com/o/codecinella-11510486311)

# *Fetch Rewards*



Shout out to Fetch for the  
space and the snacks!

(Obligatory “we’re hiring”. Engineers and summer interns!)

# Lightning Talks Workshop

Codecinella Meetup  
January 28th, 2020

# Overview

How is this going to work?

- Event Overview
  - Right now!
- Brainstorm & Prepare
  - ~6:30 - 7:30
- Present Talks
  - ~ 7:30 - 8:30



# What is a lightning talk?

**“They’re the gateway drug of standing on the big stage with a mic.”**

- Heidi Waterhouse,

*<http://www.heidiwaterhouse.com/2016/06/19/how-to-write-a-lightning-talk/>*

# But seriously, what is a lightning talk?

“A lightning talk is a very short presentation lasting only a few minutes, given at a conference or similar forum. Several lightning talks will usually be delivered by different speakers in a single session.”

[https://en.wikipedia.org/wiki/Lightning\\_talk](https://en.wikipedia.org/wiki/Lightning_talk)

- 5 minute presentation
- Technical\* topic you find interesting

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\* in any sense of the word

# Where do I start?

**“A good lightning talk is insightful, inspiring, thought-provoking, useful, humorous, controversial, or enlightening. Lightning talks are almost always fun, for both the speaker and the audience.”**

- Barrie Byron

*<https://barriebyron.wordpress.com/2013/02/17/so-you-want-to-give-a-lightning-talk/>*

# How to write a lightning talk?

- Pick a topic
  - Something that are you angry about
  - Share one great idea.
  - Show passion for an idea; spread your joy.
  - Tell a story; storytelling is universal and we all have a story to tell.
  - Capitalize on something recent
- Write your conclusion
  - If you only have 5 minutes, you must have a punchy conclusion. If you write it first, then all your other writing will lead to it.
  - What do you want the audience to get out of your talk?
- Outline
  - Less is more - decide on your main point and stick to it
  - Share information but resist the temptation to explain in detail.
  - Thesis/Antithesis/Synthesis
- Make the presentation
  - More pictures, fewer words
  - End strong and “power wrap” your lightning talk... restate your one great idea.
- Practice

# What should I be doing?

- Decide what you want to convey.
- Fill in the details; write the talk
- Check in with Annette when you have picked a topic
- Eat snacks
- Have fun!