Demo Advice
Rehearse!

• 20 minutes is not much time

• decide, well in advance,
  – which topics you will cover – you don't need to show everything
  – in which order
  – exactly what the live demo will be (in detail!) if you're going to do one
  – who is going to do what at each stage

• have notes to guide you but don't read from a script
  – do not memorize

• practice in the actual room (Friend 006)
  – test projector, sound levels, where people will stand, ...
  – you can't do this in the break before your demo!
Don't bury the lede
Move with purpose

• when you move, they look at you
• when you stop, they look at the screen

• use this to your advantage

• don't pace randomly, idly or unconsciously
• don't rock back and forth on your heels
• empty your pockets if you tend to fiddle.

• don't let the other members of your group disrupt the flow
  – even if they’re standing there idle, they can distract the audience
Minimize typing; avoid mousing around

• don’t make the audience watch you type
  – find ways to avoid typing

• avoid steps that are simply you typing passwords, URLs, or anything long and error-prone
  – If you must type things, have them ready for copy/paste, or on a sheet of paper so you don’t need to remember them

• it’s hard to type and talk at the same time
  – if you must type, have someone else do the talking

• NEVER plan to swap laptops or devices
• NEVER write on the board
Have a backup plan

- things go wrong, sometimes disastrously

- make a screen-capture video of core parts of your demo
  - in an emergency, you can show the video
  - people will get to see the demo work properly

- be sure that you can show something, even if it’s canned
Make a movie?

https://sites.google.com/site/geotasker333/demo  https://youtu.be/3_dIzACewk
Don't change your code at the last minute

Stuff Digital Agency People Say

It was working yesterday.
Turn off background activities
Keep it clean

• have a separate database for the demo with carefully chosen representative sample data

• do NOT demo a database with all your old testing logins, comments, random strings, etc.

• set the database into a known, clean state before you start
  – use a script if possible

• do NOT have database entries with profanities, obscenities, or similar NSFW material
  – you lose audience support
  – you look very non-professional
  – you might well offend someone
Have fun

• the audience is very supportive

• the audience will react to your enthusiasm

• bring your friends and family

• come to as many other talks as you can (minimum of 3)