Propose, Prepare, Present: How to become a successful, effective, and popular speaker at industry conferences

Alistair Croll

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Every year, tens of thousands of companies—from industry giants to aspiring upstarts—apply to speak at conferences. They pump millions of dollars into these events, hoping to find new customers, strengthen their brand, and meet new partners. Sadly, for most of them, things don't go that way. Submitted topics aren't chosen; when they are, they come across as tone-deaf sales pitches.

What does it take to be chosen to speak—and to rock the mic when given the chance? This book takes you behind-the-scenes of the conference process, showing you how to submit, plan, and deliver a talk that matters. Event organizer Alistair Croll provides many examples based on his experience with a wide range of conferences, including O'Reilly's Strata, Velocity, Web2Expo, and TOC Conferences.

- Learn 11 items that help your submission stand out—and 11 items that will get it tossed
- Explore the hurdles your proposal has to clear before it's accepted
- Tailor your talk to a conference's topics and themes
- Discover why images work better than words in your slide deck
- Achieve your business goals by engaging the audience before, during, and after your talk

"We've been running successful events worldwide for over a decade, and the simple truth is that the people who get chosen, and give great presentations, follow the rules in this book."

--Gina Blaber, VP Conferences, O'Reilly Media

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