

Taking the fear & frustration out of proposal writing

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what we'll cover today

- what makes a strong proposal
- where to look for conferences
- deciding where to speak
- applying for your first conference

what makes a strong proposal?

it's all about the pitch

- pick a good title
- create a story



How using design will help us create better traffic flows and mobility in our cities



How UX Design can save the world:
Urban Planning, Smart Cities, and
Human Centered Design

what makes a compelling title?

It's okay to be a little hyperbolic. You want your title to be:

- exciting
- timebound
- action oriented
- relevant

create a story

instead of listing facts, highlight pains and make it hurt

fact: stop lights aren't always properly synced

pain: this means getting home from work in rush hour takes a long time

poke: It's been 45 minutes. You've been staring at these same tail lights for 45 minutes. Someone two lanes over has apparently laid down on his horn and died.

create a story

instead of listing facts, find a solution and create hope

fact: open data platforms allow us to sync traffic lights

solution: using open data platforms to sync traffic lights will reduce traffic wait time

hope: But what if your commute could be cut in half? What if you could breeze through those traffic lights and never sit behind another set of tail lights, idling your life away?

create a story

now go in for the surprise

fact: the data and design constructs already exists

surprise: The data to help us make this reality already exists and designers around the world are using it to make our cities faster, better, *smarter*.

**what makes a
compelling story?**

**what kind of conference talk would
you want to see?**

- keep it short
- consider your audience
- be surprising

creating the proposal

create a template

**make a reusable template
with these elements**

- goal
- abstract
- action items

goal of your talk

goals = tools

good goal

the goal of any talk should be to give the audience a tool that will improve their lives

my goal

show people that they can use the design skills they already have to make their cities better to live in

abstract

abstract = story

It's been 45 minutes. You've been staring at these same tail lights for 45 minutes. Someone two lanes over has apparently laid down on his horn and died.

But what if your commute could be cut in half? What if you could breeze through those traffic lights and never sit behind another set of tail lights, idling your life away?

The data to help us make this reality already exists and designers around the world are using it to make our cities faster, better, *smarter*.

action items

action items = next steps

what should they do next to continue down this path

go through the resources I'll share to learn more about the technology and design

get involved in community events that help tackle these problems

where to look for conferences

where can I find conferences

twitter

reach out to your network

read industry news to hear about
upcoming conferences

resources

<https://www.papercall.io/>

www.SpeakerHub.com

<https://uxdesign.cc/a-comprehensive-list-of-ux-and-design-conferences-in-2018-141cfb2939a5>

<https://frontendfront.com/conferences/>

deciding where to speak

where should I speak?

what do you want to get out of the conference?

what topics are interesting to you?

what do you want to get out of the entire experience?

how to submit for conferences

gather this first

bio in first & third person

link to a headshot

link to a conference talk you've given
before (if you have one)

create one or two short abstracts that
you want to talk about

**and always do
this**

list your talk as intermediate

send 2 - 3 CFPs for each conference

thanks!