

## QUICK TIPS

- 1 Practice, practice, practice (out loud)**
- 2 Be energetic**
- 3 Watch your language**
- 4 Only use appropriate images**
- 5 Do not read directly from the screen or your monitor**
- 6 Stand in a lighted spot on stage**
- 7 Always repeat questions asked by audience members**



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## KNOW YOUR AUDIENCE



Black Hat attendees are knowledgeable InfoSec professionals.

- Provide in-depth detail about your research.
- Focus on actionable information and avoid generalities.



## PRESENTERS



Having multiple speakers on a presentation team makes it challenging to engage with the audience. One speaker is ideal but two speakers can work if the team is well-rehearsed.

## PRESENTATION STRUCTURE



Use the following 5 tips when planning your presentation structure:

- 1 Start on Time & End on Time**  
Respect attendees' time by starting and ending on time.
- 2 Grab Their Attention**  
Start fast and get right into the content.
- 3 Present a Road Map**  
Tell your audience what you plan to achieve during the Briefing.
- 4 Deliver Your Black Hat Sound Bytes**  
Instead of focusing on "what we did" or "how we did it" focus on key research takeaways. Convey three Black Hat Sound Bytes to your audience and include a slide.
- 5 Leave Time for Q&A**  
Dedicate five minutes at the end of your presentation for questions. Also, take the time to answer questions during your presentation.

## CONTENT GUIDELINES



- Stay on topic to the published session title and abstract.
- Cover more than the basics but don't try to cover too much material.
- Focus on the new and latest developments and drill down in detail on the key issues.
- Avoid cute titles; instead use a title that details your key takeaway or deliverable.
- Avoid sales pitches or risk negative evaluation.

## AV EQUIPMENT AND DEMOS



AV tips for when you are presenting:

- Always use a microphone regardless of room size or the projection of your voice – your session is being recorded.
- Always have a video of a successful demo as a backup.
- Bring your laptop.



## PRESENTATION MATERIALS



Tips for when you create presentation slides:

- Use at Least 24-Point Font – All text should be readable at a minimum of 100 feet away.
- Use the same font on all slides.
- Avoid text heavy slides.
- Use simple photos/images to tell a story.
- Simple background colors that contrasts sharply with text color helps the message pop out. Consider background colors such as blue, purple, white, and grey.
- Place employer logo only on the first and last slide

## BLACK HAT SOUND BYTES



All Speakers are strongly encouraged to end their session with a final presentation slide titled, "Black Hat Sound Bytes." Black Hat Sound Bytes detail the three key takeaways from your presentation that you want audience members to remember and share with fellow attendees or via social media.