

# Pecha kucha

## The problem

We go to a conference because we are especially interested in one of the issues in the agenda. The performer, as an introduction, tells about his/her professional carrier – introduces the CV. Afterwards he/she approaches the relevant issue of the project: detailed lists the time and venue of all project meetings. When that is done, the relevant rules come: international agreements, EU regulations, national laws, decrees. On the slides you can see 18-20 lines under the title and the logos, thus minor letter that nobody can read. And this is the time when the moderator tells that time for presentation is gone.

Sounds familiar?

## A possible solution: pecha kucha

Pecha kucha is a format for presentations, a style if you like. The essence is that all presenters can have 20 slides, 20 seconds for each slide. Thus all presenters have 6 minutes and 40 seconds, and then the next comes. The audience can enjoy focused, concise presentations, the attention does not fall, and more ideas can get onto stage.

The pecha kucha format is more and more popular; some sector uses it for long years. The style comes from japan, as well as the name. Some translated pecha kucha to chit-chat, that sounds great at first, but in reality the strength of the format is offered by its compactness. Here the main message must be worded beforehand, as here no time for empty sentences. It is like a tasting, or like the trailer of a movie. The ones who will be really interested will find and contact the presenter anyhow.

## How to get prepared for a pecha kucha presentation?

1. Imagine that you tell about your issue to your best friend at Friday night, next to beers. What would you tell? (She / he is smart, and not drunk yet, but as it is Friday night, a bit tired...) Word the sentence, include that into your presentation, and maybe repeat it.
2. Write only what you must. The best presentations do not have written parts at all, but well-chosen graphics and photos.
3. Asking questions and sense of humour is always great.
4. Plan your presentation. In the 20 slides you might have a title page. On the last one you may thank you for the attention of the audience, but always have your name and e-mail address on it. Thus you only have 18 slides for your real message. Select the necessary sentences, and match them with illustrations.
5. 20 seconds is not too much. Plan beforehand earnestly what to say. If it is too long, then it is harder to follow, and you may enter into the time of the following slide. If you use very short sentences, then you may finish them quickly and then you have nothing but gaze the audience, may be a

nightmare... The best pecha kucha presenters rehearse the presentation home, sometimes in many times.

6. Have visit card with you when presenting, or relevant leaflets, brochures. After your successful presentation many will want to contact you for further information.

### **Further info:**

- Pecha kucha international page: <http://www.pechakucha.org/>
- Pecha kucha WIKIPEDIA page in English language: <https://en.wikipedia.org/wiki/PechaKucha>
- Pecha Kucha Night Budapest homepage: <https://pechakucha.hu/>
- One example: Fried Egg, Scrambled Egg, Fractal, City and Transport  
[http://epomm.eu/ecom2012/C11\\_PK\\_Stadterneuerung-Klimawandel/C11\\_2\\_Marton\\_Fried%20egg%20etc.pdf](http://epomm.eu/ecom2012/C11_PK_Stadterneuerung-Klimawandel/C11_2_Marton_Fried%20egg%20etc.pdf)