

## **PechaKucha**

The art of communicating in few words and mainly images



Image: [https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQQv4GyCJ7eXtDH2C0GQTKeFinx0VAbKJTe\\_gyktVQOsfX-3ej4W](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQQv4GyCJ7eXtDH2C0GQTKeFinx0VAbKJTe_gyktVQOsfX-3ej4W)

*"No audience ever complained about a presentation or speech being too short"*  
— Stephen Keague

Tags: Social. Communication skills.

### Challenge:

Presentations can be difficult to structure, boring, too long or just not focused enough. In the same way, powerpoint presentations, while sometimes helpful, are often overloaded with information and used in ways that detract from your message rather than add to it. At the same time, presenting projects in impactful, focused and brief ways is a key skills to get your ideas out there, creating the response and impact you want. This is especially true for social entrepreneurs, who often need to pitch their ideas to potential funders.

### Solution:

PechaKucha is a simple presentation format where you show 20 images, each for 20 seconds. The images advance automatically and you talk along to the images. PechaKucha is a clean and straightforward style of creating visually appealing and focused presentations. The format is simple, and keeps presentation time to 6 minutes and 40 seconds.

Since it was created in 2003, PechaKucha has gone viral, with PechaKucha nights being held in cities and communities all over the world - events where people get together to creatively present their ideas, work, projects, photos, passions or interests with each other.

### Links:

- <https://www.pechakucha.org/>
- <https://globaldigitalcitizen.org/how-to-make-great-presentations-with-pechakucha>
- <https://www.wired.com/2007/08/st-pechakucha/>

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