



Pecha Kucha Guidelines

PechaKucha or **Pecha Kucha** (Japanese: ペチャクチャ, IPA: [petʃa kutʃa], *chit-chat*) is a presentation style in which 20 slides are shown for 20 seconds each (6 minutes and 40 seconds in total). We give you one more slide – the title slide does not count.

- Use the template provided for [download here](#).
- Prepare your 20 slides + title slide by August 24th and email your presentation to pechakucha@atlasti.com

We will animate the presentation for you. Each slide will be displayed for exactly 20 seconds. The slides automatically progress during the presentation. As speaker you have no control over the advancement of the slides.

Advice: It is recommend using images rather than text on your slides. Successful *pecha kucha* presentations usually have images that complement what the speaker is saying and not a bunch of bullets and text on the slide.

Get inspired: <http://www.pechakucha.org/watch>

Tips

- Tell a story. The best presentations are often good stories instead of just a bunch of facts or portfolio pieces strung together. Take the audience on a journey (albeit a short one) that has an intro, development, and conclusion. Think about how your story will combine with the images you've chosen to solidify your message and give the audience a rich experience. Be sure to share with the audience why your presentation topic is important to you and why they should care about it too.
- Decide what is most the important thing you want your audience to remember. If the audience could remember just one thing from your presentation, what would you want that to be? Once you figure that out, your talking points and images will revolve around that theme.
- Use powerful, relevant images. The images you choose should reinforce your ideas. Make sure your images are high quality and that you have permission to use them.

- Don't cram too much into your presentation. Even though Pecha Kucha/20x20 presentations are always exactly 6 minutes and 40 seconds (20 images, 20 seconds each), presenters often try to cram too much information into that short window and then have to talk rapidly to fit everything in. Less is more. Carefully edit out anything that isn't vital to some aspect of your piece.
- Practice? Practice. Practice!

Tips provided by Samantha Nienow of [Red Zest Design](#).