PechaKucha (pronounced Pet-cha-kooch-uh) is the Japanese word for “chit chat” and is designed to force speakers to prepare shorter, more creative, and more polished PowerPoint presentations. More importantly, designing a PechaKucha presentation motivates speakers to think about their subjects in very different ways.

Defining Characteristics of PechaKucha

- A presentation is created using PowerPoint (or any other presentation software).
- Presenters are only allowed 20 slides and those slides must automatically advance every 20 seconds (hence the “20 x 20” label).
- The 20 x 20 format results in PechaKucha presentations lasting no more than 6 minutes 40 seconds.
- A PechaKucha presentation must rely heavily on visuals instead of text. The 20 x 20 format makes it nearly impossible for text-heavy slides to be read or understood by the audience. This is one of PechaKucha’s best characteristics since speakers often rely too much on text when presenting a slideshow.
- Presentations are expected to have structure: including an introduction and conclusion and an internal structure (clear main points, transitions, etc.) that will guide the audience through the slide show.
- Audiences are likely to be more engaged. It’s sad, but true – we don’t have a very long attention span. Consequently, speakers need experience presenting their ideas in a short period of time and in a more creative, engaging way. The short presentation time results in the audience having plenty of time to ask questions and make comments about the presentation.

Creating a PechaKucha

1. **Step 1.** Pick a topic that interests you. If you are interested in the topic, that will make this process much more enjoyable! This type of presentation relies heavily on visual stimulation, so remember to choose a topic that will have pictures readily available from your own personal photo collection or from a picture sharing website. Also, keep in mind that the pictures chosen to represent your topic must be appropriate for your audience.
2. **Step 2.** Start your research. Even though this type of presentation is different than what you are used to, it’s still important to use credible sources and cite them throughout the speech. Utilize all research resources available, remembering to keep in mind that this presentation should rely heavily on visuals. Feel free to make your own pictures, graphs, etc. Be sure to put the research into your own words and only tell the
audience what they need to know. Condensing research into 20 seconds can be a challenge but with practice it can be done.

3. **Step 3.** Create an outline. Again, even though this format is quite different from traditional presentations, it must have structure. Create an outline like you would for any other presentation, keeping in mind that you have a time limit of 6 minutes 40 seconds.

4. **Step 4.** Put the presentation together. This is where you will pull all your research, pictures, and outline together to create a phenomenal presentation. Presentations are expected to be polished, professional, and engaging.

5. **Step 5.** Practice, practice, practice! This new format takes some getting used to and you don’t want to be caught off-guard on presentation day. Because of the time constraints, the auto-advancing slides, and the format, speakers should spend more time planning and practicing their presentations. Feel free to make an appointment at the Speaking Center to use one of the practice rooms and equipment to practice your PechaKucha.

For any other questions, come by the Speaking Center and talk with our staff about making your PechaKucha top-notch! For examples of PechaKucha presentations, visit www.pecha-kucha.org. For general public speaking suggestions, view our other guide sheets.