



Creative Spark Higher Education Enterprise Programme

PechaKucha guide to creating
captivating presentations



Center for Analysis of Economic
Reforms and Communication of
the Republic of Azerbaijan
(CAERC)

Purpose

To get to know the **PechaKucha** concept, understand how it works and how to deliver this kind of presentation. Students are to present their ideas in this format as part of their Day 2 sessions.

What is a PechaKucha?

It is a presentation in a 20x20 format. There are 20 slides, 20 seconds of delivery per slide is allowed. This format means that you can keep your audience's attention for the duration of your presentation.

What makes a great PechaKucha?

There are four main components that are essential for a great PechaKucha:

Structure I m a g e Attitude Practice

Simple Structure

- You have 20 slides to fill with content, but it doesn't mean you need to talk about 20 different ideas.
- The presentation should have a beginning a middle and an end – just like an essay.
- It is recommended you start with what you want to say, then choose images that illustrate what you are talking about.

Part 1: Try to lay out some exposition with a few slides tell us who you are what you're going to present about.

Part 2: Here you present the key concepts and ideas you worked on as a team. Talk about what was your task and what you came up with, dedicate a few slides to each.

Part 3: Finally, talk about why this all matters to us, as the audience. What is your message?

Beautiful Images

- Try to use full-screen beautiful photos or images.
- Avoid complicated templates and text on your slides. Remember there is only 20 seconds for each slide, so they need to be nice and simple.
- Images are there to convey your ideas, they need to have a purpose. Most importantly they need to be clear and interesting for your audience.

Good Attitude

Without confidence and interest in what you're saying, you'll lose your audience. It's better to be smooth and overconfident, than self-deprecating and afraid of your own voice. You want your audience to feel, that you're talking about something important.

Practice a lot

- During a PechaKucha presentation you want to write out exactly what you'll say during the presentation. Try to use cue cards and practise your speaking until it becomes natural.
- While you're presenting, you want to focus on delivery, rather than struggling to recall sentences. You only have 20 seconds per slide and need to use it efficiently.
- So, practise a lot!

Practical resources

A guide to PechaKucha presentations "*What makes a great PechaKucha Presentation*" <https://www.pechakucha.com/presentations/what-makes-a-great-pechakucha-presentation>

An example of a PechaKucha: <https://www.pechakucha.com/presentations/the-sounds-of-the-city>

Hans Van de Water PechaKucha about PechaKucha <https://www.youtube.com/watch?v=gZJc8PB2DsQ&t=269s>

There's a PechaKucha PowerPoint template that you should use that is downloadable from our website at: https://research.ncl.ac.uk/creativespark/createathon toolkit/createathon_resources/