

What is Pecha Kucha?

Pecha Kucha is a presentation form of 20 images for 20 seconds. The slides change automatically and the speaker must synchronise their speech with the images. It's sometimes also called a 20×20 presentation. So the entire presentation always lasts for exactly 6 minutes and 40 seconds.

It started in Tokyo in 2003, designed by architects, Astrid Klein and Mark Dytham. It was soon adopted by fans of alternative presentation styles. Similar to the short-length focus of an elevator pitch, Pecha Kucha relies upon concision and brevity. By applying a limit on the number of slides, the presenter is forced to streamline their content. It also forces the speaker to prepare and practice, as there is no option to go back or skip ahead. Pecha Kucha is also a very visual presentation style. It is based on single powerful images. Striking visuals enhance any presentation. They captivate the audience in a more immediate way than written words.

Pecha Kucha translates as “the sound of conversation” or “chit-chat” in Japanese. Its creators wanted a space to share ideas and messages through presentations. But to avoid the easy trap of rambling speakers, they set time and slide limits. In a similar way to a Haiku poem, Pecha Kucha forces the creator to creatively arrange their message within a strict form. And such creativity often produces amazing results.

So because of its concise style, specific timings and visual focus, Pecha Kucha has flourished in popularity over the last few decades. You can find many a Pecha Kucha presentation example on [their website](#).

How to create a Pecha Kucha Presentation

Simplify your subject at least enough to fit it into 6 minutes and 40 seconds. Give an overview with a clear message. People can always research more about it afterwards. But the point of Pecha Kucha is focus and concision. So keep your topic light.

Be organised

Pecha Kucha's restricted format requires a lot of discipline. Organisation can help a lot. Create an outline to structure the story of your presentation. And always stick to one point per slide. Once you have an original structure, tweak it. You probably have to edit a lot of your ideas down to fit within the 20X20 format. So [streamline your content](#) and focus on the most important points of your message. Don't distract yourself with what you want to say. Instead, consider your audience. What do they need to hear?

Create a PowerPoint

Simple slides have never been as important as in a Pecha Kucha presentation. Don't use bullet points. And don't use facts and figures. Don't even use text! Just choose a strong and powerful image and speak over the top of it. This is the format for most successful Pecha Kucha presentations. Your audience has only 20 seconds to absorb each slide. They don't want to rush through text or try and understand a slide. They want a striking image that hits them with meaning straight away. [Set the automation in the sliding of the slides.](#) That's what makes a great Pecha Kucha presentation example.

<https://youtu.be/19zxNTpNMLo>