

## Pechakucha

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*Operational definition.* This is an oral presentation accompanied by a presentation that moves automatically every 20 seconds. The total presentation is made up of 20 film strips. This presentation format emerged during a design and architecture event in 2003, in Japan; However, it has been put into practice in other contexts in which a significant number of participants present their innovation experiences to the public. This depiction format forces the presenter to focus on the message and consent for uninterrupted performance; In addition, it avoids the tediousness and boredom that long slide-based presentations often cause to attendees.

### *How is this done?*

1. Determine the message: What do I want to communicate?
2. Determine the objective: What do I want to achieve?
3. Select the aspects you want to share; order them chronologically.
4. Divide the topic into five sections; then divide each section into four subsections.
5. Develop the story; the script should not exceed 800 words.
6. Prepare the PowerPoint presentation; keep in mind that each subsection will take 20 seconds. In addition, each slide should contain an image allusive to what is being said.
7. Rehearse the speech with the presentation in motion, in order to make the necessary adjustments to what is said considering the time in which the images elapse.

### *General recommendations*

- You must truly believe in your idea.
- You must express passion
- You must demonstrate that you master the subject.

### *To learn more*

Briz, A. (Coord.) (2016). *Saber hablar*. Aguilar.

García, J. M. (2012). *Hablar bien en público. Técnicas de comunicación oral y preparación de discursos*. [versión Kindle]. Amazon.com.mx

*PechaKucha*. (2020). Disponible en <https://www.pechakucha.com/>.



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