PechaKucha Night

PechaKucha Night is an event format in which several people present their ideas, projects, experiences, or perspectives through short, image-based presentations. Each presentation consists of 20 slides, with each slide displayed for 20 seconds, resulting in a total presentation time of 6 minutes and 40 seconds.
The short presentation format creates dynamic events featuring many different perspectives. The method is particularly suitable for showcasing ideas, connecting people, and initiating discussions.

Participation Depth	Inform
Project Phase	Onboarding
Goals	Exchange & Discourse
Format	Analogue
Duration	1 - 3 Hours
Target Group	Directly Affected, Interested Public, Organised Actors
Group Size	Large Group from 30, As Many as Possible
Characteristics	Simple, Structured

GOAL OF THE METHOD

A PechaKucha Night showcases diverse perspectives, projects, and ideas. It encourages low-threshold knowledge sharing, raises awareness of important topics, and creates opportunities for networking and dialogue.

PROCEDURE

Preparation

1. Define the Theme and Objectives
Choose an overall theme or framework for the event.

Examples include:

- The Future of the City Centre
- Sustainable Mobility
- Community Engagement
- Young Perspectives on the City

2. Select the Speakers
Invite people with different backgrounds and perspectives.

Possible participants include:

- citizens
-

community organisations and initiatives

- local government representatives
- planning offices
- students
- local businesses

3. Prepare the Presenters
Inform presenters about the format well in advance.

Explain the rules:

- 20 slides
- 20 seconds per slide
- automatic slide transitions
- maximum presentation length of 6 minutes and 40 seconds

A joint briefing session or technical rehearsal is recommended.

4. Organise the Venue
Required equipment includes:

- projector or large screen
- laptop with all presentations
- microphone
- seating

Execution

1. Welcome and Introduction
The moderator welcomes participants and introduces:

- the event topic
- the programme
- the rules of the PechaKucha format

2. Presentations

Presenters deliver their talks one after another.

Important:

- slides change automatically
- discussions do not take place during presentations
- every presenter has the same amount of speaking time

3. Group Discussion
After several presentations or at the end of the event, allow time for questions and conversation.

Possible formats include:

- open Q&A session
- Fishbowl discussion
- World Café
- informal networking over refreshments

4. Capture Key Insights
Important ideas, recurring themes, and key messages can be documented throughout the event.

Evaluation

1. Document the Event
Record important outcomes, including:

- photographs
- presentation recordings
- summary report
- collection of questions and ideas

Publish the presentations, photographs, or key findings online or make them available as event documentation.

2. Gather Feedback and plan Follow-up Activities
Ask both participants and presenters for feedback and suggestions for improvement.

Identify topics that deserve further exploration and consider organising follow-up participation formats.

Source: Bujdosó, A. (Ed.) (2019): *Social Design Cookbook: Recipes for Social Cooperation*. Budapest: Kitchen Budapest.

WHEN USEFUL?

- different perspectives should be made visible.
- launching a new project or participation process.
- presenting initiatives, projects, or ideas.
- connecting people and organisations.
- raising awareness of a topic.
- organising events with many participants.

WHEN NOT USEFUL?

- detailed solutions need to be developed collaboratively.
- intensive discussions are the main focus.
- complex topics require in-depth explanation.
- concrete decisions need to be made.
- extensive participation or shared decision-making is intended.

TIPS

- Choose a broad enough theme to encourage a wide range of perspectives and projects.
- Limit the number of presentations to maintain audience attention.
- Inform presenters well in advance and offer opportunities to test the technical setup.
- Focus on images rather than text-heavy slides.
- The moderator should briefly introduce each presentation and ensure smooth transitions between speakers.
- Allow plenty of time for networking and informal conversations after the presentations.
- A relaxed and welcoming atmosphere encourages participation and exchange.
- The format is particularly effective for giving visibility to people who rarely have the opportunity to present their ideas publicly.

NOT SUITABLE FOR

- concrete decisions need to be made.
- complex topics require detailed explanation or discussion.
- detailed planning outcomes need to be developed.
- intensive discussions involving all participants are the primary objective.
- extensive specialist knowledge must be communicated.
- presenters have little experience with public speaking and receive no preparation or support.

View online: https://methoden.urbankit.de/en/methods/pechakucha-night