



PART I. PRESENTATION GUIDELINES

You've signed up for presenting at the **Pecha Kucha Night San Francisco**. We're very excited; it will be a very fun night as usual!

We want to remind you a couple of things to make sure your presentation goes well.

BEFORE THE EVENT:

1. Please confirm your participation.
2. Let us know your full name and title (i.e. architect, graphic designer, urban planner, etc.)
2. Send us a preview image by e-mail. This will be published on the website prior to the event.

YOUR 20 IMAGES:

1. Please make sure you have your 20 images ready at least two days before the event. Since there are several presenters on every event, we can't afford to waste time setting up images on-site or dealing with format nuances during the event.
2. PLEASE follow the format below, we have had some presenters not respecting the format in the past and this brings technical issues during presentations. If you name your images correctly there should be no disordered images. We use a software called *Picasa* (by Google) to run the slideshow, it makes a nice fade between slides and it is programmed to show every slide for 20 seconds only (so neither you or us have control over that).
3. Format:
 - Save your images in JPEG format (size: 1024px by 768px).
 - Landscape orientation is preferred in order to maximize the viewable area of the screen, but *Picasa* will adjust the size of a portrait image in order to fit the screen.
 - Keep your images under 500 KB each (we recommend using the "save for web" option in Photoshop to keep images light).
 - Once you have them all ready, put them on a **zip file** and e-mail them to us (it makes it a lot easier for you and for us to send them altogether in one zip folder than all separately, and please don't send them embedded in the HTML body of an email).

(continues on next page)

-Please use the following naming format to make sure your slides are in correct order (but use your initials instead of "FL"):

FL_001.jpg	FL_006.jpg	FL_011.jpg	FL_016.jpg
FL_002.jpg	FL_007.jpg	FL_012.jpg	FL_017.jpg
FL_003.jpg	FL_008.jpg	FL_013.jpg	FL_018.jpg
FL_004.jpg	FL_009.jpg	FL_014.jpg	FL_019.jpg
FL_005.jpg	FL_010.jpg	FL_015.jpg	FL_020.jpg

For example: to avoid having your slide #10 before your slide #2 (the computer will read FL_0010.jpg before FL_002.jpg), make sure you use the above naming format.

The best thing to do to make sure your slides are in correct order is to rehearse before the event. Sort your images by name and practice your talk.

If you are a Mac user, make sure your images run well on PC before sending them to us.

Also, just a friendly reminder that Pecha Kucha is not a venue for sales pitches, so any presentation with a commercial intent or a corporate promotion will NOT be welcome.



PART II. TIPS FOR A GOOD PRESENTATION

1. PREPARATION

Choose a theme

Portfolio pieces are standard, but by no means required. Some of the most crowd-pleasing presentations I've seen have been about what the presenter does outside the studio. Photos of clouds, deconstructions of human love, honeymoon pictures; if you can tell it in a compelling way, you can tell it at Pecha Kucha. But please don't stand silent in front of the crowd with your vacation pictures if you don't have a good story to tell. So...

Tell a story

Even a strict portfolio presentation benefits from an over-arching narrative to pull the work together. Don't just describe what's on the screen, reveal your thought process, your mistakes and your epiphanies. The audience may just begin to care about you and your work.

[continues on next page]

Take your time

Crafting a presentation takes time. Dumping 20 images into Keynote won't cut it. You must decide on a theme, gather material, work out your script, and adjust rhythm and pace, and all this takes time. Count on at least 6 hours of preparation spread over a few days.

Rehearsal

Completing the slides doesn't mean you are ready to present them. Even twenty seconds can feel endless for you and the audience if you don't know the material. Rehearse until you feel a rhythm taking over and the initial stiffness melt away.

- Recruit a guinea pig audience. A friend is good, a stranger is even better.
- Stand up.
- Pay attention to your body language and the tone of your voice. Do you look slouchy, stiff, bored?
- Try to imagine yourself in the audience. Would you enjoy the presentation? If not, trim, tweak, project, whatever it takes to get you excited about your own work.

2. SHOWTIME

The First Word

Without revealing too much, set a few expectations. Introduce yourself, where you come from, and what you will present. Quickly.

Talking

- Pechakucha means "chit-chat" in Japanese, so that means talk. Every presentation requires a different amount of narration, but don't stay silent: if people wanted to stare at a screen, they'd go to a movie. They're here for you.
- Speak up! If people were put to sleep by the previous presentation, it will wake them up. Besides, when was the last time you heard "too loud! speak softer" at a presentation?
- Speak into the mic. If you move (which you should), the mic should rotate with your head. If you turn your head to show something on the screen and the mic doesn't turn with you, people will not hear you anymore. Simple.
- Breathe. The audience needs pauses to digest your genius, so snappy bursts are better than an endless stream. Use silence as your punctuation.
- Articulate, because it's rude to talk with your mouth full.
- Time your comments so you can follow the slides in a controlled manner. If you start feeling like you are being dragged down the street by a big dog chasing a squirrel, let go of the leash, take a breath and start with the next slide.

Language

If your presentation is bilingual, that leaves only 10 seconds per language per slide, enough for a simple sentence really. The slide may flip before you finish both languages. In this case, continue with the second language over the new slide and finish up with the first language.

Even better, maintain this | A•B | B•A | rhythm throughout. This reduces language switches by half, which is easier for both you and your audience to keep up with.

Body Language

Audience. Talk to the audience, not your shoes, not the projector, not the wall, not your notes, not the front row. Smile, make eye contact, talk with everyone.

(continues on next page)

Endurance

20 seconds is short, but 6m 40s is pretty long. Aim to keep the same intensity for 20 slides or people will be gazing into the bottom of their glass by half-time.

The Last Word (some ideas)

- Give thanks.
- Offer people a next step: Where can they see more? How can they find you? Where will you be after the show?
- If you have to beg for work, be elegant or at least funny in doing so.
- Alternatively you can dive into the crowd.

Post-Apocalypse

Don't go home... yet. Scan the room to see how you've done. Someone may be trying to catch your gaze, someone may have an opportunity for you, someone may want to buy you a beer etc. You've talked to the audience, give them a chance to respond.

A Pecha Kucha Night is a rare chance to feel the creative pulse of a city in just a few hours. But more than a slideshow, it thrives on new human connections created during each event. Pecha Kucha can start discussions and relationships; so don't be shy, show your work, make an impact, and let's keep the chit-chat alive.

Please let us know if you have any questions: info@pechakucha-sf.com

Have fun, remember that you only have 400 seconds on stage!

Thanks-

Paul & Alberto

PK-SF TEAM

www.pechakucha-sf.com

August, 2008

