

Speed Presentation Formats

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Agenda

- ***Fast & Efficient Presentations Tools***
 - ***PechaKucha 20x20***
 - ***Ignite 20x15***
 - ***How To Make a PechaKucha or Ignite Presentation***
 - ***Messages That Stick ...***
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Fast & Efficient Presentations Tools

- **TED Talks**
 - **Executive Summary**
 - **Motivational / inspirational speakers (pep talk)**
 - **Takahashi Method**
 - **Elevator Pitch**
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TED Talk

- **Technology, Entertainment, Design**
- **18 minutes or less**
- **TED is top down**
- **PechaKucha is bottom up**



Executive Summary

- **Executive summary vs. abstract**
 - **Shortened version of the content**
 - **Max. 10% of the original document**
 - **Make recommendations**
 - **Accuracy**
 - **Frequently summarizes more than one document**
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Elevator Pitch

- **Short summary in the time span of an elevator ride**
 - **1. who**
 - **2. what**
 - **3. why**
 - **4. goal**
-

20x20
IMAGES SECONDS

3

5

PechaKucha
[pet̃ça kũt̃ça]

[pet̩ça ku̩t̩ça]

- Tokyo
- February 2003
- A. Klein & M. Dytham



ペチャクチャ *Presentations*

- **Concise & clear**
 - **Powerful in content**
 - **Fast-paced**
 - **Time your comments**
 - **Talk to your audience**
 - **Leave time for discussion after the presentation**
 - **Message that sticks**
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Ignite Presentations

Seattle, 2006

Brady Forrest & Bre Pettis



Ignite Presentations

- **20x15**
- **5 minutes**
- **‘Ignite’ audience on a subject**



How To Make a PechaKucha or Ignite Presentation

- **Preparation phase**
 - **Low tech tools**
 - **Notecards**
 - **Organize the cards**
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How To Make a PechaKucha or Ignite Presentation

- **Slides design**
 - **Large images**
 - **As little text as possible**
 - **No more than 4 pics per slide**
 - **Consistency**
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How To Make a PechaKucha or Ignite Presentation

- **Let the slides do some of the work for you**
 - **Develop a point over 2 or 3 slides if necessary**
 - **Leap between the slides**
 - **Break down your talk into sets**
 - **Practice against a timed version**
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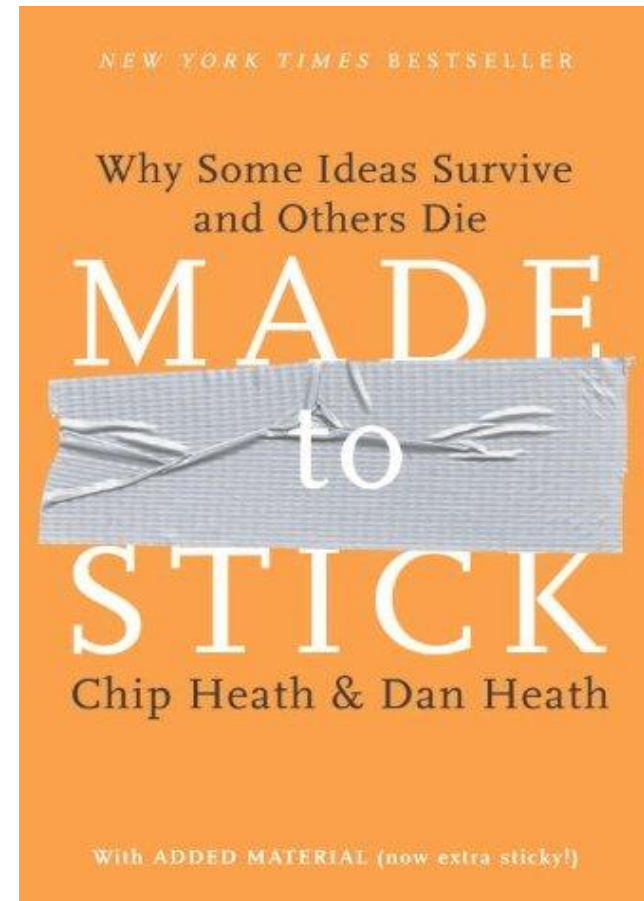
How To Make a PechaKucha or Ignite Presentation

- The big event
 - Final run
 - Out-of-sync race?

 - PechaKucha Nights (PKN)
 - <http://www.pechakucha.org/>
 - Ignite Events
 - <http://igniteshow.com/>
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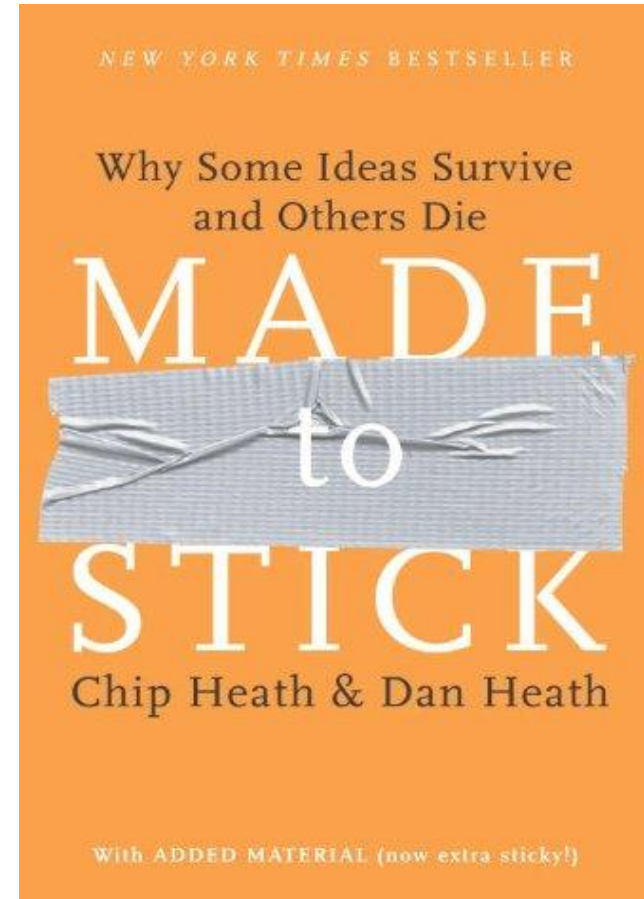
Messages That Stick ... SUCCESS

- 1. Simplicity**
- 2. Unexpectedness**
- 3. Concreteness**
- 4. Credibility**
- 5. Emotions**
- 6. Stories**



Messages That Stick ...

- **Talking strategy**
- **CHIFF**
- **The Curse of Knowledge**
- **Decision paralysis**
- **Lack of a common language**



References

- www.pechakucha.org
 - <http://www.ignitephoenix.com/tips/>
 - <http://www.speakingaboutpresenting.com/presentation-skills/pecha-kucha-presentation/>
 - <http://avoision.com/pechakucha/guide-to-making-a-pecha-kucha-presentation-getting-started>
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References continued

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 - <http://www.alumni.hbs.edu/careers/pitch/>
 - <http://writing.colostate.edu/guides/guide.cfm?guideid=76>
 - Heath, Ch. & D. (2010). *Made To Stick. Why Some Ideas Survive and Others Die*. New York: Random House.
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My life is a message.
Mahatma Gandhi