Pecha Kucha Presentation

Overview

Our goal in this class is to work like professional nonprofit communications consultants rather than students. This presentation assignment is designed to do two things:

- help you develop your skills in analyzing and assessing how nonprofits communicate with their target audiences;

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Overview

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introduce a variety of nonprofits and nonprofit communication strategies to your peers.

Over the course of the semester, each member of our "consultancy" will design and deliver a presentation on a nonprofit of their choice. You will use specific presentation style called Pecha Kucha, which demands that you give your presentation using 20 slides (no more, no less) that are timed to change every 20 seconds (no more, no less).

Goals of the Presentation
In that presentation, you will clearly elucidate the following:

- The purpose and mission of our chosen nonprofit
- How your chosen nonprofit communicates its message through its website, multimedia, and print materials available for public viewing

Your role in this presentation is as a consultant, and the nonprofit you are analyzing is your client. However, your audience for this particular exercise is not the client itself; rather, you are presenting before a team of nonprofit consultants.

Analysis
As a professional nonprofit consultant, part of your job in this assignment is to assess how well your client delivers its message. Consider analyzing the following to make your case:

- The design of the website, including:
  - navigability (is the important information on the website easily accessible?)
  - color schemes
  - design elements, such as a logo
  - use of fonts
  - use of multimedia elements such as: images, video, audio, infographics

- Focus on target audience. Consider the following questions:
  - Is the audience for your client's website clear (e.g. donors, clients, the general public)?
  - Is there consistency in writing style? For example, is the language too technical? Not technical enough? How does the website scan in terms of ethos, logos, and pathos? Does the writing style match audience expectations in your view?

- Integration of media:
  - Does your chosen nonprofit use social media outlets such Twitter and Facebook? If so, are these platforms readily available from the nonprofit's website? Are they regularly updated?
  - Does your client include regularly updated media such as images and movie clips? If so, are they well-produced? Are they easy to find on the site? Do they link to media sharing platforms such as YouTube and Flickr (a photo-sharing service)? Are these media regularly updated?

Recommendations
A successful nonprofit consultant will not only be able to successfully analyze a nonprofit's communication strategies; they will also be able to make effective suggestions on how their client can further enhance and clarify their message. Reserve part of your presentation to make recommendations about how your client can make improvements to their website, or to the various writing and multimedia components within it.

Choosing a nonprofit to analyze
Your choice of "client" is entirely up to you. You are not bound by the organization's geographical location, size, or cause. Consider the following questions as you choose your organization:

- Is there a particular cause that you are interested in personally?
- Would you like to work with nonprofits - either as a volunteer or professionally?
- Is there a nonprofit that you think is particularly good at delivering its message? (You could also consider analyzing a nonprofit that does not communicate successfully with its target audience.)

Resources
There are dozens of online articles that showcase effective nonprofit websites, and why they are successful. Look at articles such as "19 Best Nonprofit Websites (And Why They Are Awesome)" and "The Best Nonprofit Websites of 2013" to help you pick your case study and to gather best practices in nonprofit website development.

Sharing your presentation

Before your scheduled presentation, you will embed your slideshow to the Pecha Kucha Presentations and Remixes folder on our wiki. Create a page in this folder with the following naming structure: "<your name>: <your nonprofit>." For example, a title for my presentation page could be: Sean McCarthy: Harrisonburg Downtown Renaissance. This naming structure will be useful for others to quickly and easily find your work.

**Embedding your presentation**

DO NOT upload a Powerpoint file: your presentation must be embedded and available to view within the wiki page. How you create an embeddable presentation is up to you, but here are some options to consider:

- Create a free Slideshare account, and upload your presentation to it. Note: your presentation will be available publicly on the Slideshare site if you choose this option.
- Create or import your presentation into Google Slides. Although not as feature-rich as a stand-alone application such as Powerpoint, this service (part of GoogleDocs) will allow you to create timed slides and allows you to embed videos and other media into your presentation. You will need a Google account if you choose this option. Using this cloud-based software is easy, particularly if you have any familiarity with Powerpoint (here are Google's resources on building presentations using Slides).
- Use one of the many third-party slideshow services available on the web. If you choose to use one of these options, be sure that the service publishes presentation slides and not just photo slides.

Once you have uploaded your presentation, you will need to grab the embed code to publish it to the wiki. Embedding is easy, and we'll go over how to do this in class. For further reference, here are instructions on how to embed HTML widgets from the PBWorks user manual.

Presentations must be published to the wiki **before** your presentation.

**The Presentation Format: Pecha Kucha**

Originating in Japan, *pecha kucha* is a presentation methodology designed to help speakers avoid subjecting audiences to lengthy, boring presentations. This is accomplished by enforcing very specific rules: speakers present for six minutes and forty seconds (no more, no less) using twenty presentation software slides that are timed at twenty seconds each. You will use the *pecha kucha* methodology to build your presentation. This format will help you to hone your presentation skills and teach you how to tell an effective story in a short space of time. Finally (and importantly), your presentation will become a research resource for the rest of us, contributing to our collective knowledge about nonprofit communications. Read more about *pecha kucha* here: [http://www.pechakucha.org](http://www.pechakucha.org)

**Pecha Kucha Resources**

These muppets will show you how to pronounce Pecha Kucha.
Pronouncing Pecha Kucha

These videos explain the basics of Pecha Kucha, and how to set up a presentation using PowerPoint:

Pecha kucha presentation tips

This video shows you how to create timed slides in PowerPoint:

PechaKucha.org is a good resource on the philosophy behind the presentation methodology and contains links to many pecha kucha presentations.

Designing effective slides
Presentation software such as Powerpoint or Keynote may not seem like particularly bleeding edge technology, but they are flexible and capable of producing sophisticated designs. We will workshop design strategies in class to help you compose persuasive slides for your presentation topics.

For good approaches to slide design, read excerpts from Slide:ology by Nancy Duarte (PDFs here and here).

Presentation Assessment and Feedback
Like everything else in this course, your Pecha Kucha presentation will become a work sample that you will submit and analyze via the Learning Record. No grades will be given to your presentation, but you will receive feedback from me and the rest of the members of this class. We will do this by utilizing the comments section at the bottom of your personal Pecha Kucha presentation page. Your audience will take notes on your presentation, and within 48 hours of the presentation will post feedback to you on your performance. The goal of this feedback is to give you tips on how you can improve your presentation strategies, and to give you guidance as you revise your Pecha Kucha presentation for the remix assignment. Of course, the goal of this feedback to is to provide constructive criticism; we all need to be clear, direct, informed, and above all courteous and collegial in our comments.

Criteria for Assessing Presentations
Presentation Design and Performance
- Slide Design:
  - Is there a good balance between text and image?
  - Do the slides have a discernible and effective color scheme?
  - If the slides use pre-formatted templates, do the templates suit the content being delivered?
  - Are the slides easy to read?
  - Is there too much information to take in in 20 seconds?
  - Were the slides timed properly?
- Presentation Performance:
  - Voice:
    - Could the presenter be heard adequately?
    - Did the speaker talk too fast or too slow?
    - Did the speaker modulate his or her voice effectively -- using pitch to emphasize certain points, for example?
  - Non-Verbal Cues
    - Did the speaker turn to the screen as they were talking?
    - Did the speaker create effective eye contact with the audience?
    - Did the speaker over-rely on notes/read their presentation?
    - Did the speaker effectively use non-verbal cues such as hand gestures to illustrate what they were saying?
Clarity and Depth of Content

- **Clarity:**
  - Did the speaker give a succinct, yet detailed overview of the organization's mission?
  - Did the slides contain information that corresponded to and enhance the speaker's narrative?
  - Was the speaker able to balance content to suit the 20 seconds for each slide?
  - Did the presenter clearly analyze aspects of the nonprofit?
  - Did the presenter present clear and persuasive recommendations for how their chosen organization could improve their content strategy?
  - Did the author create a good balance between providing information and analyzing it?
  - Did the author make good use of various media in their slides?

- **Depth:**
  - Did the speaker clearly demonstrate familiarity with the organization's mission and communication strategies?
  - Do you think the presenter's analysis of the organization's was clear and informed?
  - Were the presenter's recommendations for improving the nonprofit's communication strategies informed and persuasive?

Presentation Dates