

“Pa - chatch(accent) – ka”

Their innovation, dubbed pecha-kucha (Japanese for "chatter"), applies a simple set of rules to presentations: exactly 20 slides displayed for 20 seconds each. That's it.

Say what you need to say in six minutes and 40 seconds of exquisitely matched words and images and then sit the hell down.

The result, in the hands of masters of the form, combines business meeting and poetry slam to transform corporate cliché into surprisingly compelling beat-the-clock performance art.

20 slides, 20 seconds

http://www.wired.com/print/techbiz/media/magazine/15-09/st_pechakucha

Example: <http://www.slideshare.net/paulsmarsden/brand-advocacy-advertising>

<http://www.pecha-kucha.org/>