

Interreg



Co-funded by
the European Union

Northern Periphery and Arctic



From slides to stories

PechaKucha Principles for
Better Presentations

[Nebojsa Nikolic](#)



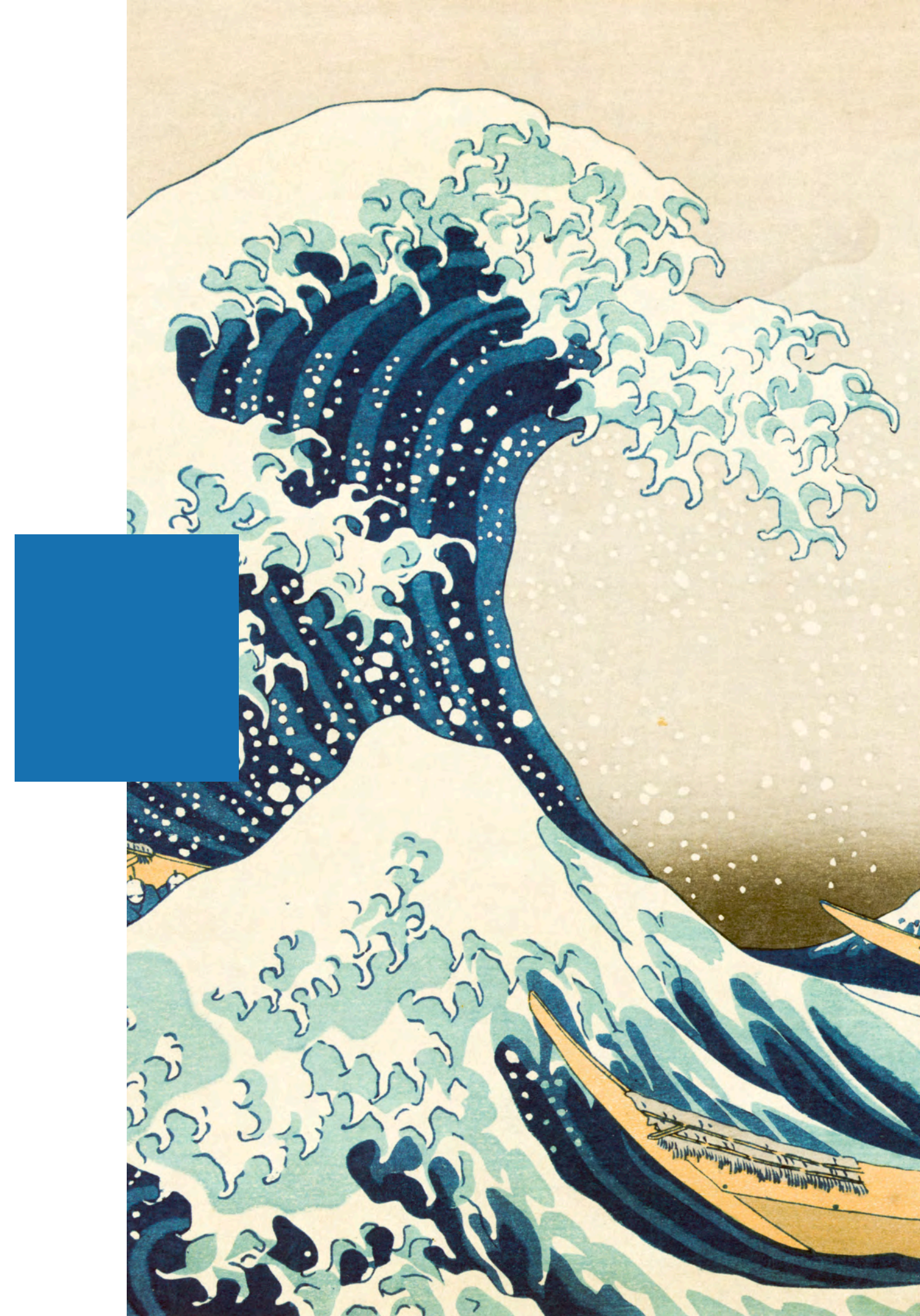
Agenda

Why Pecha Kucha?

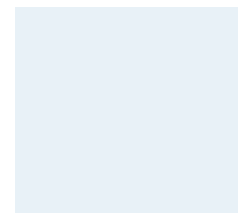
How to **structure** a story

Tools and resources

What did you think
of this **PechaKucha**?



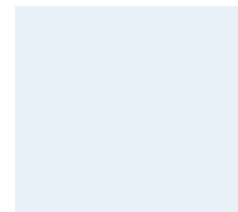
Storytelling



The kinds of stories



The structure



Common mistakes





**Since the dawn
of time...**



What makes it work?

Types of learners:

- **Visual:** with illustrations and mental pictures
- **Auditory:** from words, lectures, discussions
- **Kinesthetic:** by doing, experiencing, feeling



Exercise

Inclusive theater project

You made high-quality video recordings of the best national theater plays in your country. People can now watch them at home.

How would you include the **visual, auditory** and **kinesthetic** elements in a short promo video?

Example - auditory storytelling



Interview with Benedict Cumberbatch | National Theatre Live: The Best Seat in the House. Published by National Theatre on YouTube
Watch here: <https://www.youtube.com/watch?v=9hzomFy4cYQ&t=1s> Used for educational purposes. All rights remain with the original creators.

Example - kinesthetic storytelling



National Theatre Live: The Best Seat In The House. Published by National Theatre on YouTube
Watch here: <https://www.youtube.com/watch?v=ZjYMFPhEFA> Used for educational purposes. All rights remain with the original creators.

ADMINISTRATION

- Brand at the start
- Mostly auditory
- Dry list of outputs
- Overwhelming, confusing
- Boring

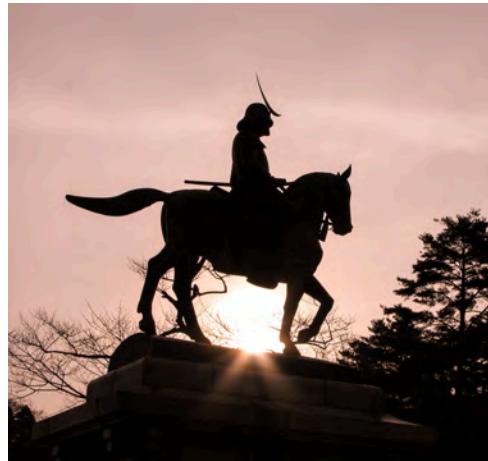
PRIVATE SECTOR

- Brand at the end
- Auditory, visual and kinesthetic
- A relatable story
- Simple, easy to follow
- Cool

"Once upon a time, a
brave expert decided to
compete in Regiostars..."



Storytelling
≠
fairytales



FICTION



ADVERTISEMENTS



LECTURES

THREE TYPES OF STORIES

LEARNING FROM EACH TYPE

FROM FICTION

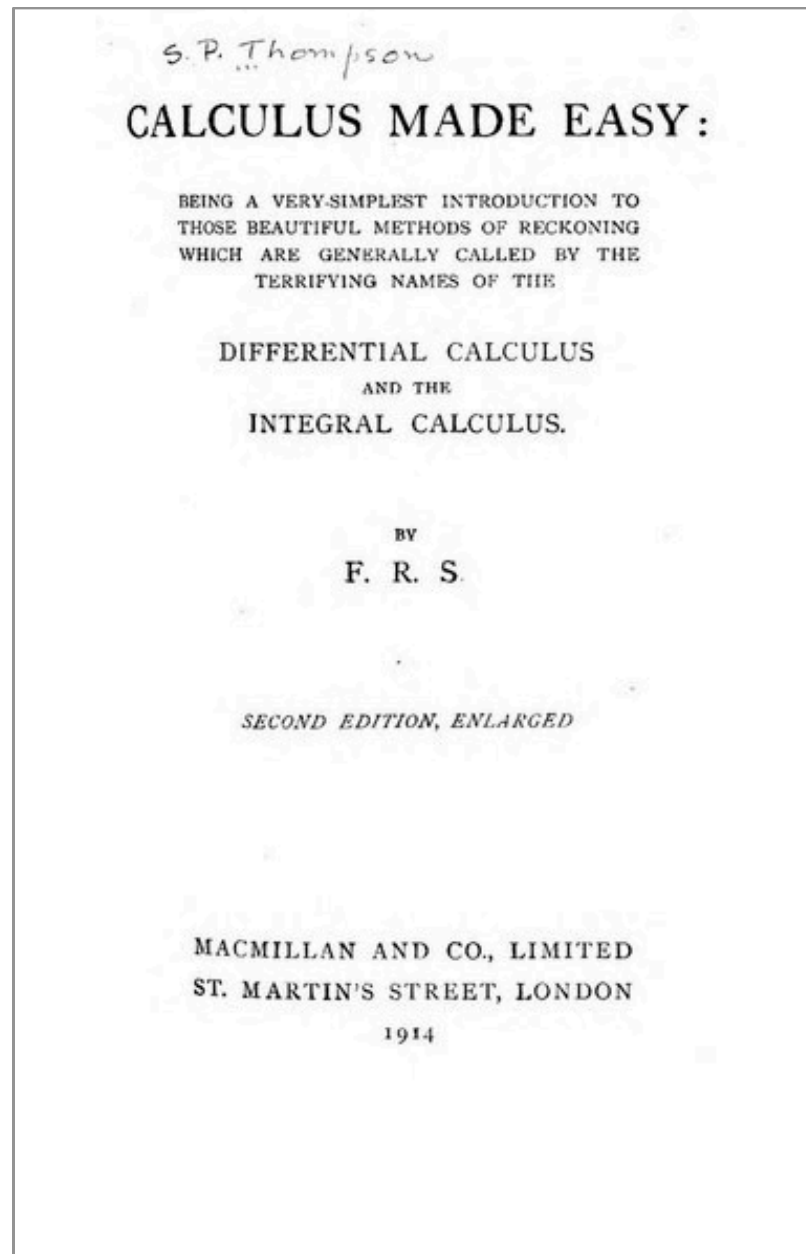
Show, not just tell.

FROM BRANDS

Use **emotion** to make it memorable.

FROM TEACHERS

Turn complex into **simple**.

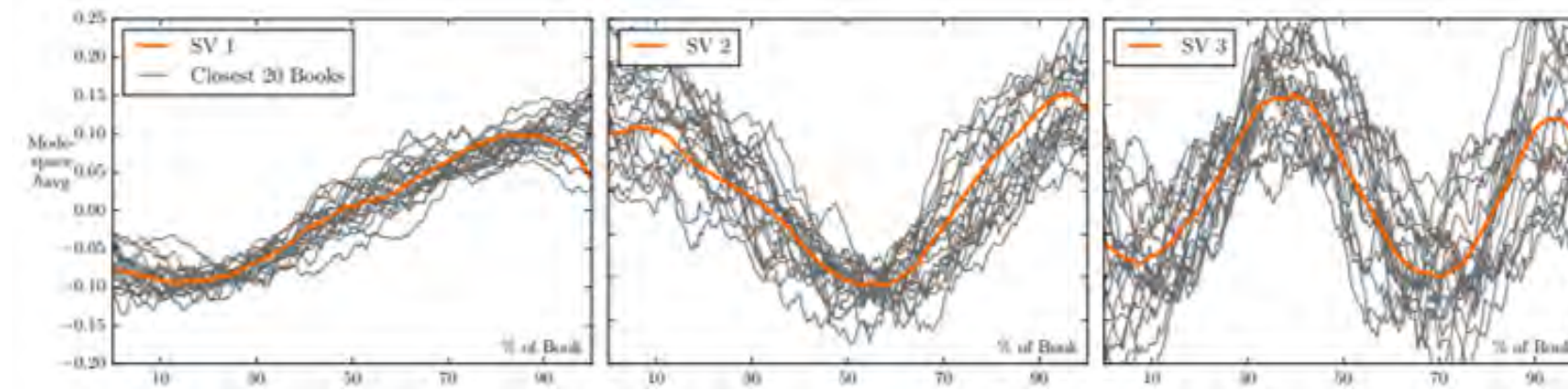


What good stories have in common

- Plain language
- Relatable examples
- They take you on a journey

<https://calculusmadeeasy.org/>

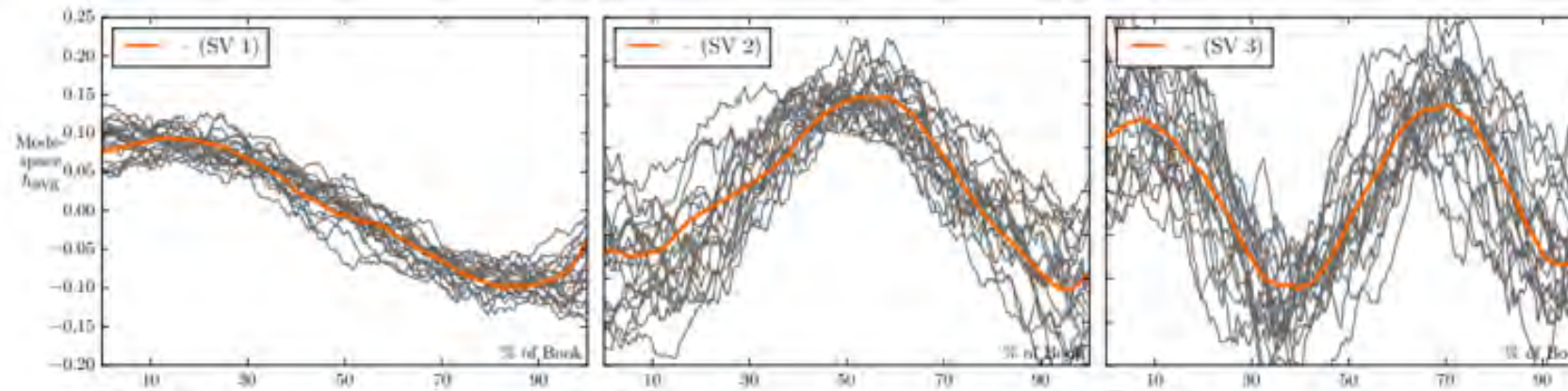
The six story arcs



1. Rise

3. Fall - rise

5. Cinderella



2. Fall

4. Rise - fall

6. Oedipus

- "Rags to riches"
- "Riches to rags" or "Tragedy"
- "Man in a hole"
- "Icarus"
- "Cinderella"
- "Oedipus"

<https://arxiv.org/abs/1606.07772>

Story structure

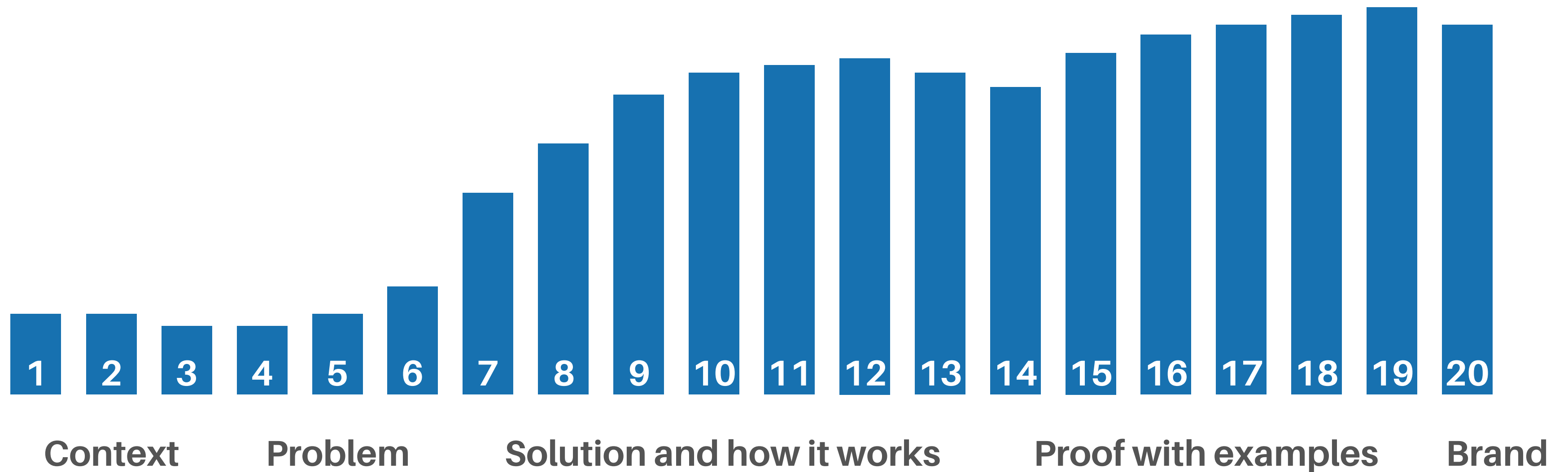
WRONG

- Brand, institutions, partners
- Technical details, budget
- Dates, procedures
- All of the outputs
- Co-funding statements

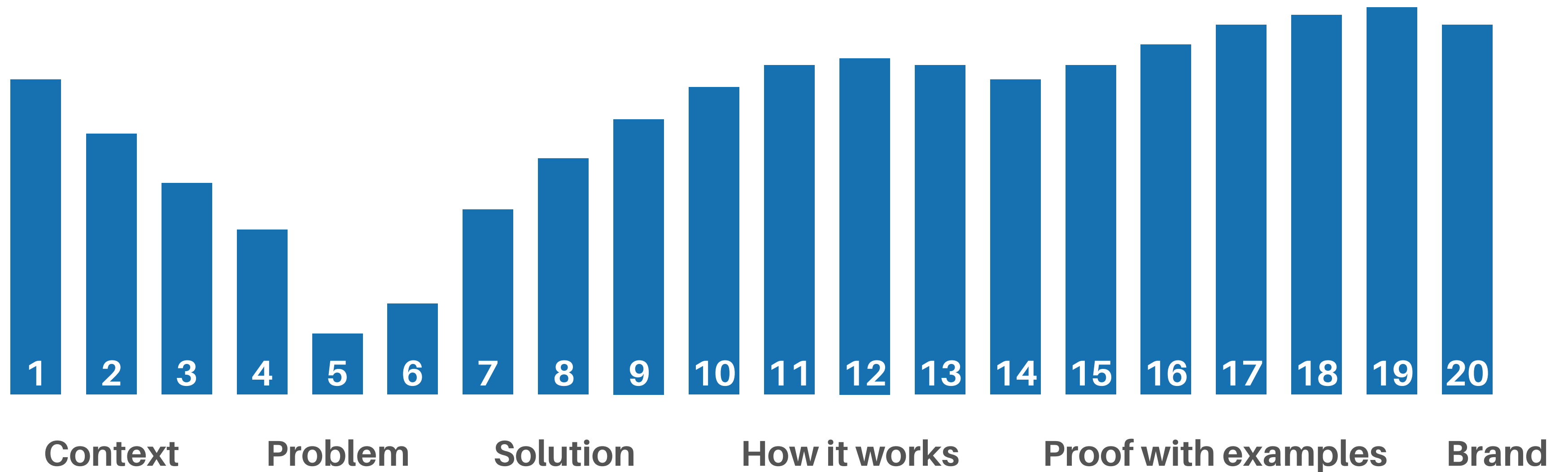
CORRECT

- **Context** - audience intrigued
- **Problem** - audience relates
- **Solution** - audience understands
- **Proof** - audience appreciates
- **Brand** - audience remembers

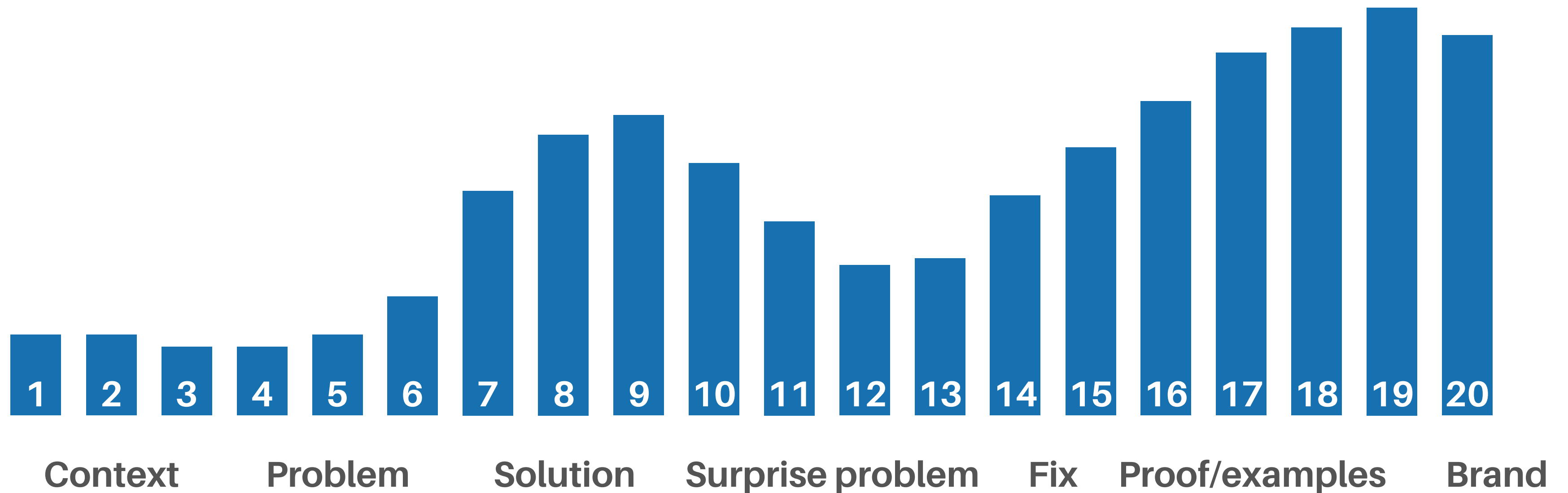
"Rise"



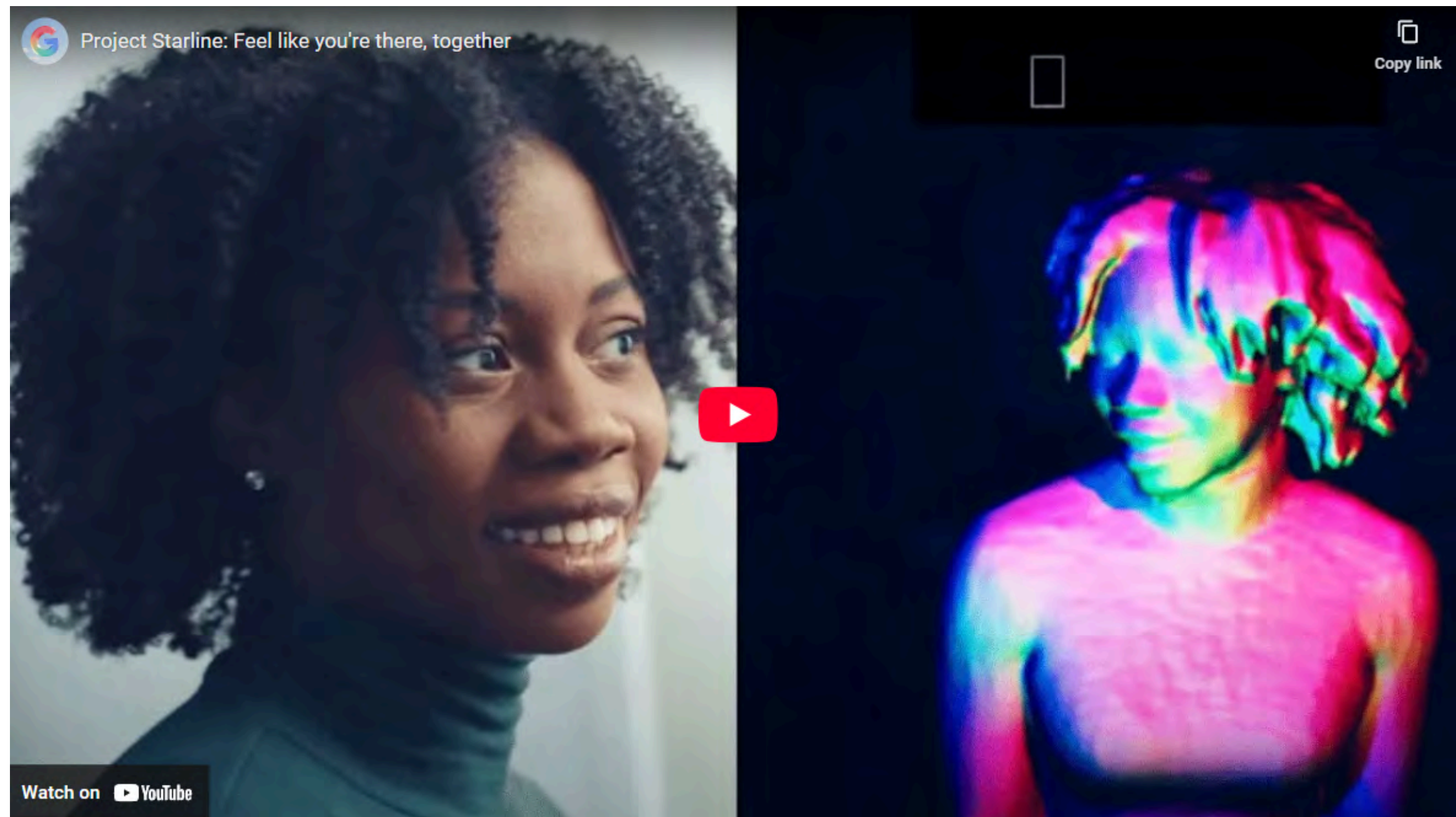
"Fall-rise"



"Rise-fall-rise"



Example:



Project Starline: Feel like you're there, together. Published by Google on YouTube
Watch here: <https://www.youtube.com/watch?v=Q13CishCKXY&t=1s> Used for educational purposes. All rights remain with the original creators.



Comfort break
10 minutes



Storytelling mistakes

FORMAL LANGUAGE

Exhausting and confusing

INFORMATION OVERLOAD

Overwhelming

UNREALISTIC PROMISES

Damages your credibility

Formal language

Avoid:

- Words like: *stakeholders*, *synergies*, *capacity-building*, *beneficiaries*, *cross-cutting*, *innovative (if not explained)*, etc.
- Empty, general claims
- Passive voice
- Abbreviations

Solution:

- Plain language

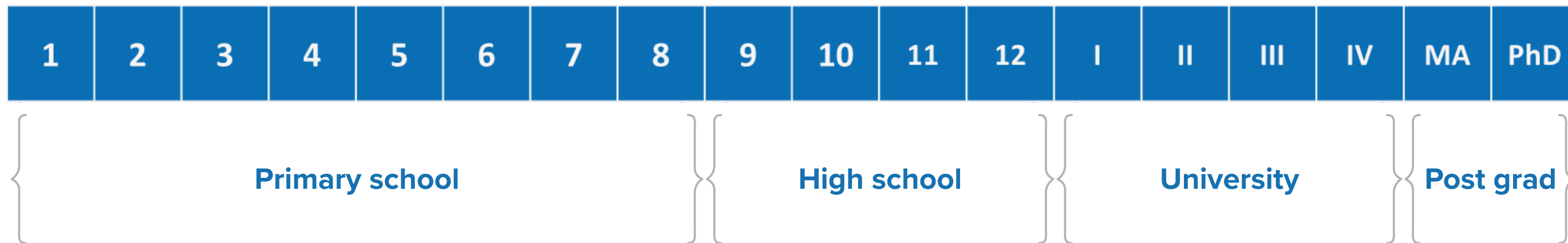


Gerrit Dou - Scholar sharpening a quill pen, Wikimedia Commons

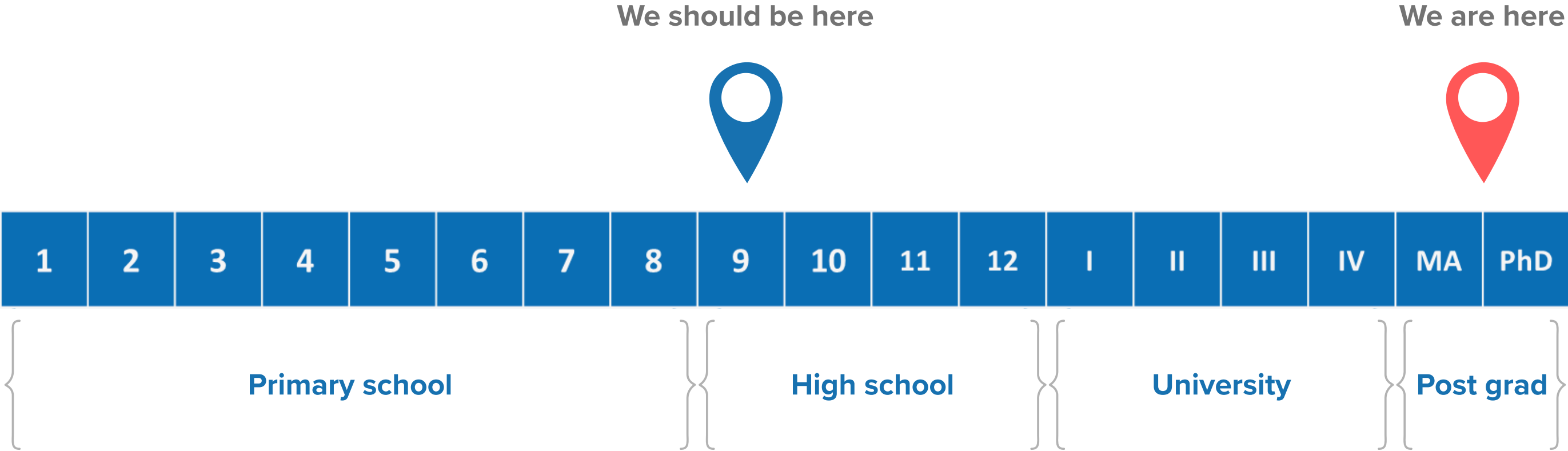
Readability score

Estimate of what should be your **education level** to **easily follow** the story.

- What is the average score of an EU-funded project?
- What should we be aiming for?



Readability score



Instead of – you could say

“Utilized” – try “used”

“Facilitated” – try “helped”

“Improved competences” – try “trained”

“Improved knowledge levels” – try “taught” or “learned”

“Held public awareness campaign about the project...” – try “we promoted the project by...”

“Fostered” – try “helped” or “supported”

“Procured” – try “bought”

“Target area” – just name the city/region

“Target audience” – people

Information overload

Avoid:

- Overwhelming your audience with too many numbers, statistics, and specifics

Solution:

- Choose only the most important information



Unrealistic promises

Avoid

- Making claims and promises that you cannot prove

Solution:

- Be honest - a small project with real impact is better than a big project with questionable impact



Instead of saying...

With our three major workshops, monthly Zoom meetings, broad distribution of a variety of promotional materials (pens, notebooks, mugs and more), multiple cross-border synergies on capitalisation and cohesion, and a high-level conference with policy makers on the future of the post-27 thematic ERDF networks, as well as the website, the newsletters and the internships we have significantly improved the challenging environment of complex systematic administrative congestions when applying for the initial career progression of young people and youths in the programme region. #AreYouStillReading, #WHY



Try...

We helped twenty young people start a business.



STEP BY STEP

HOW TO PREPARE YOUR PECHA KUCHA





PLANNING

Make a spreadsheet with 20 rows, one per each slide. Plan your story flow - a keyword or simple phrase per slide.



IMAGES

Once you have a solid structure, start searching for the highest quality images that fit your keywords - consistent style.



PRACTICE AND ADAPT

Put your images on 20 PowerPoint slide and setup auto transition each 20 sec. Practice and adapt, then trust the script.

HOW TO PREPARE



Planning

[Link to PechaKucha planning template](#)

PechaKucha planner by Nebojsa Nikolic - 2025

★

📁

🔗

File

Edit

View

Insert

Format

Data

Tools

Extensions

Help

🔍

Menus

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Content

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🔗

Type

▼

Keywords

▼

Tr

Details

▼

2

Slide 1

Context

▼

Why?

Why this specific format? (Make a joke to lighten mood and audience to relax)

3

Slide 2

Context

▼

Overload - you are busy

100 things to do and now a creative presentation. How should it look?

4

Slide 3

Problem

▼

Frustration

You try to come up with something interesting, feel obliged to add more and more...

5

Slide 4

Problem

▼

Clutter

And your presentation ends up looking like this desk - full of information, but cluttered.

6

Slide 5

Problem

▼

Audience bored

The mess leads to confusion and disconnect by the audience

7

Slide 6

Solution

▼

Clarity and peace

Make it like this desk - simple but clear and purposefully beautiful

8

Slide 7

Solution

▼

Origin

Where the method is coming from

9

Slide 8

Solution

▼

Meaning

PechaKucha - "the sound of conversation" or "chit-chat" in Japanese

10

Slide 9

How it works

▼

The method

You get 20 slides with just images and 20 seconds per slide

11

Slide 10

How it works

▼

Haiku

Similar to Haiku - Simple but hauntingly beautiful

12

Slide 11

How it works

▼

Quickly spread

The method spread accross the world and proven to work great

13

Slide 12

How it works

▼

Simplicity

It spread because super simple rules - easy to teach and easy to follow

14

Slide 13

Proof

▼

Fresh

It's refreshing - people are tired of long boring slides with text

15

Slide 14

Proof

▼

An image is worth 1000 words

With 20 images it's like 20.000 words - a rich story

16

Slide 15

Proof

▼

Focus

No distractions - focus on one thing

17

Slide 16

Example

▼

Creativity

The method unlocks creativity - like origami

18

Slide 17

Brand

▼

I will show you the way

By teaching you how to prepare and enrich with storytelling

19

Slide 18

Brand

▼

I will arm you

With tools and templates to make your job easier and more fun

20

Slide 19

Brand

▼

I will shield you

By showing you common mistakes and what to do instead

21

Slide 20

Brand

▼

And we will practice together

I will show you how it all ties up in practice



PechaKucha mistakes

INCONSISTENT IMAGES AND THEME

Breaks the flow, confuses the audience.

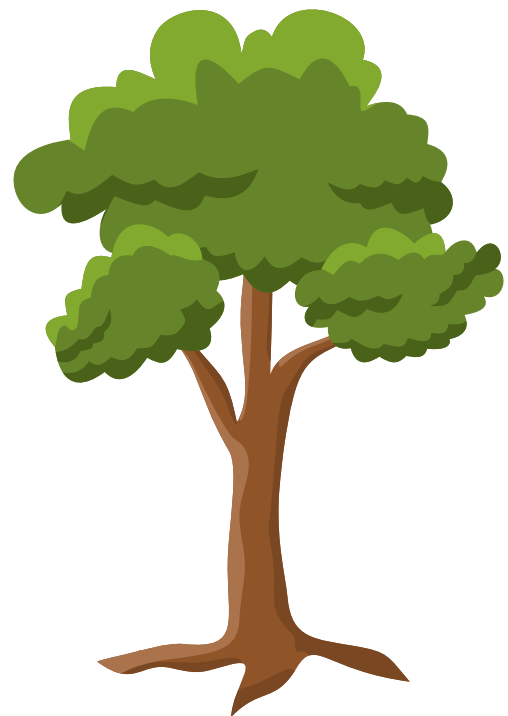
FIGHTING THE CLOCK

By trying to say too much per slide you leave the impression that you are unprepared and uncertain.

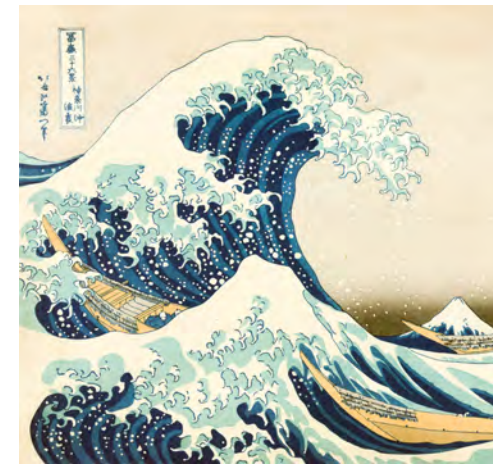
LACK OF PRACTICE

Affects your confidence and flow.

Visual and thematic **inconsistency**



Visual and thematic consistency



A vibrant, high-angle photograph of a busy Japanese street at night. The scene is filled with a dense array of neon signs and advertisements in various colors, including red, white, and blue. Some signs are in Japanese, while others are in English, such as 'ZAZA DOTO', 'We are OSAKA', and '100m up'. A black and white bird sculpture is visible on the right side. In the center, a blue rectangular box contains the text 'AVOID BUSY IMAGES AND COLLAGES'.

AVOID BUSY IMAGES AND COLLAGES

FREE AND EASY

STORYTELLING TOOLS AND RESOURCES



AI tools

1. LLMs

- ChatGPT
- Copilot
- Gemini
- Claude



2. Writing

- Resoomer
- Grammarly
- Quillbot
- Hemingway
- LLMs



3. Multimedia

- Dall-E
- Midjourney
- Runway
- Suno AI
- 11Labs



4. Create content

- Canva
- Adobe Express
- Gamma



Example: Test your full presentation story for readability

Hemingway App makes your writing concise and correct.

H2ignite is a transnational project funded by the Interreg North Sea Region Programme. We aim to foster cross-sector collaboration to bring green hydrogen into the mainstream of the North Sea Region's transport systems. With our innovative approach, we are breaking down barriers to hydrogen deployment by connecting industry leaders, public authorities, and research institutions. Our mission is to create a greener, more sustainable future for transport through hydrogen-based solutions.

Through our collaborative efforts, we aim to accelerate the development of hydrogen ecosystems that will transform transport and energy systems across borders. Here, you'll find key information about our groundbreaking pilots, the latest innovations in hydrogen technology, and opportunities to engage with a cross-sector network of experts.

Join us in driving the green hydrogen revolution and discover how we're shaping the future of sustainable transport. Dive into our interactive platform, explore our regional pilots, and stay up-to-date with our latest insights and innovations. Together, we can unlock the potential of hydrogen for a greener, cleaner future.

The project duration: three years, 1st of September 2024 to 31st of August 2027

The North Sea Region (NSR) is at the forefront of green energy transformation, offering enormous opportunities for energy security, economic growth, and hydrogen innovation capacity. The global green hydrogen market is projected to reach €591bn by 2030 (Deloitte, 2023), and hydrogen has a particularly crucial role to play in decarbonizing the transport sector.

However, three major challenges persist:

Small H2 Ecosystems: Most hydrogen ecosystems consist of small, isolated private sector groups that are in early test phases, with little public sector coordination or knowledge exchange.

Scarcity of Business Models: There is a lack of innovative and viable business models for both single and multi-user hydrogen applications.

Write Edit Feedback

Readability ⓘ ⓘ
Grade 15
Poor. Aim for 9.

Words: 401
Show more stats ▾

14 of 23 sentences are very hard to read. ⓘ

1 of 23 sentences is hard to read. ⓘ

Find grammar and spelling issues with Editor Plus.
Upgrade

1 weakener. ⓘ
[View details](#)

3 words with simpler alternatives. ⓘ

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Stock images

- Pexels
- Pixabay
- Unsplash

A close-up photograph of a traditional Chinese calligraphy brush with a dark, textured tip resting on a dark, rectangular inkstone. The inkstone is filled with dark ink. The background is a white surface with vertical columns of black Chinese calligraphy in a cursive style.

Storytelling exercises

Freewriting

Task:

Write down your thoughts quickly and without any filter or worry.

Benefits: Great for brainstorming, processing thoughts and emotions, releasing stress, unlocking creativity + helps you working with AI.

A room with a large, detailed rug depicting a seascape with ships and a mountain, next to a window and a chair.

Storytelling exercises

PowerPoint Karaoke

Task: The participants get a set on slides with unrelated images, and they have to present on the spot, pretending it all makes sense and that it is all very important.

Benefits: Helping you develop improvisational, public speaking and storytelling skills.

Questions and answers



YOU'VE
GOT THIS

REMEMBER TO PRACTICE





Good luck!

And have fun

Nebojsa Nikolic

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