



Lancaster University
Management School

ECR 'Pecha-Kucha' Competition



as part of the
LUMS Research Conference
Thursday, May 9th 2024

We are inviting expressions of interest among early career researchers (ECR) – those within eight years of their PhD award – to participate in a competitive 'Pecha-Kucha' session where participants will present a research project of their choice in a visual, entertaining, and accessible style.

'Pecha-Kucha' is a short visual presentation comprised of 20 slides. Each slide is timed to automatically advance every 20 seconds. This format requires slides to be mostly visual with as little reliance on text as possible and encourages presenters to share their ideas concisely and creatively. A Pecha-Kucha presentation format is an ideal way to deliver complex ideas in less formal manner and for translating specialist knowledge to non-specialist audiences.

To enter the competition, only **a 150-word abstract** should be submitted to **Professor James Cronin** (j.cronin@lancaster.ac.uk) by **Wednesday March 27th**. Acceptance of your presentation will be confirmed by Friday 12th April after which you will be asked to email a full set of your slides to Professor Cronin by May 7th. The winner of the Best Pecha Kucha will be announced at the Research Conference's Closing Ceremony on May 9th.

- Your Pecha-Kucha presentation can relate to any aspect of your research / research projects.
- Each contributor can submit only one proposal.
- You should showcase your project (or an aspect of your project) in a concise, imaginative, and accessible way using descriptive images / audio-visual techniques to communicate with your audience.
- Pecha-Kuchas must be delivered in Microsoft Office PPT format with correct settings: i.e. choose transitions tab > timing > advance slide > after > 00:20.00 > click apply all button. (Note: deselect "On Mouse Click" button).

Further information: For any queries, please contact the LUMS director of the Centre for Consumption Insights Professor James Cronin (j.cronin@lancaster.ac.uk).