



FOR IMMEDIATE RELEASE

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PechaKucha will add a whole new level of energy at Michigan Emerging on Monday, Nov. 14, 2011, at Cobo

The fast-paced presentation style, originated in Japan and taking the country by storm, will give presenters six-minutes, forty-seconds to expose their idea to the Michigan Emerging crowd.

Troy, MI, October 18, 2011 – Michigan Emerging, set for Monday, November 14, 2011, is all about sharing ideas and connecting the dots--making PechaKucha the perfect delivery vehicle for sharing at Michigan Emerging.

PechaKucha is a patented system that was developed in Tokyo in 2003. It invites inventors and creative types to present an idea with 20 images presented for 20 seconds each. This method keeps the presentation concise and the interest level high. Michigan Emerging will add to the (PechaKucha) Detroit Chapter's session count. For more info, visit <http://www.pecha-kucha.org/presentations/>.

"We're thrilled to present a PechaKucha session as well as a panel called Collaboration Michigan Style. This panel will shine a spotlight on "niche" start up spaces and the Entrepreneurial Service Professionals making things happen. This will include retail incubators, tinker spaces and industrial kitchens open for product and concept testing," said Kelli Baird, Executive Producer of Michigan Emerging and VP of ARZIKA. "It's an evolutionary time in Michigan. This agenda will highlight the vast amount of talent within our state."

Michigan Emerging will take place from 8:30 a.m. - 5:30 p.m. Tickets are \$45 in advance and at the door and include a \$15 food voucher for lunch. The speakers are lining up and the agenda is set. **Registration is now open.** Michigan Emerging is a comprehensive, non-political, cross-industry event spotlighting the initiatives of universities, corporations and individuals. It will aid in the development of a more diverse, robust and competitive Michigan.

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Michigan Emerging will bring together the resources needed to highlight and facilitate the change necessary to create great wealth and industry in Michigan. For more information on Michigan Emerging, visit www.MichiganEmerging.com or call 248-275-1337.

Network with us online - @MIEmerging, Facebook.com/MIEmerging and our LinkedIn group. Help shape Michigan's future and spread the word through social media.

ARZIKA, founded in 2005, provides executive event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. ARZIKA is devoted to equipping clients with customized event marketing strategies aimed at targeting key decision makers with accelerated revenue opportunities and customer retention. Visit www.ARZIKA.com or call (248) 275-1337.

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EDITORS NOTE: FOR MEDIA ONLY: All speakers are available for interviews. Please contact Peggy Burkhard at 248-770-5172, peggyburkhard@sbcglobal.net to schedule an interview immediately.