

Practical Podcasting

A practical one-day workshop on how to develop a podcast series for publication on the web. The course is for both in-house PR executives and those in consultancy.

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Users of web 2.0 will increasingly expect movement and sound rather than just text and photographs on your web site.

This workshop takes you through the practical steps involved in devising, creating, developing and promoting a podcast series that will have listeners repeatedly coming back for more.

Delegates learn how to:

- Integrate podcasting into an e-PR plan
- Develop a podcasting strategy
- Develop storyboards and scripts
- Choose voices, presenters, jingles and sound effects
- Publish their podcast and let their target audience know that it is there
- Budget realistically for all this
- Recognise where it will all go next

Delegates can bring their own laptop if they wish to develop their own podcast during the course.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Developing a podcast strategy

Podcasting as part of an e-PR plan. What it is and what it can do for you and your organisation. Creating the concept for a podcast series.

Ensuring your podcasts have the vital ingredients for a successful and compelling series.

Developing the content

Creating a storyboard for the theme and plot. Writing a podcast script. Choosing which voices and presenters to use. Deciding whether to use jingles. How to use music beds and sound effects.

The good, the bad and the ugly. Examples of great (and not so great) podcasts.

Publishing & publicising your podcast

How to choose between hundreds of directories, podcasters and aggregators on the web. Deciding which is right for your podcast.

Getting your podcast noticed. How to write show notes that both captivate your target audience and, more importantly, move them from noticing your podcast to downloading it.

Budgets

Budgeting for the perfect podcast. Some rules of thumb and guidelines for getting you started.

The future

In this field the future arrives extremely quickly. We look at the future of podcasting and the emergence of its cousin: the vodcast.



PR Training Provider