

Podcast Training

■ Description

5 Ps to the perfect podcast:

- Preparation
- Performance
- Post production
- Posting
- Promotion

■ Aims

The principal aim of this course is to teach you how to create a podcast, offering a simple and effective method of getting your message across to thousands of people who visit either your own website or dedicated podcasting sites. Mosaic's '5 Ps to the Perfect Podcast' course has been designed to help you understand how podcasting can help your organisation, and to give you top tips for writing and recording scripts and handling interviews. It's very practical and hands on, with lots of exercises and you will also learn about the software you need for recording and uploading your podcasts.

■ Course Programme

MORNING

What is podcasting – the history, the future and demonstrations

Preparation

- Equipment
- Audience needs
- Gathering material
- Writing scripts

Performance

- Recording your material
- Including sound effects
- Using audio software

AFTERNOON

Post production

- Editing & mixing tracks

Posting

- Using FTP web software & RSS syndication software

Promotion

- Using PR
- Podcast sites

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