



## The 5 Ps to the Perfect Podcast – Online

### ▪ Overview

Mosaic's '5 Ps to the Perfect Podcast' online course has been designed to give you a detailed understanding of all the processes required to create and promote a high-quality podcast.

After 15 years of delivering this course face-to-face, we have taken our knowledge and expertise to create a series of interactive and fun modules which will give you plenty of top tips for developing and scripting your podcast. Our virtual training is very practical and hands on, with lots of exercises and you will also learn about the equipment and software you need for recording and uploading your podcasts.

Our fully facilitated online training is via Zoom. You will be able to ask questions, take part in group chat, view training videos and PDFs, share the results of your audio exercises, answer polls and a quiz, plus you will receive a certificate at the end.

### ▪ Programme

#### Overview

- Introductions - the trainer, delegates and Zoom tools
- Quick poll
- Course outline and overview of podcasting

#### Section 1 – Planning your podcast

- Lesson 1: Content, format and meeting your objectives
- Lesson 2: Equipment
- Lesson 3: Location
- Exercise: Scripting, including turning a press release into an audio story
- Questions

Cont....

## **Section 2 – People**

- Lesson 1: Yourself, how to get the best from your interviewees and how to identify and connect with your audience – Discussion
- Questions

## **Section 3 – Production**

- Lesson 1: Recording your audio (using your microphone, smartphone or recording device), plus Zencast and Skype interviews
- Lesson 2: Editing with Audacity
- Exercise: Edit the audio file you created earlier
- Lesson 3: Adding music
- Exercise: Finalising and exporting your audio
- Questions

## **Section 4 – Posting**

- Lesson 1: Uploading your audio to a podcast host
- Lesson 2: Adding to your website
- Questions

## **Section 5 – Promoting**

- Lesson 1: Directories and other promotional opportunities
- Lesson 2: Misc, e.g. monetising your podcast

## **Quiz – testing your knowledge**

## **Final discussion, feedback and any questions**

### **Mosaic Media & Marketing Training**

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