



The 5 Ps to the Perfect Podcast

▪ Overview

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

We were the first UK trainers to offer podcast training and over the years 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. Whether virtual or face to face, our 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.

▪ 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
- Questions

Section 2 – People

- Lesson 1: How to do a good interview
- Discussion: Connecting with your audience
- Exercise: Scripting interview questions
- Questions

Cont...

Section 3 – Production, Part 1

- Lesson 1: Recording your audio (using your microphone, smartphone or recording device), plus Zencastr and Skype interviews
- Lesson 2: Editing with Audacity

Practical Exercise: Record and edit a piece of audio and email to us for review

Section 3 – Production, Part 2

- Listen back, with feedback
- 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: Using directories
- Lesson 2: Adding to Facebook
- Lesson 3: Other methods
- Lesson 4: Launching your podcast

Final discussion, feedback and any questions

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