Audio Podcast: From Zero to live on audio podcast in One Day («NULIVE»)

In this course, you will formulate your strategy for your own audio podcast. You will also learn and experience live how a podcast is created: Researching, recording, editing, reviewing and marketing includes this course.

Duration: 1 day
Price: 850.–
Course documents: Course presentation as PDF, «Recipe Documentation»

Content

Podcasts are not only booming in America. Also in Switzerland, the numbers go up. According to «Statista», 78% of 18- to 35-year-olds listen to podcasts – and more than half of them weekly. It is very tempting to reach the potential customers just through the sense of hearing 10 or 20 minutes a week.

On this course day, you will experience step by step how to plan, create and promote your own podcast.

- Podcasting – Introduction, possibilities, benefits and potential
  - Podcast Types
- Strategy – Defining content and goal
- Recording – Everything about technology and acoustics
- Speak for yourself or hire a professional?
  - Hints for speaking technique, dialect, etc.
- Reviewing
  - Create or buy your own jingle?
  - Audio editing with free or professional software? (step-by-step instructions)
  - Post-processing
  - The best sources for sounds, music and special effects
  - Podcast cover – Design it yourself or have it designed: What needs to be considered for the listener to perceive the podcast?
- Publish podcast – Availability on iTunes
- Launch a Podcast – Strategy, Timing, and Marketing
  - The launch must be planned. What you should pay attention to so that the podcast gets to listeners
- Outlook on Videopodcasting – What else is possible

Key Learnings

- Planning your own audio podcast
- Draft of a suitable editorial plan
- Definition of Podcast Structure
- Assess what needs to be considered for the podcast to reach the audience
- Creation of own jingles and knowledge, how and where to produce them professionally
- Recording and editing of a podcast and technical preparation for the upload
- Making podcasts available on iTunes and other platforms
- Develop your own strategy on how to market your podcast so that it gets as many listeners as possible from the first episode on.

Target audience

The practical course is aimed at people who want to create a podcast for their company or for themselves. This course is also for people who want to create content, plan, and coordinate production for their company, and are interested in receiving a complete overview of how to create and publish a podcast from start to finish.

Additional information

Please bring your own laptop with you.

You may need it to store what you have seen and learned directly in your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact info@digicomp.ch.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/content-marketing/course-audio-podcast-from-zero-to-live-on-audio-podcast-in-one-day