

course

Podcasting

duration

1 day

delegates

6 people

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 Publicity'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.

programme

9.30am	Arrival, welcome and introductions
9.45am	Outline of the Course - What is podcasting? The history, the future and demonstrations
10.00am	Preparation: <ul style="list-style-type: none"> • Including equipment • Audience needs • Gathering material • Writing scripts
11.15am	Refreshments
11.30am	Performance: <ul style="list-style-type: none"> • Recording your material • Including sound effects • Using audio software
1.00pm	Lunch
1.30pm	Post production: <ul style="list-style-type: none"> • Editing and mixing tracks
3.00pm	Posting: <ul style="list-style-type: none"> • Using FTP web software and RSS syndication software
3.30pm	Refreshments
3.45pm	Promotion: <ul style="list-style-type: none"> • Using PR • Podcast sites
4.15pm	Evaluation and questions
4.30pm	Close

Sample course programme. Timings are approximate