

PODCAST : COMMUNICATE YOUR IDEAS THROUGH AUDIO



Podcast training course

Podcasts offer a rich and modern content, as well as many creative opportunities. These media are very successful due to their ability to inform differently, far from screens.

How is a podcast broadcasted?

How can you build content suited for the audio format? How should you prepare, record and assemble a program? How can you give visibility to your podcast?

During this training course, you will discover the podcast ecosystem.

You will learn to define your thread and write for an audio

format. Tools for recording and editing audio files will be

introduced. Finally, you will learn to support the launch of your program.

Objectives

Understanding podcasts and their ecosystem

Defining your identity and your format

Designing your audio content

Recording a high-quality program

Mastering the basics of audio editing

Preparing your launch

Training duration

2 days + 1/2 day in person
or 5 half days online

Number of participants

Up to 6

Audience

Any person wishing to create a podcast

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None

Program

Understanding podcasts and their ecosystem

Learning about podcasts, their advantages and challenges

Acquiring knowledge on the ecosystem of podcasts

Discovering the diversity of formats

Defining your identity and your format

Bringing your personality to the format

Defining your mission, your target

Choosing the length and regularity of your podcast

Creating your pitch

Producing your audio content

Writing for an audio format

Working on your diction

Building your soundscape

Recording a high-quality program

Preparing to record

Recording an interview on the internet or in person

Creating the introduction

Mastering the basics of audio editing

Becoming familiar with Audacity (free and open source)

Processing and editing audio

Assembling an episode

Preparing your launch

Submitting your podcast

Using your networks

Creating visuals to promote your podcast