Corporate Podcasting and Audio Storytelling Training Course



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Kuala Lumpur

5200 € (Per Person)

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Course Introduction / Overview:

In an era dominated by visual content, the power of audio is re-emerging as a uniquely intimate and effective medium for connection and communication. This course delves into the strategic world of podcast production and audio storytelling, designed specifically for business applications. It moves beyond basic technical skills to explore how organizations can leverage audio to build brand authority, foster employee engagement, and create compelling marketing narratives. Drawing on principles of narrative psychology and communication theory, as discussed by experts like Julian Treasure in his work on conscious listening, this program equips participants with a holistic understanding of the audio landscape. We will explore concepts from books like "Story worthy" by Matthew Dicks to understand how to craft stories that resonate deeply with listeners. At BIG BEN Training Center, we have developed a comprehensive curriculum that covers the entire podcasting lifecycle, from initial concept and strategy development to professional-grade production, strategic distribution, and measuring return on investment. This is not just a technical workshop; it is a strategic masterclass in using sound to tell your organization's story, engage stakeholders, and achieve tangible business objectives in a crowded digital marketplace.

Target Audience / This training course is suitable for:

- Marketing Managers and Specialists.
- Corporate Communications Professionals.
- Public Relations Executives.
- Content Creators and Strategists.
- Human Resources and Internal Communications Teams.
- Brand Managers.
- Entrepreneurs and Business Owners.
- Sales and Business Development Professionals.
- Training and Development Coordinators.

Target Sectors and Industries:

- Technology and Software.
- Marketing, Advertising, and Public Relations.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and E-commerce.
- Non-Profit Organizations.
- Government Agencies and Public Sector Bodies.
- Education and E-Learning.

Target Organizations Departments:

- Marketing Department.
- Corporate Communications Department.
- Public Relations Department.
- Human Resources Department.
- Content Strategy and Creation Teams.
- Sales and Business Development Department.
- Internal Communications Department.
- Brand Management Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive podcast strategy aligned with specific business goals.
- Identify and define a target audience for a corporate podcast.
- Master the art of audio storytelling and narrative structure for business communication.
- Write compelling scripts and conduct professional interviews for audio formats.
- Understand and operate essential podcasting equipment for high-quality recording.
- Utilize digital audio workstations (DAWs) for professional editing, mixing, and sound design.
- Implement a successful launch and distribution strategy across multiple platforms.
- Develop marketing and promotion plans to grow a podcast audience.
- Analyze podcast metrics to measure performance and demonstrate ROI.
- Navigate the legal and ethical considerations of podcasting, including music licensing.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the theory but also gain hands-on experience. This course blends expert-led instruction with practical application, moving seamlessly from foundational concepts to advanced techniques. Participants will engage in individual and group exercises, including developing a podcast concept from scratch, scriptwriting workshops, and mock interview sessions. A significant portion of the course is dedicated to hands-on practice with industry-standard audio recording and editing software, allowing attendees to build tangible skills in a supportive environment. We utilize a case study approach, analyzing successful corporate podcasts to deconstruct their strategies and production techniques. Team-based projects will simulate a real-world production environment, fostering collaboration and problem-solving skills. Continuous feedback from our expert instructors and peer review sessions are integral to the learning process, ensuring participants leave with the confidence and competence to launch and manage a successful podcast for their organization. The entire learning experience is structured to be engaging and directly applicable to the professional challenges our participants face.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Corporate Podcasting

- The Rise of Audio in Business Communication.
- Defining Your Podcast's Purpose, Goals, and KPIs.
- Audience Persona Development and Niche Identification.
- Conducting a Competitive Landscape Analysis.
- Developing Your Podcast's Unique Format and Brand Identity.
- Content Planning and Creating an Editorial Calendar.
- Budgeting and Resource Allocation for Your Podcast.

Unit Two: The Art of Audio Storytelling and Content Creation

- Principles of Narrative Structure for Audio.
- Writing for the Ear: Crafting Engaging and Clear Scripts.
- Techniques for Conducting Compelling Interviews.
- Developing Story Arcs for Solo and Multi-host Formats.
- Mastering Vocal Delivery, Tone, and Pacing.
- Repurposing Existing Content for an Audio Format.
- Legal and Ethical Considerations in Storytelling.

Unit Three: Technical Production and High-Quality Recording

- Understanding Microphones, Mixers, and Audio Interfaces.
- Setting Up a Professional Recording Environment.
- Best Practices for Remote and In-Person Recording.
- Microphone Techniques for Different Scenarios.
- Introduction to Digital Audio Workstations (DAWs).
- Managing Audio Files and Project Organization.
- Troubleshooting Common Recording Issues.

Unit Four: Post-Production, Editing, and Sound Design

- Core Principles of Audio Editing and Cleaning.
- Removing Mistakes, Pauses, and Unwanted Noise.
- Adding Music, Sound Effects, and Intros/Outros.
- Mixing and Balancing Audio Levels for a Professional Sound.
- The Basics of Audio Mastering for Distribution.
- Creating Podcast Templates for Efficient Workflow.
- Leveraging Sound Design to Enhance Storytelling.

Unit Five: Launch, Distribution, and Growth

- Choosing the Right Podcast Hosting Platform.
- Submitting Your Podcast to Major Directories.
- Crafting a Comprehensive Podcast Launch Strategy.
- Marketing and Promoting Your Podcast for Maximum Reach.
- Understanding and Interpreting Podcast Analytics.
- Strategies for Audience Engagement and Community Building.
- Exploring Monetization and ROI for Corporate Podcasts.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the ephemeral and intimate nature of audio storytelling be leveraged to rebuild trust in corporate communications where visual media has become saturated and often met with skepticism?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of podcasting into core business functions, rather than treating it as a standalone technical skill. While many programs concentrate solely on the mechanics of recording and editing, our curriculum is built upon a foundation of communication theory and narrative psychology. We prioritize teaching participants how to craft audio stories that not only sound professional but also align with organizational objectives, whether in marketing, internal communications, or brand building. The methodology emphasizes a holistic, A-to-Z project-based approach, where participants develop a complete podcast strategy from concept to launch plan, ensuring they leave with a tangible and actionable blueprint. Furthermore, the course delves deeply into the nuances of audio as a medium for building trust and authenticity, an element often overlooked. By blending strategic business acumen with creative storytelling and technical proficiency, this training provides a uniquely comprehensive and practical education, empowering professionals to use audio not just as content, but as a powerful tool for connection and influence in the corporate world.