

Starting out in Podcasting and Social Audio

You will need:

- Access to a laptop or desktop
- A smartphone and smartphone headset
- We'll ask you to download the free software Audacity to your laptop, and Clubhouse and Twitter to your smartphone

13 DECEMBER 2021 – 9am-1pm	
15 mins	WELCOME <ul style="list-style-type: none">• Meet your trainer and fellow learners• Your social audio aims
60 mins	WHICH AUDIO FORMAT IS RIGHT FOR ME? <ul style="list-style-type: none">• Audio formats – podcasts and social audio• Identifying your audience• Surveying demand and developing a podcast idea• Mapping your idea into a podcast pilot
10 mins	10 min break
30 mins	IDEA DEVELOPMENT <p>Participants to workshop their idea in small breakout groups and present back</p>
30 mins	RECORDING AUDIO <ul style="list-style-type: none">• Equipment and software for recording audio for your pilot• Investing in 'pro' equipment – tips and resources• Free music sources
30 mins	AUDIO RECORDING PRACTICAL <p>Participants to practice recording audio using the 'simul-rec' method.</p>
10 mins	10 min break
45 mins	PODCAST REQUIREMENTS <ul style="list-style-type: none">• Audio hosting site• Web hosting• Resources and further training
10 mins	LOOK AHEAD TO TOMORROW

14 DECEMBER 2021 – 9am-1pm

15 mins	RECAP AND WELCOME <ul style="list-style-type: none"> • Questions and follow-up
60 mins	EDITING AUDIO <ul style="list-style-type: none"> • Using the free software 'Audacity' • Participants will be provided with audio files • Editing single and multi-track files • Alternatives to Audacity
10 mins	10 min break
60 mins	SOCIAL AUDIO <ul style="list-style-type: none"> • Platform overview – Clubhouse, Twitter Spaces, Facebook Audio • Pros and cons of each platform • Test activities – Clubhouse and Twitter Spaces
30 MINS	USE CASES <ul style="list-style-type: none"> • Which social audio platform would suit your brand? • Case study inspiration
10 mins	10 min break
45 mins	INTERVIEWING AND SCRIPTING <ul style="list-style-type: none"> • Tips on writing scripts • Tips on writing interview questions • Sourcing guests for podcasts and social audio
10 mins	COURSE WRAP-UP <ul style="list-style-type: none"> • Q&A and close

- Please download Audacity to your laptop or desktop
 - Audacity for Windows <https://www.audacityteam.org/download/windows/> OR
 - Audacity for Mac: <https://www.audacityteam.org/download/windows/>
- Please download the following to your smartphone
 - Clubhouse
 - IOS: <https://apps.apple.com/us/app/clubhouse-drop-in-audio-chat/id1503133294>
 - Android: https://play.google.com/store/apps/details?id=com.clubhouse.app&hl=en_GB&gl=US
 - Twitter
 - IOS: <https://apps.apple.com/us/app/twitter/id333903271>
 - Android: https://play.google.com/store/apps/details?id=com.twitter.android&hl=en_GB&gl=US