

eBusiness programme

Reserve your **FREE** place now
Action planning workshops



Setting up a Business Podcast - Action Planning Workshop
7th April 2009, 8.45am – 4.00pm
The White Hart Hotel, Boston

Podcasts are one of the most innovative and powerful ways of getting your message across – whatever your message is. Podcasting is a low cost business activity with high potential returns. Once only for 'geeks', corporate podcasting is now emerging to be a mainstream activity which is rapidly being adopted by small and large businesses as a way of communicating with a range of audiences.

This one-day workshop is designed to give delegates the confidence and skills necessary to go out and start producing their own business podcasts, and to design and implement a business podcasting strategy within their organisation.

Workshop programme in detail:

- **What is podcasting/podcasts?**
- **Using podcasting as a communication tool**
- **What can businesses expect to get from podcasting**
- **Use of podcasts in business** - Reaching customers & clients, Advertising & PR and Internal communications
- **Podcasting technology** - MP3players, RSS & its importance, podcatching software and the value of subscribers
- **Podcasting equipment** - what you need, where to get it and how to set it up.
- **Planning a podcast** - scripting & planning, using effects, ways to grab an audience
- **Producing a podcast**- recording, editing and launching – key skills
- **Planning and implementing a business podcasting strategy**
- **Hands-on opportunity to do recording and editing of audio material suitable for a podcast**
- **Case notes** - Examples of some small and large businesses that are currently using podcasts
- **Where to go from here** - sources of further information and support

Who Should Attend? This workshop is designed to give delegates a detailed (but jargon-free) step-by-step introduction to the creative and technical skills required for podcasting and to provide the opportunity for delegates to start planning their own podcasting strategy and develop their own podcasts.

Delegates will have the opportunity to get extensive hands-on experience of using podcasting equipment, you will need to have basic computer/IT skills but do not need previous experience/knowledge of podcasting.

Non attendance: demand for places on eBusiness Workshops is extremely high. Should you fail to attend without providing at least 5 days cancellation notice in writing, or send a substitute from your own organisation, we reserve the right to charge your company an administration fee of £50 + VAT which will be collected by the Host Organisation.

A photograph of a diverse group of business professionals, including men and women in business attire, looking towards the camera.

for further information please call Business Link
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