Podcasting for Business Course

A 5 Star Rated course from the Marketing experts

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Podcasting for Business Course

Learn how to create and launch a high-quality podcast that supports your brand & content marketing goals. Gain practical skills on this 1 day course designed for businesses and professionals.

Introduction

Podcasts are one of the most effective and engaging ways to grow your brand, reach new audiences or share your expertise.

This Podcast training is a hands-on, in-person course designed specifically for professionals who want to leverage podcasting as a marketing and communication tool.

Led by a seasoned radio professional and podcast host, this one-day course will guide you through the entire process from concept to launch, while giving you the confidence and skills to start your own business podcast.

Who would benefit from this course?

This training course is ideal for marketing managers, developers or for anyone who wants their website to appear high in Google Search results.

You should have a basic understanding of SEO

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course that can be held at our premises in Manchester or at yours anywhere in the UK.

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690.

Please email or call us with your preferred venue, number of delegates and any requests

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

I just wanted to take the time to let you know how much I and the team have enjoyed your training sessions. Overall, the trainers we have met have all been really easy to get along with, they're dedicated, have our interests at heart and we would have no hesitation coming back to M Training, should we need you again in the future.
Kayleigh | R52

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Podcasting for Business

Course Outline

Getting Started with Podcasting

- Explore various podcast styles and formats

- Discuss how podcasting can support marketing, business, or organizational goals

Podcast Hosting, Platforms, and RSS Feeds

- Understand podcast hosting services

- Guide to publishing on platforms like Apple Podcasts, Spotify, and Amazon

- Overview of RSS feeds and their importance

Producing a Podcast

- Steps to plan and prepare for podcast recording and editing

Remote Recording

- Tools for capturing high-quality audio and video remotely

Leveraging AI in Podcast Production

- Use AI (ChatGPT) for brainstorming interview questions and drafting show notes.

Equipment and Tools

- Overview of microphones and their uses

- Choosing between audio interfaces and smartphones

- Noise reduction techniques for better sound quality

Podcast Presentation and Interviewing Tips

- Techniques to enhance podcast presentation

- Interview tips based on extensive radio experience.

Podcast Editing

- Essential tools for editing podcasts

- Introduction to AI tools like Descript for editing and enhancement

Mastering and Publishing Your Podcast

- Finalizing your podcast into MP3 format.

- Incorporating ID3 tags for better organization and searchability

Promoting Your Podcast

- Strategies to promote your podcast and attract new listeners

- Utilizing social media platforms for podcast promotion

Finding Sound Effects, Music, and Resources

- Sources for sound effects, music beds, and images to enhance your podcast

To book please see next page

Google
5.0 ★★★★★

Personal, practical and clear approach. I have found it really helpful. I am leaving feeling a lot more confident. Thank you.

Lauren | Manchester Cares

| For private courses the course content can be adapted to suit your requirements.
Please contact us to discuss your requirements.

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Podcasting Course

Why Choose M Training's Podcasting Training Course

- Run an experienced broadcaster and host of 3 successful shows
- 121 or group courses delivered at your premises anywhere in the UK
- 5 Star Rated in Google, Facebook and post course reviews.
- Detailed course notes provided
- Lunch & refreshments provided (when at our premises)
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office.

How to book

To book a 1 Day Podcasting course, simply get in touch to organise the course and date

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

I attended several courses which were all very informative, well-structured and delivered to a high standard.

All questions I had during the day were answered. I left with increased knowledge and feeling confident about the specific areas.

Matthew | Haywater Healthcare

NHS CHANEL Kellogg's BARCLAYS sky | MEDIA JD Specsavers Bupa MANCHESTER CITY COUNCIL mtraining