

## Podcasting Essentials: A Hands-On Approach to Audio Storytelling

Hosting Organisation	Alpha School of English <b>European Commission Organisation ID: E10166514</b>
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Alpha School's Podcasting Essentials offers an immersive experience where participants will be given the opportunity to:

- Gain a comprehensive understanding of the historical evolution of podcasts.
- Identify and differentiate various podcast genres and formats.
- Define a distinct niche for the podcast, identifying unique selling points.
- Develop a compelling podcast concept and outline.
- Understand the significance of audience research and define target demographics.
- Apply basic editing techniques and transitions for polished podcasts.
- Develop a strategic plan for a successful podcast launch.
- Apply social media and marketing techniques for ongoing podcast promotion.

This intensive five-day course is designed for individuals eager to embark on a podcasting journey. Participants will explore the fundamental elements of audio storytelling, from conceptualisation to production. Through hands-on activities and real-world examples, learners will gain practical skills and insights into the world of podcasting.

The programme is delivered over 5 days by members of Alpha's dedicated team and involves both classroom contact time and an Offsite Training day, where participants carry out a relevant task related to course content.

The daily programme runs as follows:

From **08.30 to 13.30** – including integrated breaks and Q&A/ Reflection/ Erasmus+ preparation

## **An overview of the Podcasting Essentials:**

### **Day 1:** Introduction to Podcasting

*Aim:*

Familiarise participants with the podcasting landscape.

*Learner Outcomes:*

- Understand the history and evolution of podcasts.
- Identify popular podcast genres and formats.
- Explore potential podcasting topics and target audiences.

### **Day 2:** Planning Your Podcast

*Aim:*

Develop a clear concept and plan for your podcast.

*Learner Outcomes:*

- Define your podcast's niche and unique selling points.
- Create a compelling podcast concept and outline.
- Understand the importance of audience research and target demographics.

### **Day 3:** Offsite Practical Task - Field Recording

*Aim:*

Apply recording and equipment essentials in a real-world scenario.

*Learner Outcomes:*

- Conduct on-location field recordings.
- Demonstrate effective use of recording equipment in different environments.
- Collaborate with team members to gather audio content.

### **Day 4:** Editing and Production Techniques

*Aim:*

Equip participants with basic editing skills for polished podcasts.

*Learner Outcomes:*

- Understand podcast editing software.
- Learn basic editing techniques and transitions.
- Practice editing using the recorded content from the offsite task.

### **Day 5:** Launch and Promotion

*Aim:*

Prepare participants for a successful podcast launch and ongoing promotion.

*Learner Outcomes:*

- Understand podcast hosting and distribution platforms.
- Create a launch strategy and promotional plan.
- Explore social media and marketing techniques for podcast promotion.

### **Assessment:**

Participants will be evaluated through a combination of a final podcast project, participation in hands-on activities, and a brief written reflection on the learning experience.

Things to bring:

This is not an exhaustive list, but the following items are strongly recommended for participants of this **Recharge and Renew: Holistic Wellbeing Techniques for the Modern Professional** course:-

- A Wi-Fi-enabled mobile device, such as a mobile phone / tablet
- A laptop for classroom activities
- Chargers and earphones/headphones for these devices
- A UK adaptor - Maltese electrical sockets are three-pinned, the same as the UK
- Suitable clothing and footwear for walking
- Sunscreen with a high uva protection
- Water bottle
- A rucksack, or similar, for outdoor use
- A notepad and pens
- A sense of adventure, a positive attitude, and the willingness to integrate and participate in all activities

Our School:

We offer the following facilities at Alpha School of English:

- Qualified, experienced Trainers
- Wi-Fi access throughout the building
- Online resources reducing the amount of paper usage
- IT-enabled classrooms with digital display screen and charging points
- Modern toilet facilities
- Rooftop garden terrace
- Updated in-house course content
- Friendly, helpful administration staff

We look forward to welcoming you all to Malta and are confident you will enjoy your experience with us as much as we will enjoy your participation in our sessions.