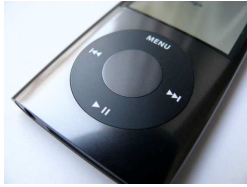




A Guide to Business Podcasting

Graham Bannerman



A Guide to Business Audio Podcasting

Firstly for Podcasting read highly targeted radio programmes. The people that subscribe have made a positive decision to be part of your world and that commitment needs to be carefully looked after by creating great content that's produced in a listener friendly, professional and credible way.

Think about listening to the Radio, it's a highly intimate experience where listener attention is usually guaranteed, providing the content is compelling. This can also be achieved with a podcast.

These are the main points to remember when planning your company's podcast;

- **Design the right format**

Make sure your production elements and presenter choice match your target audience.

- **Make sure that the editorial is entertaining**

No matter how 'dry' or serious the information you have to relay, the listener still needs to find an element of 'entertainment' in what you are doing. This does not mean telling jokes in the middle of a programme about company financial results, but it does mean careful attention to the way the podcast is presented.

For example the interviewer needs to ensure that the Chief Executive faces the questions the audience wants answered, that way they will get real value from the programme and not feel like it's a 'lecture'. A probing question will win over a skeptical audience!

Other guests should be also be interviewed in this credible way, guard against the orchestrated 'voice of the company' approach.

- **Strive for Broadcast quality**

Anything less than the quality someone would expect from mainstream media will damage brand values. Listeners are very quick to dismiss something that they perceive as unprofessional.



- **The Process**

Business audio is a really efficient process in terms of your key personnel's schedule. Most location interviews take place in a quiet room somewhere or if you need atmosphere to illustrate an item, head to where the action is!

Sometimes interviews can take place remotely either via the phone, ISDN, or a conference link.

Either way, there is much less technology to worry about at this stage, which means your CEO is not kept hanging around for ages.

- **Area's of use**

Business or corporate podcasting can be used to add value to your internal and external communications.

- **Internal communications**

- General company news – keeping staff up to date with the latest company and marketplace news

- Change management – these can be amongst the hardest messages to effectively convey. A podcast can really dig in to key issues though its flexibility and speed.

- Induction – a podcast could provide an overview of your corporate structure

- Home working – regular podcast news updates can mean home or remote workers feel more connected.

- **External Communications**

- As a marketing device podcasts can be a valuable way to promote products, services, and events.

- A subscribed podcast can gain a loyal audience and has great scope for connecting with various sectors- Finance, Retail, Media, Technology to name a few. This is particularly powerful when a well made, credible podcast arrives on a listener's iPod via iTunes for instance.

- Brand extensions, spin offs from products, publications all can work well with podcasting.



- In Conclusion

Business podcasting works best when it's well made and credible, yes it is technically possible to plug in a mic to your computer and get podcasting but that may not be the best route.

Just because I've got design software on my computer does not make me a designer so why should anyone suddenly become broadcast presenter and producer when they open up a notebook!

About the writer

Graham Bannerman has spent his whole working life in Radio and TV.

For over a decade Graham was one of the main announcers heard across the UK on ITV1, and presented on camera in the London ITV region.

As a Radio Presenter Graham has worked extensively for the BBC, where he has presented shows for Radio 1, BBC World Service, BBC Five Live and most recently BBC Essex.

His company, Wave Communications has produced corporate audio projects for over 10 years. Amongst its clients are Astra Zeneca, Royal & SunAlliance, Chloride, and Royal Mail.

He has voiced numerous TV and radio commercials for national advertisers together with many narration voiceover projects for corporate video, e-learning and web audio.

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