



8 TOP TIPS TO PODCASTING

A 'How To' Guide To Creating A Podcast

Diana Pasek-Atkinson & Henriette Stokes



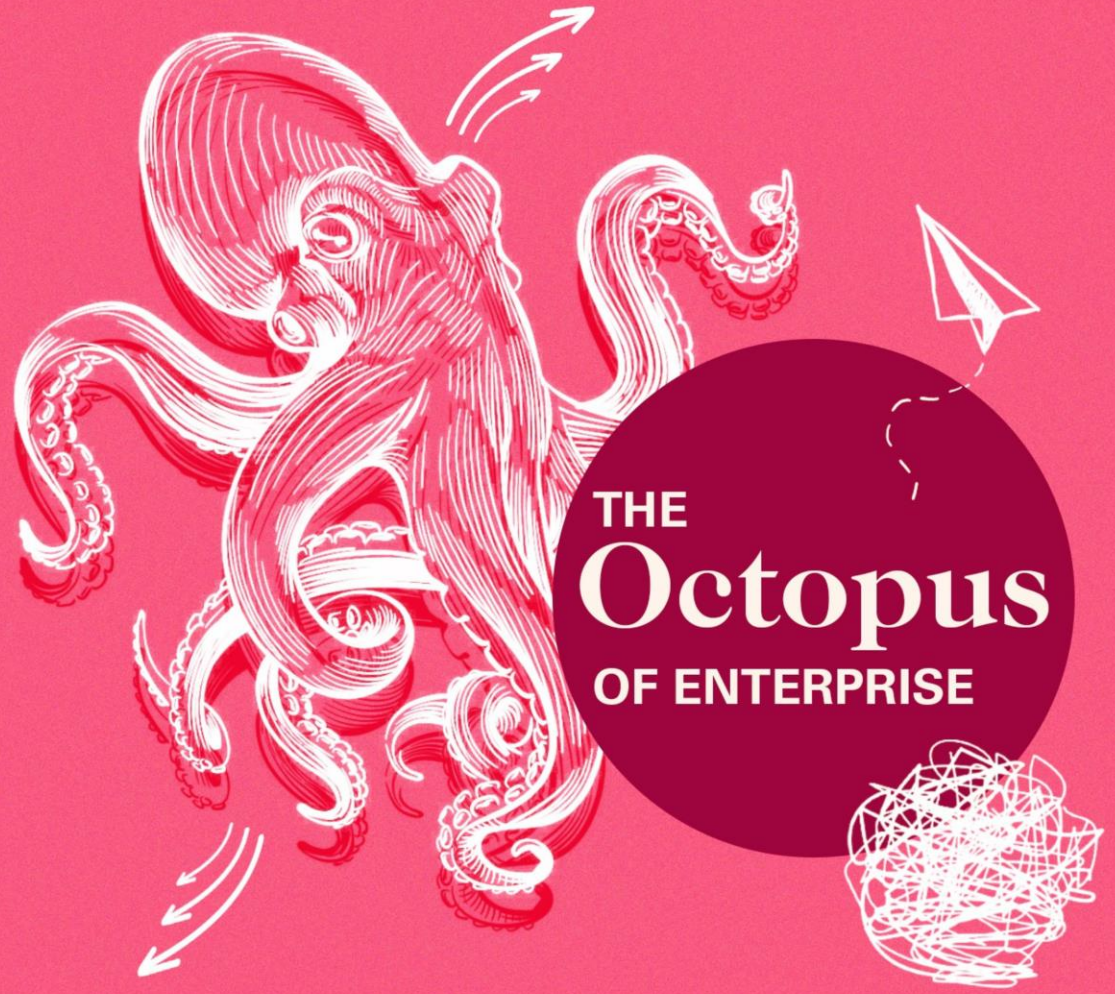


The Dryden Enterprise Centre

NTU Nottingham Trent
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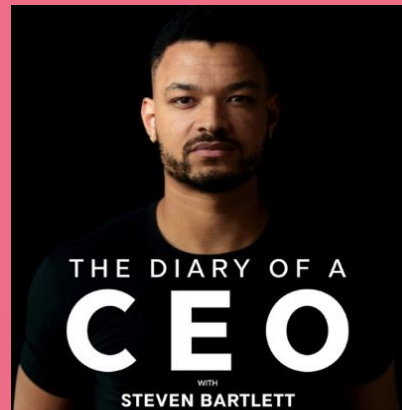


THE NOTTINGHAM TRENT UNIVERSITY ENTERPRISE PODCAST



1: FOCUS AND FORMAT

- ✓ DECIDE ON YOUR TOPIC AND AUDIENCE
- ✓ RESEARCH SIMILAR, AS WELL AS POPULAR PODCASTS (Top 10 in your topic and in general)
- ✓ FROM THAT DECIDE ON STRUCTURE AND FORMAT OF EACH EPISODE (running time, number of hosts/guests, segments, intros and outros, etc.)

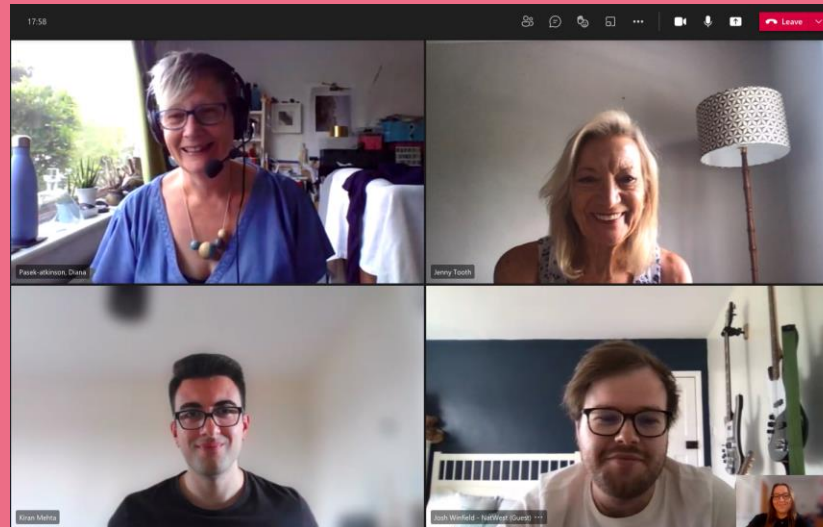


2: RECORDING LOGISTICS

WILL YOUR PODCAST BE RECORDED ONLINE OR IN PERSON?

WILL YOUR PODCAST BE PURELY AUDIO-BASED OR WILL THERE BE VISUALS TO ACCOMPANY IT?

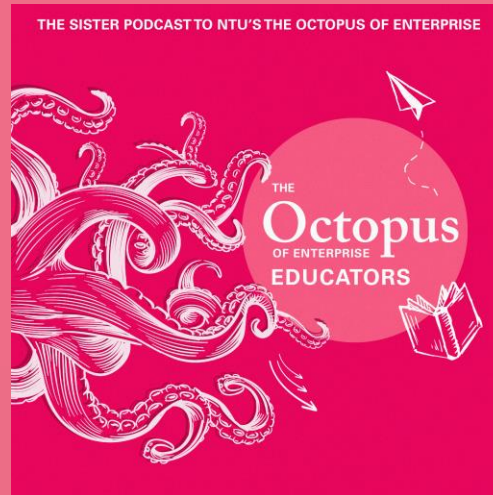
... AND WHAT WILL THAT MEAN IN TERMS OF EQUIPMENT?
(Microsoft Teams, mics, camera)




3: PODCAST IDENTITY



- ✓ NAME (a phrase, three words)
- ✓ VISUAL IDENTITY: ALBUM ARTWORK
- [*Your Guide to Podcast Cover Art That Clicks with Listeners – Alex Clem and Logan Baker*](#)



- ✓ AUDIO IDENTITY: THEME TUNE/JINGLES 
- ✓ EPISODE STRUCTURE AND FORMAT - **CONSISTENCY IS KEY!**

4: PRE-PRODUCTION



Thank you so much for agreeing to be a guest on The Octopus of Enterprise!

The podcast, created by NTU Enterprise, covers a wide range of topics in the world of business and enterprise in a relaxed discussion-based format. We are debating themes such as what an entrepreneur looks like, exploring funding and finance for different types and stages of enterprise development, discussing how to develop and maintain a positive mindset in business and much more!



Your host is enterprise advisor Diana Pasek-Atkinson from the team based at the new Dryden Enterprise Centre, which we fondly call the DEC.



Our DEC mission statement: It takes courage to go it alone.

Whether you're starting, growing or not quite knowing – being part of the Dryden Enterprise Centre connects you to a community of peers and a world-beating university, empowering growth.

We believe in new ideas. We exist to ignite them. [dec.space](https://www.dec.space)

Our Octopus of Enterprise audience has an interest in knowing more about business and enterprise; they may already be running a business, just starting one or only at the ideas stage, whichever it is we aim to create an interactive and engaging conversation which shares real world experience from which they can spark ideas and action.

What to expect on the day of recording:

Along with you, Diana will be joined by up to three other guests related to the area of discussion we are focusing on in your episode.

- We will need a maximum of one hour of your time to record the podcast through an online Microsoft Teams meeting.
- Before pressing record, we will do a brief introduction and check the sound quality of both host and guests' feeds.
- Diana will then introduce herself, the guests and the topic of discussion we have chosen to focus on during the episode.
- Diana will mediate the conversation whilst also taking part in it! We want the podcast to sound as 'chatty' as possible so feel free to jump in on the discussion.
- After around 40 minutes Diana will bring the episode to a close and thank the guests and listeners.
- The recording will be stopped, and guests will be able to highlight anything they wish to be deleted within the recording or corrected (e.g. name and information of a business)

You can find [The Octopus Of Enterprise](#) on most podcast providers! We will let you know when your episode will be released. We reserve the right not to publish the episode after recording.

If you have any questions, or any specific areas you'd like to talk about on the podcast please contact our Podcast Production Assistant henriette.stokes@ntu.ac.uk

Script: Storytelling

So today! We're discussing the art of storytelling! Looking at how it can be incorporated in enterprises big and small. Along the way exploring the power behind the medium and how entrepreneurs or employees working in the business world can use storytelling as a way to advance their message, product, or career.

And who better to discuss this with than ...
 Lisa Newport, Lisa Newport Style and President of the East Midlands Region of the Professional Speaking Association
 James Barry, RD Content
 And Rob Pittam, Robin Hood Media

Welcome all...
 Welcome to The Octopus of Enterprise. How are you all doing today?

Brief casual chat?

So, I thought we would start, since this episode is all about storytelling, by asking you all to briefly tell us your 'story' so far. (Pick someone to start).

Amazing! – what makes a good story and why do people love the art of storytelling? e.g., Rob as a journalist had to find great stories, can you give an example? Does have something to do with how emotive or authentic they are?

Finally, why would you choose to incorporate storytelling in your in business or maybe if you an entrepreneur, your pitch to investors and target audience? e.g., other business asks James and the company to tell their stories to increase awareness OR Lisa (speaking association) in the form of a pitch.

END: CONCLUDE WHAT HAS BEEN DISCUSSED

But sadly, that's all we have time for today - thank you Lisa, James and Rob and thank you for listening. I'm Diana Pasek - Atkinson and you have been listening to The Octopus of Enterprise BYE!

- ✓ RESEARCH TOPICS AND GUESTS
- ✓ INVITE AND SCHEDULE GUEST(S) (include a brief)
- ✓ WRITE SHORT SCRIPT (internal use ONLY)

5: TIME TO RECORD

BEFORE PRESSING RECORD IT'S GOOD TO...

- ✓ MAKE INTRODUCTIONS (build a rapport with guests, outline the structure, answer any questions, set the tone for the episode)
 - ✓ CHECK AUDIO QUALITY

WHEN RECORDING IT'S GOOD TO ...

- ✓ KEEP TIME-CHECKS/NOTES DURING THE CONVERSATION
 - ✓ ADAPT AS YOU GO

ALL OF THIS IS MADE EASIER WITH A PRODUCER!

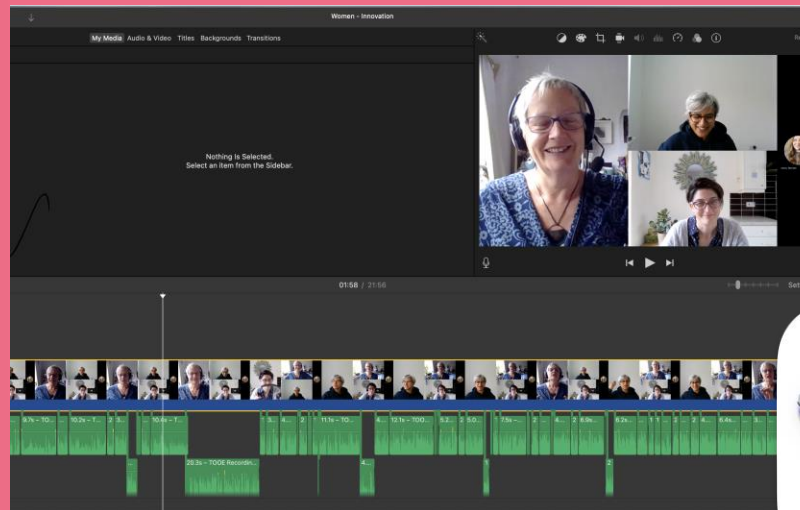


6: POST- PRODUCTION

THE OCTOPUS OF ENTERPRISE RECORDS FOR AN HOUR AND EDITS DOWN TO A 20-25 MIN EPISODE (record 2x longer than the running time of your episode)

EDIT TIME VARIES DEPENDING ON THE EPISODE (use editing software such as, iMovie, Premier Pro, Audacity)

RE-RECORDS ARE YOUR BEST-FRIEND
(aids the structure and coherency of an episode)



7: DISTRIBUTION

FIND A SERVICE TO UPLOAD AND DISTRIBUTE YOUR PODCAST – WE RECOMMEND **SPOTIFY FOR PODCASTERS** (formerly known as **Anchor**)



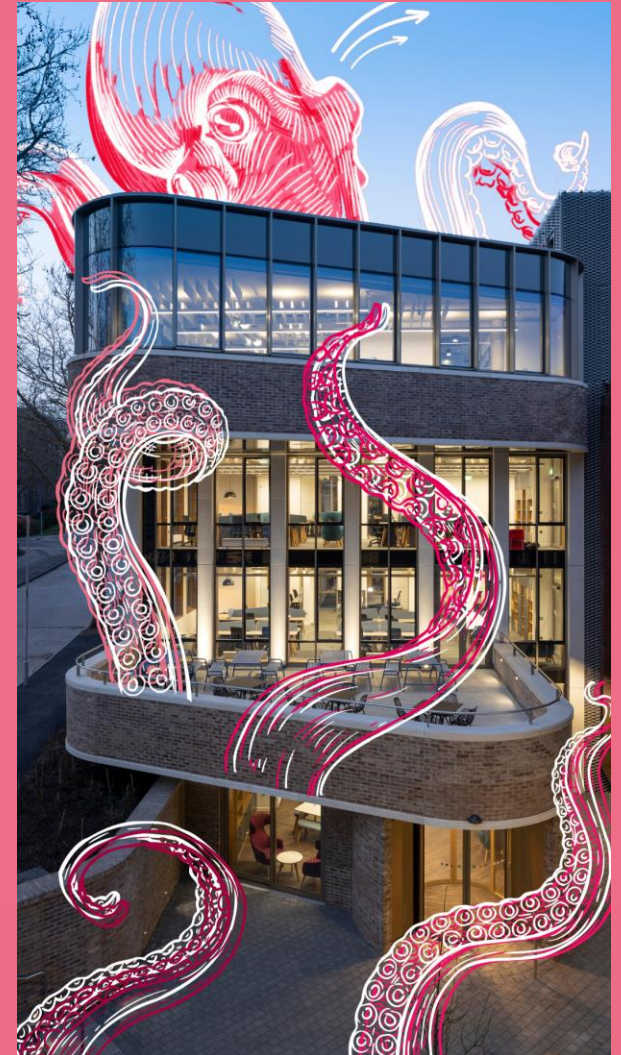
DON'T FORGET

- ✓ EYE-CATCHING EPISODE TITLE AND DESCRIPTION
- ✓ RESEARCH THE BEST TIME TO SCHEDULE A RELEASE

8: SHARE YOUR PODCAST

A PODCAST IS ONLY AS GOOD AS IT'S MARKETING

- ✓ POST AT IDEAL TIMES ON SOCIALS
 - ✓ TRY OUT AND CREATE DIFFERENT FORMS OF ASSETS (i.e., graphics, stills, reels, etc.)
- ✓ HASHTAG/TAG GROUPS AND GUEST(S) TO ENCOURAGE SHARES AND LISTENS





ANY QUESTIONS?



LISTEN TO THE OCTOPUS OF ENTERPRISE NOW!

SCAN ME

