

PwC's experiences with Podcasting

March 2007



Known content needs

Our sites are a quick, direct route to our clients and targets. They can be used to:

- Keep people informed;
- profile PwC thought leaders;
- convey success stories;
- examine trends;
- build our reputation as a trusted advisor and source of valuable information;
- expand and alter our brand perception

Status quo – PwC websites 2006

- Predominantly text-based – some video but little other multimedia content
- Informal research largely reinforced perceptions of professional services market
- Who would listen to a PwC podcast and how?
- Regardless of initial scepticism we decided on a pilot with an external agency
- This way we could test the market, set the standard and begin the learning process

To podcast or not to podcast ...

- Would someone interested in the subject matter listen to your planned content for ten minutes? Would **you**?
- Are you trying to create the climate for a lively topical debate, both during and after the podcast?
- Can you list two or three distinct advantages of doing a podcast over other ways of conveying your message?
- Could you imagine your topic being covered in a business talk radio show?
- Do you have good natural speakers to take part in the podcast?
- Will your podcast be one of the only means people have of accessing this information?

Identified best practice

- The participants are passionate about their subject and speak with authority;
- they are **authentic** – not spun or overproduced but **a channel for a real conversation between people**;
- Think radio – its what people are used to;
- Voice-overs and monotones two ways to ensure switch off;
- As such, podcasting represents a challenge to some ways of doing things. It would allow us to express differing points of view, or take an unexpected stance on a particular issue.

How to prepare for the production

The running order provides the “bare bones” on which to build the podcast, so its content is essential. Items to include are:

- An introduction, written in a style as close to spoken speech as possible;
- a summary of the key message(s) you wish to convey;
- a note of each item you wish to cover;
- estimated times for each section/item you want to include;
- background notes on the subject.

How not to get it wrong

- Do not script – under any circumstances – other than intro/out;
- Have faith in your own people – let them breathe
- Pitch the content and tone to your audience interests and assumed level of knowledge;
- Ensure that you have a **clear idea of the message** to communicate;
- Prepare by thinking about the information the audience needs;
- Ensure that you address the questions they are likely to pose.

As a result

- Companies Act – our most popular podcast to date – changed the perceptions internally
- Not a pancea – a podcast produced around the same time attracted a fraction of the traffic
- Challenging the existing structures:
 - IA
 - Navigation – by type