



Corporate Podcast Summit

Podcast Content

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Corporate Engagement Summit Podcast Content

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Good morning!

Top up your coffee...

- ❑ Strategies for content *within* your podcast
- ❑ Strategies for content *around* your podcast
- ❑ Case studies: Matt O'Neill, Activ-Media
- ❑ Podcasting: The next 12 months



Content *within* your podcast

- ❑ Interviews trump presidential addresses every time
- ❑ Dig out local talent- it's everywhere
- ❑ Tell a story. Lead with experience
- ❑ Get your audience involved
- ❑ Execute once, repurpose many times



Content *within* your podcast

- ❑ It feels good to be “let in”, privy to an “event”
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- ❑ Open the doors wide! Let everyone contribute
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Content *within* your podcast

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- ❑ Customers want to scratch below the surface
- ❑ Everyone can relate to human experience
- ❑ Open the doors wide! Let everyone contribute
- ❑ Give them what they want, however they want it.



Content *around* your podcast

- “What’s in it for me”?
- Offer the transcript and supporting materials
- Tag everything.



The next 12 months

- ❑ Server-side technology supporting new models
- ❑ Video and active audio
- ❑ We're all media owners now



Thank you

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