Course : Create a podcast for your business

Practical course - 3d - 21h00 - Ref. POD
Price : 1800 € E.T.

4,6 / 5

The aim of this training course is to enable you to set up a podcast channel for your company, for individuals or for your customers.

Teaching objectives

At the end of the training, the participant will be able to:

- Designing and preparing your podcast
- Know the equipment to be used
- Recording and hosting a podcast
- Create an audio package and broadcast a podcast
- Manage podcast pre-production and post-production

Intended audience

Communication managers, webmasters, journalists, influencers... anyone who needs to set up this new communication channel.

Prerequisites

No special knowledge required.

Practical details

Role-playing

A bit of basic theory is a must, along with a maximum of practical exercises on your own and in a group, and listening and constructive criticism in the group.

Teaching methods

Active teaching based on discussion, case studies and training exercises.

Course schedule

PARTICIPANTS

Communication managers, webmasters, journalists, influencers... anyone who needs to set up this new communication channel.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Basic principles

- Understanding the theoretical basis.
- Understand the key concepts of audio production.
- Differentiate between different podcast formats.
- Theoretical presentation of equipment.
- Getting to grips with the equipment.
- Manage different microphone positioning techniques.

Storyboarding workshops
Discuss the different types of podcasts.

2 Pre-production recording

- Manage the production schedule.
- Identify the name, form and animation method of the podcast.
- Choose podcast format.
- Manage content planning stages.
- Write a script for the episode.
- Create the podcast visuals with graphics software.
- Create and host your podcast.

Hands-on work
Writing an episode script.

3 Podcast production

- Managing interview techniques.
- Manage voice recording techniques.
- Adapt your tone of voice.
- Know how to animate alone and with others.
- Use communication tools for remote participants.
- Record a "trailer" or a "teaser".

Hands-on work
Practice recording and animating a podcast episode.

4 Post-production of the recording

- Manage editing techniques.
- Cleaning, equalization, dynamics processing.
- Manage audio dressing and processing.
- Adapt the music to the episode.
- Differentiate audio editing software and compare features.
- Software used: Audacity or DaVinci Resolve Fairlight.
- Compress audio in the right formats.
- Put the podcast online.

Hands-on work
Creation of the podcast's audio skin in post-production

Dates and locations

PARIS LA DÉFENSE
2026 : 8 June, 23 Sep., 16 Dec.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.