



Podcast Production Training: Audio Content Strategy, Recording and Publishing

2 – 6 November 2026

Amsterdam - Zuidas business district hotel



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Introduction:

Podcast production training covering audio content strategy, recording and publishing is a 5-day course for communication, marketing and media teams in companies and public bodies that ends with a Pilot Episode and Show Launch Plan for a case organisation. Many organisations start a podcast without a defined listener, format or release rhythm, then publish uneven sound, missing transcripts and episodes nobody can find. Nominees already write, edit or publish organisational content and work in recording labs with microphones, audio interfaces and editing software. CoreConcept Training Center delivers this podcast production course.

Course Objectives:

- Define an audio content strategy that sets the podcast format, listener persona, purpose and success measures for internal or public communication
- Plan a show with a show bible, season arc, release cadence and episode run-down sheets
- Write scripts for the ear and conduct guest interviews that yield clear, usable spoken material
- Set up microphones, audio interfaces and remote recording sessions that capture clean speech in a studio or office room
- Edit and finish episodes to loudness targets, with cleared music rights, show notes and transcripts
- Publish episodes through an RSS feed and hosting service and track downloads and listener growth against a launch plan

Target Audience:

- Communication teams responsible for internal announcements, employee engagement and leadership messaging
 - Marketing teams responsible for branded content, campaigns and audience growth
 - Media unit teams responsible for recording, editing and publishing organisational audio
 - Public information teams in government bodies responsible for explaining services and policies to citizens
 - Digital channel teams responsible for websites, content calendars and platform analytics
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Course Outline:

Day 1: Audio Content Strategy, Podcast Formats and Show Positioning

- Podcast Format Spectrum From Interview to Narrative Documentary
- Listener Persona Canvas and Listening Context Mapping
- Show Positioning Statement and Episode Promise Definition
- Organisational Audio Audit of Existing Spoken Content Assets
- Internal Versus Public Podcast Purpose and IAB Measurement Metrics

Day 2: Show Planning, Scripting and Storytelling for the Ear

- Show Bible Covering Tone, Segments and Host Roles
- Season Arc and Episode Release Cadence Planning
- Episode Run-Down Sheet With Cold Open and Segment Timings
- Writing for the Ear With Signposting and Spoken Syntax
- Narrative Story Structure Using Hook, Tension and Payoff

Day 3: Interviewing, Microphone Setups and Remote Capture

- Guest Pre-Interview Brief and Question Ladder Design
- Active Listening, Follow-Up Probes and Silence Management Techniques
- Dynamic Versus Condenser Microphone Selection and Placement Distance
- Audio Interface Gain Staging and Headphone Monitoring Routine
- Double-Ended Remote Recording With Local Backup Tracks

Day 4: Editing, Music Rights, Accessibility and RSS Distribution

- Multitrack Dialogue Editing, Noise Reduction and Room Tone Fills
- Loudness Normalisation to EBU R 128 LUFS and True Peak
- Music Licensing, Guest Release Forms and Copyright Clearance
- Show Notes, Chapter Markers and WCAG Transcript Preparation
- RSS Feed Hosting and Podcast Directory Submission Process

Day 5: Lab: Recording a Pilot Episode and Building the Show Launch Plan

- Case Organisation Brief and Listener Persona Application
 - Pilot Episode Script and Run-Down Drafting in Teams
 - Recorded Pilot Segment Edit and Loudness Check
 - Launch Calendar With Trailer, Promotion Channels and Growth Targets
 - Pilot Episode and Show Launch Plan Completion and Peer Listening
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Skills You Will Gain:

- Audio Content Planning
- Podcast Scriptwriting
- Guest Interview Technique
- Microphone and Recording Setup
- Dialogue Editing
- Loudness Mastering
- Podcast Distribution Management
- Listener Analytics

Why Attend This Course:

- Deliver a Pilot Episode and Show Launch Plan to the head of communication for approval before the first season is funded
- Decide which podcast format, host line-up and release cadence suit the organisation's message and listeners
- Avoid re-recording costs, rights disputes and inaccessible episodes caused by poor sound, uncleared music or missing transcripts
- Pass on show bible, run-down, recording checklist and show notes templates to colleagues producing future episodes

Conclusion:

Back at work, the participant hands the head of communication a Pilot Episode and Show Launch Plan setting the show format, listener persona, season arc, recording set-up, rights clearances and distribution route. Leadership uses it to approve the first season, assign hosts and budget recording equipment, while the media unit follows its run-down sheets and checklists to produce episodes. After the first four episodes are published, the unit should review downloads, listener feedback, transcript completion and production time per episode before agreeing a second season.

Frequently Asked Questions FAQ:

What should participants know before podcast production training on audio content strategy?

Participants should already write, edit or publish content for their organisation and be comfortable using a computer for basic audio tasks. No studio experience is needed. Bringing one topic their organisation wants to explain, plus any existing recordings, lets them apply the lab work to a real show idea.

How does podcast production training differ from a corporate video production or broadcast management course?

It concentrates on spoken audio: show formats, scripts for the ear, interviews, microphones, editing, loudness and RSS distribution. Video courses centre on cameras and lighting, and broadcast management courses cover channel schedules and airtime revenue rather than producing an organisational podcast.

Why does podcast production rely on loudness normalisation and transcripts?

Loudness normalisation keeps episodes at a consistent level so listeners do not adjust volume between shows, and transcripts make prerecorded audio accessible to people who are deaf or hard of hearing while helping episodes be found through search.

What do participants take back from podcast production training?

Participants take back a Pilot Episode and Show Launch Plan for a case organisation, with a show bible, pilot script and run-down, an edited sample segment, a rights checklist, a show notes template and a launch calendar with download and growth targets.
