

THE PODCAST PROCESS



We have an initial chat over Zoom, primarily to give me a better idea of the business and your mission. I try to limit the scope so that we aren't repeating ourselves during the recorded interview.

We schedule a time for the Interview (1-hour slot). Ideally soon after the initial call, but also at a time when it can be published shortly afterwards (e.g. the following week). For guests/interviews that share a common theme, I will sometimes group them together for consecutive release - which may mean a time-lapse of a month or two (maximum) before an interview goes live.



Please send me a portrait photo of you, together with the company logo, that I can use when posting details of the interview online.

A brief chat at the start of the Zoom call; I can answer any questions before I press record. The conversation is recorded over Zoom, and lasts 40-60 minutes.

Please make sure you have a good wi-fi connection and a noise-free environment - I encourage the use of headphones and/or using a room with plenty of sound-absorbing furnishings. (Some podcasters will ask the guest to record at their end too, but I don't find this makes a significant difference to sound quality).





STEP 05

I typically follow the format below:

1. My introduction to the episode (often recorded in advance)
2. Your introduction to the business
3. The journey - how it all started (incl background, growth to date)
4. The technology; any USPs
5. Business model; challenges
6. The social impact
7. Impact of the pandemic (on you and the business)
8. The future - next 12 months/ beyond
9. Next key milestone; anything you want to highlight/request

I'm happy to adapt this if there's anything specific, you'd like to focus on. I suggest we start with cameras on and go audio-only for the recorded interview, for the sake of bandwidth.

The recording is professionally edited – removing lengthy pauses, and filtering unwanted wording if necessary. It is then published (via Anchor FM) on all major podcast platforms, and I will post details on a range of social media – including LinkedIn, Facebook and Twitter. I use a professional social media manager to promote the interview with subsequent posts and blogs.

STEP 06



STEP 07

I may occasionally repurpose some of the interview content – using quotes or excerpts – to advertise the podcast. For some video-recorded interviews, I may also look to publish on the YouTube Channel, with guest permission.

| Matt Venning
| mattv@hrinvent.com
| 07713 72533

