Podcast Launch Event Strategy and Best Practices

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Strategy:

This podcast project can be used in several other Humber courses:

- **Event Planning and Management Course:** Students from this course can assist with organizing and coordinating the Podcast Launch Event, handling logistics such as venue selection and guest management, ensuring the event runs smoothly for their final project. Additionally they can collaborate with students from the Product Management class to design visually engaging booths.
- **Marketing and Branding Development Courses:** Students from the Bachelor of Commerce programs enrolled Marketing, Digital Marketing, Brand Development as well as other Marketing programs available at Humber can use the podcast project to develop marketing strategies, social media campaigns, and finally, develop audience growth techniques, offering students real-world insights into content and brand development and how to market a digital product.
- **Digital Media and Communications:** Students from the Bachelor of Digital Communications can use this podcast project as an example of content creation, teaching students about audio production, the art of storytelling, and how to effectively communicate to their target audience. It provides an opportunity for students to practice their writing, speaking, and editing skills while learning how to engage the audience through digital storytelling.

Potential Partnerships

- **The Faculty of Media, Creative Arts and Design Program** can play a vital role in the podcast project. Students from the Photography, Videography program can film the episodes and capture behind-the-scenes of the making of each episode, from the planning stages to the recording process, while ensuring high-quality visuals and sound. This will allow students from the videography program to gain hands-on experience while honing in on their skills.
- Having **industry guests to serve as judges** for our podcast launch event, where they will vote on their favourite podcast. The winning group will earn an exciting opportunity to host a segment on Radio Humber, gaining real-world experience and broadening their reach within the Humber community.

- **Collaborating with IGNITE**, the official student union at Humber Polytechnic and the University of Guelph-Humber to increase student engagement and attract more listeners and guests to the podcast launch event. The student union's platform is highly visible to the Humber and Guelph-Humber community and is a great source for information and events. Having a banner or feature section on their website not only helps promote the event but also introduces the podcasts to a wider audience of students, driving interest and audience growth.

The Digipod Website Reimagined

New Layout:
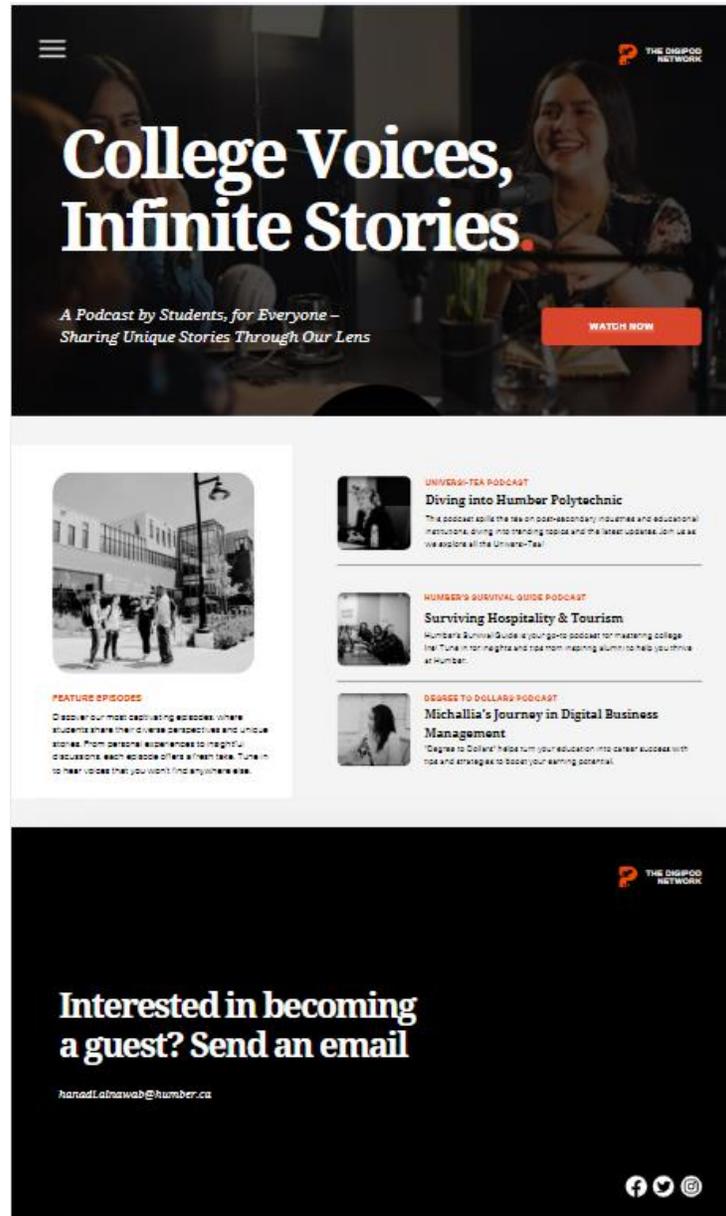
To revamp the website, I would focus on creating a clean, user-friendly layout with three key sections: Home Page, Featured Episodes, and Contact Us.

- **Home Page:** The homepage will feature a banner with a brief overview of the podcast's purpose and a "Watch Now" button that links directly to the Digipod YouTube page for access to all episodes.

- **Featured Episodes:** This section will display the most recent or popular episodes, with each episode accompanied by a brief description and a thumbnail image. I'll use the #D9462C color to highlight the name of each podcast. The background will feature #F4F4F4 to maintain a clean design, and the primary color #000000 will be used for text and headers to ensure visual consistency with the overall theme.

FEATURE EPISODES

Discover our most captivating episodes, where students share their diverse perspectives and unique stories. From personal experiences to insightful discussions, each episode offers a fresh take. Tune in to hear voices that you won't find anywhere else.

UNIVERSI-TEA PODCAST

Diving into Humber Polytechnic

This podcast spills the tea on post-secondary industries and educational institutions, diving into trending topics and the latest updates. Join us as we explore all the Universi-Tea!

HUMBER'S SURVIVAL GUIDE PODCAST

Surviving Hospitality & Tourism

Humber's Survival Guide is your go-to podcast for mastering college life! Tune in for insights and tips from inspiring alumni to help you thrive at Humber.

DEGREE TO DOLLARS PODCAST

Michallia's Journey in Digital Business Management

"Degree to Dollars" helps turn your education into career success with tips and strategies to boost your earning potential.

- **Contact Us:** The contact section will include a simple, easy-to-navigate form for users to get in touch with the owner of the digipod website.
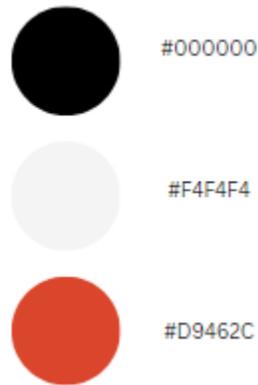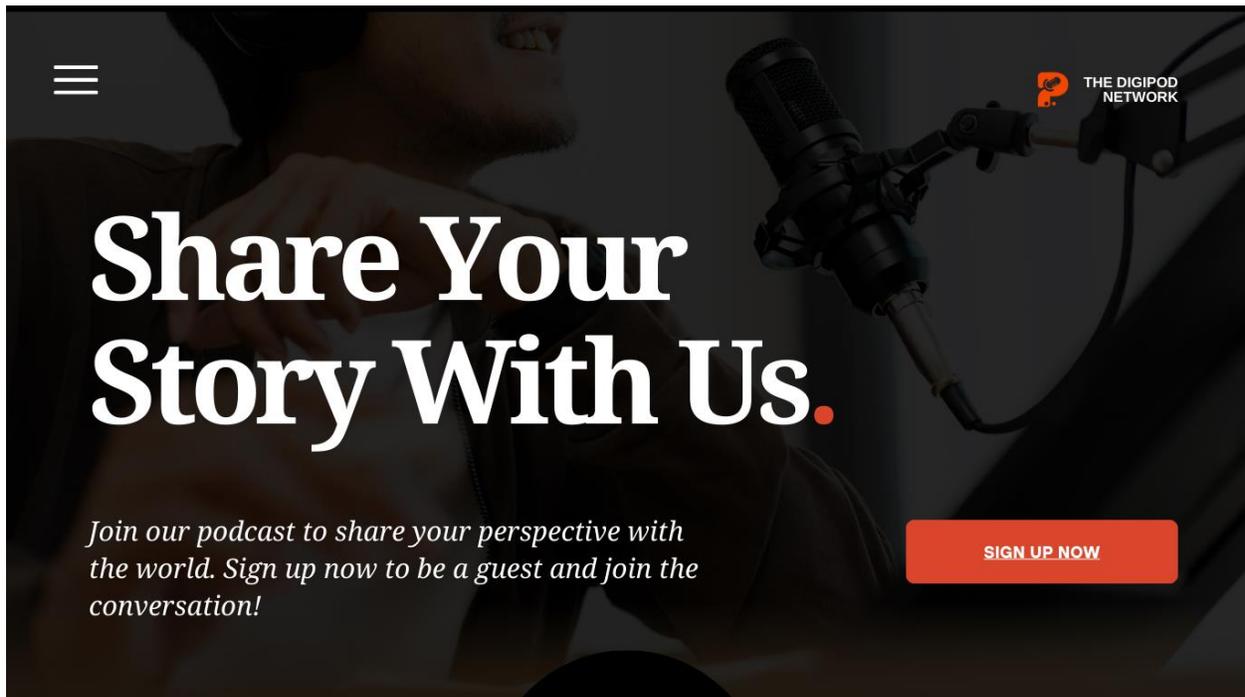

THE DIGIPOD NETWORK

Interested in becoming a guest? Send an email

hanadi.alnawab@humber.ca

By using a distinct colour scheme that incorporates #000000, #F4F4F4, and #D9462C, the website will not only match the branding but also create a modern design that draws attention to key information.

In addition, I would also include a secondary banner designed to encourage users to sign up as future guests. This banner would feature a call to action, "Share Your Story With Us" with a brief description as well as an eye-catching button such as "Sign Up Now" that leads directly to the "Become a Guest" page. This addition would help grow the podcast's guest pool and foster a sense of community engagement.
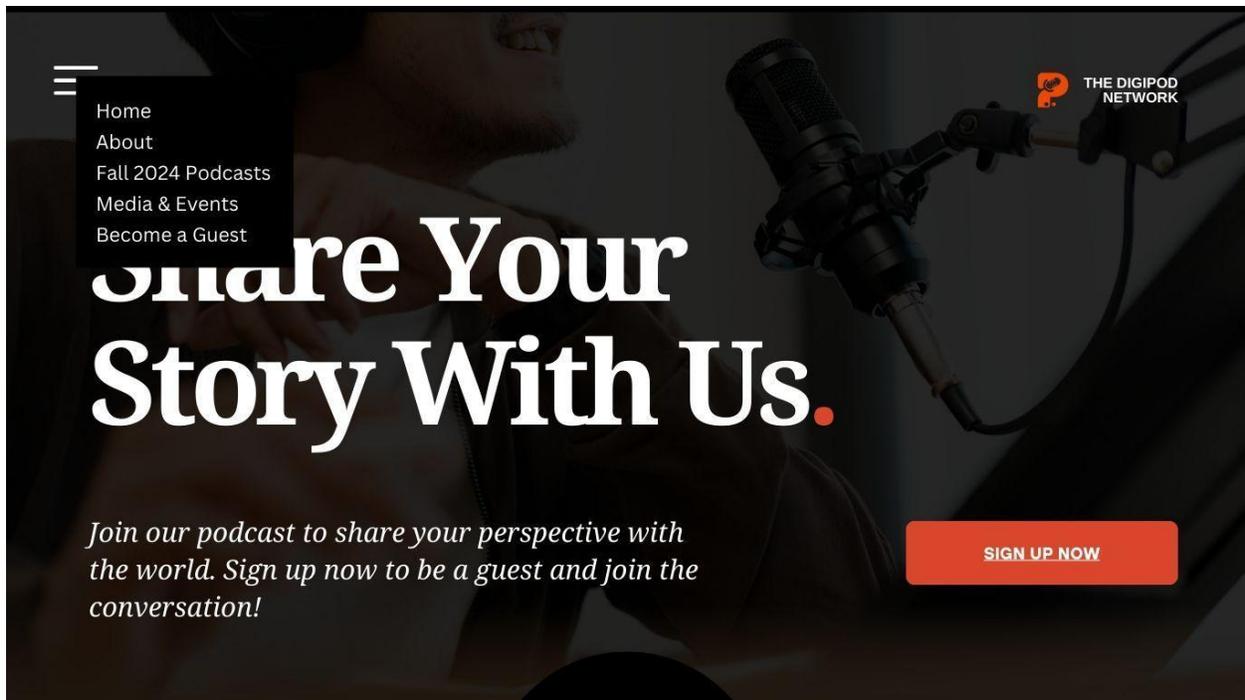
In addition to the sign-up banner, I would create a dedicated page titled "Become a Guest" to further encourage people to sign up and share their stories on the podcast. This page would provide a clear explanation of the benefits of being a guest. The page would include a simple form for users to fill out, collecting details such as their name, contact information, and a brief description of the topic or story they'd like to share.

NOTE: When users click the "Sign Up Now" button on the secondary banner, it will navigate them to the "Become a Guest".

Event Communication

To support the podcast launch event, I utilized the Humber employee directory to connect with members of the of the Faculty of Media, Creative Arts and Design in search of:

- Journalist
- Videographer
- Photographer
- Social Media Coordinator

Through targeted outreach, I was able to contact to:

- Noah Scanga - Assistant Program Director of the Faculty of Media, Creative Arts, and Design for airtime on Radio Humber. *(See Appendix A)*
  Email: noah.scanga@humber.ca

- David Scott - Program Coordinator of the Creative Photography to reach out students to be videographers or photographers for the event. *(See Appendix C)*
  Email: david.scott@humber.ca

- Katrina Quitevis - Social Media and Digital Assets Coordinator to promote the event on Humber's social media channels. *(See Appendix D)*
  Email: katrinapauline.quitevis@humber.ca

- Dan Rowe - Program Coordinator of Journalism Degree to have a student write a post-event article. *(See Appendix F)*
  Email: dan.rowe@humber.ca

- Karen Young - Program Coordinator of the Broadcast Television/Videography Program to have a student film the event. *(See Appendix G)*
  Email: karen.young@humber.ca

Based on the responses I received back, I was able to secure:

- **Victoria Hincapie Gomez**, **a 4th year journalism student** at Humber's Lakeshore campus and reporter for Skedline News (a breaking news website that features the works of Humber ITAL's Bachelor of Journalism students) to interview podcast group members and write a post-event article highlighting the launch event on the Skedline News website.
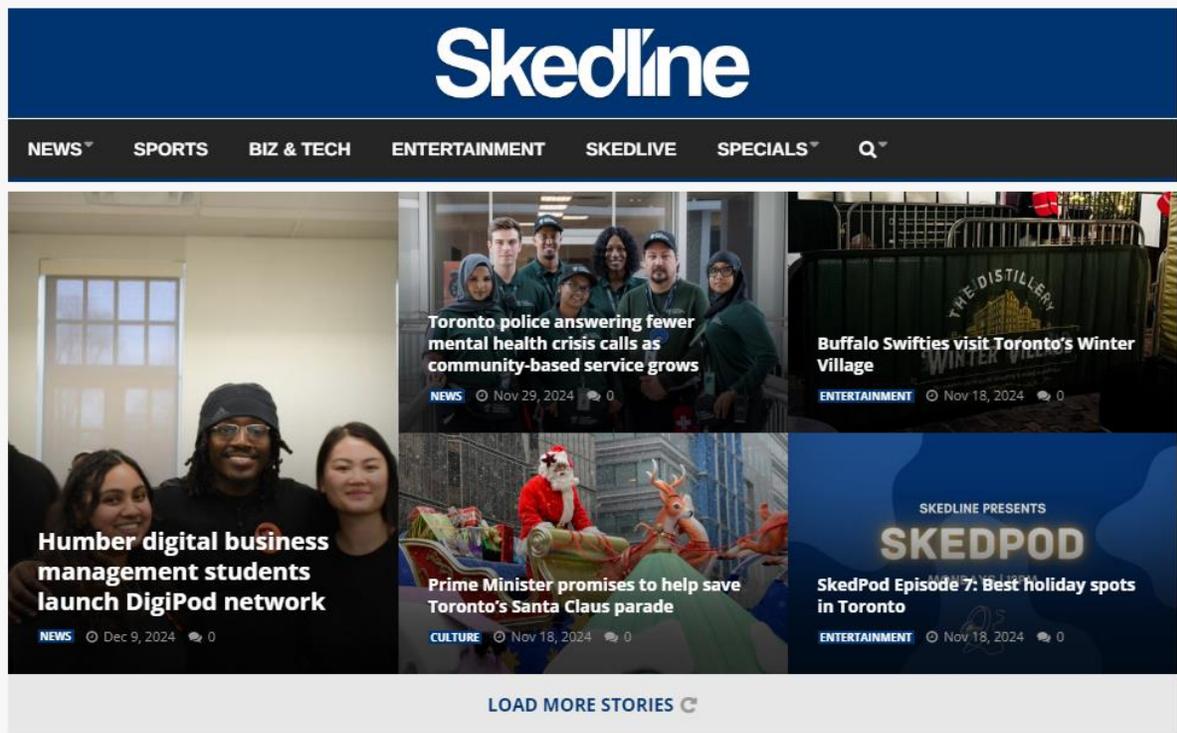
- **Public service announcement on Radio Humber** at 4pm, 5pm and 7pm starting on November 25th leading up to the launch event, with the help of Noah Scanga. *(See Appendix B)*
- **An Instagram story post** from the Faculty of Media, Creative Arts and Design social media page (@humbermediaarts), with the help of Katrina Quitevis. *(See Appendix E)*

Suggestions for the Future

- In the future there could be an opportunity to take a trip to the Spotify office (any other podcast platform) or the Idea Lab at Humber, to teach students on the do's and don'ts of creating a podcast as well as pointers on how to film a good episode.
- I also believe there would be a good opportunity to extend the duration of the podcast launch event beyond an hour, as an hour tends to go by extremely fast. This would allow more meaningful interactions and for teams to cover additional segments such as Q&A for the audience to fully engage with the podcasts.
- In order to increase engagement and marketing by attracting more listeners, create vibrant posters with QR codes and post them around campus in high-traffic areas such as cafeterias, libraries and dorms to drive listeners to the podcast launch event.

Best Practices

Research What Current and Potential Students Like to Listen To
In order to create relevant and engaging podcasts, students should research the interests of their target audience before deciding on an idea. This could involve conducting user research such as surveys, interviews, or reviewing online forums. Popular podcast platforms like Spotify and Apple Podcasts also provide data on popular genres, trending topics, and demographics, which can offer insights into what students are currently listening to.

Prepare a List of Questions in Advance to Send to Their Guests
Planning ahead is crucial for a successful podcast interview. Students should spend time researching their guest's background and expertise, and creating a well written list of questions to guide the conversation while leaving room for follow up questions. Sending the list of questions in advance allows the guest to prepare, while ensuring the conversation flows smoothly, avoiding any awkward pauses.

If Their Guest Will Be Joining Online, Send the Meeting Invite Ahead of Time
For guests who will be joining remote via Zoom, Riverside.fm or any other meeting platform, it's important to ensure everything runs smoothly. Students should send a meeting invite well in advance, allowing the guest time to test the platform they'll be using as they may be unfamiliar with the platform. This helps avoid delays or disruptions on the day of recording.

If You Are New to Podcasting Equipment (Microphone, Camera, Monitor, etc.), Spend Time Before the Film Date to Learn How the Equipment Works
Familiarity with podcasting equipment is essential for a smooth recording process. Students who are new to using tools like microphones, cameras, and other equipment should take the time to learn how each equipment works before it's time to record. This includes understanding

how to set up and test the equipment, how to adjust the settings, how to connect the cables as well as how to troubleshoot common issues.

Create a Fun and Engaging Podcast Booth
Part of the podcast launch event is to create visually appealing and interactive booths that attract guests. By incorporating creative elements such as posters, decorations, branded merchandise, or interactive features like a listening station, can make any booth stand out, creating an inviting and memorable experience for the guests. This effort not only boosts interest in the podcast but also demonstrates event planning and promotional skills.

Create a Mailing List for Future Episodes
The podcast must go on! To keep users engaged after the event, students should create a mailing list for guests who expressed interest in their podcast. This mailing list can be used to share updates regarding upcoming episodes with teasers or exclusive behind-the-scenes content. Collecting emails during the event can ensure students maintain contact with their eager audience of listeners.

Learning Outcome

Overall this project has taught me the importance of strategic planning, effective communication and visual storytelling. I learned how to effectively communicate the purpose of the podcast to generate interest among faculty and staff by sending initial emails to sought out program coordinators. In the future, I would like to reach out to faculty members earlier in the process and include all the event details in the initial email to ensure smoother communication and more timely collaboration, as well as an image attachment of the poster. Below I've included the email, I would send:

Subject: Request to Promote Podcast Launch Event

Body: Good morning (Insert Name),

I hope you're doing well! My name is Brenda Acheampong, and I'm a current student in the Digital Business Management here at Humber College Lakeshore. My classmates and I have been working hard all term on a project to bring our podcast ideas to life, and we're excited to celebrate with a podcast launch event. You can check out our work at digipod.ca to see the podcasts we've created!

To help make this event a success and raise awareness within the Humber community, we'd love (Insert the "ask" here). <u>The event will take place on Wednesday December 4, 2024 at 12:30 to 1:30pm, and it will be held in the H building in Room H112.</u> We believe this event will resonate with students, staff, and alumni interested in digital content creation and industry trends. Would it be possible for you to (Reiterate the "ask" here).

Thank you for considering our request. Please let me know if there's any additional information I can provide—I'd be happy to coordinate further!

Best regards,
Brenda Acheampong

Attachment:

Additionally, this project helped me enhance my video editing and storytelling skills; two aspects that are important for creating engaging content. As I worked on the bloopers reel, I carefully combed through each video only selecting the clips that would bring humour and entertainment to the final product (the reel). I also had to think of what sound would best enhance the comedic timing and overall impact of each blooper. I decided on the "Curb your Enthusiasm" theme song along with blooper sound effects to enhance the comedic tone of the video. These skills will be valuable not just for future projects but for any content creation role, whether it be in marketing or media production.

Appendix

Appendix A: Initial email to Noah Scanga

Attn: Noah Scanga, Programming Assistant Inbox ×

Brenda Acheampong <brendaacheampong92@gmail.com>
to noah.scanga, Hanadi

Fri, Nov 8, 8:00 AM

Good morning Noah,

I hope this message finds you well! My name is Brenda Acheampong, and I'm a student in the Digital Business Management program here at Humber. As part of our group assignment, my classmates and I have been working on creating podcasts that explore various topics from mastering college life to career success. We're excited to share that our class will be hosting a launch event for the podcast, with industry leaders and guests in attendance!

Given the significance of the event and its relevance to our Humber community, we're hoping to reach more Humber students and faculty by promoting the event on Humber's radio station. We believe it would be a fantastic opportunity for others to learn more about the podcast and gain insights into the digital business landscape.

Please let me know if it would be possible to secure some radio time to promote the event, and if there's any specific information you would need from us. We're excited about sharing this project with the Humber community, and we think radio would be a perfect way to get the word out!

Thank you so much for your time and consideration. I look forward to hearing from you!

Best regards,

Brenda Acheampong

Appendix B: Email response from Noah confirming the PSA

Noah Scanga
to me

Mon, Nov 25, 1:36 PM

Hi Brenda,

The promo started running today, you can catch it in the 4pm, 5pm and 7pm hours around the 45minute mark.

It's scheduled to run up until the start of the event.

Cheers,
Noah

Appendix C: Initial email to David Scott

Opportunity for Photography Students Inbox ×

Brenda Acheampong <brendaacheampong92@gmail.com>   Fri, Nov 8, 9:38 AM
to david.scott, Hanadi ▾

Good morning David,

I hope this message finds you well! My name is Brenda Acheampong, and I'm currently a student in the Digital Business Management program at Humber College. Throughout the term, my classmates and I have been working hard to bring our podcast concepts to life, and we're excited to celebrate the project's completion with a launch event. We'll have several industry leaders in attendance, and we're aiming to make it a memorable occasion.

To capture the event, we'd love to have high-quality photography, and thought it could be a fantastic opportunity for some of your students. If possible, could you connect me with students who might be interested in volunteering as photographers or even videographers? It could be a valuable experience for them to network, build their portfolios, and gain hands-on practice in a professional event setting.

Additionally, they can visit our podcast website, digipod.ca, to see the work we've been developing.

Thank you very much for considering this request. Please feel free to reach out if you need any further details—I'd be more than happy to provide them.

Best regards,

Brenda Acheampong

Appendix D: Initial email to Katrina Quitevis

Request to Promote Our Student Podcast Launch Event on Humber's Social Media Inbox ×

Brenda Acheampong <brendaacheampong92@gmail.com>   Fri, Nov 8, 9:26 AM
to katrinapauline.quitevis, Hanadi ▾

Good morning Katrina,

I hope you're doing well! My name is Brenda Acheampong, and I'm current student in the Digital Business Management program here at Humber College. My classmates and I have been working hard all term on a project to bring our podcast ideas to life, and we're excited to celebrate with a podcast launch event. You can check out our work at digipod.ca to see the podcasts we've created!

To help make this event a success and raise awareness within the Humber community, we'd love to promote it on Humber's social media channels. We believe this event will resonate with students, staff, and alumni interested in digital content creation and industry trends. Would it be possible for you to assist us in sharing the event details on Humber's platforms?

Thank you for considering our request. Please let me know if there's any additional information I can provide—I'd be happy to coordinate further!

Best regards,

Brenda Acheampong

Appendix E: Email response from Katrina Quitevis confirming the story post on the Faculty of Media, Creative Arts and Design Instagram page

K Katrina Pauline Quitevis
to me ▾

Good morning, Brenda!

Just posted your event via story. 😃

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Appendix F: Initial email to Dan Rowe

Opportunity for Journalism Student to Cover the Podcast Launch Event   🖨 ⧉

B **Brenda Acheampong** <brendaacheampong92@gmail.com>   Fri, Nov 8, 9:32AM   ☆   ☺   ↩   ⋮
to dan.rowe@humber.ca, Hanadi ▾

Good morning Dan,

I hope you're doing well! My name is Brenda Acheampong, and I'm currently a student in the Digital Business Management program here at Humber. My classmates and I have just wrapped up a term-long project where we brought our podcast ideas to life, and we're excited to host a launch event to celebrate this milestone.

With industry leaders joining us for the event, we thought it could be a fantastic opportunity for a journalism student to attend, capture the highlights, and write a post-event article for the Humber newsletter. We'd love to have the event covered from a journalism perspective to share the experience with the wider Humber community.

If you know of any students who might be interested in volunteering to cover the event, we'd be grateful for their support. They can also visit our podcast website, digipod.ca, to get a sense of the work we've been doing.

Thank you very much for considering this request, and please let me know if I can provide any additional information!

Best regards,

Brenda Acheampong

Appendix G: Initial email to Karen Young

Opportunity for Videography Students Inbox ×

B   Brenda Acheampong <brendaacheampong92@gmail.com>   Fri, Nov 8, 9:42AM   ☆   ☺   ↩   ⋮
     to karen.young@humber.ca, Hanadi ▾

Good morning Karen,

I hope this message finds you well! My name is Brenda Acheampong, and I'm currently a student in the Digital Business Management program at Humber College. Throughout the term, my classmates and I have been working hard to bring our podcast concepts to life, and we're excited to celebrate the project's completion with a launch event. We'll have several industry leaders in attendance, and we're aiming to make it a memorable occasion.

To capture the event, we'd love to have high-quality videography, and thought it could be a fantastic opportunity for some of your students. If possible, could you connect me with students who might be interested in volunteering as videographers? It could be a valuable experience for them to network, build their portfolios, and gain hands-on practice in a professional event setting.

Additionally, they can visit our podcast website, digipod.ca, to see the work we've been developing.

Thank you very much for considering this request. Please feel free to reach out if you need any further details—I'd be more than happy to provide them.

Best regards,

Brenda Acheampong

Appendix H: Event blurb on the Digipod.ca website

Digital Business Management Students Host Podcast Launch Event

Humber's 4th-year Digital Business Management students have been hard at work creating original podcasts on a variety of engaging topics, from mastering college life to career success. To celebrate their dedication and creativity, they're hosting a podcast launch event, showcasing the incredible projects they've developed over the term.

Join us to support our students' work, listen to some of their insightful episodes, and network with industry leaders who will be in attendance. This is a fantastic opportunity for all Humber faculty and students to connect, gain fresh perspectives, and celebrate the achievements of our students.

Event Details:

📅 Date: Wednesday December 4, 2024
📍 Location: L1017
⏰ Time: 12:30pm to 1:30pm

Don't miss out on this exciting event! Come and be part of the experience as we honour the hard work and creativity of our students.