

PUBLIC RELATIONS | COURSE BROCHURE

Podcast and Audio Content for Organisations

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Podcasts and audio content let organisations share expertise and stories in an intimate, convenient format. This course covers audio strategy, podcast formats, planning episodes, interviewing for audio, recording equipment and techniques, editing, publishing and distribution, and measuring audience.

Audio audiences are loyal and growing. You will learn to produce professional audio content with modest resources.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Episode planning, interview practice, recording and editing hands-on sessions and critiques.

Course objectives

By the end of this course, participants will be able to:
• Develop an audio content strategy
• Choose podcast formats
• Plan and script episodes
• Conduct engaging audio interviews
• Record and edit audio
• Publish, promote and measure podcasts

Target audience

This course is suitable for:
• PR and communication professionals
• Content creators
• Internal communication staff
• Marketing professionals
• Subject matter experts



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Target competencies

Participants will develop competencies in:

- Audio strategy
- Episode planning
- Interviewing
- Recording and editing
- Distribution

Course outline

Day 1: Audio Strategy

09:00–10:08	Why audio
10:08–11:00	Audiences
11:00–11:30	**Coffee break**
11:30–11:45	Audiences (continued)
11:45–12:53	Examples
12:53–14:00	Exercise

Day 2: Formats and Planning

09:00–10:08	Formats
10:08–11:00	Series planning
11:00–11:30	**Coffee break**
11:30–11:45	Series planning (continued)
11:45–12:53	Scripts
12:53–14:00	Workshop

Day 3: Interviewing

09:00–10:08	Preparing guests
10:08–11:00	Questioning
11:00–11:30	**Coffee break**



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11:30–11:45	Questioning (continued)
11:45–12:53	Conversation flow
12:53–14:00	Practice

Day 4: Production

09:00–10:08	Equipment
10:08–11:00	Recording
11:00–11:30	**Coffee break**
11:30–11:45	Recording (continued)
11:45–12:53	Editing
12:53–14:00	Hands-on

Day 5: Publishing

09:00–10:08	Hosting and distribution
10:08–11:00	Promotion
11:00–11:30	**Coffee break**
11:30–11:45	Promotion (continued)
11:45–12:53	Analytics
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	3 May 2027	7 May 2027	**€1,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Vienna Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,940.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**€3,150.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,840.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,860.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online