

Podcast Preparation Checklist

MECSC and MECS+R

Office/Studio Address – Suite 507 Arenco Tower Media City. Located opposite AUD

Create your title for the Podcast – Think of making the title catchy. It should stand out. Maybe even a little controversial.

- This one page summary below is to get your thoughts focused on what you want to say and how to create the outline for your Podcast which usually run 8 to 20 minutes.
- Please follow down the list below and outline a few notes creating an outline about what you want to say and what your message is.
- Send your summary sheet back to the team at the MECSC and we will organize a slot at your convenience for you to come in to the office to deliver your Podcast.

Please answer the following questions:

1. **Headline.** What is your ‘big idea’ or ‘core message’ that you want to get across on the Podcast? Using this headline you should be able to speak knowledgeably on the topic for between 8 and 20 minutes. Your Point of View.
2. **Qualifications.** What are your qualifications for speaking on this Podcast? In general terms, our listeners want to know about your relevant skills, history, experience, research or achievements, successes or failures on the topic. This is your chance to build up your story – make the case for this Podcast. Your time to shine.
3. **Common thread running through the Podcast discussion.** Story telling with a common theme which is woven through the discussion. Focus on the one message which is important and refine the story. Statistical or anecdotal evidence, industry challenges, how you solved the problem, how you made a difference.
4. **Relevance of your Podcast.** How do you want to grab the attention of the listeners? Your message in the Podcast to call the listeners to action. What will make this Podcast memorable in a good way?
5. **Key Takeaway.** When the listeners remember one idea/thing today from hearing your Podcast, what should it be? How will the listener benefit from listening to you?

Summary – take these points above and send in a draft outline to the MECSC Team. We will book an appointment for you. We also have free parking available in the building however we do need your vehicle plate number, make and color and time for your visit. We need this information normally a day in advance to ensure smooth entry to the parking garage.

We look forward to having you shine in our Podcasts.

Thank you – The MECSC Team