



In-Service Training Programme

F2F Workshop

Content

Introduction	3
Learning Outcomes	4
Pre-Production	5
Production	9
Post-Production	12

Introduction

Hello and welcome to the PODSQUAD **In-Service Training Programme** for adult educators. The goal of this programme is to equip you with the necessary skills and resources you need to deliver the PODSQUAD *Embedded-Learning Through Podcasts Curriculum* to the young adult NEETs you work with. It will be broken down into three stages:

- **Pre-Production:** In this module you will learn the ins-and-outs of preparing to produce and launch a podcast, as well as activities to support adult learners to engage with this exciting process. Three sub-topics, **finding a theme for your podcast, pre-production planning and writing a script for your podcast**, will take centre-stage.
- **Production:** In our session on Production, you will develop your technical understanding of the key applications and resources that can be used in the creation of a podcast, as well as some best practice tips on how to make them accessible to our target group. We will divide the bulk of the theoretical content between the topics **timing your podcast** and **interviewing others in your podcast**.
- **Post-Production:** The last section, Post-Production will mostly focus on the editing process and how it can be leveraged to train young adult NEETs and offer value in the development of real, transversal skills. **Producing and editing your podcast** and planning the budget for your podcast will be the two primary sub-topics.

Learning Outcomes

	Knowledge	Skills	Attitudes
Pre-Production	Theoretical knowledge of podcasting and how it can be used to engage young adult NEETs.	Recognise the foundations of podcasting and how it can build skills.	Willingness to understand the stages of pre-production to facilitate the learning process for young adult NEETs.
Production	Practical knowledge of the techniques involved in producing podcasts using smartphones.	Identify the skills and techniques used in producing audio recordings on smartphones.	Appreciation of how podcast production can encourage the upskilling of young people.
Post-Production	Practical knowledge of software and techniques associated with editing and producing audio and podcast content.	Demonstrate the ability to edit and produce audio and podcast content to facilitate the training of young people.	Awareness of the different components involved in audio and podcast production and how to integrate this into the teachings of young adult NEETs.

Pre-Production

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours	Face-to-Face		

The facilitator will introduce the session and describe this In-Service Training Programme and its goals. They will explain how the lessons and theory learned over the following sessions will enable adult educators to deliver training in podcast production to young adult NEETs.

- **Activity 1.1: Icebreaker** – The facilitator will launch the training session with an icebreaker activity.
- **Finding a Theme for Your Podcast:** The facilitator begins the session with a discussion on the accessibility of podcasts, both in terms of producing them, as well as for listeners. Like any project or idea, the development of a podcast begins with a seed – in this case, a theme.

Resource with Additional Information: [How to Start a Podcast for FREE \(Using Your Phone\)](#)

In order to find a theme, there are a number of popular “hacks”. Number one, and most important, is to follow your passion. Authenticity resonates with audiences, and a genuine love for the topics you discuss as a podcast host will make consistency and longevity far easier to guarantee.

The second priority, and this may prove more challenging than the first, is to identify niches within that passion. This distinction plays a huge part in defining a target audience, as well as empowering podcasters to decide on a USP (Unique Selling Point) for their podcast.

Example: Consider somebody who is passionate about playing board games. They decide they want to create a podcast where they can share their inputs and experiences with an audience. Do you think podcasts titled “How to Be the Best at Board Games” and “The Cosy Board Game Corner” are likely to garner the same response or attract the same audiences? Because of the general topic there is bound to be some overlap, but one is likely to cater to a more competitive scene than the other.

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours	Face-to-Face	Paper, Pens	Activity Sheet 1.2

- **Activity 1.2: Mind Map** – To get the creative juices flowing, educators can split up into small groups, pairs, or even individually, and produce “mind maps”. Start off with large, general themes relating to hobbies and interests (outdoors, digital, team-based, etc.) and then slowly work outward to more niche topics (from outdoors, to camping, to wild camping, to wild camping in Ireland, etc.). This exercise is a great way to visualise the process involved in narrowing down a podcast theme.
- **Pre-Production Planning:** Now that a niche podcast theme has been established, the phase of pre-production planning comes into effect. This important process can make or break podcasts, but if handled properly it need not be intimidating. The facilitator launches the sub-topic with an exercise that breaks down the stages of pre-production planning that are relevant for our target group:
 - Naming a podcast
 - Free apps for recording and editing podcasts.
 - Choosing a podcast format
 - Developing a listener persona / podcast avatar and focus statement

These stages can be completed in any order, but they are all vital for anyone that wants to produce an effective podcast that reaches its target audience. Perhaps most important of all, however, is having a listener persona / podcast avatar and focus statement.

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours	Face-to-Face	Paper, Pens	Activity Sheet 1.3

- **Activity 1.3: Pre-Production Planning Template** – The facilitator leads participants in completing the following exercise. This will teach educators a simple and effective way of preparing their young adult NEET learners to develop their own podcasts, giving them the best head start possible.

Resources with Additional Information:

[7 popular podcast formats: Which one is right for you?](#)
[Get Started Developing Your Podcast | Podcasting 101 Ep. 2](#)

- **Writing a Script for Your Podcast:** The facilitator will detail the key components that make up the process of writing a podcast script. Before that though, it is important to specify why a script is necessary. Some podcast hosts are incredibly naturalistic, to the point that they may seem to have little to no prep-work done, but this is unlikely. In truth, the direction taken in the best podcasts is deliberate and most have some form of script. This does not take away from the authenticity of the discussion but should rather be thought of as a treasure map guiding the host toward their end goal.
- **Establish a Tone:** Establishing a tone, or “voice”, for your podcast, is a great first step when developing a script. Will it be conversational? Informative? Casual? Formal? It is generally advisable to allow the target audience of the podcast to affect this decision, as well as the format.

Consider the wildly popular YouTube series “Hot Ones”, hosted by Sean Evans. Sean is lauded by guests for his intricate and well-researched questions, but it is often the tone of their delivery that engages both his guests and the audience. The informal, friendly tone established encourages guest participation and, accordingly, works very well in an interview-style podcast. Understandably, this type of atmosphere may not resonate as effectively in a murder mystery podcast – so the script will look quite different!

Remember, too, the old rule of “Show, Don’t Tell”. This is mostly used when writing fictional narrative material, but it can apply to podcast scripts as well. Put simply, audiences engage better with illustrative language that conjures up imagery than with reams of information. Matt Mercer of the famous Dungeons & Dragons podcast “Critical Role” is an excellent case study in the use of descriptive language. Although this primarily suits a narrative-style podcast, it can be adapted for use in other formats.

Resources with Additional Information:

[The importance of storytelling in podcasting](#)
[7 Storytelling Elements to Improve Your Podcast](#)

- **Write an Intro:** An introduction serves two main purposes. Obviously, it introduces a particular episode of the podcast. However, the best podcasts also stick to a very similar intro for each and every episode they publish, which serves to create a sense of comfort and familiarity for long-time fans of the show. As they say, first impressions matter! As a podcast host grows their portfolio of episodes, this is also the point where they can refer to previous episodes as a way of “back-selling” older content.
- **Write the Body of the Podcast Text:** Next, the bulk of the text for the podcast is written. If the intention is a more free-flowing conversation-style of podcast, it’s perfectly acceptable to produce a “skeleton” of sorts: a series of main topics and points that will be addressed, allowing the host to be flexible and take creative liberties. For most podcasts, though, it’s generally advisable to follow the tried-and-tested tradition

of preparing a three-act sequence: an introduction, a main body featuring some conflict, and a conclusion with a resolution to that conflict.

- **Write an Outro:** As with the intro, an outro can be an effective way for a podcast host to create a sense of familiarity with their audience. Whether using a signature catchphrase or a string of sentences, this section can be used to tie up the loose ends of a specific episode while also following an established format. This is also the point at which a host can tease future content – a surefire way to ensure listeners’ curiosity is peaked! This section can also include a “call to action”; a question or request for listeners to further engage them.

Note: As a podcast grows in popularity, things like advertisements may have to be included in the script. However, we have presented the minimum material that educators need to empower their learners with the opportunity to produce a podcast right now.

Module Title	Pre-Production		
Activity Title	Mind-Map	Activity Code	A1.2
Type of Resource	Activity sheet (AS)	Type of Learning	Face-to-face
Duration of Activity (in minutes)	15 minutes	Learning Outcome	On completion of this activity, participants will have learned how to identify a unique podcast niche
Aim of Activity	The aim of this activity is to encourage educators to engage with the “narrowing process” of taking a broad concept and breaking it down into smaller parts from which a thematic niche for a podcast can be isolated. This will empower them to repeat these steps with their own young adult NEET learners.		
Materials Required for Activity	<ul style="list-style-type: none"> • Paper • Pens 		
Step-by-Step Instructions	<p>Step 1: Ask participants to brainstorm a number of broad themes relating to personal interests and hobbies. Examples could include history, outdoors, team-based, etc.</p> <p>Step 2: Ask participants to begin their mind-map, placing these ideas in the middle. From these beginning concepts, learners should move outward, narrowing the topic at each step. For example, history could be narrowed to European history, then to Greek history, and finally to the history of Greek cuisine.</p> <p>Step 3: After 10 minutes, ask participants to share some of the niche topics they have come up with. Do any podcasts on these concepts exist? Have a quick look on some of the major audio platforms and try to see if anyone has come up with an unexplored niche.</p> <p>Step 4: Ask participants to write down any additional ideas on their mind-map inspired by group contributions.</p>		

Module Title	Pre-Production		
Activity Title	Pre-Production Planning Template	Activity Code	A1.3
Type of Resource	Activity sheet (AS)	Type of Learning	Face-to-face
Duration of Activity (in minutes)	60 minutes	Learning Outcome	On completion of this activity, participants will have learned how to prepare their learners to develop their own podcasts
Aim of Activity	This activity will teach educators a simple and effective way of preparing their young adult NEET learners to develop their own podcasts, giving them the best head start possible.		
Materials Required for Activity	<ul style="list-style-type: none"> • Paper • Pens 		
Step-by-Step Instructions	<p>Step 1: Ask participants to review the list of pre-production planning headings from earlier. Are there any that stand out to them for any reason? What seems familiar? What looks completely new?</p> <ul style="list-style-type: none"> • Naming a podcast • Free apps for recording and editing podcasts. • Choosing a podcast format • Developing a listener persona / podcast avatar and focus statement <p>Step 2: Begin with the topic “Naming a podcast”. What conventions do participants think are most valuable when it comes to naming a podcast? Engage the group in a discussion around what aspects they value in the names of TV shows, films, podcasts, etc. Reinforce the power of names, which are almost like a mini focus statement, and are vital for conveying the nature of a podcast to the world.</p> <p>Step 3: Once a podcast has been named, it can often be a good idea to step away for a moment from the creative side of things and to weigh up logistics. What software should be used to record the podcast? Will editing happen in the same app, or a secondary one? Answering these questions now can free learners up to use their full creative potential throughout the rest of the process.</p> <p>Step 4: With a name and some software examples established, a prospective host is better equipped to nail down a podcast format. “Chats from the Couch”, for example, would almost certainly be a conversational style of podcast. However, many different formats exist! Take a look at some of these tips from ConvertKit, which may provide some inspiration.</p>		

Step-by-Step Instructions

Step 5: Now comes the most important stage of pre-planning: developing a listener persona / avatar and focus statement. A listener persona, or avatar, is a hypothetical “ideal” listener, the super fan to whom the podcast is marketed. A focus statement, meanwhile, is a statement that briefly encapsulates the scope of a project, which can be a useful tool to define a podcast’s raison d’être.

- Avatar: When describing a podcast avatar, one can never be too specific. Paint a picture!

Let’s imagine a soon-to-launch podcast about playing golf casually as a form of exercise, “Midweek Golfer”. What groups is this likely to appeal to? Speaking generally, we could say that the nature of the podcast topic (namely, that it takes an explicitly casual perspective on a form of low or medium-intensity exercise), as well as the accessibility of the sport in question, makes it attractive to some individuals more than to others. Retired, wealthier people are one potential example.

- Ruby Jenkins is a 64-year-old retired school headmaster. She is a devoted member of her community and spends her Saturdays helping to clean up around the town. After her partner passed away, she became more involved with the local golf society, and it has been a fantastic way for her to socialise and get some exercise. When she’s not busy on the fairway, Ruby is a beloved grandmother to an energetic crop of grandkids. She loves to read, enjoys historical documentaries, and has a King Charles Spaniel named Scout.

There are two key reasons that a podcast avatar like the above is useful. Naturally, there is a lot that we can potentially unpack here about the presentation and reach of a podcast. Assuming that Ruby is an avid fan of Midweek Golfer, it’s likely that its style of narration may have some overlap with the historical documentaries she enjoys. Maybe she and her friends at the golf society chat with each other each week about the podcast’s latest episode? By isolating the personality traits, hobbies, and lifestyles of a hypothetical Number One Fan, a podcast host can structure their episodes to maximise its appeal. Secondly, and surprisingly crucial, is the capacity of a podcast avatar to put a podcast host at ease. By imagining that they are speaking to a single person who they know well, a podcaster can reach a level of comfort and familiarity that makes their episodes feel much more authentic and engaging.

- Focus Statement: Just like a podcast avatar, a focus statement benefits from specificity. Steer clear of, “I’m going to talk about breakfast”, in favour of more nuanced statements like “breakfast has long been called the ‘most important meal of the day’. Through conversations with people from all over the world, I’ll explore the extent to which they shared that opinion growing up”. A focus statement can share elements with the podcast’s description, but it serves mostly as a personal commitment on the part of the host and helps them to stay on topic throughout their podcasting journey.

Step 6: With a name, recording medium, format, listener persona and focus statement chosen, pre-production planning is complete! These details are vital support for the would-be podcaster and, importantly, are concise enough to be written down on a single sheet of paper. This in hand, the only thing left for your learners to do is to start producing their podcasts!

Production

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours	Face-to-Face		

- **Timing Your Podcast:** The facilitator launches this section with a description of the importance of timing when recording a podcast. Timing does not refer only to the length of the podcast, however, but also when a person chooses to release it. It is important to understand both if a podcast host wants to maximise the growth of their show.

Many websites, authors and influencers claim to have isolated the perfect podcast timing, but truth be told, results can vary widely depending on the niche and target audience of a project. Some podcast hosts express insecurity at the production and post-production stages that their workflow has been comparatively easy in contrast to pre-production, but this is precisely the objective of that planning. By identifying a listener avatar, focus statement, and format, and writing a script, etc, podcast hosts are empowered to figure out their own best practices when it comes to timing.

Consider the listener persona. What time do they get up in the morning? When do they relax? Do they listen to podcasts on their commute to work, or after their children have gone to bed? It could be a good idea to launch the podcast with an initial upload time that benefits this podcast avatar, and adjust as analytics start to come in.

As for podcast length, this should largely be informed by format and theme. A retelling of an epic historical event might be difficult to achieve in less than ten minutes. Likewise, a synopsis of the events of a single day in a city's current affairs probably won't require forty minutes. This does not mean that there is no scope for flexibility and making creative choices, though. The popularity of so-called social media "shorts" proves that there is an appetite for bite-sized takes on deeper topics, so exceptions can and do exist. Again, best practice is often to consider the listener persona and record accordingly. Thereafter, continual feedback from listeners should inform any adjustments to podcast length.

- **Interviewing Others in Your Podcast:** This section deals with the process of interviewing a person for a podcast. Again, much of the preparatory work of this aspect of podcasting will have been completed during the pre-production stage, and a lot of the decisions taken here will be informed by the podcast niche and listener persona.

Before reaching out to people for interview, it is advisable to establish the goal of the podcast episode. Is the aim to gather expertise and insights from an industry giant? To create engaging and entertaining content? To expand the listener base? Answering these questions will provide valuable context that can be used to help identify the ideal candidate(s).

With the perfect candidate selected, the next stage is to research, research, research. For many people who regularly attend interviews, hearing the same questions time and time again is frustrating. They greatly appreciate interviewers that have made the effort to learn about their guest prior to having them on a show and will be much more engaged – so the audience will be, too.

A mix of questions is often the best way to engage an interviewee. Delve too heavily into personal topics and they are likely to close themselves off. Focus too much on work-related topics and they are unlikely to be fully engaged. Just like in many other avenues of life, balance is key!

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours	Face-to-Face	Smartphones, Paper, Pens	Activity Sheet 2.1

- **Activity 2.1: PodSquad, Assemble!** – The facilitator will ask participants to break into groups of 2-3 people. These groups will work together for the remainder of the in-service training programme to record and edit a sample podcast on one of their smartphones. Groups will be encouraged to use their notes from the training programme to inform their process.
 - In order to relate this activity back to the young adult NEETs that participants will be tutoring, educators are encouraged to consider creating a podcast that is relevant to the target group.

Module Title	Production		
Activity Title	PodSquad, Assemble!	Activity Code	A2.1
Type of Resource	Activity sheet (AS)	Type of Learning	Face-to-face
Duration of Activity (in minutes)	120 minutes	Learning Outcome	On completion of this activity, participants will have experienced the podcast creation process first-hand and will be better equipped to transfer this learning to young adult NEETs
Aim of Activity	This activity will teach educators the practical aspects of preparing their young adult NEET learners to develop their own podcasts, giving them the best head start possible.		
Materials Required for Activity	<ul style="list-style-type: none"> • Smartphones • Paper • Pens 		
Step-by-Step Instructions	<p>Step 1: Ask participants to review the list of pre-production planning headings from earlier.</p> <ul style="list-style-type: none"> • Naming a podcast • Free apps for recording and editing podcasts. • Choosing a podcast format • Developing a listener persona / podcast avatar and focus statement <p>Step 2: Using pens and paper, the groups should create a structure for their podcasts based on these prompts.</p> <p>Step 3: Once a “skeleton” of a podcast has been decided on, participants are encouraged to consult the script-writing tips provided in the pre-production module.</p> <ul style="list-style-type: none"> • Establish a Tone • Write an Intro • Write the Body of the Podcast Text • Write an Outro <p>Step 4: Time to bring it all together! Using free recording software like Audacity or GarageBand, groups should record their podcasts. At this stage, mistakes are welcome and should be kept in the audio mix – editing will be covered in the next session. For now, participants should focus on producing up to about ten minutes of recorded content, with a view to cutting this down to around three or four minutes.</p>		

Post-Production

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours		Smartphones	

Producing and Editing Your Podcast: The facilitator will welcome back the group and guide them through the process of editing the final version of their podcasts.

- **Introduction to Free Audio Editing Software:** The facilitator will provide examples of free audio editing software, available on smartphones, that participants can use to produce the final version of their podcasts. Some apps (Audacity, GarageBand, etc) are resources that can be used throughout the entire podcasting process; from recording to editing.
- **Introduction to Audio Editing:** Using their software of choice, the facilitator will demonstrate the key techniques of audio-editing such as adding music, clipping sections of audio, using compression, dampening background noise, etc.
- **Introduction to Content Distribution:** Participants will learn about the topics relating to content distribution, including copyright, choosing a publishing site, developing a posting schedule, and generating waveforms and visual components like thumbnails, podcast covers, etc.

Duration	Training Methods	Materials/ Equipment Required	Handouts and Activity Sheets
7 hours		Smartphones	Activity Sheet 3.1

- **Activity 3.1: Podcast Editing Session** – The facilitator will ask participants to break back up into the same podcast groups as before. These groups will now work together to edit their sample podcast. Groups will be encouraged to use their notes from the training programme to inform their process.

Planning the Budget for Your Podcast:

- **Introduction to Social Media Marketing:** The facilitator will discuss how participants can use different social media platforms and techniques to promote their podcasts.
- **Introduction to Hosting Fees:** The various options for podcast hosting platforms will be discussed, including which among them have premium services, and the extent to which these are necessary for a successful podcast.
- **Introduction to Equipment:** This training programme has been written to demonstrate the accessibility of podcasting as an immediate outlet for young adult NEETs. Accordingly, all activities are entirely possible with only a smartphone. However, for those that would like to take the “next step”, there will be a brief discussion of some best practice tips and tricks when it comes to securing equipment that can elevate a podcast.

Resource with Additional Information: [How to Start a Podcast 2020: Podcasting for Beginners](#)

Module Conclusion: To bring the workshop to a close, participants will listen to each other’s podcasts, and the facilitator will conduct a short feedback session.

- **Activity 3.2: Listen Up!** – With so much work done to prepare the podcasts, it's only right that they should receive an audience! Each group describes their podcast, before the rest of the participants listen to it.
- The facilitator will explain that in completing this In-Service Training Programme, participating educators have learned the necessary skills to be able to teach young adult NEETs through an embedded-learning approach. Young adult NEETs can benefit massively by being engaged in group-work settings using the activities and format presented in these modules.

In conclusion, the facilitator will ask the following self-reflection questions to the group members to evaluate their experience during the training sessions:

- Do you feel that this training programme has been beneficial for you to use in your own youth group work?
- What skills did you learn from this training programme?
- What skills do you think young adult NEETs could learn by producing their own podcasts?
- Did you enjoy completing the activities by working as a team?
- What did you like / dislike about the training programme?
- Do you have any suggestions / queries to ask the facilitator before you continue this topic in your own youth group work?
- The facilitator will thank the adult educators for their participation on the In-Service Training Programme and conclude the unit.
- Resource with Additional Information:
- How to Start a Podcast: A Complete Step-By-Step Tutorial

The facilitator will thank the adult educators for their participation on the In-Service Training Programme and conclude the unit.

Resource with Additional Information:

[How to Start a Podcast: A Complete Step-By-Step Tutorial](#)

Module Title	Post-Production		
Activity Title	Podcast Editing Session	Activity Code	A3.1
Type of Resource	Activity sheet (AS)	Type of Learning	Face-to-face
Duration of Activity (in minutes)	120 minutes	Learning Outcome	On completion of this activity, participants will have experienced the podcast creation process first-hand and will be better equipped to transfer this learning to young adult NEETs
Aim of Activity	This activity will teach educators the practical aspects of preparing their young adult NEET learners to develop their own podcasts, giving them the best head start possible.		
Materials Required for Activity	<ul style="list-style-type: none"> • Smartphones • Paper • Pens 		
Step-by-Step Instructions	<p>Step 1: Ask participants to review the list of pre-production planning headings from earlier.</p> <ul style="list-style-type: none"> • Naming a podcast • Free apps for recording and editing podcasts. • Choosing a podcast format • Developing a listener persona / podcast avatar and focus statement <p>Step 2: Using pens and paper, the groups should create a structure for their podcasts based on these prompts.</p> <p>Step 3: Once a “skeleton” of a podcast has been decided on, participants are encouraged to consult the script-writing tips provided in the pre-production module.</p> <ul style="list-style-type: none"> • Establish a Tone • Write an Intro • Write the Body of the Podcast Text • Write an Outro <p>Step 4: Time to bring it all together! Using free recording software like Audacity or GarageBand, groups should record their podcasts. At this stage, mistakes are welcome and should be kept in the audio mix – editing will be covered in the next session. For now, participants should focus on producing up to about ten minutes of recorded content, with a view to cutting this down to around three or four minutes.</p>		



PODSQUAD

Building skills and self-confidence
of NEETs through podcasts



Co-funded by
the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2021-2-CY02-KA220-YOU-000049194