

BIG GAMES MACHINE

B2B GAMES PODCAST CHECKLIST

PRE-PRODUCTION & PLANNING

- Create a name for your podcast
- Select a suitable host
- Choose a podcasting platform
- Decide on your guest/guests
- Approach the guests to secure their participation
- Decide on your company representative for the episode
- Create a briefing document (see our bonus template)
- Send the document out to all participants in good time
- Ensure that participants have suitable equipment
- Create a new podcast session on your podcasting platform and generate a link/links for guests (you may need separate links for 'listeners' than you do to the host and 'guests' that are doing the talking)
- Send out calendar invites to all participants for the event with links
- OPTIONAL: Ask guests for a short technical test run to test the connection, ambience and equipment (RECOMMENDED)
- Send out an invite for test-run

ON THE DAY

- Make sure everyone has turned up!
- Brief the host and guests on critical things such as:
 - Correct guest name and company pronunciations
 - How the podcast platform works such as the chat function so that guests can message the host during the recording
 - The format of the show and the questions that the host will ask
 - What happens if there is a technical problem (sometimes these happen)

- How to notify the host if there is a problem or if guests want to say something/steer the conversation in a particular direction
- IMPORTANT!** Once the podcast ends, make sure people all stay online while their files upload
- Make sure the host includes a call to action at the end for listeners to subscribe via the podcast app of their choice

POST-PRODUCTION

ONE-OFF ACTIONS

- Design a logo - take note of different formats you may need as it will appear in other places
 - Supply the designer with logo sizes required for the different services
- Create sonic branding - intro and outro
- Choose a podcast hosting platform and select the directories where you want the podcast to be syndicated out to
- Find a sound editor to post-produce the podcast
- Create a legal release form template
- Choose a transcription service (not essential, but recommended)

ON-GOING ACTIONS

- Send the podcast off for post-production editing (adding in the intro+outro, balancing the levels etc.)
- Generate a transcript for your website (optional)
- Send the edited podcast to your guests for approval
- Get the guests to sign a guest release form
- Create summary copy for the podcast hosting platform
- Upload to your podcast hosting platform of choice
- Go through the transcript and pick out interesting quotes to use for social media or promo
- Prepare social media snippets to share with relevant hashtags and guest tagging. This can also include a graphic with a podcast guest quote on it (see below).



- Notify guests when the podcast will go live and supply recommended hashtags to use or even copy for social media
- Update the podcast page of your website with the summary and transcript
- Go live! Ensure that all your colleagues, as well as guests, help promote the podcast through re-posting or making their own posts