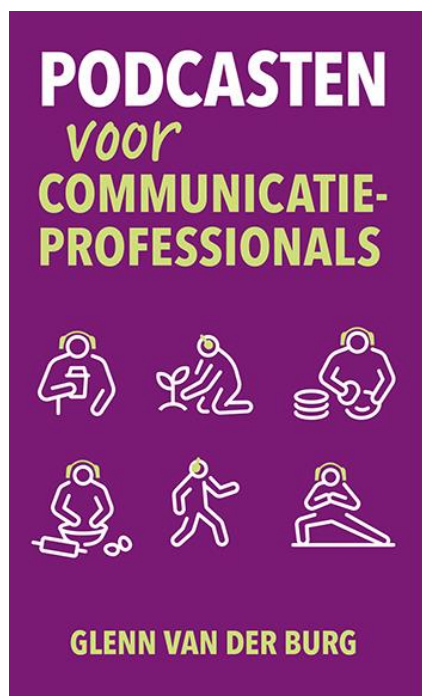


SANTASADŌ

Glenn van der Burg – Podcasting for Communication Professionals

A Kickstart For Undivided Attention From Your Business Target Group

COMMUNICATION | MARKETING | PRESENTATION



A high-quality business podcast is the equivalent of organizing a weekly inspiring meeting. It gives your organization the opportunity to capture the undivided attention of your target audience for half an hour. And at the same time it provides a stronger relationship with your podcast guests than playing golf with them. But in order to get their undivided attention, your podcast needs to match the needs of the listeners, have a recognizable format, and the right tone of voice and appearance.

With *Podcasting For Communication Professionals* you quickly learn how to develop, produce, promote, and broadcast your podcast. The unique Podcast Canvas helps you develop a one-page plan with every aspect that is relevant for a successful business podcast.

When you've finished the book, you are ready to produce your first episode!

Published in November 2022 | Paperback | 136 pages | ca. 17,000 words

- Dutch edition published by S2 Publishers



ABOUT THE AUTHOR

Glenn van der Burg has recorded over 500 business podcasts since 2015. He is a presenter at New Business Radio and develops podcasts for the Dutch Organization for Applied Scientific Research TNO, the Utrecht University, and Schouten & Nelissen education and training. Glenn also gives podcast workshops in association with The Radio Factory.

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