

# PODPITCH: HOW TO GET FEATURED ON PODCASTS

Looking to secure podcast interviews?

This event is all about helping you stand out and get noticed by podcast hosts.

We'll cover tips and tricks for crafting the perfect pitch, share insights into what podcasters look for in a guest, and even walk you through the basic equipment you'll need to sound like a pro.

Let's get you on the mic!

## DETAILS:

- 14th April 2025
- 10am - 11.30am
- Online

## WHAT WE WILL COVER

### CRAFTING YOUR PITCH

Learn how to write a compelling pitch that gets attention and gets results

### UNDERSTANDING HOSTS' NEEDS

Gain insight into what podcast hosts are really looking for in a guest

### FINDING THE RIGHT PODCASTS

Tips on identifying shows that align with your message and audience

### GEAR UP

A walkthrough of the essential equipment you'll need to sound like a pro

### PLANNING AHEAD

Understand typical lead times for podcast interviews and how to align your schedule effectively

## BY THE END OF THIS COURSE...

You'll know how to pitch yourself and land podcast interviews with confidence.

[Book your place now](#)

# SECURE YOUR OWN MEDIA COVERAGE

DALES PR  
AND MARKETING

## WHAT WE WILL COVER

There is so much ambiguity around Public Relations but it really is quite simple. It's about developing your business's reputation. To do this well, you have to know how to speak to journalists, understand what they are looking for, understand how timing can affect your PR efforts and be consistent. This is where a plan is useful.

On a basic level, you also need to be clear about your key messages, identify your audience, and choose your channels and platform.

This course will demystify PR and give you the tools to do all these things.

*Course materials will be provided  
Lunch and refreshments are included*

### DATES:

- 15th May
- 26th June

### DETAILS :

- 9.30am - 4pm
- King's Head, Richmond, DL10 4HS
- training@dalesprandmarketing.com
- 07931363044

### INTRODUCTION TO PR

- What is PR
- What it is not
- How PR can help your business

### CREATING YOUR STORY

- Who you are, what you do and what you have to offer
- Focusing on what differentiates you from your direct competitors

### PLAN, PITCH AND BE HUMAN!

- Identifying your target media
- Planning ahead and understanding media deadlines
- Pitching to journalists

### PRACTICALS

- Start to create a PR plan relevant to you
- Have some one-to-one time with Sharon

## BY THE END OF THIS COURSE YOU WILL

- Know how to clearly communicate your story, how to find journalists' details and how to build a relationship with them.
- Understand the PR process.
- Have an actionable plan with steps for accountability throughout the year.

We'll also plan ahead to ensuring you don't miss key dates and

## HOW TO BOOK



\*Two payments of £65 will be taken on the last day of the month £185

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