

The logo features the word "BUMP" in a white, sans-serif font at the top. Below it, the words "Podcast" and "Lab" are stacked in a larger, bold, white sans-serif font. A vibrant, multi-colored wave graphic, transitioning from blue to purple to pink, flows through the text, passing behind the letters of "Podcast" and "Lab".

BUMP Podcast _Lab

A three-day hands-on group training programme to teach communications, public affairs and advocacy professionals to produce a professional podcast from A to Z.

9.30

16.30

Tues

Pre-production day
(on-site)

- Understanding your audience
- The three formats we will learn
 1. 1:1 interview
 2. Three-person dialogue
 3. Narrative (voiceover + interviews)
- The podcast production flow template
- Our suggested free or low-cost gear and software

- Interview skills training
- Group work to produce a three-minute mini episode
- Mini episode review
- Pilot episode assignment

Weds

Production day
(in your office or home)

Recording your pilot episode
(in your office or home)

30-minute 1:1 counseling on Zoom

19.00

Thurs

Post-production day
(on-site)

- Editing with Audacity
- Intro sequences, transitions, outros.
- Branding
- Podcast hosting and distribution
- Attracting your target audience to your podcast

Pilot episode editing and finalisation.

Listening party



Theory



Practice



Who is Podcast Lab for?

Communications, public affairs and advocacy professionals involved in any step of the podcast production process.

How should I prepare?

Before your session, you will receive an e-mail outlining:

- Podcasts we recommend you listen to to understand the three formats we will learn.
- A list of (free) gear and software to bring on-site including headphones, a laptop and smartphone.

Do I need podcast experience?

No, Podcast Lab has been designed so that anyone with an interest can learn the foundations of podcast production.

Where does Podcast Lab take place?

Podcast Lab takes place over three days: Tuesday and Thursday we meet in a creative space in Brussels with room for large and small group sessions. On Wednesday, participants record at their own office or home.

What skills will you leave with?

You will leave knowing:

- How to produce three common podcasts formats from A to Z.
- Which low-cost or free gear and software to work with for recording and editing.
- How to distribute and attract listeners to your podcast.

Will there be 1:1 coaching?

On Wednesday (offsite recording day), you will have the option to book a 20-minute 1:1 Zoom consultation with a Bump trainer.

Following your three days at Podcast Lab, you will also have the option to book a one hour 1:1 consultation about a podcast project with a Bump trainer.

Who are the Podcast Lab Trainers?

The Bump Podcast Lab training team includes former multimedia journalists Mike Ball and Malte Ketelsen (ex-EurActiv), former journalist Habib Msallem as well as experienced EU public affairs and creative strategy consultants Ali Colwell and Brett Kobie.

Who is Bump?

Bump is a creative consultancy based in Brussels and Antwerp. Check out our work [here](#).



Mike Ball



Ali Colwell



Malte Ketelsen



Habib Msallem



Brett Kobie

How much does Podcast Lab cost?

Three-day Podcast
Lab training session



One-hour post-session
advisory call per participant



2 x Breakfast, Lunch &
Closing listening party



EUR 950 per participant

Sign up and questions: studio@bump.nu