



Contribution ID: 31

Type: **Workshop**

How to podcast: tech basics, AI help, concept development

Thursday 19 March 2026 15:05 (1 hour)

Podcasts are increasingly popular and have become easier to produce over the years. An excellent medium to dive deep into niche topics and reach special interest audience, they're worth considering for science communication as well. In this workshop, we cover the basics of podcast production, look at how AI can ease the workflow, and develop podcast concepts that go beyond the common two-way interview format.

Hour 1:

- Which microphones do I need?
- Where can I record a podcast?
- How do I turn a recording into a professional episode?
- Which AI tools help in the process?
- What about video?

These questions (and more) will be discussed in a masterclass format, including many best practice examples.

Hour 2:

In groups of 3-5 people, we brainstorm ideas for podcast formats that differ from long-form interviews. Each group will listen to an example episode (either short form or an excerpt) of an existing podcast for inspiration. The groups are asked to discuss:

- How could the respective format be translated into a science podcast?
- What is or isn't a topic for this podcast?
- Who hosts the podcast?
- Who manages the production?
- Who could collaborate to make this podcast more feasible and increase its reach?
- How long should each episode be?
- If the podcast is successful, how many episodes could there potentially be?
- Who is this podcast for?
- How could this podcast be extended into other media/forms?
- Etc.

In the final 15 minutes, each group will present their podcast idea. Finally, the ideas get posted on a wall and the groups dissolve. Participants can now freely assemble by one of the posted ideas, if they have an interest in further developing it after the conference.

Workshops only: Duration

2h

Workshops only: participants

8-16

Workshops only: Equipment

- projector
- tables/chairs for small group seating
- pens, paper, flipchart, markers

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Session Classification: Parallel session

Track Classification: Pushing Boundaries: Creative and Experimental Approaches to Public Engagement