

PODCAST STYLE



WHAT IT IS

Similar to a podcast, in-depth interviews about a predefined topic are carried out with one or two experts

IDEAL FOR

Transferring knowledge via dynamic conversations. With a focus on audio, learners can participate away from their computer screen (low internet bandwidth-friendly)

HOW IT WORKS

Meet with guest speakers at least a week beforehand to align on what topics, themes, and questions will be covered during the segment. This will give them enough time to provide more meaningful answers during the live session.

As the podcast segment is about to begin, the moderator introduces the speakers and encourages the learners to ask questions in the chat function during the interview. It is the role of the “question facilitator” to collect and select the best ones at the end for Q&A.

The general format should look like a “TV interview”, as all speakers are visible. Visual aids are ok but the focus should be audio. It is the moderator’s responsibility to observe the time and boost the flow of the conversation if necessary. Aim for the talk to focus on storytelling and personal experiences rather than general information or processes (as these could be found in articles or worksheets).

Answers to each interview question should last 5-10 minutes. After the interview, the “question facilitator” has at least 10 minutes going through selected questions (see #20 Q&A) with the moderator and speakers.

You can also use the Podcast Style method as a “Follow-Up.”
Read the back of this card for further instructions.

INSPIRATION

- [1] Podcast: [This American Life](#)
- [2] Podcast + Video: [High Resolution Podcast](#)
- [3] Webinar example (1:49:33): [FC Sustainability Exchange 2021](#)
- [4] Article: [Audio Quality Hacks](#)

REQUIREMENTS

Roles:

- 1x moderator
- 1x question facilitator
- 1-2 external speakers

Software:

- Chat function

Equipment:

- Good quality microphones



Any size



20-60 min



preparation

social

opening

input

main

assessment

closure

reflection

follow-up

Disaster Risk Financing
& Insurance Program



CONSIDERATION CHECKLIST

- When choosing a speaker, do not only pay attention to their expertise but also their storytelling and presentation skills. It is much harder to listen to a monotonous speaker compared to a dynamic conversationalist.
- What topic/s do you want to cover? If this event is a follow-up or you already know who will attend, ask participants to submit their open questions in advance.
- Don't be afraid to verbally repeat the core topics and themes during the interview as it helps to reinforce the point with learners.
- Good audio quality goes a long way. Check the audio quality of the guest speakers and provide a good microphone if needed.
- A good podcast is not an interview but a lively discussion and exchange of ideas, experiences, and knowledge. To make the most out of a conversation consider the following two points:
 - We are wired to be taken in by stories and remember them. What questions can spark and elicit stories?
 - Learning happens when there is a constructive level of disagreement. What are the tensions and contradictions to be discussed about the chosen topic?

Sound effects: When starting the Podcast Style method, play a short intro sound. Do the same when transitioning to a new topic to make it easier for the learners to follow. When closing the conversation, play the same sound you used for the intro to signal that the conversation is closed now.

Taking a walk: Whenever learners don't have to look at the screen, encourage them to go out and enjoy the conversation while taking a walk. A 60-minute podcast conversation leaves enough time for learners to go outside and be back when the online session continues or ends.

Follow-up: When there are more questions than time in a Q&A session, record a short conversation with your guest speaker on the most popular questions and send the recording to attendees. Don't forget to include sound effects and keep the last two points of the checklist at the back of your mind when talking with your guest speaker.