



Tips for Innovative Meetings and Events (T.I.M.E.)

Topic: Ipod, U-pod, Should we all podcast?

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Written and Published by Sue Tinnish, 847.394.9857, stinnish@ameritech.net,

www.suetinnish.com

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Welcome

New technology can be...

- Nerve-wracking
- Bleeding edge
- Downright scary

Or

new technology can...

- Connect
- Reach out in new ways
- Demonstrate vitality and innovation

One meeting technology I am experimenting with and using is podcasting. This issue of Tips for Innovative Meetings and Events provides tools, resources and links to move you out of the scary, nerve-wracking territory to a world of new connections, innovation and growth.

Even if you determine that podcasting is not right for you, stay current on this technology trend so you can respond (when appropriate -- as in my case when a client asked me to deliver education through podcasting) or as a source for your own education or personal growth (I listen to a gardening podcast in hope of creating a fantastic rose garden next spring).

Sue

[Sue Tinnish](#)

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Piquing your Interest

An assortment of new technology is changing the face of the meetings and conferences. Wikis are talked about for training. RSS is a way to forward content. Blogs can document. And podcasts are becoming more popular.

Do you need to be more knowledgeable about podcasts?
Do you want to understand what role they play in meetings?

And even if you don't own an Ipod are you ready to begin to experience a podcast?

Podcast Primer

Podcasts are audio files that people listen to through their computers or MP3 devices. The term is not related to Apple's iPod as podcasts are available through computers, smart phones, and any MP3 players.

There are more than 25,000 active podcasts, more than double the number in 2005 (Source: Promo Magazine's Promo Xtra Ezine, April 11, 2006). One estimate is that there will be 10 million podcast listeners in 2006.

You can subscribe to podcasts in a manner similar to e-newsletters, or by searching through the podcast offerings of iTunes and RSS (really simple syndication) sites; or by simply clicking on a web link and listening to on-demand internet radio programs.

Main Podcast Benefits

Podcasting allows to people to time-shift. Just as TIVO allows people to watch TV shows when they want, podcasts allow people to listen to information during the time most convenient to them. Podcasts deliver information to people when it is most relevant, convenient and applicable.

Organizations may begin to use podcasts for meeting related purposes for three reasons.

First, organizations may have a desire to find new ways to distribute information. Meeting content can be captured and archived in a way that allows people to use the information in

a time and place convenient to their schedule. "Podcasts are a major benefit to training because it is on-demand audio that you can take with you and learn at your learning and pace," says John Baldon, a leadership and communication consultant.

Also the newer technology appeals to younger audiences. Podcasting appeals to 16- 34 year olds, a growing segment of our members in organizations or our employees.

Recent changes in podcasting suggest there is an opportunity for revenue generation. Just as people pay to hire a speaker or pay to go to a conference, recent developments show an increase in the number of podcasts that require a fee. Fees range from \$2- 4 per podcast or an annual subscription fee of approximately \$30.

Technology as a Connector

Podcasts can help organizations in the following ways:

- Extend the reach of a conference: Organizations can offer information from a conference (like keynote presentations) as podcasts.
- Offer new ways to market: Podcasts offer another method of marketing programs. Tim Bourquin of TNC New Media marketed the Trade and Consumer Show with an almost weekly podcast "The Podcast Brothers". (Source: Expo July/August 2005 issue)
- Distributive education/information model: Podcasting allows organizations to distribute valuable educational content or information in a way that supports people using the information in a time and place convenient to their schedule. Training meetings could use podcasting to reinforce information from a face to face meeting. Or podcasts could provide the mechanism to put information in front of people very quickly; consider the podcasting of new regulatory information for a pharmaceutical company.
- Maintain connections: Podcasts provide another method for people to connect with the organization.
- Newer technology is perceived as more relevant: Podcasting appeals to 16- 34 year olds. This younger demographic will increasingly make up a larger percentage of association members and corporate employees.
- Enhance email marketing: Podcast files can be attached to emails to enhance the marketing of meetings and programs.

Real World Examples

You can listen to more than music on your computer or MP3 player. And podcasts are not relegated to content on hobbies. There are thousands of organizations podcasting. American Express, Coca Cola, United Airlines, and even politicians like the Mayor of Boston

are creating/underwriting podcasts. Some examples include:

- University of Connecticut and Duke University are exploring podcasts as an academic aid and teaching tool.
- The International Consumer Electronics Show (CES, www.cesweb.org) produced 35 podcasts from its 2006 show. As of June, 39,546 unique visitors went to the CES website to investigate the podcast and more than 86,346 podcasts were downloaded. (Source: Expo, June 2006)
- Harvard Business School Publishing offers free weekly podcasts called "IdeaCasts" featuring ideas on management skills. Go to http://harvardbusinessonline.hbsp.harvard.edu/b01/en/hbr/hbr_ideacast.jhtml Look for the Free Resources and follow the link to Podcasts or click here [HBR Ideacasts](#) (Source: Training Magazine, July 2006)

Listen to Learn

You can learn about and experience a podcast at the same time:

- American Society of Association Executives has several relevant podcasts. The podcast features the staff of Digitell, Inc., as they present the latest in digital content capturing, Online Educational Libraries, Webcasting, Podcasting, Wiki's, Blogs, MP3 technology, CD-ROM development, A/V advancements and more. Look at all 6 podcast ranging from 9 to 21 minutes at <http://www.procasts.com/?podcastID=3> [ASAE Podcast - 6 choices](#)
- Planit (www.planitagency.com) is an integrated brand communications firm. They offer podcasts of their show, The Event Solutions Idea Factory and a podcast titled, "Why should you be podcasting?" From the webpage http://planit_podcast_event_and_party_show.vitalpodcasts.com/ scroll down to get to this specific podcast. [Planit Idea Factory Podcast](#)

If reading is more your speed, look at Corbin Ball's article on podcasting at http://www.corbinball.com/articles_technology/index.cfm?fuseaction=cor_av&artID=3726. [Corbin Ball article](#) Corbin is a technology expert in the meetings and hospitality industry.

Freebies: Directories and Suggestions

Freebies: Podcast Directories

If you are ready to experience a podcast check out the varied topics in podcast directories like podfeed.net (<http://podfeed.net/>), podcast.net (<http://www.podcast.net/>), podcastalley.com (<http://www.podcastalley.com/>) or digitalpodcast.com (www.digitalpodcast.com/).

More Freebies: Other great business podcasts Spend a few minutes on your own personal growth. Send for a list of relevant business podcasts by emailing me at

stinnish@ameritech.net or click here [Business Podcasts](#).

Future T.I.M.E.

On November 15, I will be at the [Society of Government Meeting Planners Michigan Chapter](#) in Kalamazoo, Michigan.

EMC's MEET Education Event & Tradeshow at Hamilton Park Hotel and Conference Center, Florham Park, NJ, November 16 - 17. I will be presenting seminars on [Generational Differences](#) and [Measuring Meeting Value](#).

I love to see familiar faces in the audience. Please come and see me.

Virtual T.I.M.E. and T.I.M.E. Gone By

I am a regular contributor to Here's Chicago's blog. You can find my contributions posted on Tips from the Pros at <http://www.hereschicagoblog.com/blog/TipsfromthePros> [Here's Chicago Blog](#).

Here's the link the current article:

<http://www.hereschicagoblog.com/blog/TipsfromthePros> [July Issue of Here's Chicago Blog](#).

As for the written word, if you are interested in past issues, please e-mail us with the month and topic and we will send you a copy of that newsletter. Here's what is included in past issues ([Back Issue Request](#)):

2000

Teambuilding (May), Green Meetings (June), Values (July), Minimum/Minimal Meetings (August), Evaluations (October), Politics (November), and Toys (December)

2001

Sales, Award Presentations (January), Change and Communicating Change (February), Open Space Technology (March), Adult Learning Styles (April), Trade Shows (May), Emotional Intelligence (June), Presentation Tips (July), Ice Breakers (August), Facilitation (September), Humor (October), Customer Care (November), Slack (December)

2002

Teambuilding Options (January), Promotional Products (February), Multicultural Communication (March), Outdoor Learning (April), Budgets and ROK (May), Creativity (June), High Touch Technology (July), Economic and Business Cycles (August), Successful Environmental Factors/Conference Centers (September), Return on Investment (October), Incentive Meetings (November), Resource Recap (December)

2003

Everyday Meetings (January), Diversity (February), Problem Solving (March), Marketing Pre- and Post- Event (April), Entertainment (May), Balance in Meetings and child care (June), Mobile Events (July), Last Minute Ideas (August), Training Meetings (September), Unique Venues (October), Data, Information and Number Crunching Privacy (November), Deja View (December)

2004

Branding (January), Audio Visuals (February), Networking (March), Strategic Budgeting (April), Sensory Meetings (May), Board Meetings (June), Leadership (July), Barrier-free Meetings (August), Time Management & Meetings (September), The Travel Experience & Stress (October), Voting Techniques (November), Deja View II (December)

2005

New Year's Resolutions (January), Brainy Side of Food and Beverage (February), Sarbanes-Oxley and Meetings (March), Visual Aids (April), Experiential Teambuilding (May), Emotional Meetings (June), Press Conferences (July), Green Meetings (August), International Meetings (September), Value of Entertainment (October), Copyright Laws (November), Deja View III (December)

2006

New Year's Resolutions (January), Generational Differences (February), Speaker Suggestions (March), Building Bridges (April), Positive Posters (May), Cruises (June), Moving Knowledge and Talent (July), Relaxing Meetings (August), Keynotes (September)

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