



# Audience Growth

## Using Conferences to Your Advantage

### ❖ Going as an Attendee

- Go to podcast conferences (like [Podfest!](#)) to find support and level up
- ALSO (and this is KEY) go to conferences that **serve your industry** and provide value to the same audience as your listening base to expand your industry network, professional positioning (become THE podcaster of that industry), find great guests, and increase the scope of support and resources overall.
- Gather as MUCH information about the conference as you can ahead of time to plan your strategy:
  - Look through their website
  - Join the event app they are utilizing to facilitate the event (if there is one)
  - Join their mailing list
  - Join their Facebook group
- Key items to find out:
  - Who are the speakers?
  - Who are the vendors?
  - Who are the other attendees?
- Create a strategy around:
  - Attending sessions (Go to the sessions; but, remember, the gold happens with the conversations you'll have in the hallway!)
  - Meeting people
  - Conducting interviews (You likely can, whether you have a media pass or not. See the next page for my notes on media passes). In fact, here is an example:

**NEW!!**

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for a limited  
time...

[Curve the Cube #110 - Podfest 2017](#)

*Ignite your Podcast Platform!*



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## Using Conferences to Your Advantage

### ❖ Going as a Speaker

- Apply early! Do a Google search for any podcast conferences or conferences in the industry your show serves. Immediately sign up for their mailing lists, as that's usually the first place they announce that submissions are open.
- REALLY take them at their word when they spell out their parameters and be sure what you are submitting is in alignment with their ask.
- Look at what presentations have made it through in the past in order to get a sense of what they are looking for.
- Figure out a unique angle or perspective on your topic that NO ONE ELSE can deliver on quite like you. What can you present in a different way or from a different perspective?

### ❖ Getting Media Passes

- Again, you definitely want to apply early!
- AND, you want to be sure to look up their parameters and be sure your submission is in line.
- They are typically looking for you to tell them about the content you plan to put out.
  - What will be your editorial angle?
  - What platforms will you be putting the content out on? Be sure to mention not only your podcast, but also your social media, email list, etc...
- Here are three examples of past episodes from one of my shows, [Finding Florida](#), where I've done just like this!

NEW!!

Available FREE  
for a limited  
time...

[Ep #4b: Around the State in 1 Day -  
Jaime & Glenn Tackle Florida Huddle](#)

[Ep #12b: FRLA's  
Restaurant Show](#)

[Ep #16b: Sailing into the  
Miami International Boat Show](#)

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