

PODCAST PLANNING GUIDE

table
TALK



STEFAN GATES, TABLE TALK PODCAST HOST

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ABOUT TABLE TALK

Welcome to the Table Talk podcast – audio journalism inspiring the future of food.

Launched in 2019, Table Talk is the guide to exploring what lies ahead for food and nutrition. Stefan Gates talks to a cast of diverse, fascinating guests from around the globe covering the latest in science, technology, sustainable food innovation, consumer trends and more.

The story so far...

78,000+

LISTENERS

65+

COUNTRIES

170+

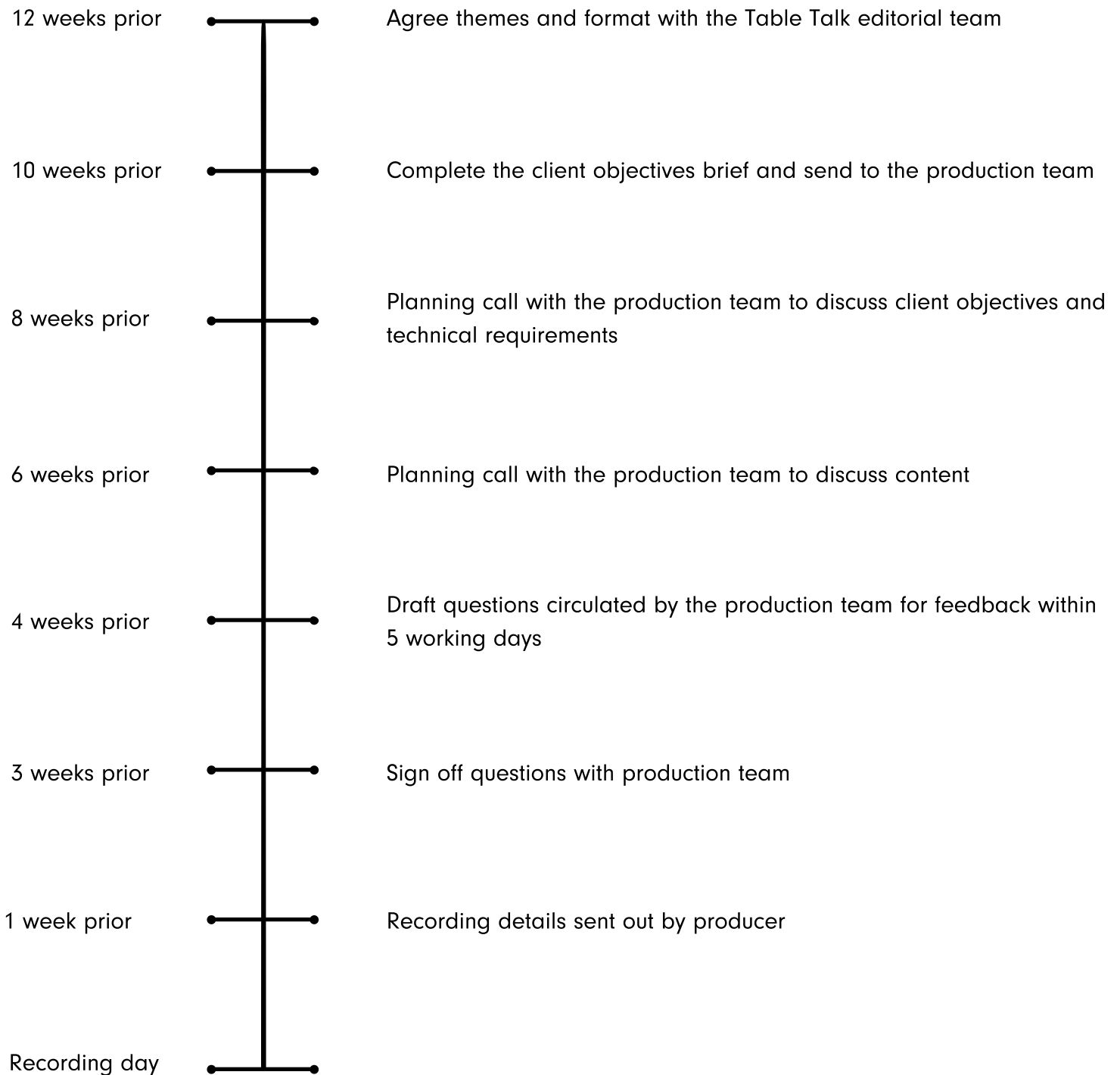
EPISODES

Curated themes and series include:

- **The big interviews** – key personalities shaping the future
- **Inside food science** – food and nutrition science explored
- **Food futures** – navigating the sustainable future of food
- **Careers conversations** – what it takes to build a career in food
- **Inspiring stories** – from people driving innovation



KEY DATES FOR YOUR PODCAST PLANNING



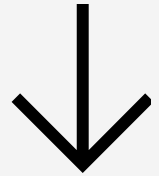
TECHNICAL REQUIREMENTS

The tools that we use guarantee the best possible audio recording, and user experience, for guests on the Table Talk Podcast

What you'll need on the day

- **A quiet space with good internet connectivity** – it makes a big difference
- **Google Chrome browser** – our advanced recording app Riverside.fm works only on Chrome
- **A headset mic or Apple pods or similar** – it will improve the sound
- **Enthusiasm** – bring your personal stories, share your personality
- **Don't worry about your room/background** – video will not be recorded

WHAT MAKES A GOOD PODCAST?



by **Stefan Gates**, Table Talk Podcast Host

Most importantly, our audiences like to hear warmth, story and personality. Sure, they are interested in your fascinating information, company or story, but the key to telling that story is what you feel about it.

- Tell us what excites you
- What the favourite part of your job is
- What are your hopes and dreams
- Don't be afraid to laugh
- Tell me if you think I'm wrong, and why
- Explain the real life applications for the work you're doing to help bring it to life
- Leave the audience with a brilliant piece of advice, insight or a prediction for the future

Our listeners do NOT want to think they're hearing a corporate message on their lunch hour or morning commute, so if that's essentially what you need to do, you're going to need to find a way to make it exciting, relevant, personal, personable and intriguing.



These podcasts are friendly and relaxed – most should sound like a fascinating discussion in the pub, not a presentation to a client. We'll cut out any fluffs and if you say 'um' loads, we'll cut a bunch of those out too. If you realise you've said the wrong thing, tell us and start again – we'll cut it out. Again: be warm. Don't be afraid to laugh and be yourself.



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CONTACT US

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