

A portrait of Dr. Anna Ploszajski, a woman with short blonde hair, smiling warmly. She is wearing a dark blue top and denim overalls. The background is dark and out of focus.

# How to Podcast Your Research

with Dr Anna Ploszajski

Are you struggling to engage with public audiences beyond the usual suspects? Do you want to widen your professional network? Could you be the authoritative voice in your field? If these questions resonate with you then I think podcasting could be the answer.

I'm a materials scientist-turned-podcaster and I believe that podcasting – when it's done right – can be a powerful tool to engage with difficult-to-reach audiences, expand professional networks and become established as an authority in one's field. I have produced and presented my own podcast about materials and making for over five years, and it has been heard in six continents, given me a network of over 80 materials experts, and even landed me a book deal. I think I can do the same for your work too.

In this three-part training series, I will give you the tools you need to **create** compelling podcasts about your work, to **engage** with audiences, and increase your overall **impact**. We'll cover the all-important planning stage, all the practicalities of setting it up and I'll give you tips on how maintain the podcast after the first flurry of excitement.

This training is intended for university members of staff, researchers, technicians, support staff and students. It takes participants through how to produce their own podcasts to inspire, entertain and disseminate their work. By the end they'll have all the skills, tools and information they need to get started... and keep going!

To discuss how I can help you master the airwaves:

Email: [annaploszajski@gmail.com](mailto:annaploszajski@gmail.com)

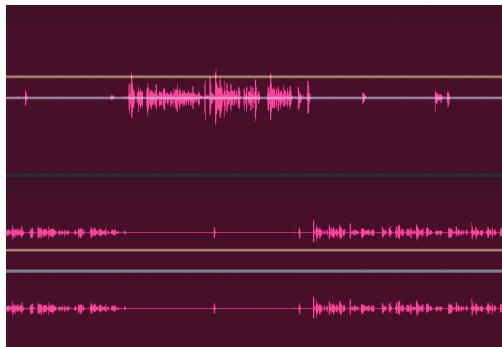
Twitter: [@AnnaPloszajski](https://twitter.com/AnnaPloszajski)

Website: [www.annaploszajski.com](http://www.annaploszajski.com)

# About the Training

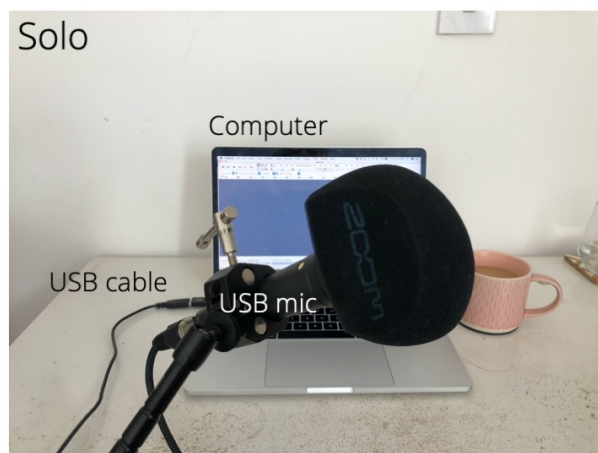
## PART 1: PLANNING

In this part, we'll be covering all the reasons to start a podcast... and all the reasons not to! We'll generate ideas, make sure our aims and audience are aligned, and discuss all of the elements that go into setting it all up, including music, artwork and booking guests. By the end, participants will have created the idea for their podcast, be clear about their intentions for it, and have a simple roadmap for getting started.



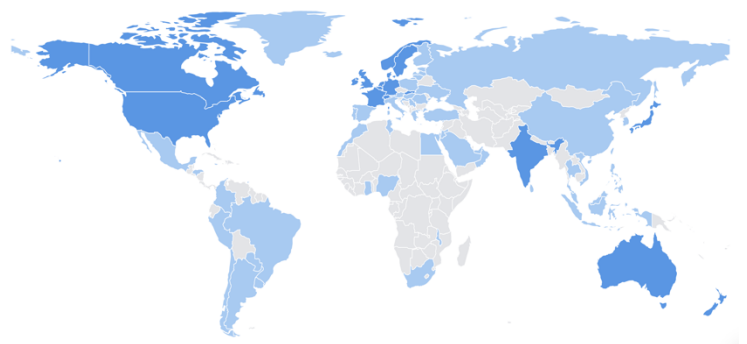
## PART 2: DOING

This part covers the practicalities of recording – what hardware you need, how to set up the room, recording and editing software, and how to get the best out of guests in interviews. We'll talk about distribution, marketing, growing an audience and how to make sure your podcast is as accessible as possible. By the end, participants will know what they need to buy, how to go about recording, and how to get their first episodes out there.



## ACT 3: MAINTAINING

In this final part, we'll talk about how to get a podcast beyond its first five or ten episodes. We'll discuss how to retain audience engagement, how to be agile and evolve a format, and how to re-brand to keep it fresh. We'll reflect on how to measure a podcasts' success and, ultimately, how to know if and when to stop.



The workshop can be delivered in-person or online in a half a day. Participants will walk away from the sessions with the tools and knowledge they need to get started with their podcasting career.

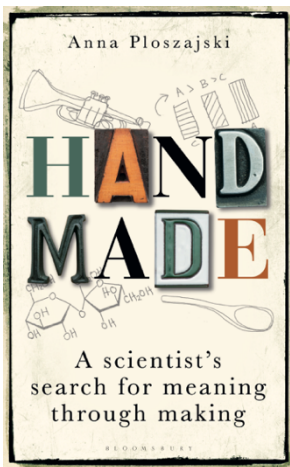




# Dr Anna Ploszajski

Materials scientist | Storyteller

Dr Anna Ploszajski is an award-winning materials scientist, writer, presenter, podcaster, performer, trainer and storyteller based in London.



Anna channels her passion for materials science by storytelling with materials on the screen, radio, stage and page. She has produced and presented her podcast, [Handmade](#), for five years, in which she interviews crafters, makers, movers and shakers about the world of materials and making. These conversations were the inspiration for her first book, [Handmade: A Scientist's Search for Meaning Through Making](#), published by Bloomsbury. Having developed her own unique blend of autobiographical and technical science communication, Anna now trains professional scientists, engineers and school students in the art of scientific storytelling.

*“Anna is a true original, an impressive talent. She is a fantastic communicator who brings a fresh approach to materials science. Entertaining and enlightening in equal measure.”*  
– Professor Mark Miodownik

*“Anna is almost unique in the UK; a young woman in engineering who's accomplished and intelligent but also hilarious, brave and willing to challenge orthodoxies in amazing ways. Oh, and she can do it all on stage too.”* – Dr Steve Cross

Anna is an industry specialist in helping scientists and researchers translate their technical content for the audio medium; she has sat on the panel for the British Podcast Awards' [Pulse Award](#) and trains academics and students in planning and producing podcasts for science communication and public engagement. In her spare time, Anna plays the trumpet in a funk and soul covers band and is an ultra-endurance open water swimmer. Oh, and it's pronounced “Por-shy-ski”.

Find out more at [www.annaploszajski.com](http://www.annaploszajski.com).

