ABU In-Country Podcast Workshop
25 – 27 November 2026
School of Journalism, Communication University of China
(7th Floor, Art and Communication Building)

Wednesday, 25 November	
09:00 – 10:30	Participants gain an understanding of the popularity of podcasts –both within and outside China – and within the Asia-Pacific region and globally Participants understand the differences between podcasts and radio, the role of audience need-states and the importance of audience data.
10:30 – 11:00	**MORNING BREAK**
11:00 – 12:30	Participants understand the concept of casting and the importance of selecting presenters, formats, the key characteristics of interview and documentary shows, and understand the links between target audience/audience-need, casting, and format and style.
12:30 – 1:30	**LUNCH**
1:30 – 15:00	Participants understand the role and importance of story as a way of engaging audiences and not using podcasts to focus only on topics. Participants gain a good understanding of the value of structuring podcasts and also key aspects for story structuring.
15:00 – 15:30	**AFTERNOON BREAK**
15:30 – 16:30	Participants learn about the importance of having engaging introductions, some of the key things to think about when crafting those (such as the use of 'cold opens'). Participants also gain a good understanding of the elements of general scripting principles and the use of conversational language.
16:30 – 17:00	Summary reinforcing key points from Day 1

Thursday, 26 November	
09:00 – 09:30	Recap on Day 1
09:30 – 10:30	Participants gain an understanding of the key pieces of technology involved in podcasting, some of the key AI tools that can be used and some of the considerations with listening platforms.
10:30 – 11:00	**MORNING BREAK**
11:00 – 12:30	Participants to understand how audiences discover podcasts and why, unlike radio, it's harder to find audiences for podcasts. Participants understand the importance of artwork, episode descriptions and the broader range of listening platforms. Participants gain an understanding of digital and discovery plans as part of the launch of podcasts.
12:30 – 13:30	**LUNCH**
14:00 – 15:00	Practical exercise: participants are asked to work in groups and write and record a 30 second podcast introduction for the first episode of a show they come up with. They will be asked to run the script by their partner or within groups for feedback.
15:00 – 15:30	**AFTERNOON BREAK**
15:30 – 16:30	The importance of the key elements required to create an engaging introduction is reinforced to all participants
16:30 – 17:00	Summary reinforcing key points from Day 2

Friday, 27 November		
09:00 – 10:40	Keynote Speeches -Issues and Development History: A Review of Research on Chinese Broadcasting History Xue Yifan -Globalization of Podcast Development: A Cross-National Comparative Perspective Andrew Davies -The Overall Landscape and Development Trends of the Global Podcast Industry Industrialization and Audience Segmentation of Chinese Podcasting -Changes Brought by AI: Contemporary Podcast Technology Systems and Narrative Transformation — Li Jiangang -Convergence and Independent Development: The Contemporary Landscape of Podcast Platforms of Mainstream Media — Luo Laiming	
10:40 – 11:00	**MORNING BREAK**	
11:00 – 12:00	Roundtable Forum	
12:00 – 13:30	**LUNCH**	
13:30 – 16:30	Sub-forum 1: History and the Present: The Broadcasting Industry in China and the World	Sub-forum 2: Podcast Development from a Globalization Perspective