

# AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

## A “Perfect” Interview Starts with You

### Description:

Nothing beats a great interview with a prepared guest. And everyone knows, an amazing conversation can take your podcast to the next level both for you and your listeners. This session discusses how to develop a consistent process to identify and book guests for your podcast, setting up a guest management process that works for you, and skills of engagement before, during, and after the interview. As a bonus, we'll talk about how to use past guest content to repurpose previous episodes.

### Takeaways:

- How to make sure guests are a good fit for you and provide value to your podcast
- Creating an engaging interview that you and your guest enjoy
- Staying in contact with your guests beyond the interview and episode release



## MODERATOR:

Among other things, **Jerry The 3rd** is a seasoned podcast instructor, host, and producer. Creating his first show in 2018 (Point Noir) he's been able to inspire hundreds of men of color to explore travel for themselves and sponsored 22 men with their first passports. As an instructor, his workshops were chosen to help Airbnb launch their "Online Experiences" platform in 2020.

In 2021 he accepted the role of Lead Skills Trainer for Afros & Audio's educational initiatives.

## PANELISTS:

**Andrew "Drew" Milden**, hosts Drew vs. The World, a podcast providing "inspiration through information." Drew digs into the life story of his guests, from entrepreneurs to recording artists, and even food bloggers, to inspire them to follow their dreams. His inspiration for Drew vs. The World stems from The Joe Rogan Experience, Whoreable Decisions, and You Made It Weird. Over the past two years, he's hosted close to 100 episodes with a listener audience in over 40 countries. Drew was born and raised in Brooklyn, NY and currently lives in Charlotte, NC with his two kids and future wife.

**Genie Dawkins** is a single mother of four (two grown and two school-aged) and has over 19 years of being a parent advocate of special needs children. Additionally, she is an international speaker, best-selling author, host of The Parenting Cipher podcast, and Parent Confidence Strategist.

Each of Genie's children has various diagnoses of Autism Spectrum Disorder, Dyslexia, Dysgraphia, and ADHD. Despite this, she has successfully enrolled them in top tier private schools; three of them with partial scholarships and her youngest's tuition is federally funded. In 2019, she and her youngest sons traveled to Dubai, London, and Paris, with various challenges and limited resources but with determination to expand her children's worldview and not limit them because of their individual diagnosis.

As an educational advocacy specialist, Genie's mission is to help parents achieve a balanced life and overcoming inevitable challenges both at school and home in a way that empowers parents and children.

**Latrice Sampson Richards**, LPC-S, CLC is a mental and emotional wellness creative, Licensed Professional Counselor Supervisor (Louisiana), Licensed Mental Health Counselor (Florida), and Certified Life-Enhancement Coach. Latrice is the host of Unicorns Talk Podcast and serves as the Lead Event Consultant for the Afros & Audio Podcast Festival, and a producer for the Vanguard Podcast Network.

## LOGISTICS:

**Date/Time:** Saturday, November 13<sup>th</sup>: 4:15 PM - 5:10 PM

**Format:** Panel Discussion and Q&A

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