

AFROS & AUDIO PODCAST FESTIVAL

Video & Podcasting: YouTube Optimization and Subscriber Engagement

DESCRIPTION:

This session will discuss the importance of having a visual podcast alongside the audio version. A video presence can help you expand your audience and monetize your content. The panelists will teach attendees proven methods to grow their brand, monetize with merchandise, and receive paid partnerships on YouTube, which can be considered one of the most difficult social media platforms to master.

We'll also cover helpful tools to record and stream your videos, including Open Broadcast Software (OBS) and Restream (a multi-streaming platform). This session can benefit new and seasoned podcast creatives who want to build a visual presence but haven't taken the leap!

1. Why you should consider creating video content for your podcast
2. How to grow your brand on YouTube
3. How to monetize merchandise via YouTube
4. How to receive paid partnerships



FACILITATORS:

Armand "A.J." Jennings is first and foremost, an Audio Engineer. As a storyteller and teacher, he finds joy and excitement in sharing stories or helping others share their stories through audio-related media. With over 8+ years of audio engineering experience and 12+ years of teaching experience he embraces innovation and creativity. He has managed, edited, and mixed several podcasts throughout the years and worked his way to multiple audio positions including Co-Chair for the HipHop and R&B track for the Audio Engineering Society and Speaker Liaison for Afros and Audio Podcast Festival. Armand Jennings is constantly seeking to share his own story as well as the stories of others through podcasting, audio dramas, and other audio archetypes.

With over 10 years of podcast experience, **Quincy "Q." Lewis** has grown multiple podcasts from the ground up. After attending workshops and conferences, Q. began to utilize the information he'd gathered and now wants to share the marketing and promotional tools that can help you get your podcast more visible!

Santiago Maxwell is an Entrepreneur with a Business Degree from the University of Maryland Robert H. Smith School of Business and an Audio Engineering Degree from Full Sail University. He has expanded his work to include expertise in social media, music recording, video editing, marketing, and artist representation. He is co-founder of All Gas No Breaks Podcast, a podcast based out of the Washington DC Metro Area that highlights entrepreneurs, creators, & businesses.

