

# AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

## Monitoring Your Podcast Data

### DESCRIPTION:

Everyone has their own idea of what success looks like in podcasting. No matter how you view it, the metrics provided by most hosting platforms are a great resource in identifying and achieving your podcasting goals. This talk will cover how to determine if your podcast is successful by monitoring your Key Performance Indicators (KPIs).

#### Takeaways:

- How to pull and analyze data from your podcast host and other podcast reporting websites.
- What stats are available using the Libsyn hosting platform.
- How to tell a story about your podcast from the numbers.



## **FACILITATOR:**

**Nicole Walker** is an award-winning podcaster, global influencer, international speaker, podcast coach, and women's empowerment advocate. Nicole attributes much of her personal & professional success to starting her podcast, WinHers United, and often talks about how podcasting "literally changed her life." Nicole has been named a Top 50 Mom in Podcasting, a 2020 Top Influencer, and was nominated for the 2021 Excellence in Audio Media Award.

Nicole's podcast has received numerous accolades, such as being ranked among the Top 5% of podcasts worldwide and winning the 2020 Best Black Business Podcast Award. In 2020 Nicole expanded her brand by creating and hosting the first annual WinHers United Virtual Summit, which was an international success having over 150 registrants and 75 attendees from four countries across the globe. In 2021 Nicole joined the Afros & Audio team as the Sponsorship Manager to assist with acquiring sponsors for the annual Afros & Audio Virtual Podcast Festival.

Driven by the premise of being and doing better, Nicole uses her experience and knowledge to help others with business and personal development. She believes we go through to help others get through, and her life's motto is "be empowered and empower on." Nicole is the proud mother of two children, and when she is not podcasting or event planning, she enjoys eating, scrapbooking and traveling.

## **LOGISTICS:**

**Date/Time:** Sunday, November 14<sup>th</sup>: 3:00 PM - 3:55 PM

**Format:** Workshop and Q&A

