

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

How to Secure the Bag with Podcasting

Description:

Let's pull the cover back and help creators, entrepreneurs and small business owners who may not have the biggest followings understand how they leverage and monetize their platform. We will discuss various methods to monetize a podcast; which methods fit where and how to leverage any size audience to make cash from your show.

Takeaways:

- The strategy to go from sharing on your podcast to speaking on stage
- Best practices when getting ready for monetization
- Capitalizing on tools to nurture relationships as they evolve across pre-production, production, and post-production.



MODERATOR:

Chenese Lewis is the epitome of a sophisticated woman entrepreneur and entertainer who has gained international attention as a highly sought-after keynote speaker, expert commentator, as well as a positive body image and self-esteem advocate. In 2008 she introduced The Chenese Lewis Show, the first podcast for the plus-size industry.

For over a decade, the groundbreaking podcast has helped to amplify the industry by featuring in-depth interviews with national brands, notable influencers, and celebrities. Recognized as a respected media outlet, the show has been quoted in the Chicago Tribune and featured in Podcast Magazine and the Podcast Business Journal for being a successful podcast in a niche market. Ebony.com stated, "The Chenese Lewis Show is an important voice in plus size fashion, providing a platform and outlet for those who are making moves within the community."

PANELISTS:

Alicia Butler Pierre is the founder and CEO of Equilibria, Inc., a 16-year-old operations management firm. She specializes in increasing bandwidth for fast-growing organizations via business infrastructure. Alicia has a B.S. in Chemical Engineering from Louisiana State University, an MBA from Tulane University, and a Lean Six Sigma Black Belt certification. Combined, her content has over a million views across various online platforms.

Alicia hosts the weekly Business Infrastructure: Curing Back Office Blues podcast. Her show was hand-selected by HubSpot to become a part of their new podcast network. She's also the author of the 2x Amazon bestseller, Behind the Façade: How to Structure Company Operations for Sustainable Success. Committed to doing the right things the right way, Alicia's mantra is "to leave it better than you found it."

Don't pigeonhole **Elzie D. Flenard III**, don't even try. Describe him one way, and he'll point out another. He's a creative dude, an entrepreneur, a family man, a business owner. No "box" fits. It doesn't exist. He's a man of original thoughts, all products of unique thinking. Change your perspective, and he'll lead you down another path ... maybe without your even realizing.

Above all, Elzie is a storyteller. He unpacks topics from unexpected directions, weaving myriad influences into his music, speaking and podcasting. Society, business, current events – you can never predict his take. Suffice to say, it's probably different than you've encountered. Why do things happen? How do they drive behavior? Most importantly, what do YOU think? Elzie wants to know. Dialog and conversation are great teachers. Listening inspires Elzie. Yes, listening. Almost a forgotten skill, in an era of endless chatter and oversized bullhorns.

Jonathan Jones is a best-selling author, 2-time TEDx speaker, and host of the Beyond the Ball Podcast!

He serves and supports individuals who believe in self-investing and leaving a legacy. He strives to add value to each and every audience that he shares with, making certain that they leave with tangible strategies for success.

He has been featured on CBS News and has spoken to over one hundred thousand students ranging from elementary school to college. Some of his previous clients include the University of Texas, Texas A & M, Vanderbilt University, University of Louisiana Monroe, and Baylor University.

LOGISTICS:

Date/Time: Saturday, November 13th: 4:15 PM - 5:10 PM

Format: Panel Discussion and Q&A

