



AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

The Art of Content Development

DESCRIPTION:

"The Art of Content Development" is a Fireside Chat to share insights on developing the content and messaging/storytelling that aligns with your specific brand. This session will cover how to develop your podcast structure, tips on how to create unique content and keep it fresh, and how to incorporate storytelling. Join Erica and Shelby as they focus on different ways to come up with fresh/relevant content, how podcast creatives can develop their messaging and adjust when necessary, and the art of storytelling.

Discover how they created "*All Things Melanin*" podcast from scratch in 2018 and since have been able to develop content that aligns with their brand, messaging, and how they learned to effectively tell stories that intrigue and engage listeners.

FACILITATOR:

Total opposites; Shelby, a small-town girl and Erica, from the city, balance each other out and are divinely connected. The pair met at work, "Shout out to God!" From then on, a genuine friendship was born. They are real friends, experiencing real life and going after real dreams, together! They even travel together; their first trip being the Essence Festival in New Orleans.

Before Erica and Shelby started their brand, they attended a brunch, and at that moment something in their spirit said "you are supposed to be doing something together" but, had no idea what that "something" was. One day they had a meeting about creative ideas and their brand was born in 2017.

ALL THINGS MELANIN® is a lifestyle blog dedicated to motivating women to pursue their passions through blogs, vlogs, our #GoGetter Spotlight and the "All Things Melanin" podcast. Erica and Shelby have created an online platform that is inclusive and engaging. They both LOVE being able to use the gifts and talents God has blessed them with to build an amazing platform. The two have great things in store for "All Things Melanin"!

LOGISTICS:

Time: 50 minutes facilitated workshop
10 minutes Q & A (optional)

Format: Workshop

