



## MESA Monthly Member Meeting (4M)

Tuesday 26<sup>th</sup> August 2025

### From Vendor to Voice: Using Podcasts to Grow Visibility in Events

Thank you for the **E-Book Express Showcase** (provided by **Richard John**, COO of **Realise**, MESA Member). View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / August 2025) or click on the direct links below:

1. 20 Ways to Craft Irresistible Content - <https://mesa.wall.idloom.com/#/filelastversion/3283>
  2. 1000+ High-Impact Marketing Prompts - <https://mesa.wall.idloom.com/#/filelastversion/3284>
  3. Power of micro events - <https://mesa.wall.idloom.com/#/filelastversion/3289>
  4. Founder confessions - <https://mesa.wall.idloom.com/#/filelastversion/3286>
  5. Meeting Show Playbook - <https://mesa.wall.idloom.com/#/filelastversion/3288>
- Overview – <https://mesa.wall.idloom.com/#/filelastversion/3287>

Thank you for the NEW section: **The Five-Minute Window** from **Nathan Meyer**, Events, Community & Growth of **Guidebook**, MESA Member.

- Conversion success depends on speaking like your customer's advocate, not like a vendor
- Customers are already giving you the exact words that resonate - capture and scale them
- Using authentic customer language transforms data into messaging that fuels real growth

**Join the November 4M on Wednesday 26<sup>th</sup> November for an in-depth look into this topic!**

**Main Topic: From Vendor to Voice: Using Podcasts to Grow Visibility in Event** - Podcasts serve many purposes - from building broad audiences to creating niche, private shows behind paywalls. Success depends on aligning format and goals with the intended audience and potential sponsors. Rather than chasing downloads, businesses should prioritise meaningful engagement. Podcasts require patience and consistency; listeners often discover shows long after release and revisit past content. In the events industry, podcasting remains underutilised and often undervalued.

### Podcasting for Business Growth

- Multiple purposes: broad audiences → niche/private shows
- Align format + goals with audience & sponsors
- Focus on **engagement > downloads**
- Requires patience; growth is long-term
- Underused in events industry → need education

### Challenges & Content Value

- Revenue via sponsorships & ads is possible
- **Time + resource heavy**
- Audience growth is difficult
- Repurposing content = efficiency & extended value

### Best Practices

- Start with **clear objectives**
- Raise production quality
- Event podcasts: authenticity > polish
- Match production to medium (audio vs. video)

### Event-Specific Opportunities

- Pre-event interviews = strong promo content
- Onsite recordings add authenticity
- Consistency is difficult but vital
- Prioritise value-driven content over big-name guests

## Additional Info

### [15 Best Event Management Podcasts](#)

View our industry podcasts on the MESA pages – [MESA News & Insights / Podcasts](#)  
<https://podmatch.com> – automatically matches ideal podcasts hosts & guests

View the “**Top Tips for Being a Guest on a Podcast**” – **MESA GUEST PODCAST CHECKLIST**

By Paul Cook <https://www.paulcookstoryteller.com/>

## Thank you to our speakers:

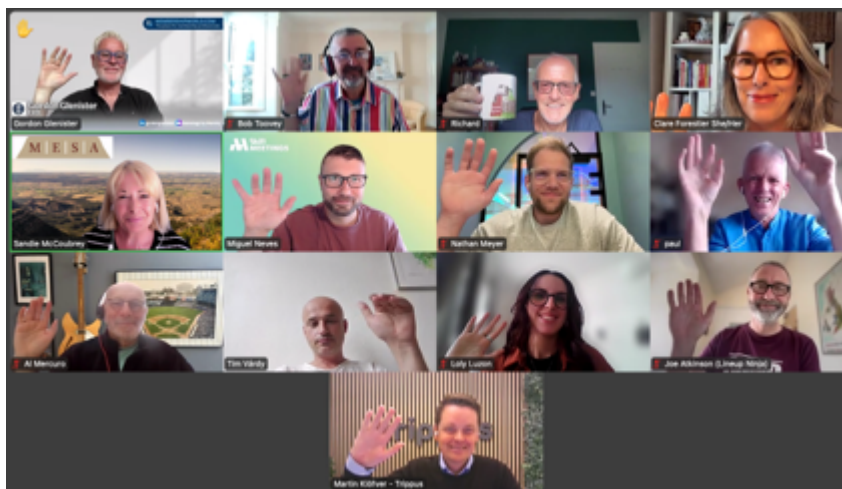
**Miguel Neves**, Editor-in-Chief, **Skift Meetings**

**Bob Toovey**, Founder & Owner of **Event Planner News (EPN)**, MESA Member

**Paul Cook**, Storyteller & Creative Producer of **Paul Cook Storyteller**, MESA Member

**Gordon Glenister**, Podcast Host and CEO of **Membership World**, MESA Co-Founder

**Moderated by Clare Forestier**, Emcee / Event Host / Moderator, MESA Member



## NEXT MEETING:

**MESA MONTHLY MEMBER MEETINGS (4M's)**  
**1400 GMT / 1500 CET:**

**Tuesday 30<sup>th</sup> September:** Finding New Clients:  
Smarter Lead Generation for Events Businesses  
moderated by [Jelmer van Ast](#).

## Going to ibtm in Barcelona?

Meet with us at ibtm on Stand P50! [Find out more!](#)

Join us for the MESA Re-FRESH Dinner on  
**Wednesday 19<sup>th</sup> November** – [Register Now!](#)  
[MESA Events page](#)  
**MESA MONTHLY MEMBER MEETINGS (4M's)**

## [Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

**Please post content and connect with each other**