



ReadyTalk Podcasting

RECORDING & ARCHIVING



Developing quality content for training, sales and marketing programs takes time, energy and money. ReadyTalk's podcasting tools help preserve valuable content, expand your online presence and communicate with your audience in new ways.

Podcasting allows you to publish your recordings for playback on any computer or portable device, including iPhones, iPods or other MP3 players. ReadyTalk makes it easy to automatically create an iTunes-compatible podcast of any recording and share it with your audience (no matter where they are) – there's no extra charge when you host your recordings with the ReadyTalk Archiving Service.

Create a Podcast Feed in Minutes

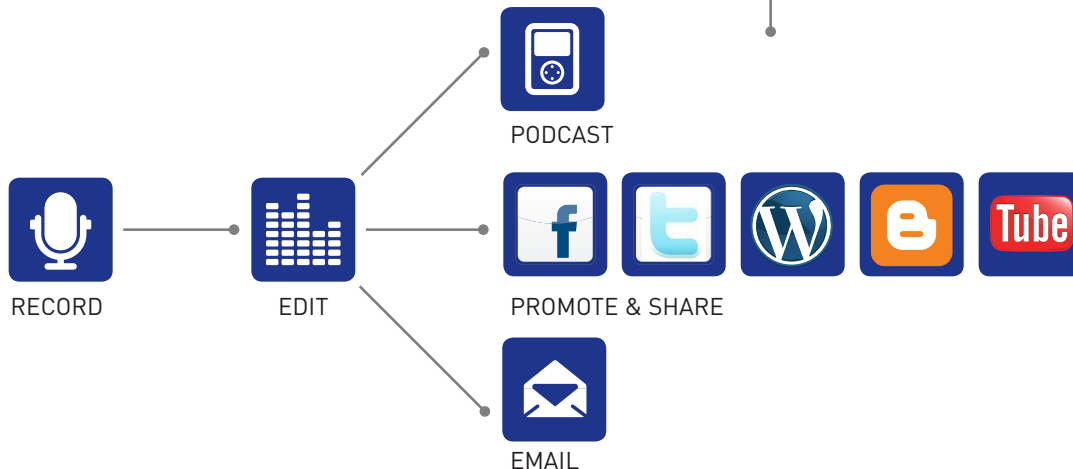
Set up and customize your podcast feed in minutes. ReadyTalk automatically creates a page where users can easily subscribe. Then, just record an audio or web conference, edit it as needed and mark it as a podcast episode. ReadyTalk converts it to high-resolution .mp4 format and publishes it to your podcast feed.

Distribute Your Podcast to Subscribers

Users simply subscribe to your podcast feed via any RSS reader (including iTunes) and select their preferred format – audio, portable video (for video iPods) or Flash (for computer playback). When you add a recording to your podcast feed, users automatically get the new recording delivered to their subscribed device and can listen at their convenience.

Why Podcast Your Recordings?

- Engage your audience in new ways
- Let your audience listen at their convenience
- Automatically push content to your audience
- Build your reputation as a thought leader
- Create a new distribution channel



Learn More

Contact the ReadyTalk Sales Team at sales@readytalk.com or 800.843.9166 to learn how ReadyTalk can help you get more from recorded content after your conference.

About ReadyTalk

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit www.readytalk.com to learn more about our full range of technology and services including:

Audio Conferencing / Web Conferencing / Event Services / Recording and Archiving