

## Join Libsyn Experts on Podcasting Growth Insights at Podfest Expo 2022

**PITTSBURGH, May 24, 2022** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announced its sponsorship of and presence at [Podfest Expo 2022](#). Company leaders, including **Rob Walch**, Libsyn Vice President of Platform Partnerships and Podcast Hall of Fame inductee; **Dave Jackson**, Libsyn Podcast Support, Podcast Hall of Fame inductee, and Founder of School of Podcasting; **Reggie Risseeuw**, Libsyn’s AdvertiseCast Publisher Relations; **Jaime Eberley**, Libsyn’s Pair Security Services Lead; and **Stephanie Ewing**, Libsyn’s Pair Level 3 Support Technician, will take the stage for in-depth presentations and panels at the conference.

Join Libsyn luminaries as they share insights into everything from the state of podcasting and podcast launch strategies to pro-tips on podcast production and ways to create, promote, monetize, and grow a podcast.

DATE + TIME	LOCATION	SESSION OVERVIEW	SPEAKERS
<b>Thursday, May 26</b>			
1:30 - 2:00 p.m.	Orange Ballroom F	<b>BEGINNER TRACK: Podcasting Hardware: How to sound like a million bucks without spending a million dollars</b> In this session, we will identify who you are recording, where, and how and then choose the best equipment to record your show.	<ul style="list-style-type: none"> <li>▪ Dave Jackson, Libsyn</li> </ul>
2:15 - 2:45 p.m.	Orange Ballroom F	<b>BEGINNER TRACK: Podcasting Puzzle: Bit Rates and Hosting and Feeds OH MY!</b> In this session, you will understand how podcast syndication works, and the different ways you can promote your show for free by creating a podcast feed.	<ul style="list-style-type: none"> <li>▪ Dave Jackson, Libsyn</li> </ul>
3:00 - 3:30 p.m.	Orange Ballroom F	<b>BEGINNER TRACK: Your First Recording: OMG I Hate My Voice!</b> You will record your voice (phone, laptop, something) in this session and publish it.	<ul style="list-style-type: none"> <li>▪ Dave Jackson, Libsyn</li> </ul>
4:30 - 5:00 p.m.	Key West B & C	<b>MONETIZATION TRACK: PANEL: Ways to Monetize Your Podcast</b>	<ul style="list-style-type: none"> <li>▪ Katie Brinkley, Social Media Strategist &amp; Founder, Next Step Social Communications</li> <li>▪ Pat Cheung, All Access</li> <li>▪ Reggie Risseeuw, Libsyn's AdvertiseCast</li> <li>▪ Nick Loper, The Side Hustle Show podcast</li> <li>▪ Michael Fabber</li> </ul>
<b>Friday, May 27</b>			

3:00 - 3:30 p.m.	Orlando Ballroom 1, 2, 3	<p><b>BEGINNER TRACK: Don't count on social. Why you NEED a website for valuable listener growth!</b></p> <p>By not having a website for your podcast, you are missing out on important discoverability. Many new listeners are unfamiliar with popular podcasting apps and turn to Google to find topics that interest them. Key optimization with SEO can bring your show category to the forefront with a well optimized site. Don't miss out on increasing your audience. Learn the most important reasons to have a website and the simplest software to use to get your site quickly! Attendees will leave having an important understanding for the needs of a website and the tools required to launch their own Podcast site.</p>	<ul style="list-style-type: none"> <li>▪ Jaime Eberley, Libsyn's Pair</li> <li>▪ Stephanie Ewing, Libsyn's Pair</li> </ul>
4:30 - 5:00 p.m.	Orlando Ballroom 1, 2, 3	<p><b>BEGINNER TRACK: Panel: Launch Strategies</b></p> <p>Podcasters, podcast producers, and industry leaders share their launch strategies.</p>	<ul style="list-style-type: none"> <li>▪ Stephanie McNeal, Host, Freed 2 Love podcast</li> <li>▪ Simona Costantini, Podcast Producer &amp; CEO, Costantini Productions</li> <li>▪ Valerie Morris, Designer/Owner, Tintero Creative</li> <li>▪ Rob Walch, Libsyn</li> </ul>
<b>Saturday, May 28</b>			
1:30 - 2:00 p.m.	Orlando Ballroom 4	<p><b>BEGINNERS TRACK: The State of Podcasting - 2022</b></p> <p>Learn about the current state of the podcasting from the perspective of what is important to individual podcasters.</p>	<ul style="list-style-type: none"> <li>▪ Rob Walch, Libsyn</li> </ul>
3:00 - 3:30 p.m.	Florida Ballroom 1-2	<p><b>MONETIZATION TRACK: Configuring Your Podcast To Accept Bitcoin - The Longer They Listen The More You Make</b></p> <p>Learn how to configure your podcast (even if you're not a geek) so that your audience can pay you in bitcoin as they listen to your show. They can also send bonuses. By copying and and pasting a few items, your show can start receiving bitcoin and it doesn't cost you a dime. It is a set and forget it type of situation. Bitcoin is becoming more and more accepted and you could be part of the value for value movement.</p>	<ul style="list-style-type: none"> <li>▪ Dave Jackson, Libsyn</li> </ul>

For more information on the Podfest Expo, which is taking place at the Hilton Orlando Resort in Orlando, Florida on May 26-29, 2022, please visit [www.podfestexpo.com](http://www.podfestexpo.com).

### About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. ("Libsyn") is the leading 'Podcasting As A Service' platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts



around the world. Libsyn's dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn's [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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