

March 2020

WFEO Podcast for WED 2020

Podcast produced by Engineering
Heroes
for World Federation of
Engineering Organisations
in preparation for the first
World Engineering Day for
Sustainable Development

Project Wrap up

Prepared by: Melanie De Gioia
Engineering Heroes

About Engineering Heroes

Engineering Heroes is a podcast Created and Produced by Melanie De Gioia, and hosted by Melanie and her husband Dominic De Gioia.

It was originally known as "Beer with an engineer" when it was first launched on 20 July, 2018.

The mission of the podcast is to promote engineers and educate society on the important work engineers do, and to cast a light on the experiences and issues engineers face in their industry.

On the 20 July, 2019 the podcast was re-branded and relaunched as "Engineering Heroes". Same mission, different name.

In November 2019, Engineering Heroes launched their first mini-series within their regular program. This mini-series was used to exclusively promote and showcase the World Engineering Convention in Melbourne. It involved 4 interviews with various speakers - keynotes and general - that would be at WED19. It also promoted that Melanie & Dominic both had abstracts selected and were speaking at the convention.

Project launch

During WEC19, Engineering Heroes pitched a suggestion to the WED committee to host a new mini-series that was dedicated to promoting the work engineers performed, using the UN SDG's as the foundation of who to speak with and the topic of conversation.

The aim was to speak to a single engineer from around the world and ask them what they were doing (as an engineer) to support a single UN SDG.

Then through February, an episode would be released over 17 week days. There would also be an introduction episode recorded, a special recording to launch on WED, and a wrap up episode of interviews conducted in Paris at the World Engineering Day convention.

This project was approved for go-ahead in December 2019.

Project activities

Podcast Preparation

Throughout January, Melanie & Dominic spoke to 19 engineers on the 17 UN SDG's (there was 1 repeated episode and 1 episode with 2 engineers). Each UN SDG interview was 30 minutes in duration. The preparation that went into contacting, scheduling and preparing for each interview was approximately a further 30 minutes per episode.

Each episode was then edited down to between 10 - 15 minutes. An introduction and conclusion was scripted and recorded. Each episode took between 1 - 2 hours to edit.

From there, the episodes were loaded into the podcast host which allowed for automatic distribution globally and to multiple podcasting applications.

Estimate 35 - 52 hours of work

Podcast Promotion

For each episode, Cover Art was created and a minimum of 5 key quotes said by the guest was identified and Soundbite quote images were created.

Every episode had a Show Notes page created on the Engineering Heroes website, which was connected to a special WED page on Engineering Heroes website. Each show Notes page had the Cover art, the Soundbite quotes, an embed of the audio and a full episode transcript in English.

Posts were scheduled across Engineering Heroes accounts for Facebook, LinkedIn, Twitter and Instagram

As each episode was launched, 2 posts were scheduled. The first was the Cover art and the second a quote. On non-launch days, general posts were created. This accounted for over 40 posts over the month of February and up to WED20.

Estimate 50 hours of work

Global statistics

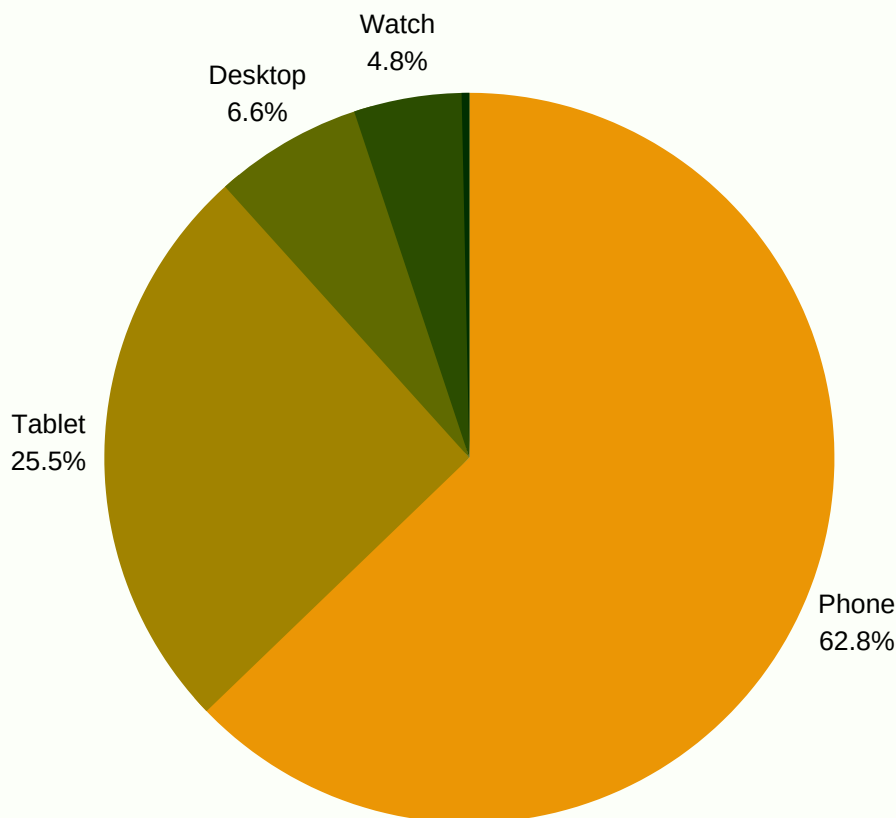
According to industry sources, podcast statistics are as follows.

If a new episode gets, within 30 days of its release

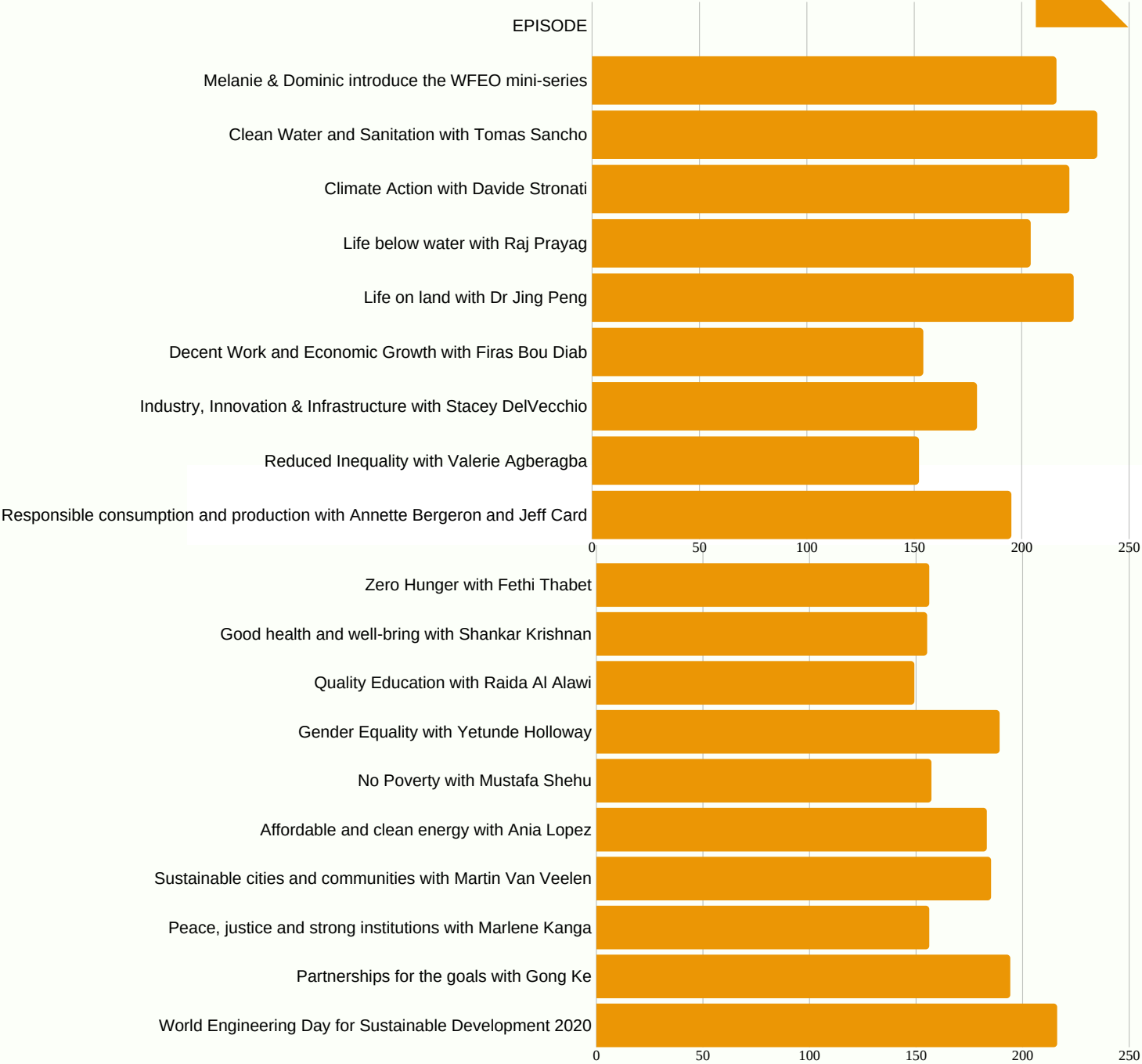
- more than 136 downloads, it's in the top 50% of podcasts.
- more than 1,100 downloads, it's in the top 20% of podcasts.
- more than 3,200 downloads, it's in the top 10% of podcasts.
- more than 7,700 downloads, it's in the top 5% of podcasts.
- more than 20,000 downloads, it's in the top 2% of podcasts.
- more than 36,000 downloads, it's in the top 1% of podcasts.

Generally, Engineering Heroes sits within the top 20 - 50% of podcasts

Listening Devices



Episode Statistics

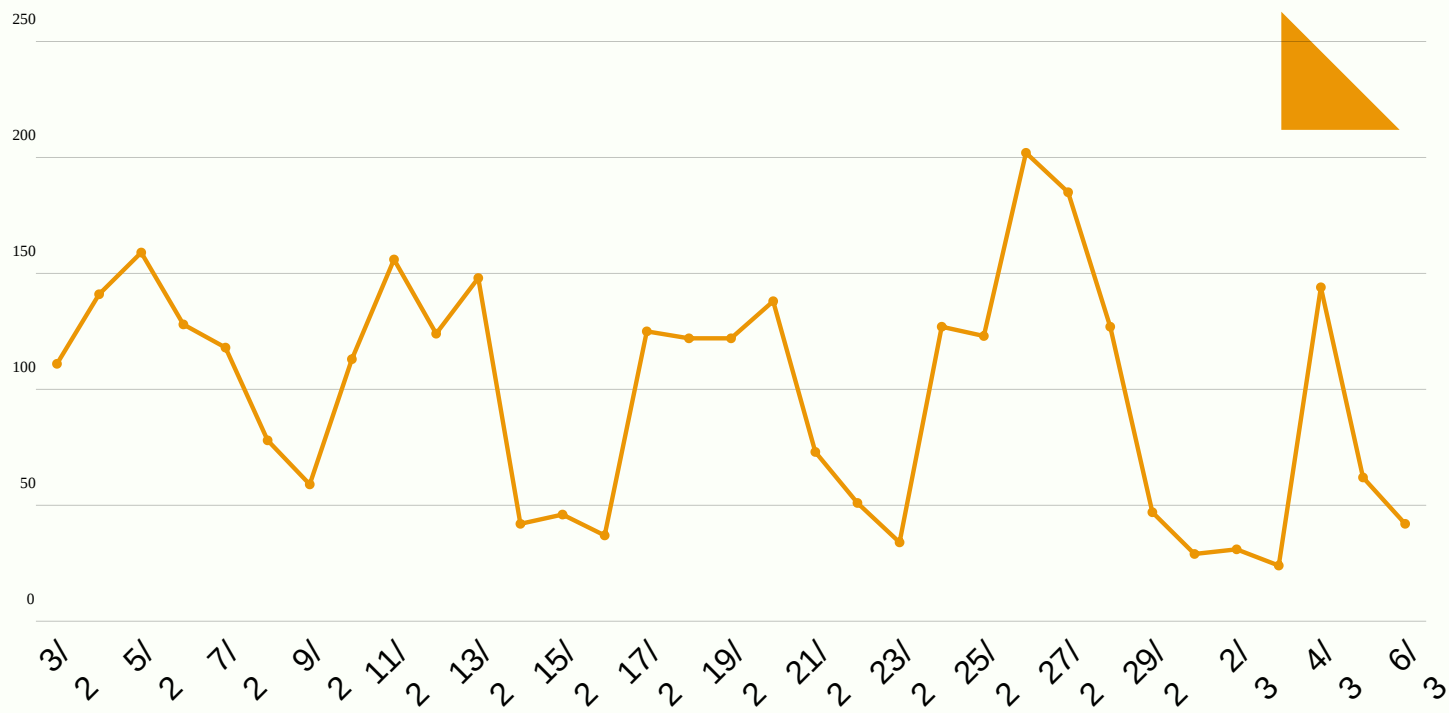


Listening Countries

COUNTRY	LISTENS
Australia	1613
United States of America	821
United Kingdom	330
Germany	97
Canada	92
China	45
Mauritius	31
Spain	30
Austria	29
Egypt	25
France	24
Portugal	24
Ireland	24
New Zealand	24
Hong Kong	22
Norway	21
Singapore	19
Nigeria	18
Belgium	16
Sweden	14
Malaysia	14
Jamaica	13
India	11
Netherlands	10
Colombia	10
Tunisia	10
Japan	10
Sierra Leone	9
South Korea	8
Saudi Arabia	7
Switzerland	7
Czech Republic	7
South Africa	6
Italy	5
Taiwan	5
Zambia	5

COUNTRY	LISTENS
Peru	4
Romania	4
Morocco	4
Lebanon	3
United Arab Emirates	3
Bahrain	3
Indonesia	3
Argentina	3
Serbia	3
Namibia	3
Kenya	3
Slovakia	2
Zimbabwe	2
Viet Nam	2
Israel	2
Cameroon	2
Philippines	1
Guatemala	1
Barbados	1
Myanmar	1
Ghana	1
Mongolia	1
Finland	1
Denmark	1
Slovenia	1
Northern Mariana Islands	1
Turkey	1
Hungary	1
Poland	1
Guernsey	1
Brunei Darussalam	1
Venezuela	1
Uganda	1
Ukraine	1
Greece	1

Listeners over time



Social Media

"We've actually achieved far more than I thought we would"

Marlene Kanga, Final Episode

1

40 social media posts



2

No advertising was PAID for all reach was organic

3

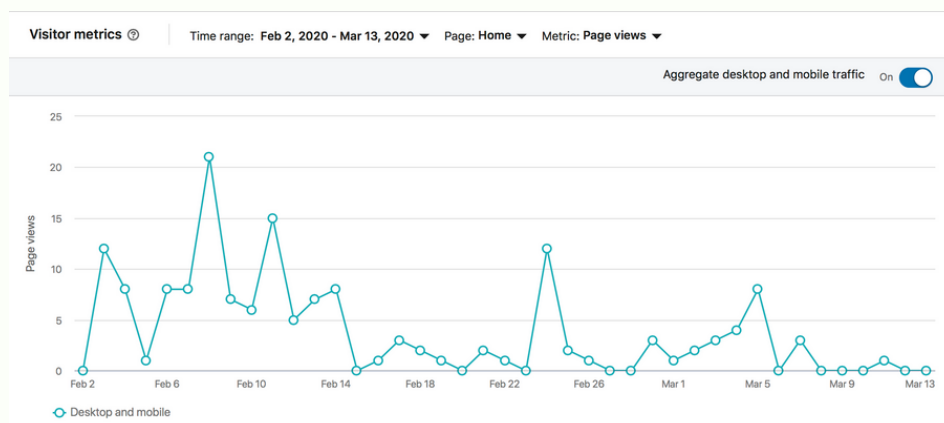
Twitter: Analytics wasn't turned on

4

www.engineeringheroes.com.au Google Analytics had an error most of February and didn't capture website hits

5

LinkedIn page hits:



Proposal for 2021

A podcast for World Engineering Day 2021

In 2021, we would love to build and expand the initial work that was started in 2020. Melanie De Gioia from Engineering Heroes would be delighted to fully assist and guide in this. Activities would include:

1

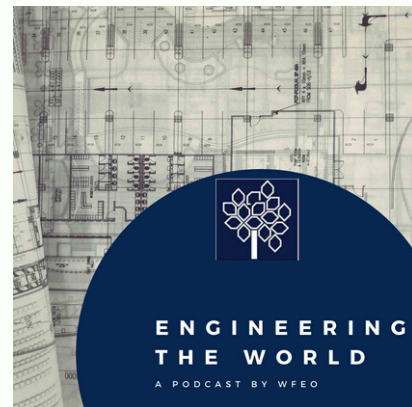
Create a NEW podcast which is exclusively WFEO. Includes name and art work, with WFEO guidance

2

Create account with host (recommend Whooshkaa, as free)

3

Migrate 2020 episodes to new name. But keep original artwork



To celebrate World Engineering Day for Sustainable Development in 2021, there are 2 possible podcast pathways.

1. Focus on the engineer, or

2. Focus on a project that engineers are working on

Option 1

Focus on the engineer

Using a very similar format as the 2020 series, identify engineers who are working directly on projects that are achieving the UN SDG's. Speak to the engineer about their work etc...

This could also focus on Young Engineers or a special sub-set of engineers.

Estimate up to 17 short episodes

Option 2

Focus on an engineer project

Identify 4-5 projects that are taking place and are achieving 1 or more UN SDG's.

Interview a number of the engineers who are working on this project and tell the story of how EXACTLY the engineers are contributing to this project and the UN SDG's.

e.g A farming automation project could be UN SDG's 1, 6, 11, 12, 15 & 17

Estimate 4 - 5 episodes

Either option will cost 5,000 Euro, excluding marketing & promotion

Happy to discuss other podcast content options

Contact us for more information and further discussion

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