

3 TIPS FOR SPREADING YOUR MESSAGE AND CULTIVATING A PASSION PROJECT

Credit for concepts to Pete Koch, safety management consultant and manager of digital technology at MEMIC

KEEP YOUR EYE ON THE DETAILS



When it comes to a podcast, “there are a ton of details,” Pete says. “It’s really easy to miss a couple of those really important ones.”

Pete and his colleagues looked to my team at Marshall Communications to pull together the checklists they needed to ensure they wouldn’t miss any details for The Safety Experts. Working with Pete, we created a Marshall Plan to help them leverage the podcast to achieve their marketing and PR goals. This included branding the podcast, naming it, planning all the tactical aspects of production, as well as promoting it to targeted audiences (now you can see where all the details come in!).

USE CONTENT TO CULTIVATE PARTNERSHIPS



On every episode of The Safety Experts, Pete interviews industry experts about emerging trends and techniques in the workplace safety industry. As a result, hosting the show has given him the opportunity to spread important safety messages — but it’s also opened up new doors for MEMIC. The podcast has enabled the company to deepen relationships with clients and add to its expertise. It’s all about networking and partnerships!

FIND WAYS TO ENGAGE DIFFERENT SIDES OF YOUR BRAIN



Pete’s experience running passion-driven family businesses with his loved ones has taught him the value of engaging different skill sets and multiple sides of his brain.

“As a safety professional, there are certainly a lot of standards and statistics and rules and regulations that I have to be familiar with,” Pete says. **“But I’ve found that employing the creative side of me helps me look at the problems a little bit differently, so I can come up with a slightly different solution that I might find if I just read through the regulations.”**

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