



Creating strategy and content that connects, educates and inspires.

PODCAST EXPERTISE

FC Podcasts is a full-service podcast network and production team. As part of the **Fashion Consort** agency, we leverage our expertise in developing strong brand narratives, establishing thought leadership, training employees and facilitating diverse perspectives to create podcasts that engage audiences as part of a strategic internal and/or external communications plan.

WHY BUSINESS PODCASTING?

Podcasting is a very flexible medium, offering organizations a means to disseminate information easily and quickly at a time when many employees are experiencing content fatigue. Podcasts give listeners the ability to consume content on-the-go, all with a level of intimacy and immediacy.

- 🎧 Establish and amplify thought leadership and industry expertise
- 🎧 Engage employees in shared stories and experiences that build community
- 🎧 Educate and train employees and clients
- 🎧 Facilitate honest conversations about race, diversity, inclusion and social justice
- 🎧 Share company news, projects and philanthropic endeavors

Podcasts have revolutionized how we share and absorb information. —Conner Delaney

NOW STREAMING

Now available on all major streaming platforms:

- 🎧 Retail Revolution
- 🎧 Fashion Consort NewsBytes
- 🎧 Transition of Style
- 🎧 Broadway ReFocused
- 🎧 Pivot with Purpose with Meghan Houle

We're good at meeting but not connecting. Meetings are draining and connecting is energizing. — Lakshmi Rangarajan

PODCAST DEVELOPMENT

We offer a four-phase podcast development framework, meant to take podcasts from concept to reality in less than 30 days.

Pre-Production

Studio set-up: hardware, software and location
Training: hosting, best practices, story development

Creative Development

Creating podcast season and episode structures
Sonic branding: intro, transitions and outro
Visual branding and marketing assets

Production & Post-Production

Interview logistics and management, hosting
Recording, transcription and editing (remote/studio)

Marketing & Monetization

Advertising, sponsorships and donations
Website management and performance analytics

LEARN MORE

Let's start collaborating to create your podcast!
Visit our website to schedule a complimentary introductory meeting with one of our podcast experts.

CONTACT US

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80%

of podcast listeners listened to all/most of each episode

74%

of podcast listeners tune in to learn new things



37%

of Americans listen to podcasts monthly

30%

of audio streaming time is spent listening to podcasts



There's a level of dedication that comes from podcast listeners that you don't otherwise find. And now the numbers prove it. Podcasts aren't a bubble, they're a boom—and that boom is only getting louder.

Miranda Katz



JOSHUA WILLIAMS

President/Executive Producer

Joshua is an award-winning creative director, consultant and educator. He excels at the intersection of creativity and commerce, combining his talents as a writer, theater director and musician, with a penchant for marketing, retail and business. Over the past twenty years, he has developed expertise in omni-channel branding, marketing and retailing, with a focus on authentic engagement between customer and brand. He is a guest lecturer at universities worldwide and on television.



PHIL aka CORINNE

Producer/Podcast Specialist

Phil aka Corinne is a veteran host and podcast producer, equity and inclusion expert, and software developer. They have worked with companies including JP Morgan Chase, Boston Consulting Group, ASCAP and Warner Music Group. They are the creator and host of the "Transition of Style" podcast. Phil's expertise is both technical and creative, ensuring that all aspects of podcast development, from pre to post-production are managed successfully.

