

2017 Podcast Publication Calendar

January						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

February						
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March						
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April						
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May						
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June						
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July						
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August						
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September						
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October						
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November						
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December						
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24	25	26	27	28	29	30
31						

Notes:

Commemorative Dates

March 8 Int Women's Day

June 30 Social Media Day

Sept 30 Int Podcast Day

Program Launch Dates:

Feb 7: IWP

March 7: PWP

July 4: IWP

August 1: PWP

Podcast Publication Calendar – Bi-Weekly on Friday:

TBC = To be Confirmed

SCH - Scheduled

Month & Publication Dates	Topic	Guest	Interview Date	Promotion (Lead generation strategy)
Jan 6 th				
Jan 20 th	Podcast Hosts: 3 Powerful Interviewing Techniques to compel your audience	Me	Jan 18 th SCH	IWP Free Webinar Live Promo
Feb 3 rd				
Feb 17 th	How to Stand out in a Noisy & Disruptive Marketplace	Marketing Strategy Expert (an alliance partner) Julie Hardt	Jan 4 th SCH	PWP Minitraining Audio Promo
Mar 3 rd	Celebrating Women’s Business Achievements	Suzy Brown – Int Business Award Winner	Jan 16 th SCH	PWP Training Live Promo
Mar 17 th				
Mar 31 st				
Apr 11 th				
Apr 28 th				
May 12 th				
May 26 th				
June 9 th				
June 16 th	How to Communicate Effectively in a Digital World	Communication Specialist – Martin Aspley	April 1 st SCH	IWP Free Webinar Live Promo
June 30 th	Social Media & Where we are headed in the next 3-5 years	Mark Smith – Social Media World	April 2 nd TBC	IWP Free Webinar Live Promo