



Italian Wine Podcast

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## **A Crash Course to Podcast Success: Stevie Kim Teams Up with RCS Academy for a Ground-Breaking New Seminar**

RCS Academy Business School recently launched a new case study on the Italian Wine Podcast, which resulted in a divisive tool for marketers and communications professionals - a seminar on creating and managing a successful podcast led by Stevie Kim, the Managing Director of Vinitaly International and Founder of the Italian Wine Podcast.



If the world is full of anything, it's podcasts. Turning a novel idea into a successful series can be a daunting task. Stevie Kim assumed this task, launching the Italian Wine Podcast in March 2017. Since then, the podcast has published over 1300 episodes and skyrocketed to more than 5 million listens, making it one of the most popular wine podcasts today.



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This remarkable growth was recently subject to a fascinating case study conducted by the RCS Academy, a leading Italian business school founded by highly-regarded journalists and industry leaders behind Corriere della Sera. RCS academy offers specialized programs in pivotal fields - such as journalism, sports, food & beverage, and beyond - with instruction from some of the most established professionals in each sector.

Recently, RCS Academy conducted a case study on the Italian Wine Podcast, diving into its accomplishments as it thrives on every podcast platform. The analysis turned into a strategic decision to transform their IWP case study into an online seminar hosted by Stevie Kim. The subject? How to create and manage a successful podcast, with the IWP's success as the subject.

The course will cover each step to developing a successful podcast, from picking a theme to post-production tips. The purpose is to gain a strong understanding of how to establish a firm foundation for a podcast, covering crucial steps like identifying a clear concept, your costs, and distribution platforms.

The seminar nature of this course is the cherry on top, as the e-learning platform encourages participants to engage. RCS Academy Business School designed interactive spaces such as forums, video lessons, and apps to promote idea exchange and nurture community among participants.

The seminar will be 45 minutes and is available online now. The cost is 40€ + IVA.

<https://rcsacademy.corriere.it/master/come-realizzare-pianificare-podcast-successo/presentazione/>