



## **IFCC Podcasts Guidelines**

Distance learning stands as a primary commitment of the IFCC: our aim is to become the leading provider of free eLearning programs worldwide, prioritizing development in developing countries, and catering to young scientists, students, and trainees.

Podcasts serve as a key tool for IFCC to engage with its members and provide various advantages to professionals. They offer a convenient and accessible means to disseminate knowledge and facilitate professional growth. IFCC podcasts may include presentations, interviews, and panel discussions with experts, providing a platform for professionals to exchange ideas and insights.

To commemorate GMLW 2023, IFCC launched a channel on Spotify and has already released over 50 podcasts.

The IFCC Podcasts initiative will be a consistent feature offered by IFCC. High-quality content promotes dissemination and popularity while also motivating speakers to contribute their content to our channel.

***The following guidelines should be followed to ensure consistent, high quality and harmonized delivery of all IFCC Podcasts.***

IFCC will oversee the technical finalization and publication process of the IFCC Podcasts, which includes formatting the audio files, collecting and organizing all components, and uploading them to the IFCC Spotify Channel.

### **IFCC Podcasts Format:**

All podcast presentations should adhere to standardized formatting and maintain consistency across episodes. Here are the guidelines:

- Each speaker is allotted a maximum of 4 minutes for their talk (for GMLW).
- The length of each podcast should range between 1 and 4 minutes.
- At the beginning of each podcast, the Chair/Speaker should introduce the topic within 1 minute.
- At the conclusion of the podcast, the Chair/Speaker should express gratitude to IFCC and wrap up the episode.
- It is recommended for the Chair/Speaker to provide an email address for the audience to send questions and comments.
- The podcasts will be conducted in English or Spanish only.

### **IFCC Podcasts guidelines GMLW 2024, 22 to 28 April:**

Audio format:

- The format is not a concern. Anmys will receive the audio files and handle their conversion into podcasts, including any necessary audio cleaning. Please refrain from including music in the audio. IFCC will incorporate a pre-defined sound for the podcasts.

- If the podcast is in Spanish, you may transcribe it into Word format for translation into English. Selected podcasts will undergo translation.
  - Theme for 2024: 'Laboratories Save Lives': Physicians, patients, or laboratory professionals are encouraged to share accounts illustrating how laboratory results have enhanced patient healthcare or even saved lives. "Labs Save Lives"
  - Duration: 1 to 4 minutes.
  - Cover:  
the cover for each Podcast will be prepared by Anmys.
  - Speaker information  
Title (Dr, prof, ...), name, photo, affiliation, city, country of the speaker
  - Keywords:  
to be added to the description (if necessary)
  - Title:  
200 characters maximum.
  - Description:  
No limits in length but no more than three lines are recommended (if necessary)
- Classification:
- As the number of IFCC Podcasts grows, a webpage featuring playlists with topics for each podcast will be established. It will be necessary to classify them for organization, and a search engine may be developed to facilitate navigation.
- Promotion:  
IFCC Podcasts will be promoted with active posting on social media by IFCC.
  - Shipping method  
You can send your audio recordings from your cell phone, ensuring minimal background noise. Please send them to: [elisa.fossati@ifcc.org](mailto:elisa.fossati@ifcc.org) via email, or directly to the C-PR member who has been in contact with you or handles communication with IFCC.  
**Deadline: 10<sup>th</sup> April 2024 (12p.m. CET).**
  - Certificate: Each presenter will receive a certificate.

