

# LISTEN UP!

THE ACTIVIST INSIGHT PODCAST HAS BEEN RUNNING SINCE 2018 AND IS HOSTED BY KIERAN POOLE. TWO NEW EPISODES ARE RELEASED EACH MONTH ON ALL OF THE USUAL PODCAST APPS, AS WELL AS ON OUR WEBSITE AND YOUTUBE. THE FIRST REVIEWS THE LATEST ACTIVIST INSIGHT MONTHLY, AND THE SECOND IS CALLED BEYOND THE BOARDROOM WHERE WE MEET AN INDUSTRY EXPERT.

FOR THIS ARTICLE, HOWEVER, WE HAVE REVERSED THE ROLES TO PUT KIERAN IN THE HOT SEAT.



## WHAT MAKES A GREAT PODCAST?

We are lucky that all our guests have such passion for the industry and their roles which is so key to a strong interview. The whole point of *The Activist Insight Podcast* is to get knowledge from people working on the frontlines of activist investing generally or unusual campaigns in particular into the hands of those that are tracking the industry, or want to see it from a different perspective.

Whether an individual episode looks at trends from an activist perspective or a corporate one, we hope that listeners will learn something new or be able to improve their processes as a result. In the best case, we hope that listeners won't want to get out of the car once they've arrived at their destination until an episode is finished.

## WHAT EPISODE SO FAR DID YOU ENJOY PUTTING TOGETHER MOST?

Funnily enough, the best of 2020 episode was my favorite simply because it really showcased our Beyond The Boardroom series. It was nice to re-listen to the interviews and hear what our guests did to adapt to the COVID-19 crisis.

Of course, a shout out must also go out to the two-part Corporate Roundtable we did last October alongside Command Financial. They were panel debates with both inside and

outside counsel, so a lot more voices per episode than we're used to having.

## WHAT ARE YOU LOOKING FORWARD TO FOR THE PODCAST THIS YEAR?

We will soon be introducing a segment called Proxy Corner in our magazine podcast editions. These will see Proxy Monthly editor Rebecca Sherratt join me to discuss recent personnel moves and shareholder voting trends.

Naturally, I always look forward to every magazine episode because I get to cross the Atlantic and speak with *Activist Insight Monthly* editor Jason Booth in New Jersey from my London home office.

We normally start by discussing what our dogs have been doing, before pressing record and going through the magazine.

## DO YOU HAVE ANY TARGETS FOR THE PODCAST?

As Editor-in-Chief Josh Black pointed out during our annual review episode, last year we had 493 minutes (or 29,216 seconds) of content last year. I would like to overtake that in 2021 and, of course, make it even more compelling listening. Plus, in that annual review edition, Josh challenged me to beat those numbers so I have no choice now.

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