



Content Marketing Institute Names Globally Speaking Among Best Podcasts of 2017

DALLAS, TEXAS, UNITED STATES, September 8, 2017 /EINPresswire.com/ -- DALLAS—Sept. 8, 2017—The Content Marketing Institute (CMI) has chosen Globally Speaking as a finalist in the “Best Podcast/Audio Series” category of the CMI 2017 Awards. Sponsored by Moravia, one of the world’s top translation and localization companies, the series is produced by Burns360, a Dallas-based B2B digital marketing and PR firm.

Based in Brno, Czech Republic, Moravia is a leading globalization provider, enabling some of the world’s largest and most respected companies to enter global markets with high-quality multilingual products. Globally Speaking is a bi-weekly podcast discussing the most important issues in the language industry—a segment that typically receives little attention from the mainstream business media.

Michael Burns, president of Burns360, said the idea to launch a podcast specifically focused on the language business was intended to fill a major void for professional language service providers.

“When this podcast was first recorded 15 months ago, we set out to give the translation and localization industries a voice of their own, and to build a greater awareness of the role language professionals play in international commerce,” Burns said. “From the very beginning, Globally Speaking’s listenership exceeded our expectations, and as more and more people become aware of it, our audience continues to grow at a remarkable rate.”

In just over a year, the podcast has been downloaded nearly 65,000 times by people from 120 countries and in all 50 states in the U.S. It’s also gained a growing social media following on both Twitter and Facebook, and earlier this year, was named one of the top podcasts by the Huffington Post.

Globally Speaking also boasts a 5-star rating on iTunes. You can also listen and subscribe to the podcast on Google Play (USA or Canada), Stitcher, TuneIn, via RSS or at www.globallyspeakingradio.com.

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About Burns360

Burns360 is an integrated digital marketing and PR agency with a special focus on business-to-business (B2B) companies. The firm provides a broad range of strategic communication services to help companies with complex offerings and multiple target markets achieve tangible business goals.

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