TradeTalks Media Guidance

In-Studio Panels (Wednesdays and Thursdays):

Core Content Pillars (With Examples):
- Technology (AI/ML, Cyber, EV, Green Tech)
- Digital Assets (Regulation/Policy, Market Infrastructure, Blockchain)
- Market Strategy & Portfolio Management (TradFi, Econ, Macro, Index, ETFs)
- Personal Finance & Financial Literacy (Registered Investment Advisors, Consumer Credit, Investing, Budgeting, Market 101)

Workflow For Guests:
- **1:00 Booking Time:** Please arrive at 12:30 for panel prep to go live at 1:00 on Twitter @TradeTalks and YouTube @Nasdaq and Nasdaq.com/TradeTalks.
  Talking points are due 5 days in advance and Jill will revert back with consolidated talking points and suggested flow EOD the day before the interview. The interview will take place at MarketSite and Zoom (4 Times Square - 43rd and Broadway, entrance on Broadway). Ask for Jill at security.
- **2:00 Booking Time:** Please arrive for 1:30 for panel prep to go live at 2:00 on Twitter @TradeTalks and YouTube @Nasdaq and Nasdaq.com/TradeTalks.
  Talking points are due 5 days in advance and Jill will revert back with consolidated talking points and suggested flow EOD the day before the interview. The interview will take place at MarketSite and Zoom (4 Times Square - 43rd and Broadway, entrance on Broadway). Ask for Jill at security.
- Updated invites will be circulated as panelists are added (up to four).

Remote One-on-One Interviews
- Talking points and related Twitter handles are due no later than two days before the scheduled segment. Please put a reminder on your calendar for the talking points and subscribe to the TradeTalks weekly newsletter and help to amplify your segments on social
- Interviews run LIVE for 6-7 minutes and anyone from the PR team or internal comms can join the Zoom off camera and muted or watch LIVE on Twitter @TradeTalks or YouTube @Nasdaq or Nasdaq.com/TradeTalks.
During Filming

The Basics

- Wear business attire, business casual or your company's style preference
- Aim for warm colors with neutral tones and avoid wearing all white since this will wash you out
- If available, send b-roll (mp4, YouTube), charts/slides (PowerPoint) and visual assets (jpg, png) in advance
- For remote recordings:
  - Keep your background clear of any distractions
  - Look at your webcam, not at the screen and use gestures and mannerisms that you would typically use in person
  - Use a headset/earphones/AirPods vs. the laptop speaker because an echo will occur when other guests speak
  - Lighting should come from the front of you or from the side

Technique

- Try not to read from a script since this will come across as unnatural
- Use bulleted talking points, if necessary, since this will allow for a more conversational, engaging flow
- Even though talking points are addressed prior to the interview, be prepared for any logical follow-ups and/or to explain a concept to the audience since not everyone is familiar with industry jargon
- For panel interviews, discussions will last from 10-15 minutes and will rely on a steady flow of conversations between guests and with Jill

Post Production

The interview will be streamed live to Twitter, YouTube and Nasdaq.com unless there is a special request to hold in timing for an announcement.

How to Share Your Content:

- Add any trending or relevant hashtags
- Share your post while the content is timely

On Twitter:

- Quote tweet the original post to personalize it and add context
- Be sure to tag @TradeTalks, @Nasdaq and @JillMalandrino
- Use short, informative quotes from the video

On LinkedIn:

- Share the original post and add any necessary context
- Spotlight informative quotes from the video
catered to a professional audience

Writing a Native Post:

- Be sure to tag @TradeTalks, @Nasdaq and @JillMalandrino
- Use short, informative quotes from the video

Other Ways to Share Your Content:

- Embed the Nasdaq.com video on your website (be sure to link to the website as well), the YouTube video, or the original @TradeTalks Twitter post

Questions or concerns? Please email TradeTalks@Nasdaq.com