

TradeTalks Media Guidance

In-Studio Panels (Tuesday and Wednesday):

Core Content Pillars (With Examples):

- **Emerging Technologies** (AI/ML, Spatial Computing, Big Data, Cybersecurity/Risk Management, Climate Tech, Anti-Financial Crime)
- **Regulatory Landscape** (Digital Asset, Data Privacy, Cybersecurity, Emerging Technologies, Capital Markets Policy and Regulation)
- **Market Strategy & Portfolio Management** (Econ, Macro, Markets, Asset Allocation, ETPs, Indexes)
- **Digital Assets** (DeFi and TradFi Integration, Market Structure, Blockchain, Web3)

Workflow For Guests:

- **Location:** Interviews will take place at Nasdaq MarketSite - 4 Times Square, at 43rd and Broadway. Entrance on Broadway. Please ask for Jill at security when you arrive.
- **Talking Points:** Talking points are due 5 days in advance and Jill will revert back with consolidated talking points and suggested flow by EOD the day before the interview.
- **12:45 Booking Time:** Please arrive at 12:15 for panel prep to go LIVE at 12:45 on Twitter/X @TradeTalks, YouTube @Nasdaq, and www.nasdaq.com/TradeTalks.
- **2:15 Booking Time:** Please arrive at 1:45 for panel prep to go LIVE at 2:15 on Twitter/X @TradeTalks, YouTube @Nasdaq, and www.nasdaq.com/TradeTalks.

Terms of Participation

By agreeing to appear on TradeTalks, you consent to the following terms of engagement:

- All bookings are subject to availability, which will be confirmed by email once the interview date, location, and episode topic have been mutually agreed upon. Please note all bookings are subject to change and cancellation.
- All interview content must be in accordance with Nasdaq editorial standards and guidelines.
- We reserve the right to edit or modify all TradeTalks interviews.
- Guest statements during interviews should be made to the best of guest knowledge and belief. Guests should not misrepresent data or knowingly share incorrect information.



- We reserve the right to publish and distribute TradeTalks interviews across Nasdaq channels and select third party properties. However, we cannot guarantee distribution.
- Interview questions and supporting talking points are subject to change based on developing news, emerging trends and new information or data.
- All interviews published on Nasdaq.com are subject to Nasdaq's [Terms of Service](#).
- We do not share proprietary performance metrics with guests who appear on our program.
- We do not provide raw video files from our interviews. If you'd like to feature our TradeTalks interviews on your network, we encourage you to share or embed (details below).

During Filming

Guidelines and Recommendations

- Panel interviews will be 15 to 20 minutes long and will rely on a steady flow of conversations between guests and Jill.
- Avoid reading from a script. Use bulleted talking points, if necessary, since this will allow for a more conversational, engaging flow.
- Though talking points are addressed prior to the interview, be prepared for logical follow-ups and to expand upon any points mentioned.
- Wear business attire, business casual or your company's style preference. Aim for warm colors with neutral tones and avoid wearing all white.
- **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.

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