

FINANCEMALTA

GUIDELINES FOR VIDEO-PODCASTS IN COLLABORATION WITH MEMBERS

FinanceMalta is willing to provide a platform for its members aimed at the creation of joint video-podcast with the objective of promoting the jurisdiction and ultimately attracting FDI in financial services to Malta.

Format: One-to-one interview / fireside chat in which a representative of a member of FinanceMalta holds a dialogue with an interviewer.

Duration: 15-20 mins.

Final products: audio file and video.

This activity is in line with, and part of, the FinanceMalta strategy for 2021 and beyond, which is based on five pillars: innovation, value creation, inclusiveness, internationalisation and being digital. Through this initiative, we aim at:

1. Creating value for our members;
2. Offering a space for members to increase their visibility;
3. Reaching potential international investors;
4. Providing a digital platform to promote Malta.

FinanceMalta will contribute to the projects by:

1. Providing the studio for the recording;
2. Providing the interviewer (costs will be covered by FinanceMalta);
3. Branding and promoting the initiative as 'FinanceMalta in collaboration with [the member company]'
4. Assisting with regards to the content of the podcast, if/when required;
5. Providing the final version of audio and video recordings to the member;
6. Promoting both podcast and video-podcast on social media.

The following guidelines apply for the submission of such projects:

1. Only FinanceMalta members can apply;
2. The topic of the webinar should be in line with the objectives of FinanceMalta of promoting the jurisdiction at large, especially overseas;
3. The content should be thought leadership with no direct promotion of the members' services/products included (case studies / past experiences are allowed);
4. The requests will be treated on a first-come, first-served basis;
5. Date of recording and publication will have to be compatible with FinanceMalta's calendar of activities.

All members of FinanceMalta are invited to submit their proposals by email to Andrea Nurchi (andrea.nurchi@financemalta.org). **All applications should clearly indicate:**

1. Name of the speaker
2. Suggested title
3. Suggested questions
4. Objectives