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## **TD Ameritrade Institutional Hosts Virtual Event Series and Opens Access to Free Education Resources to Help Any and All Advisors Navigate Coronavirus Crisis**

*Coronavirus Continuity Webcast Series and free educational content helps advisors get a handle on crisis planning and navigating market volatility*

**JERSEY CITY, N.J., March 17, 2020** – As the coronavirus epidemic roils markets, disrupts businesses and halts face-to-face meetings, [TD Ameritrade Institutional](#)<sup>1</sup> invites any and all financial advisors to attend new series of virtual events, offering timely information designed to help them manage through this challenging period, and take advantage of a robust suite of on-demand educational resources accessible from home or the office.

TD Ameritrade Institutional, starting this week, will host an all-new [Coronavirus Continuity Webcast Series](#), virtual learning events focused on what advisors need to know, now, from business continuity planning and managing stress to understanding the virus and its impact. In addition, an impressive array of selected e-learning resources relevant to the current crisis will be available to any and all financial advisors through the [TD Ameritrade Institutional Education Center](#) for the duration of the health crisis.<sup>2</sup>

“In challenging times, we need to step up and help one another. We want to do all we can to minimize the impact of the coronavirus epidemic for advisors and their clients,” said Tom Nally, President of TD Ameritrade Institutional. “We’re all faced with disruption to our business and personal lives, and so we want to make it easier for advisors to stay informed while staying close to home.”

Advisors are adjusting to an environment that’s anything but business as usual. Conferences, meetings and public gatherings have been cancelled for the foreseeable future. The economic outlook is uncertain. This “new abnormal” has catapulted business continuity planning and risk mitigation to top of mind for advisors, who need access to training and education that can help them navigate the current crisis.

To help advisors better manage their business and work with clients during this period, TD Ameritrade Institutional is stepping in and offering access to a robust suite of on-demand learning opportunities. Just visit [www.tdainstitutional.com/coronaviruscontinuity](http://www.tdainstitutional.com/coronaviruscontinuity).<sup>2</sup>

### **Virtual Events Offer Timely Insight**

TD Ameritrade Institutional will present a series of virtual educational events that can help all advisors better understand the scope of the outbreak and explore technologies that can help them stay engaged with clients amid social distancing, as well as review investment strategies and best business practices that can turn crisis into opportunity.

The first webcast, “Making Sense of COVID-19: Current Evidence and Best Practices,” takes place **Wednesday, March 18**, at 4:00pm ET. In this session, Dr. Bill Lloyd, Health Director at Transamerica, will help advisors gain a better understanding of the COVID-19 outbreak, how they can protect themselves, manage anxiety and fear at their firms, and how to have productive conversations with clients.

Following that, TD Ameritrade Institutional will host a weekly series of virtual learning events focused on a range of timely topics:

- **March 25 – Stress Management in an Upside-Down World** – Learn strategies to help associates and clients better manage the anxiety caused by the crisis.
- **April 1 – Protecting and Repairing a Portfolio in a High Volatility Environment** – As a global health scare roils markets, trading professionals offer investment management strategies.
- **April 8 – Business Continuity Planning for COVID** – Review the key steps to building and executing business continuity plans that can help firms navigate turbulent periods.
- **April 22 – Moving Client Engagement Virtual** – Explore how new technologies and strategies can help advisory firms serve and engage with clients virtually.
- **April 29 – Finding Opportunity in Turbulent Times** – TD Ameritrade practice management experts will explore strategies in times of crisis that can position firms for the future.

Visit [www.tdainstitutional.com/coronaviruscontinuity](http://www.tdainstitutional.com/coronaviruscontinuity) to register and for more details.<sup>2</sup>

### **Education Center Open for Business**

In addition to these special, live events, TD Ameritrade Institutional is lending a helping hand to all financial advisors – whether they are clients or not – by assembling a wealth of on-demand educational content relevant to helping firms while we’re experiencing unprecedented market volatility and business disruption.

On-demand e-learning courses, articles, tools and webcast replays – more than 50 in all – will be available focused on such topics as navigating market volatility, business continuity planning, communicating with clients and associates during times of crisis, stress management, change management, and using virtual touchpoints to keep in touch.

TD Ameritrade Institutional also continues to make one of the industry’s largest online collections of educational resources available to clients through its [Education Center](#), featuring 3,500 on-demand courses, guidebooks and other resources on a range of topics – from professional development, risk and compliance to practice management and technology. Resources are tailored for different job roles and for every level of a firm, from CEOs to interns.

Through the Education Center, TD Ameritrade Institutional clients can access industry thought-leadership and research and an extensive library of professional development courses from Skillsoft, a premier provider of online learning solutions. Clients can also download resources, such as the TD Ameritrade Institutional Business Continuity Planning Guide, and gain on-demand access to webcast replays.

### **TD Ameritrade Network**

Every day, advisors also can access our media affiliate’s offering and tune in to their programming on the [TD Ameritrade Network](#), a live-broadcast financial channel offering real-time market news, insights and investor education and featuring experienced traders and investment commentary. The TD Ameritrade Network, first launched in 2017, offers a daily schedule of shows that explore strategies for active traders as well as long-term investors, across stocks, options and futures.

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#### **About TD Ameritrade Institutional**

[TD Ameritrade Institutional](#) empowers more than 7,000 independent registered investment advisors to transform the lives of their clients. It provides powerful technology and resources that help simplify running a business and let advisors spend more time doing what matters most — serving their clients. Through meaningful innovation, steadfast advocacy and unwavering service, TD Ameritrade Institutional supports RIAs as they build businesses that positively impact their clients and communities. TD Ameritrade Institutional is a division of TD Ameritrade, Inc., member FINRA/SIPC, a brokerage subsidiary of TD Ameritrade Holding Corp.

#### **About TD Ameritrade Holding Corporation**

TD Ameritrade provides investing services and education to more than 12 million client accounts totaling approximately \$1.4 trillion in assets, and custodial services to more than 7,000 registered investment advisors. We are a leader in U.S. retail trading, executing an average of approximately 1 million trades per day for our clients, more than a quarter of which come from mobile devices. We have a proud history of innovation, dating back to our start in 1975, and today our team of 10,000-strong is committed to carrying it forward. Together, we are leveraging the latest in cutting edge technologies and one-on-one client care to transform lives, and investing, for the better. Learn more by visiting TD Ameritrade's newsroom at [www.amtd.com](http://www.amtd.com), or read our stories at Fresh Accounts.

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<sup>1</sup> TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation

<sup>2</sup> Users of the Chrome web browser may have difficulty viewing the website, following the recently release of a security patch. TD Ameritrade is working to resolve this access issue.

**Source: TD Ameritrade Holding Corporation**

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