**MDRT Public Relations Services**

**Why do we encourage MDRT members to promote themselves and their practice?**

* MDRT helps members promote themselves in their own communities through membership announcements in the media and advertising. This raises not only the member’s profile, but also MDRT’s overall level of positive awareness.

**We provide the following tools and assistance to members so they can promote themselves:**

* Press releases to announce their membership in their local newspapers
* Logos for use on business cards, websites, email and collateral materials
* Several documents in the MDRT Resource Zone with promotion tools and tips, including: “Ways to Promote Yourself,” Writing for Social Media” and “Interview Preparation Tips.” Members can go to the Resource Zone and search the word “promotion” to access these materials.

We can also answer member questions about marketing and public relations, and review ads, websites, brochures, etc. for message clarity, consistency and proper MDRT logo usage.

Later this year, MDRT will unveil a new online branding toolbox that will help members market their achievements and communicate to prospects and clients the value of working with an MDRT member. The toolbox will also include updated news releases, logos and social media content that members can use to promote themselves in their community. The toolbox will be available on [**mdrt.org**](http://www.mdrt.org).

**What does Gibbs & Soell do?**

* MDRT’s public relations firm, Gibbs & Soell (G&S) oversees MDRT’s trade media relations program. The objective of the program is to increase MDRT’s visibility and position MDRT members as thought leaders with key audiences, including members and prospective members (primary audiences), as well as companies and industry influencers.
* G&S coordinates interviews and the development of bylined articles by members. These articles and interviews appear in trade publications including: *Insurance NewsNet, Retirement Advisor*, *Advisor Today, LifeHealthpro.com, RiskInfo, Asia Insurance Review* and many more.
* G&S works with staff to schedule interviews for the Executive Committee during their travels. They also handle media relations for the MDRT Annual Meeting and develop and distribute press releases to announce organizational news.
* MDRT maintains a web page for media: [mdrt.org/about-mdrt/media-room](http://www.mdrt.org/about-mdrt/media-room/)

**How does MDRT choose spokespeople for media opportunities?**

* MDRT has a number of members who we regularly contact to be interviewed by the media. When choosing a member spokesperson, we look primarily for someone with expertise in the subject matter being covered (e.g., long-term care insurance, annuities, seminar selling). However, it is also important the member is comfortable speaking with the media. In addition, G&S provides interview preparation and media training for the Executive Committee and member spokespeople. If you have suggestions for a member who could serve as a media spokesperson, please contact MDRT’s Marketing and Communications Department.

**MDRT Message Map**

* To ensure consistency in messaging, MDRT worked with G&S to create a message map. This helps anyone speaking on behalf of the organization by providing talking points about MDRT and the benefits of membership. The message map is shared with the MDRT Executive Committee, MDRT Ambassadors, Management Council, Committee Chairs and members of the Member Communications Committee.