

2020 AM - ANAHEIM MDRTeam Meeting AGENDA

Mtg #1 – 10.15.19

Meeting Dates: June 7-10, 2020 (similar to last yr pattern)

Countdown to Meeting – 7.5 Months

KEY TO OUR TEAM'S SUCCESS: Engage. Participate. Share. Resources. Listen. Ask Questions. COMMUNICATE!

2019 MIAMI BEACH QUICK RECAP:

(Luann)

- Ended with Total Attendance (minus staff/suppliers) at 10,254 (21%↓ from 2018-LA 13,032). Total Member Attendance at 9,238 (12,202 last yr) representing 55 countries. 55% First-timers; 45% Returning Mbrs; 8% US...92% Non-US.
- The meeting did not close this year. Actually accepted On-Site Registrations...first time in several years = 174.
- Visa Denials = 812; Other Cancellations = 1174 (Total = 1986...415 less than last yr)
- First 2 weeks (Mar 4-17), did "Priority Reg" categories again (3rd yr offering). 4,559 met criteria...1269 took advantage and registered.
- Reg Opened to ALL-Mar 18...two weeks later than previous year due to strategic Dual Reg Open with the inaugural MDRT Global Conference...offering our members a choice of meetings to attend. Lots of hard work made that happen.
- Some significant country attendance drops from 2018 as expected – #s are approximate...China ↓50%; Hong Kong ↓86%; Indonesia ↓82%; Japan ↓29%; Philippines ↓58%; Thailand ↓37%
- Some increases: Argentina ↑41%; CDN ↑12%; Jamaica ↑35%; Ireland ↑19%; Panama ↑29%; Poland ↑84%; Trinidad & Tobago ↑42%; UK ↑18%; US ↑31%; **Korea ↑ 23%**
 - The 2019 Global Conference happened at the same time as Korea MDRT Days, which is the reason for the increase of Korean attendees at the 2019 Annual Meeting. The 2020 and 2021 Global Conference will also happen around the same time as Korea MDRT Days
 - Country increase and decrease amounts can be shared with **ConneXion Zone PDC**
- A one package price Streaming Program was originally offered at time of Reg Open to ALL, and ended up being cancelled due to low registrations (only a total of 10). Members were refunded in full. Due to complaints, a Plan B downscaled English only option was offered...out of 9, only 5 took advantage.
- Went full App Only in all official languages. No printed Program Book. Went well with limited member complaints.
- Klik Attendee Data Tracking for 1st time.
- PGA Evaluation System went fully electronic.
- 2019 was the first year MDRT offered the AM, Global Conference, TOT and MDRT Edge (coming up next week) -- all occurring within 6 months of each other. That's really pretty amazing -- Congratulations to everyone in the building!
-

2020 ANAHEIM "Kick Off" Opening Remarks

(Jeanne)

- Budget & Attendance #: Based on 9,000pp (1000 less than last year's start)
 - The meeting budget is balanced
 - We did not have to cut back on anything
 - This is due to the \$200 registration fee increase
- Continuing With a Dual Registration Open for both 2020 AM and 2020 Global Conference: Allowing members to make a choice
- New Mtgs-Impacts-What We've Learned:
 - 2019 GC had over 7000 total attendees (6600+ actual members representing 35 countries). 67% of member attendees were female and 99% were outside US. Strategically did what it was created to do...take attendance pressure off the AM and allow more members to attend an MDRT meeting...and not be shut out due to a meeting close. The GC had definite impact on 2019 AM attendance numbers and thus final budget. Neither meeting sold-out.
 - 2018 MDRT Edge (US/CDN) 520 total attendees; 2019 MDRT Edge (US/CDN) 517 total attendees (as of 10/7)
 - Continue to plan for what we know and what we've learned.
 - Be cognizant of your budget numbers in your preplanning.
 - Continue to anticipate "Plan B" potential changes once we know member meeting preferences– benchmark end of Mar-early Apr to watch reg #s. Watch country/language request #s. Forecast and adjust our event/catering numbers accordingly.
 - Anticipate April to possibly be a crunch period...making changes/meeting spec deadline-Apr 20
 - **The whole 2020 Annual Meeting and Global Conference planning processes will operate in tandem**
 - **We will get as much as possible done for both meetings early in the year**
 - **Lauren and Jeff are working on weaving the look and feel across the entire Annual Meeting**

- We are interested in weaving the look and feel through programming and across the board. If you have any creative ideas (how to weave in foundation booth, store, etc.) please share with Meeting Services ASAP
- ☐ [2019 Meeting Klik Data](#)- Currently working on and plan to have ready by the end of October
- ☐ [2020 Global Conference Specific](#)
 - Global Conference co-leads: Joanne Jensen and Phyllis Coneset
 - Global Conference planning will begin after the EDGE meeting

ANAHEIM Destination Basics

(Luann)

- ☐ **AM Dates:** June 7-10 (similar pattern to last year)
- ☐ **June Peak Season:** June in Anaheim is peak travel season as summer crowds are in full swing
- ☐ **Weather:** In June, expect average temps to be 79/high and 62/low...very little rain...very low humidity.
- ☐ **Meeting Campus Destination Map – **Attached:**** No need for official MDRT shuttle this year. Joanne will still obtain and share advance “rogue” bus instruction.
- ☐ **Airports:** 4 options listed in order of nearness to the Anaheim Resort area/Anaheim Convention Center...
 - **John Wayne Orange County Airport (SNA):** Approximately 14 miles, second in the area only to LAX for amount of flights/destinations serviced. Flights options can be more limited and more expensive.
 - **Long Beach Airport (LGB):** Approximately 19 miles, tiny airport with limited airline options, easy travel
 - **Ontario International Airport (ONT):** Approximately 35 miles, third largest airport in area.
 - **Los Angeles International Airport (LAX):** Approximately 35 miles, very large international airport. Every airline imaginable flies into LAX. Most flights options, usually the best rates. The drive from here can be long, especially during heavy commute times.
- ☐ **AM Venues - Where We Will Have Functions**
 - **Anaheim Convention Center (ACC):** MP, Reg, CZ, Store, Fdtn Booth, Key Areas, Sponsor Sessions, Several FS, Some CS, All Main Offices
 - **Anaheim Marriott (MA):** GC, Committee Chair, COT-TOT Program/Rcptn, Lunch Sessions, Some FS
 - **Hilton Anaheim (HI):** Appreciation Reception, Some Specialty Events
 - **Focus Groups (if happening) will happen at a hotel**
 - **Interview Room (Antoinette and 20/20) will be at a hotel**

2020 AM – Visit Anaheim Video Promo: **Roll Video**

(Lu/Taylor)

2020 Registration Update

(Kristal)

- ☐ **2020 AM & GC Registration Dual Open FULL Schedule Information - **Attached:****
- ☐ **2020 Reg Important Awareness Call-Outs**
 - **Reg Fee Increases:** ExCom has approved the following registration fee increases...see attached for timeframes
 - Advance - USD 995 (200 increase)
 - General - USD 1095 (100 increase)
 - On-Site - USD 1,195 (100 increase)
 - **Priority Reg:** Yes, we will continue as outlined on the attached and below – weeks 1-2
 - **Reg Category Tier Names** (after Priority ends)
 - “Advance Registration” – this is a change (weeks 3-8)
 - Formerly called “Early Bird Registration” (when registration opens to all membership)
 - “General Registration” (weeks 9 – 11)
 - Formerly called “Advanced Registration” (when registration price increases to 1095 USD)
 - “On-Site Registration” (weeks 12+ - not guaranteed, based upon availability)
 - **Aspirants Reg:** Same as last year, will open week 5 (2 weeks “post” Advance Reg Open to ALL)

☐ **AM “Priority” Registration Categories: [NOT for public knowledge]**

Below are the groups that will be granted priority registration access:

Groups	
2020	MDRT Executive Committee
2020	MDRT Leadership – DVP, Chairs, Committee Members (including GC PDC)
2020	MDRT Foundation Leadership
2020	MCC and US Growth Team
2020	PGA, Chair, Director, Assistant Directors
ALL	Member Speakers (to include MDRT Speaks, FS, CZ)
ALL	Past Presidents
ALL	Members who attended 5 of the 6 AMs (new add on last yr)

- ALL Members with 25 or more years of membership (change last yr - was 40+)...
[Including those that will be 25 yrs in 2020]
- ALL US First Time and "Second Time" member AM attendees (change last yr)
 - 3 Premier Sponsors (AIA, MetLife Asia and Manulife) - 500 registrations each

- Expert:** Our Registration/Housing vendor. One year contract.
- Reg Related Projects:** FAQ, Web Site Content Timelines with Marketing; Reg Area Physical Layout
 - Kristal is currently collecting internal information for the website
 - We will not formally communicate the registration dates to the membership
- Misc.**
 - Kristal is the registration lead for both Annual Meeting and Global Conference

Housing-Official Hotels (Only 2 this year):

(Phyllis)

<u>2 Official Hotels</u>	<u>Peak Night (Mon)</u>	<u>Rates (sgl/dbl)</u>
Anaheim Marriott	777	USD 249 (s/d)
Hilton Anaheim	700	USD 229 (s/d)
OVERALL BLOCK PEAK NIGHT (MON)	1477	

- Both hotels are very close to the Convention Center
- We will send more assertive messaging about staying in the MDRT housing block this year
- One positive about staying in the MDRT housing block that staff can share with members is they will not need to book any transportation to/from the hotel and convention center
- VIP Housing**
 - Very similar to last year, Phyllis will send out a spreadsheet
 - Every supplier/outside speaker who needs a guest room also needs a MDRT ID#
 - If the supplier/outside speaker attended the meeting last year, they already have an MDRT ID# and we do not need to create a new one
 - Please pay attention to your supplier/outside speakers move in/move out schedules, rehearsals, and the location they are coming from in order to strategically book their housing (the less nights we book for them, the better)
 - Please confirm and re-confirm arrival and departure dates with your supplier/outside speakers
 - 1st round of VIP housing is due to Phyllis March 9

Marketing

(Taylor)

- Look and feel
 - Look and feel is on the interim website
 - Taylor is currently working on the 2020 Annual Meeting promotional video and will share it with MDRT staff when it's done
- Working on approach to GC/AM
- Working on AM Web Site with MS/PD/EM and other MDRT staff who provide information for website content

Professional Development Program Updates & Changes – Version 2 Attached

- PD AM Staff Lead Responsibilities:** (Jess)
 - **Sheila-Lead & Sue-Support:** OC, MP, Speaks, CS, Special Sessions (COT-TOT & Lunch Sessions)
 - **Colleen-Lead & Val-On-Site:** Focus Sessions
 - **Katy:** ConneXion Zone
 - **Andrea:** Targeted Connections, Sponsorship Sessions, PDC Mtg (F), COT Open Forum (W) + Congrats on Promotion!
- OC/MP/Speaks/Cornerstone/Special Sessions - CS Update** (Sheila)
 - **NEW First Timers Experience:** New event on Sun from 3p-4:30p (Language Specific)
 - The PDC is in very early stages of planning what will happen at the First Timers Experience Event
 - More information will come out of the November 2020 PDC meeting
 - **OC:** Shortening time by ½ hr. Event time now 5p-6:30p (vs 5-7p).
 - **MP & MDRT Speaks:** Working on first draft show flow. Schedule changes as follows:
 - Mon MP: 8a – 11a (shortened end time by ½ hr)
 - Tues Speaks: 8a – 11a (shortened end time by ½ hr)
 - Wed MP: 1p – 4p (still 3 hrs, but changed time – used to be 2p-5p)
 - **Cornerstones:**
 - PDC still in talks, but right now plan is to move to Mon afternoon 1:30p-2:30p (from Wed morning 8:30a-9:30a). Also reducing down to 2 or 3 vs 4.
 - **Special Sessions:**
 - **Breakfast Sessions:** None.

- Lunch Sessions: Two Paid Lunch Sessions...1-Mon; 1-Tues. Time change for both to 11:30a – 1p.
- COT/TOT Program on Sunday: Same time.
- Wed COT Open Forum-JESS: Date/time change...moving back to Wed morning, from 8a – 9:30a

☐ Focus Sessions:

(Col/Val)

- Time Segments: Time segment changes as follows...
 - Mon FS: 3p – 4p & 4:30p – 5:30p (start 1 hr later this year...change from 2p-3p & 3:30p – 4:30p)
 - Tues FS: 1:30p – 2:30p & 3p – 4p (start ½ hr earlier... change from 2p-3p & 3:30p – 4:30p)
 - Wed FS: 9a – 10a & 10:30a – 11:30a (start 1 hr earlier...change from 10a-11a & 11:30a-12:30p)
- # of Concurrent FS Rooms: There will be 13 FS rooms running concurrently this year (vs 15) per time segment (1 less Mandarin; 1 less English LS)

☐ CZ Programming:

(Katy)

- Sat: Open, schedule same. No content programming. Only entertainment.
- Sun: Open time ½ hr earlier – change to “11a”. The first ½ hr and the last 30 ½ hr will not have content programming.
- Mon & Tues: Open time change to “11a – 4:30p” (vs 11:30a – 5p).
- Environments: There will be a Big Ideas Theater, Great Conversation Area and 3 Speaker Zones. Working on layout with Lauren.
- Sponsorships CZ Content Segments:
 - What is being offered this year?
 - Videotaping requirement? Last yr note was their sessions must be videotaped and sent to them. Katie K’s Area/Budget– need to find out if Resource Zone plans to videotape all CZ presentations and put on Resource Zone...then we are covered. If Katie chooses not to do this this year, then equipment/labor would need to be added - to GM’s budget?
 - [Answers regarding sponsorship will come after December](#)

Logistic Awareness Items & Questions

(Luann)

- ☐ Program Grid #1 & Program Draft #1 – Attached: Reflects Professional Development Version 2 structure changes. Take some time to absorb these changes as many have logistical ripples to other event times, key area open hours, temp schedules, etc.
- ☐ MS Staffing Responsibility Changes: Joanne is taking over Crisis Plan, First Aid Schedule, Security/Police (was Julie last year)
- ☐ Key Area Open Hours/Changes *KRISTAL-REG/SHAWN-STORE/FDTN TEAM-FDTN BOOTH*: Request that each area update your 2020 open hours before the next meeting. Pls send me so we can update all resource documents.
- ☐ November 18-22 Staff/Vendor Site: Final planning in works. Taylor, Shawn and Jim attend, along with our Deco and AV partners.
- ☐ Spec Book Target Dates – Attached: For reference and planning
- ☐ Resources: Program Grid, Program Draft, Minutes, Attachments will be on M: 2020 AM & ATM
- ☐ Events, Functions, Offices – Logistical Questions:
 - ExCom Portrait-TERRI: Please check and let me know if will be handled at a different meeting/time.
 - Global Council-Fri & Committee Chairs-Sat *PAM/WANDA*: Now through first dual cycle – do you foresee any potential changes at this year’s AM? Continue with not doing Leadership Photos?
 - Sponsorship Events-Sat & TBD *MARY/MITCHELL/ANDREA/PHYLLIS*: Thanks for previous update...any idea when you will know more? (# of PreMeeting Sessions on Sat and VIP Receptions (1-3?).
 - Special Guest Reception-Sun *ERYN/ROSEANN/HEATHER/ANNE*: 2020 event decision would be based on 2019 AM & GC attendance and feedback. Will it continue? Can you give us better starting # range now that you have some attendance history. Heads up that OC is being shortened by ½ hr to 6:30p on Sun...should the event time change accordingly?
 - TOT Reception-Mon *PHYLLIS*: Reduction to one TOT Reception on Monday was well received and will continue.
 - TOT Celebrating Leadership Dinner-Sat *PHYLLIS*: Per Phyllis, may be back on.
 - Anything else either being talked about...New Event? Something Removed Last Year Making A Return? Early space blocking – always important.

PGA Update/Changes

(Lu for Anne)

- ☐ Committee Update: 7 Directors are now in place, along with the 3 Chairs and DVP. Preparing to send out invites for 35 Assistant Directors.
- ☐ PGA Nov 19-21 Site: Preparing for Director Orientation and Site Visit to Anaheim.
- ☐ TF Changes – Down to 7 (from 9): No Entertainment TF...no MDRT Bands. No Speaker Relations TF – because Professional Development is taking over this responsibility.
- ☐ AM PGA Event Changes:
 - PGA/PDC Dinner-Fri: Will be longer and include interpreters/SI booths
 - PGA Leadership Breakfast-Wed: Will no longer occur. There will be a PGA Dir Only Breakfast on Wed however.
 - PGA/PDC Thank You-Wed: Will no longer occur.

Key Vendors/Meeting Areas & Staff That Handle:

☐ AV

(Jeff/Michael)

- [Finalizing first round of Focus Session floorplans](#)
- [Working on initial Main Platform designs](#)

- [Designing Focus Sessions](#)
- [Working with Freeman AV again this year](#)
- Bussing/Transportation: (Joanne)
 - No MDRT Official Shuttle necessary this yr
 - Rogue Bussing advance instruction will soon be available
 - ExCom-TERRI and PP-PAT Shuttles – not needed?? Pls advise
- Catering/Concessions (Anne)
- Certificates of Insurance (Molly)
- Deco (Key Areas, L/F Branding, Signage, etc) (Lauren)
- Special Events (Anne/Phyllis)
- Parking Passes & Loading Dock Deliveries (Michael)
- Security/Crisis Management (Joanne)
- Signage: Deco, Digital, Murphy (Lauren/Michael/Molly)
- Streaming: No streaming this year (Molly/Michael)

Other Key Areas:

- Building/Mail Room/Shipment (Austin/Steve)
 - o [Ship Date: May 28](#)
- Content Development (Katie/Mike)
- Finance (Pat K/Mark)
- Foundation (events, booth) (Karen M)
 - o Any unique event/svc project in works? (Karen M)
 - o Think will continue with Satellite Booth?
 - o [Whether we have a service project or not is contingent on the charity partner](#)
 - o [In November the PDC will vote on a charity partner and Karen hopes to share the name and information about the charity partner at the next Annual Meeting Team Meeting in November](#)
- Global Markets (Eryn)
 - o Sponsorship (Mary/Mitchell)
 - o SI & Translation (Erica)
 - o Special Guests (Roseann/Heather)
- HR & Member Relations (Laura G/Naadia/Kristin)
- IT (Jim)
- MDRT Store (Shawn)
- Membership (Tom/Kathy)
- Strategic Engagement (Pam)

General Questions?: Any items out there with AM or MS ripple, Office changes, Function changes (ex., new function, needs a room, change of date/time) – PLEASE keep MS updated...the earlier the better.

Team Mtgs Schedule: All occur from 10:30a – 11:30a on Tuesdays in the Paul Clark room

October 15	March 24	May 19 (last mtg)
November 26	April 7	
January 21	April 21	
February 18	May 5	

Next AM Team Meeting – November 26