

2020 AM - ANAHEIM MDRTeam Meeting **MINUTES - UPDATES POST MTG IN RED**

Mtg #2 – 11.26.19

Meeting Dates: June 7-10, 2020

Countdown to Meeting – <6.5 Months

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

Program – Professional Development: See Attached REV PDD Schedule POST MTG Attached

- ❑ Nov 13-15 PDD Meeting Updates (JESS)
- ❑ In Jess's absence, Luann displayed and reviewed PDD's revised program schedule changes the committee made during their Nov meeting...calling out elements with changed from what was shared during the Oct team meeting.
- ❑ OC/MP/Speaks/Cornerstone/SS Update (SHEILA/SUE)
 - **OC:** PDC is choosing speakers
 - **MP:** PDC is choosing speakers
 - **MDRT Speaks:** PDC is choosing speakers
 - **Cornerstones:** Date, Time & # changes since last team meeting **Program Schedule Updates POST this mtg are in RED**
 - ~~Monday: There will be two CS offered with *TIME CHANGE* to 4:30 – 5:30 pm~~ **There will be NO Cornerstones offered on Monday**
 - Tuesday-NEW: Two CS have been added to Tues...will take place from 1:30-2:30pm
 - **Special Sessions:**
 - COT/TOT-Sun: Speaker has been identified. Sheila will begin contracting this speaker in the coming weeks
 - NEW First Timer LS Sessions:
 - Title: FAM: The Arrival
 - Sunday 3pm – 4:30pm
 - Right now planning a total of 8 LS rooms...Cantonese; English (will include "other" language groups); Hindi; Japanese; Korean; Mandarin (depending on FTA #s may be 1 or 2 rms); Spanish; Thai.
 - Each room will have 1 English speaker and 1 in language speaker
 - The theme of welcoming and congratulating first timers will be weaved throughout the meeting
 - First timers will learn a hand gesture that will also be weaved throughout the meeting
 - ***ACTION TAYLOR/COLLEEN/KRISTAL/ADAM-WEB SITE*:** Need to work together quickly to 1) develop promotional text for these sessions and 2) decide best structural location within web site for easy find. This should be done and included before the overall content goes to translation. These should be included in the Phase 1 LS web sites.
 - **Current plan is for PGA Traffic General TF to form 1 gauntlet at base of Hall B escalator. TF workers will also be at top directing attendees to their FAM LS room location.**
 - 2-Lunch Session (M-Tu)
- ❑ FS Update (COL/VALERIE)
 - New: Japanese and Korean session on Tuesday (2 Japanese speakers and 2 Korean speakers, Japanese and Korean speaking attendees will attend and wear headsets so they can hear the entire session in their own language)
 - New: Thai session using a Japanese speaker (session is for Thai speakers, speaker will speak in Japanese, session will be translated from Japanese to Thai)
 - Time changes since last team meeting
 - Mon: 1:30pm – 2:30pm and 3pm – 4:30pm **[Expanded sessions will only take place on Mon 2nd slot]**
 - Tues: 3pm – 4:pm and 4:30pm-~~5:30pm/6:00pm~~ **[There will be no expanded sessions offered on Tues]**
 - Weds: 9am-10am and 10:30am – 11:30am (no changes since last meeting)
 - These time changes impact nightly events, please be cognizant, especially of ExCom and Past President schedules
- ❑ CZ Programming: (KATY)
 - Katy recently met with the Annual Meeting and Global Conference CZ chairs
 - The chairs plotted speakers for Sunday- Thursday
 - 85 – 90 sessions total
 - Holding 2 sponsor slots
 - Holding 2 foundation spots
 - No structural changes
 - On target with selection and program timeline
 - Reviewed language polling from 2019 and plotted speakers based on it
 - No programming on Wednesday
 - Working on how to best promote CZ on Wednesday if decide to stay open

Registration Update

(KRISTAL)

- ❑ Updates: Reg Open Dates/Fee Schedule/Cancellation & Refund Schedule/Visa Denials – **See Resource Doc attached**
 - Increased administration fee from 50 USD to 100 USD
 - Changed the deadline for full Visa Denial refund. It is now Friday, May 8, 2020
- ❑ Reg Related Projects: Web Site Phase I, On-Site Reg Area Layout
 - Meeting Services has provided the web site content needed for Phase 1

Marketing

(TAYLOR)

- Taylor showed design visuals for look/feel, print ad, digital banners and promotional video
- LOOK/FEEL:**
- WEBSITE**
 - Phase I (content, edited, currently being uploaded)
 - Planning to circulate website this week or early next week to MS and PD for final edits
 - Once it has been reviewed, will send for translation
 - Will start working on where to put and how to present First Timers event info
 - Next Up
 - Translations Phase I
 - Phase II (Focus Sessions, Meeting Details and Foundation)
 - Had meetings with Colleen and Val to discuss Focus Sessions
 - Meeting with Katy to discuss CZ website info soon
- AVAILABLE ASSETS**
 - **AM PROMO VIDEO**
 - Will be translated into Spanish this year
 - Taylor to share promo video with Global Markets when it's ready for public viewing
 - **PRINT**
 - Jan/Feb RTT: AM/GC Ad
 - Global Markets staff, please let Taylor or Giang know what print materials you need and what sizes. Will be putting together a drop box of materials which can be used.
 - Will continue with specific 25+ year member campaign, as done last year
 - **DIGITAL**
 - mdrt.org web banners (AM/GC)
 - email banner (AM/GC)

Emerging Media (Web Site/App)

(WAYNE/ADAM)

- In good shape with Phase I uploads. Taylor has link and is reviewing.
- Now just adding photos and making minor shifts of items on the website

Sponsorship Program Updates:

(MARY/MITCHELL)

- Pre-Mtg Half Day Sessions/Lunches (do we know yet 1 or 2 companies?)
 - Mary and Mitch have meetings set up with all sponsors in January to discuss their plans for both AM and GC. Should have answers post those. Mary thinks AIA will be more focused on the Global Conference, but will confirm in January.
- CZ Related
- VIP Lunch/Receptions
- Priority Registration
 - Each sponsor gets priority registration for 500 confirmed members
 - ***ACTION MARY AND KRISTAL*** to meet to discuss a cut-off date for when the 500 confirmed member names are needed

Housing-Overall & VIP:

(LU FOR PHYLLIS)

- Anaheim Marriott & Hilton Anaheim promoted as Co-Headquarters
- Post Site – will be finalizing VIP Suite locations (ExC; PP; PGA). Will share those locations during January team meeting

PGA Updates:

(JEANNE FOR ANNE)

- PGA Nov 19-21 Site to Anaheim Update
- Had first PGA site visit at the same time as MDRT staff site visit
- Diverse group for AM
- Reviewed notes from recent PDD meeting and were able to plan based off of their needs
- Directors are ahead of schedule and ready to start recruiting
- Assistant Director invitations went out this week
- There will be 7 task forces total.
- There will not be a First Timer Experience task force, one of the Traffic task forces will be stationed at the FTE

Key Vendors/Meeting Areas & Staff That Handle:

- Attendee Tracking-Klik (Michael)
- AV (Jeff/Michael)
- Bussing/Transportation (Joanne)
- Catering/Concessions (Anne)

- Deco (Key Areas, L/F Branding, Signage, etc) (Lauren)
 - CZ floor plan pretty much complete
 - Initial Reg floor plan complete – tweaks to come
 - Store – working on floor plan now since post site
 - Look/Feel – in pretty good shape post site with branding placement in each facility.
 - Directionals - Also plotted directional placements during site.
- Parking Passes & Loading Dock Deliveries (Michael)
- Security/Crisis Management (Joanne)
- Signage: Deco, Digital, Murphy (Lauren/Michael/Molly)
- Special Events (Anne/Phyllis)

Other Key Areas:

- Building/Mail Room/Shipment (Austin/Steve)
- Content Development (Katie/Mike)
- Finance (Mark)
- Foundation (events, booth) (Karen M)
 - Charity Partner: Selected for AM and GC: Clean the World Foundation. Will share more during Jan meeting.
 - Service Project: There will be an on-site packing service project either Mon or Tues. It will be similar to the 2019 AM service project, maybe a little larger
- Global Markets (Eryn/Erica/Rosanne)
 - **Special Guest Receptn - *ACTION ROSEANN/HEATHER/ERYN***: Will we continue to have a Special Guest Reception on Sun night after the OC? If so, please be aware...
 - There is discussion of an all attendee networking event right after OC.
 - OC time change from last year...shortened by half-hr to 5-6:30p
 - **Special Guest Office *ACTION ROSEANNE***: Follow up with Eryn find out answers/direction regarding not having speakers pick-up their registration materials in the Special Guest Office
 - Translation/Interpretation:
 - Translation is starting to get busy. Erica is out Xmas Eve thru NY's – please let her know early of any needs.
 - Please let Erica know if you have any unusual interpretation requirements
 - Erica is updating the SI budget
 - Final determination on the logistics of inserting all the batteries into the SI receivers on-site
- HR & Member Relations (Laura G/Naadia/Kristin)
- IT (Jim)
- MDRT Store: (Shawn)
 - Working with Lauren on store layout
- Membership (Tom/Kathy)
- Strategic Engagement (Pam)
 - In July ExCom agreed to ~~discussed~~ comp registration for Global Council Members
 - ***ACTION PAM*** Needs to find out is this relates to outgoing GC members (easier because in place) or incoming GC members (not approved until Mid-Yr Mtg end of Feb).
 - ***ACTION KRISTAL AND PAM*** to meet to discuss registration needs in regards to comping GC Members
 - ***ACTION PAM/DON/LAUREN*** Pam and Don discussed having a Member Benefits Booth or a Mentoring Booth. Need to revisit, make decision and loop in Lauren as she is trying to fine-tune the final ACC-Hall C physical layout with Freeman that goes to Fire Marshal for approval. If we have a booth, it can be discussed at the First Timers Event
 - Committee Chairs Mtg: Will only happen at the AM (not GC) this year. Will be held at the Marriott.
 - Global Council Mtg: Yes, will be having.

Logistics – Misc:

(LUANN)

- Program Draft: Draft #2 will come out with minutes – waiting to hear of updates from this meeting
- Site Visits:
 - Nov 17-22, 2019 Fall: Staff, AV, Deco (Most all MS & JU, SB, TC, AH)
 - Apr 6-9, 2020 Final Staff/Vendor: Staff, AV, Deco, CSI --- DATES NOW FIRM
 - TBD, 2020: HR Temp Agency Interviews (LG)
- Nudge-Misc Event Info: Let me know what you do...planning to have? Different staff point? Anything NEW being talked about?
 - Foundation:
 - Foundation Gives Day Breakfast-Sun (KM)
 - Foundation Board Lunch-Sun (MS/KM)
 - Foundation Canada Meeting-Mon (MS)
 - Foundation Focus Group-Wed Only (KM)
 - Global Markets:
 - Special Guest Reception (EC)
 - Ambassador Gathering-Sun (EC)
 - Company Meeting Lunch-Mon (EC)
 - MCC Breakout (EC)

- Focus Groups:
 - MDRT Focus Groups-Mon-Wed (TE/VL)
 - TOT Focus Groups-Tues Only (?)
- Misc:
 - ExCom Portrait (TA): ANSWER: NOT HAPPENING AT AM
 - App Review Meetings-Mo - Tues (WS)
 - Press Reception-Mon (DN/GN):
- ☐ Basic Office Meetings Soon with Some of You: Press-3 (GN); GM-3 + SpG (EC/RC/HB); 20/20 (AT);
- ☐ Spec Reviews (Offices, Key Areas, Events): Will occur in March – invites will come out in December to get calendars blocked
- ☐ Resources: Program Drafts, Minutes, Attachments, Resource Doc will be on M: 2020 AM & ATM under MS under AM.

General Questions? Anything else we should be aware of at this time...items out there with AM or MS ripple (ex., new function, needs a room, change of date/time) – PLEASE keep MS updated...the earlier the better.

Future Agendas: If you ever want something specific on an Agenda or like to present/share – just let me know a week in advance.

Team Mtgs Schedule:

- ☐ All occur from 10:30a-11:30a on Tuesdays in the Paul Clark room
- ☐ Due to some site visit scheduling conflicts, I'm anticipating a few date changes next year. Will keep everyone posted.

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