

2020 AM - ANAHEIM MDRTeam Meeting MINUTES

Mtg #3 – 1.21.20

Meeting Dates: June 7-10, 2020

Countdown to Meeting – <4.5 Months

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

Today's Mtg Goal: We haven't met since Nov 26. Want to make sure everyone is solid on program structure changes; key area open hours/changes; upcoming registration open schedule; English web site live-since January 2 (good info resource); and logistical updates.

Program – Professional Development Updates:

- ❑ OC/MP/Speaks/Cornerstone/SS Update: 4 6 Speakers have now been contracted (SHEILA/SUE)
 - **OC:**
 - **MP:** 2 3 contracted – John Dorenbos, Nick Vujicic, Kevin Brown (emcee MP and Speaks)
 - **MDRT Speaks:** 11 contracted, 6 pending Kevin Brown (emcee)
 - **Cornerstones:** 1 of 2 contracted – Sam Silverstein
 - **Special Sessions:**
 - COT/TOT-Sun: Daymond John pending
 - NEW FAM: The Arrival For First-Time Meeting Attendees-Sun
 - Colleen is the staff lead
 - Will take place in language specific rooms. All will be at ACC – final room and language determinations will be done early Apr with actual reg data.
 - Focus Session Chairs have taken the lead on FAM because it takes place in the language specific rooms vs MP hall.
 - The FAM language rooms may not correspond with the Focus Session language specific rooms. I.e. the Spanish FAM may not be in the same room as the Spanish language room for Focus Sessions. Assignments will be based on actual reg data.
 - High level MCC members will serve as facilitators and will facilitate in their own languages
 - Three videos will be shown:
 1. ExCom presentation, which includes all 2020 ExCom members
 2. Parts of MDRT History video
 3. Parts of PGA video
 - ExCom will film their video in March at MDRT HQ
 - Colleen is working on the other two videos now
 - The goal of the event is to introduce new attendees to the meeting, provide tips, provide networking opportunities within the room, give challenges and goals for them to strive for throughout the week
 - There will be a gauntlet- where PGA members form a line and give high fives and cheer for first time attendees arriving at FAM
 - More information will be provided in early February
 - FAM rehearsal times need to be determined
 - 2-Lunch Session (M-Tu):
 - 1 2 contracted – Curt Steinhorst and Steve Sims
 - Do not have titles for lunch sessions yet
 - Update re: offering simultaneous translation for these this year?
 - The room can have up to 6 booths (languages)
 - Will decide SI languages at a future meeting
 - **PDC Mtg – Fri:** Jess confirmed will continue doing, same day/time/format as last year. **ACTION JESS:** Will confirm correct interpreted language needs to Erica and MS. **POST- MEETING UPDATE:** Fri-PDC Mtg: 5 languages (J, K, M, S, T) (COL/VALERIE)
- ❑ FS Updates/Awareness:
 - FS info is included in PD #3-**Attached**.
 - All Focus Session speakers are contracted
 - 90 speakers total (71 member, 19 non-member)
 - **Important Note:** All non-English sessions (exception-Hindi) show titles in English which are not yet final-reviewed.
 - We decided to include the current un-edited translated version of the titles for Program Draft, however, so that staff may have an idea of their content
 - ***ACTION COLLEEN*** follow up with Jeanne regarding when non-English sessions titles (exception-Hindi) will be reviewed and confirmed
 - Simultaneous Interpreted sessions have been identified – included in PD #3. At this stage, these include Cantonese, Hindi, Japanese, Korean, Mandarin, Spanish and Thai. After the official SI language request deadline on April 13, the “other” languages that meet the SI criteria will get assigned.
 - Unique Sessions Awareness:
 - Mon 2nd slot-expanded: There is 1 dual presented/dual interpreted Japanese/Korean panel sess in Jap LS Rm for Japanese and Korean attendees
 - Tues 2nd slot: Thai presented, Japanese interpreted in Thai LS Rm
 - Targeting early April to finalize session room assignments with MS team

- Rehearsal times have decreased from 30 minutes to 20 minutes with a 10 minute buffer
- ❑ **CZ Programming:** (KATY)
 - 2/3 of all contracting completed for CZ speakers who are scheduled for a projected total of 85 sessions; currently collecting all final titles, session descriptions, photos and bios to be sent for this week's first translation batch that will need to be routed to Mike D. by Feb. 3rd
 - CZ speakers won't be receiving final session times until the first week of March, as we are still filling some outstanding language holes and needing to make some specific time adjustments as necessary.

Sponsorship Program Updates:

(MARY/MITCHELL)

- ❑ **Premier Sponsor Event Updates:**
 - **MetLife:** Plan to have about 300 attendees. Planning to have Half-Day Session on Saturday (part of sponsorship fulfillment), preceded by a Lunch (at their own expense). **Wants to have all 3 languages (J, K, M) at Half-Day session.** Also second year, planning a MetLife Gala Dinner Sat night (at their own expense). Looking for a good day/time slot with ExCom schedules to also have a VIP Reception. **Has the majority of their priority reg attends identified for AM.** Interpreters will also be needed at the Gala Event, at MetLife's costs. They will also want AV at Gala, will work with Jeff on people/equipment to invoice MetLife.
 - **AIA:** Planning to have low attendance at AM and focus is on GC. Will most likely not need a half-day day session, but please do not release space yet.
 - **Manulife:** Planning to have low attendance at AM and focus on GC.
 - All 3 premier sponsors are comfortable with receiving 500 priority reg each for AM
- ❑ **CZ Related**
 - 3 Booths at AM: AIA, MetLife, Grand Prospects. NO Manulife booth
 - Session Slots:
 - MetLife: Will have 2 CZ slots
 - AIA: Not doing - Can release AIA CZ speaker slots
 - Manulife: None – can release CZ speaker slots

Program Structure Changes: ALL are reflected on Program Draft #3 - **Attached** and on Web Site

(LUANN)

- ❑ **NEW FAM-The Arrival-Sun:** New event, for first-time mtg attendees, before OC from "3-4:30p" in LS rooms at ACC.
- ❑ **Opening Ceremony-Sun:** Time has been shortened half-hr from last year to "5 – 6:30p"
- ❑ **MP & Speaks-M-W:** Mon & Tues end time has been shortened half-hr and Wed end time shortened by 1 hr
 - Mon MP: 8 – 11 a.m.
 - Tues MDRT Speaks: 8 – 11 a.m.
 - Wed MP: 1 -4 p.m.
- ❑ **Lunch Sessions M-T:** Times for these are earlier than previous years to "11:30 a.m. – 1 p.m.
- ❑ **Focus Sessions:** Still 2 timeslots each day; however, times of those on Mon and Tues have changed from previous years. Wed still same timeslots.
 - Mon: 1:30 – 2:30 p.m. & 3 – 4/*4:30 p.m. [*expanded sessions will only be offered on Monday]
 - Tues: 3 – 4 p.m. & 4:30 – 5:30 p.m.
 - Wed: 9 – 10 a.m. & 10:30 – 11:30 a.m.
- ❑ **Cornerstone Presentations:** 2 will be offered this year on Tuesday ONLY from "1:30 – 2:30 p.m."
- ❑ **COT Open Forum:** Moved back to Wed morning from "8 – 9:30 a.m."
- ❑ ***IMPORTANT AWARENESS* Ripples to These Changes:** Rehearsal times, staff schedules, temp schedules, ancillary event times, catering times, etc.

Key Area Open Hours Review (See Attached): ALL are reflected on PD #3 and on Web Site

(LUANN)

- ❑ **Registration:** Changes to SI headset (disposable) and what other ancillary booths inside Reg Area
- ❑ **NEW Speaker Registration Pickup Booth (within Reg)**
 - Name of booth in progress
 - ALL members and non-member speakers will pick up their materials here instead of the Special Guest Office
 - Will need temps
- ❑ **FTE Booth-TBD (within Reg)**
 - Name of booth in progress
 - Owned by PDC in 2020
 - Will discuss on Thursday 1/23 call and have more information by the end of this week whether they will have or not
- ❑ **Housing Desk - POST- MEETING UPDATE:** This year registration will not have a housing desk connected to Onsite Services. Members will be provided an Experient phone number for any housing questions.
- ❑ **ConneXion Zone; MDRT Store & MDRT Foundation Booth:** All together inside ACC – Hall C this year
 - Same open hours published schedule – intentional
 - New Mentoring Booth in CZ – next to Big Idea (Suzanne Henn staff lead)
 - This booth will stand on its own, now that the Member Benefit booth will be a pop-up
 - Awareness – Foundation [Caryn Henning] and Member Services Benefits [Taylor Conrad] Pop-Up Booth concepts

Registration Update

(KRISTAL)

- ☐ **Reg Dates/Rates Reminder:** 6 weeks out until "Priority" begins...

Categories	AM # Wks	AM Dates & Times	AM Rate
"Priority" Groups (not public)	weeks 1-2 (2 wks)	Tuesday, March 3, 2020 (7 am Central Time Zone) through Monday, March 16, 2020 (11:59 pm Central Time Zone)	USD 995
REG OPENS TO ALL:			
Advance Registration	weeks 3-8 (6 wks)	Tuesday, March 17, 2020 (7 am Central Time Zone) through Monday, April 27, 2020 (11:59 pm Central Time Zone)	USD 995
Aspirants Open	week 5	Tuesday, March 31, 2020 (7 am Central Time Zone)	USD 995
General Registration	weeks 9-11 (3 wks)	Tuesday, April 28, 2020 (7 am Central Time Zone) through Monday, May 18, 2020 (11:59 pm Central Time Zone)	USD 1095
On-Site Registration	weeks 12-+ (2 wks)	Tuesday, May 19, 2020 and thereafter (Not guaranteed, based on availability)	USD 1195

- ☐ **Priority Groups: [NOT for public knowledge]:** Granted priority registration access:

Groups
2020 MDRT Executive Committee
2020 MDRT Leadership –GCM, DVP, Chairs, Assistant Chairs, Committee Members (including GC PDC)
2020 MDRT Foundation Leadership
2020 MCC Division 1 & 2 and US & Canada Community Leaders Growth Team and Local Study Groups
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 [Including those that will be 25 yrs in 2020]
ALL US First Time and "Second Time" member AM attendees
3 Premier Sponsors (AIA, MetLife Asia and Manulife) - 500 registrations each

- ☐ **Experient Reg Portal:** Working on getting everything ready
 - Currently working with Erica to translate
- ☐ **Reg Related Projects:** Web Site Phase design edits; Phase 2 Content Topics/Deadlines; On-Site Reg Area Layout
- ☐ **Talking Points for Meeting Cost Increase via Marketing sent to Directors.** They can be found here: [M/ 2020 AM ANAHEIM/ 2020 MDRT Annual Meeting and Global Conference Attendance Fee Increase – Talking Points](#). This is an internal reference doc and not to be sent out for external purposes.

Housing-Overall & VIP:

(PHYLLIS)

- ☐ **2 Official Hotels:** Anaheim Marriott & Hilton Anaheim. Both designated as Co-Headquarters
- ☐ **VIP Housing Deadline:** Monday, March 9
 - Phyllis will send the VIP housing form out within the week
 - ⇨ Staff- when you get housing requests from your vendors and speakers, please pay attention to what dates they're asking for and make sure they are in line with actual tasks required and related space pick-up.
- ☐ **VIP Suites (ExCom; PP; PGA):** Finalizing specific suite names and room #s with hotels
- ☐ A "Groups" section was added to the website. One goal of the Groups section is to encourage tour groups to stay at our headquarter hotels. The fact that they will not need any bussing is a great selling point.

Marketing

(TAYLOR)

- ☐ **Communication Plans**
 - Priority Reg
 - Live Reg
 - Target dates for Priority Reg and Live Reg Communications Plans can be found in the attached

Update on Phases – [Taylor reviewed update found here https://www.beautiful.ai/player/-LykJT_5JRRp1rb6yeEE](https://www.beautiful.ai/player/-LykJT_5JRRp1rb6yeEE)

- ☐ **Web Site – View Web Site**
 - Phase I: Went Live Jan 2 – English Only
 - 6 Translated Site Status (C, J, K, M, Sp, Th)? [Have all 6 languages and have sent to Adam, now working with Adam on a timeline](#)
 - Phase II (Housing Rates, Focus Sessions, Meeting Details, and Foundation Appeal) [Working on this with Kristal and Adam](#)

- Staff—if you are not in Meetings Services or Program Development but have elements on the website, please review Phase I of the website and reach out to Taylor if revisions/updates are needed

Emerging Media (Web Site/App)

(WAYNE/ADAM)

- Web Site Design-Anything you want to call out? Adam is working to make the website more mobile friendly. Adam is working with Kristal and Luann on creating a print friendly version of the Schedule At A Glance
- App:
 - This year will be handled by Emerging Media via Marketing Dept. Marketing will only be responsible for marketing the app.
 - New App Vendor: Awareness & Status. In contract talks with new vendor. Not much else known at this point.
 - Will English App continue to be “all” session inclusive...meaning will also show all LS sessions? TBD
 - Will all language specific apps be contained/accessible within the main app? TBD
- On-Site Meeting Meeting App Kiosk
 - There will only be 1 this year vs 2
 - Staffing plan will be executed by Emerging Media vs the Marketing Dept this year
 - Moving forward, will have to discuss if we will be putting extra headsets and a CSI person at the Marriott even though there is only 1 Meeting App Kiosk which will be at the convention center
- On-site app vendor (8-Bit) – ACTION ADAM: To find out if they will need a room this year or space in Hall C/CZ? Let MS know.
 - How are you going to demonstrate the app? Will you need iPad? If so, see Jeff

PGA Updates:

(Anne)

- Completed filling all positions this week. AD manuals will be sent out next week.
- First conference calls will take place next month.

Special Events: All On PD #3

(Anne+ Others)

- ExCom Dinner-Th: Morton’s PDR
- PGA/PDC Dinner-F: The Ranch Events Center – Great Room **POST- MEETING UPDATE: 6 languages (J, K, M, S,T)**
- Excalibur Rcptn-Sat: Hilton – Avalon Ballroom
- TOT Celebrating Leadership –Sat: Will happen this year. Location - TBD**
- Fdtn Board Lunch-Sun: Marriott – Orange County Salons 1-3
- Special Guest Rcptn-Sun: Happening –Avalon Ballroom Event time needs to be determined. Ripple to OC time change.
- Fdtn Service Project-M: Marriott – Orange County Salons 1-3
- Quarter Century-M-W: Hilton – Avalon Ballroom
- TOT Rcptn-M: Hilton – Pacific Ballroom A
- Past Presidents Dinner-M: The Ranch Events Center – Dining Rm, Hospitality Suite & Outdoor Terrace
- Appreciation Rcptn-Tu: Hilton – Pacific Ballroom & Promenade
- POST- MEETING UPDATE: Fri-PDC Mtg: 5 languages (J, K, M, S, T). Same format as last year.**

Key Vendors/Meeting Areas & Staff That Handle:

- Attendee Tracking-Klik (Michael)
- AV (Jeff/Michael)
 - FS Diagrams are up to date
 - Waiting on Launch to finalize LED and rigging costs for Main Platform
- Bussing/Transportation (Joanne)
- Catering/Concessions:
 - Staff Catering Deadline: Due to Anne – March 11
- Deco (Key Areas, L/F Branding, Signage, etc) (Anne)
- Parking Passes & Loading Dock Deliveries (Lauren)
- Security/Crisis Management (Michael)
- Signage: Deco, Digital, Murphy (Joanne)
- Special Events (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: Clean the World Foundation (same for both AM and GC)
 - Service Project: Clean the World Foundation – Hygiene Packing Kits:
 - Monday, from 3-5p, in MA-Orange County 1-3
 - Booth: Located in ACC – Hall C
 - Pop-Up: Not published, organic pre-determined locations open/close at Fdtn discretion
- Global Markets (Eryn/Erica/Rosanne)

- Still working on determining the type of simultaneous interpretation radios we will use at this meeting. CSI will be doing a testing site visit to make final determination.
- For staff awareness- Chinese New Year is this month
 - Korean translators have Jan 22 – 23 off
 - Chinese translators have Jan 24-31 off
- If you were planning on sending Chinese translation requests to Erica next week, send them to her now
- ❑ HR & Member Relations (Laura G/Naadia/Kristin)
 - Naadia will send out temp requests and temp job descriptions (including Ask Me temps) soon
- ❑ IT (Jim)
- ❑ MDRT Store (Shawn)
 - Making revisions to floorplan
 - Mobiltape uses the Program Draft to chart all the sessions and for an order form- they will need accurate English titles and designations for the order form
- ❑ Membership (Tom/Kathy)
- ❑ Strategic Engagement (Pam)
 - There will be a Global Council meeting and Committee Chairs meeting
 - Same number of people and interpretation will be needed
 - In the beginning stages of inviting Global Council and Committee Chairs right now. Will not know languages until end-Feb after mid-year meeting.

Logistics – Misc:

(LUANN)

- ❑ Budget: Was approved as submitted. Keep Jeanne & Luann informed of any required acct changes/issues via e-mail notification
- ❑ AM Target Dates: Molly sent to staff leads Jan 14 for 2020 update deadline by Jan 24. Will review next mtg
- ❑ 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)
- ❑ Spec Book Target Dates: **Attached.** Deadline for Print Book – Mon, Apr 20
- ❑ Spec Reviews (Offices, Key Areas, Events): Scheduled – see below. ALL invites have gone out to staff leads

Date	Time	Location	Topic
Mar 11 (Wed)	9a – 4p	R Stever	Offices; + Some GM Events (minus SpG Rcptn-Anne and Sponsor Events-Phyllis) & Foundation Events (minus Excalibur-Anne & Svc Project-?)
Mar 13 (Fri)	9a – 3p	R Stever	Key Areas (Fdtn Booth; Registration; Store & CZ)
Apr 2 (Thur)	11a-12p	J Longley	Global Council; Committee Chair; ExCom Brkfst/Mtg/Tour
Apr 2 (Thur)	1-2p	M Grauer	Focus Groups (MDRT & ??)

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.

- ❑ Feb Mtg: Foundation Charity Partner

Team Mtgs Schedule:

- ❑ All occur from 10:30a-11:30a on Tuesdays in the Paul Clark room
- ❑ Apr 7 date will be changed due to conflict with final Anaheim Site.s, 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 April 14 (Changed on 1/21)	May 19 (last mtg)