

2020 AM - ANAHEIM MDRTeam Meeting MINUTES

Mtg #4 – 2.18.20

Meeting Dates: June 7-10, 2020

Countdown to...Specs: 2 Months

Meeting: <3.5 Months

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

Program – Professional Development Updates:

- OC/MP/Speaks/Cornerstone/SS Update: (SHEILA/SUE)
 - o **OC:**
 - o **MP:**
 - o Contracted Deshauna Barber, Miss USA 2016 and army officer
 - o **MDRT Speaks:**
 - o **Cornerstones:**
 - o **Special Sessions:**
 - COT/TOT-Sun: Contracted Daymond John from Shark Tank
 - NEW FAM: The Arrival For First-Time Meeting Attendees-Sun:
 - Decision: There will be no First-Timers Booth this year
 - FAM members will receive a coin on their way out of the session
 - Looking into adding a leaderboard engagement, gamified tool within the new App which gives First Time Attendees points each time they interact on the app (send a message, schedule a meeting, etc.), Jess will have more information on this at future team meetings
 - Working on facilitator scripting
 - FAM video with ExCom, will tape the video on March 2 and 4 in Park Ridge
 - 2-Lunch Session (M-Tu):
 - Both speakers contracted
 - Will have decision on which speaker will speak on each day in time for priority reg, as early as next week
- FS Updates/Awareness: (COL/VALERIE)
 - o Non-Member FS speakers have been asked to submit their anticipated hotel dates by March 1
 - o FS speakers are working on their PowerPoint and eHandout files – due March 13
 - o Targeting early April to finalize session room assignments with MS team
- CZ Programming: (KATY)
 - o Finishing up contracting
 - o 85-90 projected sessions
 - o Received recommendations for Foundation speakers
 - o Working with Mary on sponsorship speakers
 - o Working with Lauren on entertainment ideas
 - o Working with Sheila on possibly integrating Main Platform entertainment into CZ

Sponsorship Program Updates:

(MARY/MITCHELL)

- Premier Sponsor Event Updates:
 - o **MetLife:** Any update re: day/time slot with ExCom schedules to have a VIP Reception? Target date for decision? Still TBD
 - o Joanne Jensen is logistics lead for all MetLife events except for Gala
 - o Luann is logistics lead for MetLife Gala
 - o Receiving lists for priority reg
 - o **AIA:** Priority focus is GC
 - o **Manulife:** Priority focus is GC
- CZ Related
 - o Expect to have Certificates of Insurance from all sponsors next week
 - o **AIA:** Changing their booth panel from last year
- Staff to copy both Mary and Mitch on sponsorship related emails

Registration Update

(KRISTAL)

- Reg Dates/Rates Reminder: 2 weeks out until "Priority" begins...

<u>Categories</u>	<u>AM # Wks</u>	<u>AM Dates & Times</u>	<u>AM Rate</u>
"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. Credit Card Only – No Cash Accepted)	USD 1195

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- Priority Groups: [NOT for public knowledge]:** Updates post last Team Mtg in **BLUE**:

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 and Local Study Groups
2020 PGA, Chair, Director, Assistant Directors
2020 Special Guests
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

- NO cash accepted for on-site registrations**
- Experient Reg Portal Testing Status?**
 - o Staff is currently testing site
 - o Planning to send to MCC to test next week (they will test in place of the China office)
- PrePaid Ticketed Lunch Sessions-NO On-Site Sales:** Sales only pre-meeting via Registration. No on-site sales – like last year.
- Awareness-Disney Discounted Ticket Offering to “Registered Attendees Only”:** Awareness/promo teaser on our web site now. Actual advance ticket store link (for pre-arrival purchase only) will be included within attendee Registration Confirmation and later via direct marketing e-mail to registered attendees only. Includes special option “Twilight Convention Ticket – valid for after 4p or up to (4) hours before park closes (whichever is earlier). There are limitations (ex, # of tix allowed per transaction). Tickets are valid Wed, June 3 thru Sun, June 14. Online ticket store link will close 9p PST Sat, June 6.
 - o On average, the ticket will result in a 6% to 15% savings
 - o Disneyland ticket prices went up recently. Disney will offer the lower rate until March 10, after March 10 the rates will increase
 - o Will discuss how to make Disneyland tickets discounted for MDRT staff – report back during Mar meeting.
- FAQ’s were added to the M Drive.** Link to FAQ’s added to minutes due to the document’s constant evolving nature. <M:\2020 AM ANAHEIM\FAQ\2020 AM FAQ.docx>

Housing-Overall & VIP:

(PHYLLIS)

- VIP Housing Deadline:** Due to Phyllis - Monday, March 9
- VIP Suites (ExCom; PP; PGA):** Now final...
 - o **ExCom:** Hilton – El Presidential Suite #14-340
 - o **Past Presidents:** Marriott – Chairman’s Suite #1908
 - o **PGA:** Hilton – Lanai Presidential Suite #5-230
- On-Site Housing Inquiries:** This year, there will not be a physical Housing Desk within Reg. Instead members will be provided with an Experient phone number if they have housing questions or need assistance while on-site
- Experient has support in both English and Spanish**

Marketing

(TAYLOR)

- Presentation Link: https://www.beautiful.ai/player/-M-tnzBilGufOfAbIM_G
- Priority Registration Emails
 - 1st Priority Reg email went out 2/10 to 2020 members

- Next Priority Reg email will go out 2/25 to 2019 members
- Live Reg Mailer
 - Live reg email went out on 2/17 to 2020 members
- Website Update
 - Phase 1 is finished
 - Collecting Phase 2 information and prepping to send it for translation today
 - Phase 2 will activate in time for priority reg date

Emerging Media (Web Site/App)

(WAYNE/ADAM)

- Web Site Quick Review:
 - Continuing to add information to speaker pages
- App Vendor/Status:
 - Contract signed with new app vendor, All in the Loop
 - This vendor will be used for all MDRT meetings that use an app
 - Adam and Wayne had a kick-off meeting with new app vendor
 - Adam will arrange a meeting with all MDRT staff involved in the app soon
 - ***ACTION ADAM*** will confirm the template that new app vendor uses
- On-Site Meeting App Kiosk: Need to determine open hrs schedule. Location is outside of Hall C.
 - Only one Meeting App Kiosk this year

PGA Updates:

(Anne)

- Leadership (thru Ads) now in place.
- ***ACTION-ANNE/ERICA*** To discuss interpretation requirements for the Fri PGA Leadership Meeting

Other Key Areas:

- Building/Mail Room/Shipment (Austin/Steve)
 - o Ship date: May 28
- Content Development (Katie/Mike)
- Finance (Mark)
- Foundation (events, booth) (Karen M)
 - o **Presentation Charity Partner: Clean the World Foundation**
 - o Provides soap to individuals who do not have access to it
 - o Same Foundation partner for Annual Meeting and Global Conference
 - o Service Project will be packing hygiene kits for individuals without access in the Anaheim area
 - o Will fundraise on-site via pop-up booths
 - o ***ACTION KAREN*** to confirm if they will accept cash donations
- Global Markets (Eryn/Erica/Rosanne)
 - o SI Headsets-ERICA: Final decision- radios headsets that the attendee keeps (non-returnable) will be used for 1st time at AM. Did this with success at the 2019 GC in Sydney.
 - o If staff are reusing translations from past years and making minor tweaks, please still double check it with Erica
 - o Staff who distribute radio headsets to members at places other than registration please touch base with Erica
 - o Special Guest -office hours changed Sunday, June 7th to close at 6:30pm to align with the end of the Opening Ceremony.
 - o Special Guest Reception: Start time change to 7p with a 6:45p soft open to also align with OC end time.
- HR & Member Relations (Laura G/Naadia/Kristin)
 - o Naadia sent temp requests to staff, due February 10
 - o If you haven't already, please return them to her ASAP
- IT (Jim)
- MDRT Store (Shawn)
 - o No on-site cash transactions – credit card only
 - o Signage will be used to show that no cash is accepted
 - o Not expecting a decrease in sales, as most members used credit cards last year
 - o Awaiting budget update from Freeman. Floor plan finalized.
- Membership (Tom/Kathy)
 - o Numbers improving
 - o 29,600 currently. Short by 4,400, all represented in China
- Strategic Engagement (Pam)
 - o Had productive meeting about Mentoring Booth
 - o Maureen sent list of committee members who have not yet been approved for 2020 membership to staff liaisons
 - o ***ACTION STAFF LIAISONS*** to reach out to the members from list they work with to remind them to first submit their membership and then register for the AM

Key Vendors/Meeting Areas & Staff That Handle:

- Attendee Tracking-Klik (Michael)
- AV (Jeff/Michael)

- Main Platform production vendor, Launch, did their rigging site visit, all went well
 - Jeff and Launch are finalizing everything we need for the final contract
 - Jeff reviewing Focus Sessions scenic costs
- Bussing/Transportation (Joanne)
 - A transportation management company will oversee the rogue busses
 - Catering/Concessions: Staff Catering Deadline - Due to Anne – March 11 (Anne)
 - In late February or early March, Anne will send out catering request as a skeleton which has this year's dates and locations but last year's menu, asking staff to pick new menu for this year
 - If you cannot send it in by March 11, tell Anne
 - Certificates of Insurance: Due to Molly by February 28 (Molly)
 - Deco (Key Areas, L/F Branding, Signage, etc) (Lauren)
 - Deadline date for all production is: April 20
 - Will be presenting floor plan at March 24 Team Mtg
 - Parking Passes & Loading Dock Deliveries (Michael)
 - Security/Crisis Management (Joanne)
 - Kirsten is the new security lead
 - Signage: Deco, Digital, Murphy (Lauren/Michael/Molly)
 - Molly will send Murphy Signage requests to staff in early March
 - Some rooms will have digital signage, some will not
 - If you order a Murphy sign and your room has a digital sign, Michael will reach out to you
 - Special Events (Anne/Phyllis)
 - Steve will host a Company Lunch again on Monday- Lena is staff point

Logistics – Misc:

(LUANN)

- Key Area & Office Open Hours: If you oversee a key area/office, please communicate if your hours will stay the same as last year or your changes to Molly and Luann
- Event Time Changes due to Program Updates: the updates to the Program Schedule results in possible changes needed to event start times. Luann will reach out to individual staff to re-confirm their event start times
- Tech Check Start Times: ***ACTION PROGRAM DEVELOPMENT*** to re-confirm with Luann and Molly if we will move forward with same tech check times as last year or adjust
- Budget: Good news - Membership #s took nice turn upward. Still hold off where you can on making early final decisions in regard to ordering items and their quantities. Need to monitor registration numbers and possible impact of the coronavirus. Keep Jeanne & Luann informed of any required acct changes/issues via e-mail notification.
 - o If you are looking at ordering items that will be used for Annual Meeting and Global Conference, tell Jeanne, as we may want to buy the Global Conference items in Dubai.
 - o Reminder those responsible for budget accounts...need to monitor these from beginning to end. Any changes/adjustments required need to be shared with Jeanne/copying in Luann in writing noting account number and detailed reasoning.
- AM Target Dates – See Attached & Review:
- PD #4 - Attached
- Site Visits:
 - o Apr 6-9, 2020 Final Staff/Vendor Site: Staff, AV, Deco, CSI, Klik --- Planning underway
 - o TBD, 2020: HR Temp Agency Interviews (LG) Laura Good looking to do the Temp Agency site visit the third week of March
- Spec Reviews (Offices, Key Areas, Events): Scheduled – see below. Final Spec Deadline for Print Book is 10a Mon, Apr 20

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 (Fdn 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.

- Streaming Question – For sure not doing? Per Jeanne, we are looking into revisiting streaming for individuals who cannot attend the meeting
- Flagbearer Participation Deadline [Jess]: Yes there is one and should be added to our web site next phase ***ACTION-KRISTAL/ERICA***
- Networking Event? [Heather]: Per Jeanne, will not have anything called a “Networking Event”. However, working on an environment that will be conducive to attendee on-site networking. Will have further update post April site.

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

March 24 – Anticipated Presentations:

- Hall C Overview (Reg, CZ, Store, Fdtn) – Lauren
- Office Overview – Luann
- Venue Overview - Luann

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

October 15	February 18	April 21 (may cancel)
November 26	March 24	May 5
January 21	April 14	May 19 (last mtg)