

# Annual Meeting & Global Conference Virtual Event

## Team Meeting Minutes

5.21.20

### DATE:

August 3 – 7, 2020 – Virtual Event  
August 8-28, 2020 – On Demand

**Registration Open Date:** June 16th

**Registration Fee:** \$149

**Zoom protocol and Chat questions Overview:** Kirsten

**Overall Update:** Jeanne

- Vendor Update
- Moving along quickly
- On target with timelines
- Decision time is coming up, when Meeting Services reaches out to other departments for decisions please be ready
- Started recording the speakers today
- Capacity- the highest capacity our vendor has done is 35,000, they have told us it can be expanded if need be

**Registration Update** Kristal

- Registration Open
- Registration Fee
- Currently preparing reg website for June 16 open
- Making final edits to the form now, will review in English on the Experient website and send for translation ASAP
- Working with Taylor on internal FAQ's and FAQ's that will go on the meeting website

**Virtual Platform:** Luann/Lauren/Molly/Kirsten

- Lobby Build (Luann)
- Overall concept design (Luann)
  - Ending "Phase 1"- educating ourselves on virtual events
  - Going into Phase 2 with lots of collaborative research, experience as virtual event attendees
  - Taking inventory of needs from MDRT Store, Mentoring Booth, Foundation Booth, Singapore, and New Orleans promotion, etc.
  - Next week- Phase 2- working with vendor to create blueprint of lobby, how many rooms, flow to rooms
  - Will share our ideas and discuss capabilities
  - Final Phase- will be making final decisions on lobby and other elements that include various MDRT staff
- Gamification (Molly)
- Networking (Molly)
  - Both gamification and networking are in the brainstorming stage
  - Luann/Lauren/Molly/Kirsten group is working collaboratively with Anne/Pat/Carolyn who are in charge of Special Events and are planning to add networking and gamification components into their Special Events
  - We are all planning to have a call with 360 and Meeting Play to do a deeper dive in the coming weeks and will report more at the next team meeting
- Look and Feel (Lauren)
  - Had a call this week and met designer from 360
  - The designer asked a lot of questions about who MDRT is, will take that and start working on what he thinks will be a beneficial design for our meeting
  - Lauren has been doing a lot of research on virtual event design
  - Lauren is working with other entities in the building in order to learn how to best provide deco for them

**Videotaping:** Jeanne for Jeff/Michael

- Michael and Jeff are locking down contracts with videotaping vendors
- Started videotaping first 3 speakers today at 9am, working closely with Program Development
- Jeff is working on speaker visuals all day today and tomorrow, he will not answer quickly if you reach out to him

## Program – Update:

Jess/Team

- Speakers
  - Continuing to work with speakers to schedule their recordings
  - Shared expectations and tech requirements with speakers
  - Went from 325 speakers to 217
    - 31 MP/SS
    - 19 MDRT Speaks
    - 89 FS
    - 78 CZ
  - Nobody is presenting more than once
  - Discussing unique options such as breaking down full speeches into smaller segments and showing them through the week and fireside chats
  - Whether we do live Q&A is still TBD
  - Jess has a master speaker list that she can share with Shawn
- PDD Update
  - Committee members are currently ranking and prioritizing which speakers will be in the Virtual Event week
- Preliminary Schedule
  - Drafted a preliminary schedule this week, was reviewed by both Program Development and Meeting Services
  - Jess plans to make some changes and send to GCM Juli McNeely for review
  - Next week, Jess will meet with the committee and hopefully get their blessing
  - Jess will want to put the schedule on the website at some point, it will be much faster to put up a skeleton schedule than one with all the speakers on it

## Sponsorship Update:

Mary

- **\*ACTION MARY\*** send details on videos of the Virtual Event that need to be sent to sponsors to Jess
- Any videos we give away should have a disclaimer, per Shawn
- Each sponsor has been instructed to send to Mary:
  - 1 minute video from their CEO
  - 5 minute video
  - 15 minute video
- Mary gave the sponsors a June 19 deadline
- The sponsors came back with many questions, Mary instructed them to prepare a list of question and send it to her
- Per Jeanne, we will have a list of branding opportunities available shortly, MarCom to be involved, and it can later be sent to the sponsors
- Mary and Kristal will review sponsor expectations relating to registration on a call next week

## Marketing

Taylor/Giang

- The Look and Feel shown at Virtual Event Team Meeting #1 was final
- Communication
  - Will send an email the day registration opens
  - Staying fluid with communication, but will make sure everyone is aware when communication is sent out
- Website- Steady flow, on average 100 people visiting it daily
- Adding items such as banners in all major languages, PowerPoint slide to <M:\AM - GC VIRTUAL EVENT\Marketing>
- If you need banners translated into other languages, please let Taylor know

## Other Key Areas:

- Emerging Media Wayne/Adam
- Content Development Michael
- Finance Mark
- Foundation Karen
- Met with many staff recently, collaborating on how to maximize partnership with foundation partner
- Still doing Main Platform, fundraising campaign
- Added 8 -10 quick hits- short, fun, educational commercial-type videos shown throughout the week
- Working on virtual booth- what it looks like, how to engage the membership, thank donors
- Next steps- figure out what donation process is going to look like

- Later, work through creative ideas for recognition like gifts
- Global Markets **Eryn**
  - Special Guest invitations will be sent out in early June, finalizing the lists next week, still have a lot of requests coming in
  - Eryn has gotten a lot of questions about mentoring and who is able to register
  - The questions refer to information currently on the website which may need to be updated or clarified
- Interpretation/Translation **Erica**
  - To reiterate, interpretation will be provided in the following languages only: Bahasa Indonesia, Brazilian Portuguese, Cantonese, Greek, Hebrew, Hindi, Japanese, Korean, Mandarin, Spanish, Thai, and Vietnamese. Members do not need to request interpretation.
  - Not going to use subtitles
  - Instead, interpreters will be set the videos and their interpretation will be dubbed over the speaker, CSI gave Erica a quote for this today
- IT **Jim**
  - Anyone invited to the event, Special Guests, Sponsors, etc. must have a record in Aptify
  - They must also be told their password in order to sign into the event
- MDRT Store **Shawn**
  - Met with 360 and Meeting Play last week
  - Working on a link to make the store accessible to attendees
  - Shawn would like to connect with Jeff to see how to keep Mobiltape in the loop with our recordings and needs for MDRT Store site
- Membership **Tom/Kathy**
- Strategic Engagement **Pam**
  - Working with Meeting Services on the Mentoring Booth
  - Want to have a ticker/counter at the booth that counts mentoring program enrollments
  - Also wants to have testimonials for best practices from mentors

**Team Mtgs Schedule:** Zoom meeting on Thursday from 10- 11 am

May 21	July 16
June 18	July 30