

Annual Meeting & Global Conference Virtual Event

Team Meeting Minutes

6.18.20

DATE:

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

Registration Open Date: June 16th

Registration Fee: \$149

Overall Update:

Jeanne

- First round of Virtual Event platform translations sent to Erica
- Having many meetings and making decisions
- IT working hard on integration

Registration Update

Kristal

- Registration Open

• Paid Registrations		Count
First Time Attendee (First time a member is attending an MDRT event)		506
Member		791
Mentee (Aspirant)		91
Agency Manager		1
Subtotal		1389
Comp Registrations		Count
Guest		1
Special Guest		55
Subtotal		56
Total		1445

- For registration assistance attendees can email MDRT@experient-inc.com
- For platform and meeting questions attendees can email AMGCVirtualEvent@mdrt.org
- Trouble Shooting/FAQ
- There was a glitch with the Experient website, everything is fixed now
- Kristal met with Taylor and Adam yesterday to add more FAQ's, planning to put them on the website soon
- Staff registration: Kristal will speak with Experient about bulk upload capabilities and see if staff can be included in the bulk upload. Will have more information about this at the next meeting.

Time Zone

Phyllis

Virtual Event Week Time Zone Plan

- (Does not apply to On-Demand weeks)
 - For purposes of managing the 20+ time zones around the world and giving attendees access to the virtual event experience during reasonable hours, we have identified the following major cities as points of reference. Attendees will choose the city closest to their own location and use the world clock to confirm the timing in their own city.
 - Daily programming will begin at:
 - Chicago, USA 9:00 a.m. CDT (UTC -5)
 - London, UK 9:00 a.m. BST (UTC +1)
 - Cairo, EGYPT 9:00 a.m. EET (UTC +2)
 - Hong Kong 9:00 a.m. HKT (UTC +8)
 - Sydney, AU 9:00 a.m. AEST (UTC +10)
- [Check the time in your city.](#)

Lobby

Luann/ Kirsten

- Lobby Build Update
- Have the design, now making tweaks and adding animations
- Will have a lobby rendering for all to see at the next team meeting

Gamification & Networking

Lauren/Molly

- Networking/Chat Room
- Networking will be based off 6 optional networking questions asked in the registration form
- An algorithm will match attendees based on their answers to the questions
- Meeting Services discussing and looking into adding a link to the 6 questions for the members who did not answer them during registration
- Meeting Services discussing having chat rooms for select groups like TOT members, will have more information next meeting
- Gamification
- The gamification feature will be set up like a scavenger hunt and give attendees points for posting on the social feed, uploading pictures, answering polls and trivia
- Also looking into putting other games and activities on the page like sudoku (games that can easily be played in every language)
- More information to come next meeting

Videotaping:

Jeff/Michael

- Speaker Videos
- Most speaker recordings are done
- MCI and Launch are doing final edits and sending the sessions that need interpretation to CSI
- CSI will record the interpretation next week
- Production Meeting
- Had a production walk through meeting with Launch this week
- Reviewed show flow and determined outstanding items
- Working on finishing outstanding items now

Program – Update:

Jess/Team

- Speakers
- About 200 sessions have been videotaped
- Some speakers could not make their recording times, anyone who couldn't, will be considered for speaking at next years meetings
- If speakers request to review their sessions prior to the Virtual Event, forward their email to Andrea
- The ability for speakers to review their sessions prior to the Virtual Event is not publicized because if speakers review it and ask to re-tape their session, they will not be able to
- PDD Update
- Captains will watch the sessions, to ensure compliance and prioritize them in the order they feel is best
- Will finalize the virtual event week program schedule tomorrow and have it ready to post next week
- The most updated Schedule at a Glance was sent to marketing to put on the website

Sponsorship Update:

Mary

- Over 4000 invitations were sent to sponsor company members in China. They will receive comp registration
- An additional 4000 invitations will be sent to agency managers next week. They will be sent to Sponsor contacts first, and then distributed.
- The sponsor videos are coming in
 - 1 CEO video from MetLife
 - A few videos from Manulife
 - A few videos from AIA
- Will not pursue advertising for this event
- ****ACTION MARY AND JEFF (MAYBE SHAWN)**** talk offline about sponsor meeting recording needs

Marketing

Taylor/Giang

- ***Marketing update attached***

Other Key Areas:

- Emerging Media
- Adam will put the Schedule at a Glance on the website ASAP, before the end of this week

- Adam is putting Focus Session descriptions and speaker bios on the website
- Content Development **Michael**
- Finance **Mark**
- Looking into finding insurance for the event
- Learned that virtual events do not have cancelation insurance, conducting research and working on alternative ideas
- The registration payments are coming in nicely
- Foundation **Karen**
- Content videos are almost complete
- Pledging \$100,000 to Clean the World Foundation
- Member engagement- promotion on the Virtual Event pages, mailings, service project opportunity to biggest donors (will ship a package to the donor with hygiene kit materials, donor will create hygiene kits)
- Still planning to hold Excalibur Reception
 - Tentative date- July 22
 - Will be held over Zoom, considering breakout rooms with music from non-profits
 - ****ACTION STAFF**** if you have any creative ideas for the Excalibur Reception, please send them to Karen
- Global Markets **Eryn**
- Interpretation/Translation **Erica**
- CSI will fly to California tomorrow to set up their production hub
- Interpretation recordings of the sessions will start next week
- Interpreters will record remotely
- CSI is creating a recording schedule
- Erica and Jess will discuss the interpreted language needs for each session today
- Translators are working on the first round of Virtual Event platform translations
- ****ACTION STAFF**** When sending translation request, please put a due date. Please do not put ASAP
- ****ACTION STAFF**** if you are expecting to send large translations requests to Erica (more than a few thousand words) please tell her in advance so she can help the translators prepare
- IT **Jim/Don**
- MDRT Store **Shawn**
- Working on the splash page
- If anything else is needed for the Virtual Event other than the link, please let Shawn know
- Mobiltape is still involved with the Virtual Event and possibly the resource zone
- Membership **Tom/Kathy**
- Strategic Engagement **Pam**
- Meeting Services will discuss the Mentoring Booth today or Monday and reach out to Suzanne

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

June 18
 July 16
 July 30