

2020 MDRT Global Conference MINUTES
Team Meeting #1 – February 6, 2020

10:30-10:40 a.m. Welcome & Overview (Jeanne)

- GC Dates: August 30-September 2, 2020
- Budget: 8,000 attendees
- Staff to hold off on making early final decisions in regards to ordering items and their quantities. We need to monitor registration numbers and possible impact of the coronavirus.
- We have a financial incentive which gives us money that we can only spend in Dubai. After the site visit, an update will be given regarding which items we will buy in Dubai

10:40-10:45 a.m. Travel & Planning (Phyllis)

- Dubai, United Arab Emirates
 - Dubai has been described as “diverse” and a “melting pot.” Culture is ingrained in Islam. Tourists are welcome.
 - The diversity is reflected in the dining scene (including restaurants prominent in the United States) – located close to the convention center
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 - Information will be given in future meetings spotlighting specific customs and business protocol
 - If you know of any customs that you think should be shared at the team meetings, email Phyllis or Joanne. Any questions about customs or business protocol should also be sent to Phyllis or Joanne.
 - Dubai’s weekend is Friday and Saturday
 - Weather
 - Average high of 100 degrees; average low in the mid-80’s
 - Dubai International Airport (DXB)
 - Emirates Airlines – official carrier
 - Emirates carries the only direct flight from Chicago to Dubai International Airport
- Planning Visit & PGA Meetings: February 23-28, 2020

10:45-10:50 a.m. Location (Joanne)

- Dubai World Trade Center (DWTC)
 - Described as an “L shape”- 2 long hallways
 - Main Platform, ConneXion Zone, Registration all on the first floor
 - Offices all on the second floor
 - More compact than Sydney
 - All ExCom, MDRT Staff, speakers and suppliers will stay at the Conrad
- Conrad Dubai, Headquarter Hotel
 - Conrad Dubai is not adjacent to the DWTC
 - It is about a 10 minute walk from the DWTC
 - In order to get from the Conrad to the DWTC, you have to walk through a train station
 - 2 minutes of walking outside, 8 minutes of walking through train station
 - We have to ask the government if/when PGA can stand inside/outside the train station- working on this now
 - VIP Housing
 - The VIP Housing Form will not be sent out until after the Annual Meeting VIP Housing Form is due
- Other Hotels
 - MCI is booking blocks in other hotels within walking distance to the DWTC.
 - We will have about 500-550 rooms on peak night at a combination of 5 hotels
- If the room blocks fill, MCI will request additional rooms Bussing: None
 - If you have an offsite event and need bussing, reach out to Molly
- PGA
 - The PGA Director’s Orientation/Site Visit will take place in Dubai from February 25-26
 - Pecky- the DVP, and 2 other members will be coming from Hong Kong
 - Currently, the UAE is not accepting flights from Mainland China, we are not sure if that means Hong Kong as well, but are continuing to check for updates
 - Regardless of who can or cannot attend, we will still have the PGA meeting and Planning Visit
 - For the PGA members who cannot attend, we will either videotape a tour of the DWTC or FaceTime them in

10:50-10:55 a.m. Registration Update (Kristal)

- Key Registration Dates
 - Priority [March 3 – March 17](#)
 - Advance Registration: [March 17-June 15](#)
 - General Registration: [June 16-July 27](#)
 - On-Site Registration: [On or after July 28](#)

- [Not accepting cash at registration](#)

10:55-11:05 a.m. Program Update

- Main Platform (Norah)
 - Main Platform
 - [All core speakers contracted](#)
 - [PDC discussing if they may want to add an MC or additional speaker or performer](#)
 - MDRT Speaks
 - [14 core speakers contracted, PDC working on choosing 5 more](#)
 - Special Sessions
 - [2 Lunch Session speakers contracted](#)
 - [Lisa Sun, a clothing brand owner, contracted for COT/TOT](#)
 - Cornerstones
 - [3 Cornerstone speakers contracted, 1 of them is Adam Klein who was on Survivor](#)
- Focus Sessions (Valerie)
 - [60 sessions total](#)
 - [63 speakers from 15 different countries](#)
 - [54 member speakers, 9 non-member speakers](#)
 - [All contracts signed except for 2](#)
 - [Permit requirements have been sent to all speakers](#)
 - [New joint panel session- 2 English speakers and 2 Japanese speakers](#)
 - [A Thai specific language session \(for a Thai audience\) will be given by a Japanese speaker](#)
 - [All Focus Session content will be sent to Adam to put on the website next week](#)
 - [FAM: The Arrival will be the First-time Attendee Meeting for first time attendees](#)
 - [If a First-time Attendee attended the Annual Meeting, they will not be invited to attend the Global Conference FAM event](#)
 - [A FAM Booth in the ConneXion Zone is still being discussed- PDC members will discuss it on a call next week and Val will keep Lauren updated](#)
- Connexion Zone (Katy)
 - [Working through the end of contracting phase](#)
 - [All member speakers for 85-90 projected sessions](#)
 - [Working to secure additional speakers needing to fill language holes](#)
 - [Working with Karen Matts on getting two speakers to represent Foundation-focused sessions in English and Japanese.](#)
 - [Currently waiting to hear back from our sponsors regarding speakers they'd like to recommend for spots being held for sponsor sessions.](#)
 - [Recently met with Lauren to talk about some CZ entertainment ideas that worked in the last year, and how to potentially keep some of the space alive in the extra time we CZ will be open outside of programming hours](#)
 - [Will continue to have some discussion with Norah on opportunities to potentially feature some MP entertainment in CZ, and what that may look like.](#)
- Targeted Connections (Jess)
 - [We will do Targeted Connections at the Global Conference this year \(we did not do it last year\)](#)
 - [Targeted Connections is like matchmaking- a member "opts in" during registration, they get sent a link, they complete a profile, a few days before the meeting they get sent a list of names and contact info of individuals they connected with based on the answers in their profile](#)
 - [Jess is the point person for Targeted Connections](#)
 - [Jess and Adam are adding Targeted Connections info to the website](#)

Permits

- For Speakers
 - [All speakers will need permits](#)
 - [Anyone who steps on a stage or uses a microphone is seen as a speaker and will need a permit](#)
 - [There are separate permits for Speakers and Entertainers. If someone is both a speaker and entertainer \(magician or musician, etc.\) they will need both permits](#)
 - [Speakers will need a permit for each venue they speak at- if they speak at both the DWTC and Conrad, they will need one permit per venue](#)
- Vendors

- Vendors will also need permits. We will ask more about this at the site visit and provide updates after

11:05-11:15 a.m. Marketing & Communications (Giang)

- Marketing Plan
 - Messaging will highlight the destination because Dubai is unique
 - The promo videos are already in English, working on translating them into the 5 official languages now
 - Giang will put the promo videos in Dropbox which has already been shared with the Global Markets department
 - Staff- if you want access to the Dropbox, please reach out to Giang
 - Currently sending co-branded emails with Annual Meeting
 - Focusing now on sending emails to different priority reg groups
- Sponsorship Outreach
 - MCI will handle outreach out to the sponsors
- Website Status
 - Phase I is being translated, expecting translations back next week
 - Phase II is in the process of being updated
 - If you have any website updates or changes, please tell Giang

11:15-11:25 a.m. Key Area Updates (as needed)

- Building/Mail Room/Shipment
 - There is a list of banned and restricted items that cannot be shipped to Dubai
 - If you are shipping anything out of the ordinary from a normal Annual Meeting or Global Conference item, please tell Austin
 - No batteries, no food, drugs, cosmetics
 - Austin will go into more detail about banned/restricted items at a later date
 - The shipment could go out 6 weeks prior to the meeting date in order to give it time to go through customs
- Content Development
- Global Markets
 - Sponsorship
Mary is still the sponsorship lead
 - SI and Translation
 - CSI is working to determine which types of radios to bring for the meeting- will know more after the site visit
 - Special Guests
- HR and Member Relations
- Finance
- Foundation
- IT
- MDRT Store
- Keep Shawn in the loop in regards to recording restrictions- she will need to know if there are any at least two months before the meeting
- Membership
 - Membership in China may be impacted by the coronavirus this year
 - Hong Kong seems like they will pick up the pace of membership sign-ups very soon
- Strategic Engagement
 - Pam is working with Vic and Kristal on priority registration, reserved seating and ribbons
 - ExCom decided whoever is president on day 1 of the meeting presides over the entire meeting
 - We will follow this same approach for the org year
 - There will not be a mentoring booth

11:25-11:30 a.m. Q & A, Wrap-Up (Phyllis, Joanne)

- Next Team Meeting: Thursday, March 5, 10:30-11:30 a.m.
- AV (Jeff)
 - Production vendor, Launch!, will attend the site visit and work on Main Platform design
- Deco (Lauren)
 - MCI has the Look and Feel
 - MCI is preparing a deco plan to present to Lauren at the site visit