**2020 MDRT Global Conference MINUTES**

**Team Meeting #2 Agenda March 5, 2020 10:30-11:30 a.m.**

**Conference Dates: August 30-September 2, 2020 Countdown to Conference: <7 months**

**10:30-10:40 a.m. Coronavirus Action Plan Update (Jeanne)**

* ExCom met yesterday and decided to move forward with both meetings
* MarCom is working on statements in response to member questions about the coronavirus as well as government and company restrictions
* A statement is expected to be added to the meeting website in the next couple of days
* It is best to stay away from the word “safety” and replace it with “wellness”

**10:40-10:45 a.m.** **Planning Visit Highlights**

* Dubai World Trade Centre, Conrad Hotel (Phyllis)
  + Those who attended the site visit in Dubai last week were pleased with DWTC, MCI and Conrad staff
  + The DWTC is easy to navigate and is in an “L” shape with the meeting space all on one floor
  + MDRT has 90% of the space
  + It is very easy to get from the Conrad to the DWTC and you go through an air conditioned train station
  + The DWTC has restaurants, pharmacies and stores inside it- very self-contained
  + The offices are on the second floor and are spacious
* PGA, MDRT Official Hotels (Joanne)
* Hotels
  + Conrad Dubai is our Headquarter Hotel
  + We have a block there for our VIP’s, MDRT staff, speakers and vendors and for budgeting purposes, the confidential negotiated rate is approx. $100 USD.
  + The VIP Housing requests will go out soon but will not conflict with Annual Meeting responsibilities
  + MCI negotiated 5 hotels: Conrad, Fairmont, H Hotel, Novotel World Trade Centre & Ibis One Central
  + Per Adam, information about the hotels is scheduled to go up on the website tomorrow
  + The hotels are also displayed at the end of the registration process, and are on there currently
  + Hotel rates are low due to the lower demand because of the hot weather
  + Early bird rates are offered at the Conrad, H Hotel and Novotel. The discounted rate will be available until mid-May
  + Individuals can cancel their hotel rooms up to 90 days before the meeting (in mid-May)
  + After that, they will be charged 50% only at some hotels or not be refunded at all at others
* PGA
  + PGA was receptive to our strong suggestion to now allow Traffic General Volunteers outside during the hours of 11a – 4pm due to the heat. The Traffic General Volunteers will not be wearing suit jackets, dress shoes or any typical business attire that is determined to lack breathability and coolness.
  + PGA leadership is excited about Dubai

**10:45-10:50 a.m**. **Registration Update (Kristal)**

Registration numbers as of this morning:

|  |  |  |
| --- | --- | --- |
| **Member Types** | **2020 Priority** | **2019  Priority** |
| First Time Attendee | 162 | 0 |
| Member | 116 | 1107 |
| Aspirant | 0 | 0 |
| Agency Managers | 0 | 0 |
| Past President | 0 | 1 |
| ***Total*** | ***278*** | ***1108*** |

* Registration handled by MCI. Direct questions, inquiries, etc. to:
  + [2020mdrtregistration@mci-group.com](mailto:2020mdrtregistration@mci-group.com)
* Cancellation & Refund Policy, Visa Denials, Other Updates
* Key Registration Dates
  + Priority Registration: March 3-March 16
  + Advance Registration: March 17-June 15
  + General Registration: June 16-July 27
  + On-Site Registration: On or after July 28

**10:50-11:05 a.m.**  **Program Update**

* Main Platform (Norah)
* All primary speakers contracted for OC, MP, Special Sessions and Cornerstones
  + Opening Ceremony
    - **\*ACTION PHYLLIS/JOANNE\*** to forward information about Dubai region traditional opening to Norah- it can be used at any time either on-stage or off-stage
  + MDRT Speaks
    - The committee is currently working with MDRT speaks speakers
    - The committee is currently working to select 5 more MDRT Speaks speakers
    - Not planning to use Past Presidents as only 1 Past President attending (Tony Gordon)
    - Looking into options for Brain Breaks portion
  + Special Sessions
  + Cornerstones
* Focus Sessions (Valerie)
  + All speakers contracted
  + 2 speakers cancelled- 1 non-member English speaker, 1 Japanese speaker
  + Committee is currently deciding if they want to replace them or not
  + All speakers submitted materials for their permits
  + All except 1 speaker submitted presentation briefs, Val will send them to Mike when she has all
  + **\*ACTION VAL\*** will send updated speaker list to Adam today
* FAM (Valerie)
  + No FAM booth will be used
  + Updates to the history and PGA video are done
  + ExCom did their video this week
* Connexion Zone (Katy)
  + Planning to wrap up contracting by the end of March
  + Planning to have promos for website done by the end of March
  + Receiving materials for permits from speakers

**11:05-11:15 a.m. Marketing & Communications**

* <https://www.beautiful.ai/player/-M1fW2_Cif7dbIHRYs57>
* Upcoming Marketing Initiatives & Messaging Strategies (Giang)
  + Planning future communication around what numbers and other information registration brings- will be flexible in plan
  + The promo video is on the website, has been sent to companies that Global Markets works with, used on social media, on YouTube channel, used by sponsors
* Next Phase of Content on Website (Giang)
* Website Status, Updates, etc. (Adam)
* Website
  + Added Main Platform speaker bios to all websites
  + Added promo video to all websites
  + Planning to have hotel info up tomorrow
  + Introduced new staff Scott Berg and Kathy Li- both will work on the website
* App
  + Expecting to receive app template from vendor soon and then will send to departments that need to add information to the app

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

* Building/Mail Room/Shipment
  + Ship Date” July 28
* Content Development
* Finance
* Foundation
  + Will use the same charity partner and service project as the Annual Meeting
  + Planning on not fundraising
  + Will still have a booth, just no money collection
* Global Markets
  + Sponsorship
    - 130 individuals from sponsors registered yesterday
    - MetLife is looking to shift focus from Annual Meeting to Global Conference due to info coming out of China
    - MetLife will still need the same sized space for the Half Day Session
    - **\*ACTION MARY\*** to email Joanne and Phyllis about MetLife Gala event
    - MetLife will submit paperwork on their own for their speakers
    - AIA is still planning to do their Gala, location is not confirmed
  + SI and Translation
    - We already have 70 Vietnamese and 70 Indonesian interpretation requests based on registration
    - Currently translating additions to meeting website
    - The deadline date for signing up for the flag ceremony will be 20 days before the shipping date
    - Will use radios for interpretation at this meeting
    - Can hold off on ordering until mid-May
    - Erica working on a system that best uses the leftover radios from Sydney and will also work on a system to minimizing future leftover radios
  + Special Guests
* HR and Member Relations
* IT
* MDRT Store
  + In the process of deciding on how much to scale back the store or not having a store
  + The decision will be made soon and shared with Meeting Services
* Membership
  + Currently over 51,000 memberships
  + China has been showing more activity in recent days
* Strategic Engagement

Streaming (Jeanne)

* We are planning to stream parts of the meeting (the specific parts are not decided yet)
* It will be at no cost to the members
* It will not be promoted until we get much closer to the meetings
* Interpretation will be needed
* Specific languages needed will be based on registration numbers and decided at a later date

Budget (Jeanne)

* If you are going to order anything, hold off
* If we can get it from a supplier in Dubai that would be best
* The budget is everchanging
* We will probably start cutting back instead of growing

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

* Program Draft #2 will be distributed with meeting minutes.
* Next Team Meeting: Thursday, April 9, 10:30-11:30 a.m.