

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
- 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.