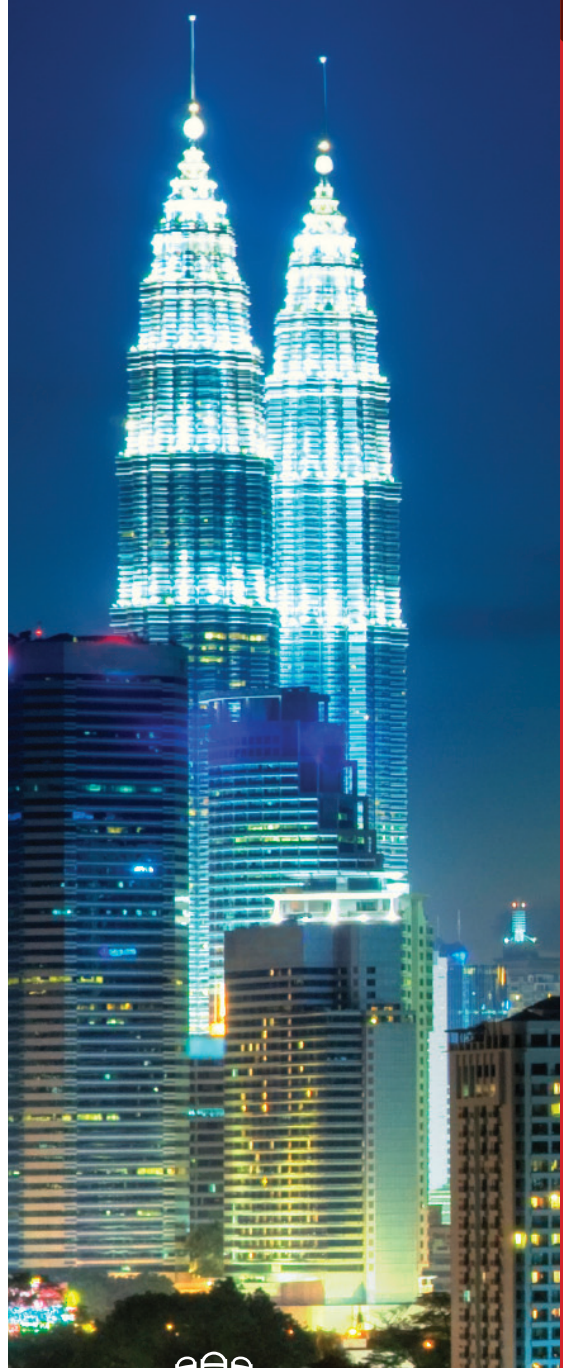


GROW YOUR  
BUSINESS

## THE MDRT WAY



**MDRT**

The Premier  
Association of Financial  
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# The MDRT Experience

13-15 February 2014 | **KUALA LUMPUR, MALAYSIA**  
KUALA LUMPUR CONVENTION CENTRE

## 2014 MDRT EXPERIENCE MEETING

With content developed by MDRT members from around the globe, this meeting is tailored to help you grow your business the MDRT Way. You'll get ideas and inspiration from Main Platform presentations, learn best practices from the workshops and experience MDRT's one-of-a-kind ConneXion Zone. This meeting is a unique MDRT Experience like no other.

## FEATURED SPEAKERS



**Bill Cates, CSP**

Cates specializes in building referral-based business to maximize production and strengthen client relationships. Cates will share practical strategies to grow business through referrals to achieve and maintain the highest level of success.



**Michael Hoffman, CSP**

Hoffman is a professional motivator, helping his audience reignite their desire to achieve the highest possible success in their careers. He will bring actionable advice to make life manageable and to make an impact on the world around them.



**Duncan MacPherson**

Co-author of "Breakthrough Business Development," MacPherson is a master at client acquisition. He will provide ways to use referrals, prospecting and networking to establish new relationships and build a larger client base.



**Sam Richter**

Richter is an established sales and marketing guru with proven techniques to make the most out of emerging technology, such as social media and Web keywords. He'll unlock the door to building leads and growing business by providing the key: sales intelligence.

## FOR MORE INFORMATION

[www.mdr.org/2014experience](http://www.mdr.org/2014experience)

## WHAT TO EXPECT

### MAIN PLATFORM PRESENTATIONS

General sessions where all attendees gather for presentations delivered by speakers from around the world. Subjects include motivation, sales and marketing ideas, and business best practices.

### WORKSHOPS

Topical, interactive sessions coach you through creative ways of solving your business challenges.

### CONNEXION ZONE™

Maximize your meeting experience by sharing ideas with attendees in this new meeting environment.

## PROGRAMME AT A GLANCE

### THURSDAY, 13 FEBRUARY 2014

0900 – 1730 hrs	Registration and Exhibits open
1300 – 1600 hrs	Main Platform
1630 – 1730 hrs	MDRT Members-Only Special Programming
1730 – 1830 hrs	MDRT Members' Reception

### FRIDAY, 14 FEBRUARY 2014

0800 – 1730 hrs	Registration and Exhibits open
0830 – 1130 hrs	Main Platform
1400 – 1530 hrs	Workshops and ConneXion Zone *NEW FOR 2014*
1600 – 1730 hrs	Workshops and ConneXion Zone *NEW FOR 2014*

### SATURDAY, 15 FEBRUARY 2014

0800 – 1200 hrs	Registration and Exhibits open
0830 – 1130 hrs	Main Platform

\*Schedule is subject to change.

## FOR MORE INFORMATION

[www.mdrt.org/2014experience](http://www.mdrt.org/2014experience)



## REGISTRATION FEES AND DEADLINES

### Early Rate USD 445

1 September – 30 November 2013

### Regular Rate USD 600

1 December 2013 – 12 February 2014

### Full Rate (On-site) USD 700

13 February – 15 February 2014

## COMPANY REGISTRATION INCENTIVE

Number of Registrations Purchased	Complimentary Registrations
100 – 199	5
200 – 299	10
300 – 399	15
400 – 499	20
500 or more	25

\*For additional registration information, contact the 2014 MDRT Experience Event Secretariat at +65 6496 5500, or email: [mdrt-experience@mci-group.com](mailto:mdrt-experience@mci-group.com).

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