



# Programme Book

## The **MDRT** Experience & Global Conference

8–10 February 2018  
**BANGKOK, THAILAND**

BANGKOK INTERNATIONAL  
TRADE & EXHIBITION CENTRE



**MDRT**

The Premier  
Association of Financial  
Professionals®

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# Message from the President

Welcome  
to the 2018  
MDRT  
Experience  
& Global  
Conference!

## DEAR ATTENDEES,

On behalf of the Executive Committee, I would like to thank you for attending this meeting. This one-of-a-kind learning experience is sure to leave you with tips and strategies to better serve your clients. During the 2018 MDRT Experience and Global Conference, you will be able to enjoy the excitement of Main Platform, learn new tactics from Focus Sessions, and pick up quick tips and takeaways from speakers in the ConneXion Zone®. This meeting gives all attendees the chance to learn the secrets of success from the top performers in the financial services industry.

To those attending who are not yet members of MDRT, use this unique experience to elevate yourself in the year to come. We hope that by experiencing all MDRT has to offer, 2018 will be the year for you to qualify for membership.

For the members in attendance, congratulations on a successful year and for qualifying for MDRT! We truly thank you for your support. Please plan on joining us Thursday, 8 February at 1630 for a members-only session, followed by a members-only reception. We look forward to meeting and speaking with you all.

It is a fantastic opportunity that we get to share this meeting with all of you. Be sure to take the time to network with your peers, learn some new information and enjoy all that the 2018 Experience and Global Conference has to offer.

Sincerely,



**James D. Pittman, CLU, CFP**  
2018 MDRT President

# 2018 MDRT Executive Committee

As the premier association for the world's leading life insurance and financial services professionals, the Million Dollar Round Table (MDRT) connects its 62,000 members to an unmatched global network of the best minds in the business. MDRT members are regarded as experts in their field who provide valuable services to their clients. MDRT helps its members position themselves as trusted advisors, role models, and business and community leaders.

MDRT is governed and managed by a five-member Executive Committee duly elected each year by the membership. The 2017–2018 MDRT Executive Committee members are:



**JAMES D. PITTMAN, CLU, CFP** of Portland, Oregon, is the President of MDRT. He is a 43-year MDRT member with 16 Court of the Table and five Top of the Table qualifications. A Platinum Knight of the MDRT Foundation, he is also a member of its Inner Circle Society and has served on its Board of Trustees. Pittman is founder and president of Insurance Consulting Services Inc., an affiliate firm of M Benefit Solutions. In 2009, he was honored with the prestigious Bud Horn award from the Oregon Association of Insurance and Financial Planners. He is the past president of the Estate Planning Council of Portland and the Portland Chapter of CLU and ChFC.



**MARK J. HANNA, CLU, ChFC** of Concord, California, is the Immediate Past President of MDRT. He is a 29-year MDRT member with three Court of the Table and 18 Top of the Table honors, serving in 2007 as Chair of Top of the Table. He is also a Royal Order Excalibur Knight of the MDRT Foundation and a member of its Inner Circle Society. Hanna is chairman of Hanna Global Solutions, an employee benefits advisory and administration firm providing global human resource management solutions, and CEO of Hanna Insurance and Financial Solutions Inc., a firm specializing in executive compensation and legacy planning. His Round Table service is extensive, with service on multiple committees and task forces. He has served on many local, state and national boards of directors, including as president of both the Golden Gate and East Bay Chapters of the Society of Financial Service Professionals, president of the National Association of Insurance and Financial Advisors (NAIFA)–San Francisco, and as a member of the National Board of Directors of The Society of Financial Service Professionals.



**ROSS VANDERWOLF, CFP** of Fortitude Valley, Queensland, Australia, is the First Vice President of MDRT. He is a 30-year MDRT member with nine Court of the Table and seven Top of the Table qualifications and a Platinum Knight of the MDRT Foundation. In addition to extensive volunteer service to MDRT and the Australian financial services profession, Vanderwolf is the recipient of multiple awards for excellence in the industry and is constantly voted one of Australia's Most Trusted Financial Advisers.



**REGINA BEDOYA, CLU, ChFC** is the Second Vice President of the MDRT Executive Committee. She is a 24-year MDRT member with seven Court of the Table qualifications and one Top of the Table honor. She is also a Diamond Knight of the MDRT Foundation and a member of its Inner Circle Society. Bedoya is president of RB Financial Advisors, a financial consulting firm specializing in retirement and insurance planning. Bedoya's volunteerism within MDRT includes speaking at several Annual Meetings, at an MDRT Experience and Global Conference, and at international industry conferences. She has been the recipient of the Irvin Konter Award, was named Prudential Palm Beach's Agent of the Year twice, and is the recipient of the American Free Enterprise Companion Medal awarded by Palm Beach Atlantic University.



**IAN GREEN, DipPFS** of London, England, is the Secretary of the MDRT Executive Committee. He is a 19-year MDRT member with five Court of the Table and 11 Top of the Table qualifications. Green is also a Diamond Knight of the MDRT Foundation and a member of its Inner Circle Society. An advocate of MDRT's Whole Person concept, he is the founder of a family-owned financial planning firm, Green Financial Advice, in London, and has nearly two decades of financial services experience. His extensive MDRT volunteerism includes leadership within several divisions, including as Divisional Vice President of Top of the Table in 2017 and Chair of the 2016 Annual Meeting Main Platform/Special Sessions Committee. Green has also spoken at the Annual Meeting, Top of the Table Annual Meeting and MDRT Experience. His leadership in the profession includes regular speaking engagements to audiences of his peers and previously held positions as trustee on the Personal Finance Society Charitable Foundation and on the board of directors of the Life Insurance Association.

# Survey & Social Media Information

## DOWNLOAD

### THE MDRT APP TODAY!

Stay connected at the 2018 MDRT Experience and Global Conference. View session information, get electronic handouts and create your own schedule. Visit your Apple or Android app store to download the 2018 MDRT Experience and Global Conference app now. Translated program information will be available on the app.

## FOLLOW US

### ON TWITTER

MDRT is tweeting during the 2018 MDRT Experience and Global Conference, and we want you to join us. Follow @MDRTweet and use #MDRT2018 to join the conversation and get updates about the MDRT Experience.

Use Twitter to:

- Interact with speakers
- Meet attendees with common interests
- Share the action with photos from your smartphone
- Join the conversations other attendees started by searching #MDRT2018

To connect with MDRT on Twitter, visit [twitter.com](https://twitter.com) to either log in or create a new account.

## STEPS FOR USE

### OF WIRELESS INTERNET SERVICES AT THE CONVENTION CENTRE

1. Open the wireless connection on your device and select “@BITEC\_MDRT” network
2. You will be connected to the logon web page. Please select “**Get Free Internet**”.
3. Internet access is now enabled. You can access your desired web page while you are within the wireless network in BITEC.

Please note

- For each user, there is a requirement to log on daily.
- Access to the wireless network depends on the compatibility of your electronic devices to the service, which the Organizers and the BITEC cannot guarantee.
- The wireless network is also “open”; a broadband line is therefore recommended for sensitive or confidential messages.

## Event Survey

### YOUR CHANCE TO WIN A USD 100 GIFT CARD!

Thank you for attending the 2018 MDRT Experience and Global Conference in Bangkok. MDRT is committed to bringing you the highest quality meetings possible. To help us continue to provide exemplary meetings, please fill out the event survey included in your conference tote bag.

Return the completed survey to the designated boxes outside Main Platform. Attendees who return surveys are eligible to win a USD 100 Visa gift card.

*Surveys are also available in Bahasa Indonesia, Simplified Chinese, Traditional Chinese, Japanese, Korean, Thai and Vietnamese at the Simultaneous Interpretation counter.*

# Programme at a Glance

## Thursday

8 FEBRUARY 2018

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**0800 – 0930**

**PGA Orientation**

**0900 – 1730**

**Registration, MDRT Store,  
MDRT Membership and  
MDRT Foundation Booths Open**

**1300 – 1600**

**Main Platform Session**

Presidential Welcome  
Flag Ceremony  
Diamond Sponsors Recognition

Speakers:

- Krish Dhanam
- Fred Belman
- Wave Chow
- Mark Hanna, CLU, ChFC
- David Horsager, MA, CSP
- Tom Hegna

**1600 – 1700**

**Speakers' Corner Book Signing**

- Krish Dhanam
- David Horsager, MA, CSP
- Tom Hegna

**1630 – 1730**

**MDRT Members–Only Session**

- Stanislaus Benjamin

**1730 – 1830**

**MDRT Members–Only Reception**

## Friday

9 FEBRUARY 2018

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**0800 – 1630**

**Registration Open**

**0800 – 1700**

**MDRT Store, MDRT Membership  
and MDRT Foundation  
Booths Open**

**0900 – 1200**

**Main Platform Session**

Speakers:

- Vinh Giang
- Rick Hu
- Scott Burrows
- Annie Leung

**1200 – 1400**

**Open Lunch**

**1300 – 1400**

**Speakers' Corner**

**Book Signing**

- Stanislaus Benjamin
- Scott Burrows

**1400 – 1630**

**Focus Sessions**

**ConneXion Zone® Open**

**1600 – 1700**

**Speakers' Corner**

**Book Signing**

- Joe Thomas
- Esra Manurung

## Saturday

10 FEBRUARY 2018

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**0800 – 1200**

**Registration Open**

**0800 – 1300**

**MDRT Store, MDRT Membership  
and MDRT Foundation  
Booths Open**

**0900 – 1200**

**Main Platform Session**

Speakers:

- Dr. James Maas
- John F. Nichols, MSM, CLU
- Michael Parrish DuDell
- David Avrin

**1200 – 1300**

**Speakers' Corner**

**Book Signing**

- Dr. James Maas
- David Avrin

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Your personal MDRT Experience and Global Conference name badge is required for entrance to all sessions and events including Main Platform, Focus Sessions, ConneXion Zone and the Members Only event.

**Don't lose your badge!** There is a USD 795 fee for each replacement badge issued. To obtain replacement badges, go to the registration counters located in BITEC Hall EH104. Giving your badge to another person for purposes of admission to any 2018 MDRT Experience and Global Conference function is not permitted.

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All information in this programme book is correct at the time of printing. Should any alterations to the programme or overall schedule be necessary, corrections will be made and available on the meeting app.

# Programme Schedule

0800 – 0930

## PGA ORIENTATION

Location: BITEC MR 215

0900 – 1730

## REGISTRATION OPEN

Location: BITEC EH 104

### MDRT Store, MDRT Membership and MDRT Foundation Booths Open

Location: BITEC EH 103 Concourse

1300 – 1600

## MAIN PLATFORM SESSION

### Presidential Welcome

### Flag Ceremony

### Diamond Sponsors Recognition

Location: BITEC EH 102–103

Don't miss your chance to meet these dynamic Main Platform Speakers at the Speakers' Corner



### KRISH DHANAM • Achieving Peak Performance

Executive coach and noted expert in the development of sales professionals, Dhanam focuses on how to achieve peak performance in your career and life. Innovation requires inspiration and inspiration requires imagination. In this engaging session you will learn to connect the dots to create a blueprint for achievement.



### FRED BELMAN • Coming Full Circle

When Belman moved from the U.S. to Lebanon, the country was war torn. He could not speak the language, had no natural market and knew nothing about his new market. Through many trials and tribulations, he managed to become one of the top life advisors in the country and believes if he could make it in the life insurance business, anyone can. Belman is the current Zone 12 Chair for the MDRT Membership Communications Committee of the Middle East and Africa and is a nine-year member of MDRT.



### WAVE CHOW • 100% MDRT

A 17-year MDRT member, Chow leads a Hong Kong-based team of insurance agents, 100 percent of whom are MDRT members. In this session, Chow will explain that building a successful team like his does not have to be a remote dream. He will share his enthusiastic ideas to help you achieve his success.



Thursday, 8 February 2018



**MARK HANNA, CLU, ChFC, MDRT IMMEDIATE PAST PRESIDENT**

**MDRT Makes Global Impact**

Immediate Past President of MDRT and longtime supporter of the MDRT Foundation, Hanna will share the impact of the MDRT Foundation's global grant programs, a unique benefit available to all MDRT members. Learn more about this meaningful member benefit at the MDRT Foundation Booth located in BITEC EH 103 Concourse and visit [mdrtfoundation.org](http://mdrtfoundation.org).



**DAVID HORSAGER, MA, CSP • The Trust Edge**

Trust is a fundamental, bottom line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose their reputation. But with trust, individuals and organizations enjoy greater creativity, productivity, and results. Horsager is the CEO of Trust Edge Leadership Institute and director of one of the United States' foremost trust studies: The Trust Outlook. He will provide an eight-pillar framework for building trust and explain the underlying spiritual, physical and emotional reasons why trust, not money, is the currency of business.



**TOM HEGNA • It's Not What You Say; It's How You Say It**

Author, speaker and economist, Hegna has been a Main Platform presenter at several MDRT Annual Meetings. Rising through the ranks from advisor to senior executive officer of a Fortune 100 company, he has experienced many changes in the industry. In this session, he will share his insights on the way increased longevity will impact retirement planning and the role life insurance needs to play.

1600 – 1700

**SPEAKERS' CORNER BOOK SIGNING**

Location: BITEC EH 103 Concourse

Krish Dhanam, David Horsager, MA, CSP, Tom Hegna

1630 – 1730

**MDRT MEMBERS-ONLY SESSION**

Location: BITEC EH 105



**STANISLAUS BENJAMIN • Success To Significance**

Consultant, trainer and motivational speaker, Benjamin is the founder of Centre for Communication and Sales Training, where he has earned a reputation coaching sales professionals and companies for more than 25 years. Based on time-tested and proven methods and techniques, Benjamin's session is designed to help you develop sales strategies and skills to manage your mindset and prioritize your activities to remove psychological performance traps and achieve significance.

*The session will be followed by a reception exclusively for MDRT members.*

1730 – 1830

**MDRT MEMBERS-ONLY RECEPTION**

Location: BITEC EH 105

# Programme Schedule

0800 – 1630

## REGISTRATION OPEN

Location: BITEC EH 104

0800 – 1700

## MDRT STORE, MDRT MEMBERSHIP AND MDRT FOUNDATION BOOTHS OPEN

Location: BITEC EH 103 Concourse

0900 – 1200

## MAIN PLATFORM SESSION

Location: BITEC EH 102–103



### VINH GIANG • Business Strategies

Giang had a knack for business at an early age. While still in his 20s, he started an online business with two good friends. Their online platform, Encyclopedia of Magic, now teaches magic to almost 50,000 students around the world. A businessperson and entrepreneur, Giang demonstrates how we are fooled by illusions and the tricks we play on ourselves. Open your mind to new possibilities as he takes you on a journey into human psychology, business, the wonderful art of magic and how they intertwine.



### RICK HU • Fact Find

The global financial crisis of 2008 tested the skills and endurance of many in the financial world. Hu, an MDRT member, focused on his core values of integrity, commitment, and service to see himself through the crisis. He realized clients don't care how much you know until they know how much you care. By 2011, Hu was appointed managing director at Northwestern Mutual at just 25 years old — the youngest in his company's history at the time. Last year, he decided to refocus his energy toward his clients and wealth management practice by founding Midas Wealth. Hu and his new team believe that making the right financial choices in life means creating a footprint larger than our own which will last long after we're gone. In this session, Rick will walk you through his process of taking a fact-finder and recreating it as an "emotion-finder."



### SCOTT BURROWS • Rise to the Challenge

Burrows understands what it takes to overcome challenges and adapt to unexpected changes in your life. A nationally recognized motivational speaker, he emphasizes turning setbacks into comebacks and pushing the limits of what is possible. His message will transform the way you look at industry challenges, a fluctuating stock market and sales goals.



### ANNIE LEUNG • It's My Life!

Leung is a 21-year member of MDRT and currently a Region Chair in Hong Kong. After a number of serious setbacks early in life, she began selling insurance and quickly qualified for MDRT. But for Leung, a real transformation occurred when she embraced MDRT's Whole Person concept of giving to others and watched as she steadily became happier, healthier and financially secure.



Friday, 9 February 2018

1200 – 1400

OPEN LUNCH

1300 – 1400

SPEAKERS' CORNER BOOK SIGNING

Location: EH 103 Concourse

Stanislaus Benjamin, Scott Burrows

## Friday Afternoon

### Focus Sessions and ConneXion Zone Sessions

Don't miss informative and engaging Focus Sessions as well as sessions in the ConneXion Zone on Friday afternoon. This is your opportunity to connect with successful MDRT members and Main Platform speakers. They will share ideas, motivation and tools to enhance your business and elevate your success. The chart provides an overview of session times and locations. On the following pages, more detailed session and speaker information is provided.

## Focus Session

1400 – 1500

SESSION ONE



**JOE THOMAS** • *Everybody Knows Joe – 11 Keys to Impactful Networking*

Location: BITEC EH 105

A five-year MDRT member, Thomas entered the financial services industry in 2006 after a career in programming software. He discovered that business networking is a *must* regardless of the type of business you are in, and that we network every day without even thinking about it. Networking events offer an opportunity to introduce yourself and your business to a select, targeted group of people. Using a hands-on approach, Thomas will walk you through a process that not only helps you to identify which events to attend, but will also equip you to be a better networker. (Session in English, Mandarin, Bahasa Indonesian and Vietnamese)



**TOM HEGNA** • *Don't Worry; Retire Happy*

Location: BITEC EH 102–103

Continuing the themes of his Main Platform session, Hegna will take a deeper dive into the issue of longevity risk and what this means for retirement planning. Although a fledgling product in many markets, Hegna believes retirement planning is the key to addressing a problem that can only be solved by the life insurance industry. (Session in English, Cantonese, Thai, Japanese and Korean)



**JIA ZHENG LIN** • *Five Keys to Marketing Life Insurance*

Location: BITEC EH 106

Lin is a five-year MDRT member with one Court of the Table qualification and one Top of the Table honour. Lin's session will be valuable for insurance salespeople no matter what stage your career is in. Analysing your client's purchasing mentality throughout the sales process will help you get to the heart of what the client wants. Complex insurance sales philosophies will be explained in simple terms using real case studies. (Session in Mandarin)

# Programme Schedule

## Focus Session

1530 – 1630

SESSION TWO



### MOHAMAD MANMOHAN ABDULLAH, ChFc, CLU

*Closing the Gap; Your Way to MDRT*

Location: BITEC EH 105

Abdullah is a 22-year MDRT member with one Court of the Table honor and was the first Malaysian ever to speak at the MDRT Annual Meeting (New Orleans 2015). His belief is that most life insurance policies will not adequately provide for beneficiaries, and he will explain how the discovery process which starts at the prospecting stage can lead to ensuring adequate coverage to beneficiaries. Educating our clients about the right ways of securing their future will be the focus of this session. (Session in English, Mandarin, Bahasa Indonesian, Vietnamese)



### KRISH DHANAM • Empower by Design and Not by Chance

Location: BITEC EH 102 – 103

Taking a closer look at the ideas discussed in his Main Platform presentation, executive coach Dhanam will give you a detailed look into how you can enhance your own offerings, experience exponential growth in your business and achieve the very highest recognition within your own peer groups both nationally and internationally. (Session in English, Cantonese, Thai, Japanese, Korean)



### JUNTIMA NARAWONGSANON • The Work Style that Leads to Top of the Table

Location: BITEC EH 106

The youngest person to achieve Top of the Table in Thailand when she qualified in 2003, Narawongsanon is a 13-year MDRT member with four Court of the Table and three Top of the Table honours. She was MDRT's Thailand Country Chair in 2012-13. In this session, she will discuss her belief that success in the insurance business is not about the "big case" but about developing work discipline. (Session in Thai)

1400 – 1730

**ConneXion Zone<sup>®</sup>** Location: BITEC EH 104

### SPEAKER ZONE 1

1400 – 1500

### MDRT EXECUTIVE COMMITTEE

Bring your questions and learn from the best. The MDRT Executive Committee will share their advice and experience in this intimate and informative Q&A session. (Session in English)



Friday, 9 February 2018

1530 – 1555



**JOANNE NG** • The Five Reasons Customers Cannot Refuse

Ng is an eight-year MDRT member and a 2016 Court of the Table honoree who has won numerous sales awards at her company. While building a base of more than 600 customers, Ng has encountered many refusals. She will share how she has learned to overcome customer objections by focusing on the five reasons customers cannot refuse. (Session in Cantonese)

1605– 1630



**MILIANA, CFP** • Why Women Should Buy Life Insurance

An eight-year MDRT member, Miliana was the Chair of 2017 MDRT Day in Indonesia and currently serves on the MCC-Southeast Asia. Prior to entering the insurance business in 2004, she was a university lecturer. Miliana learned from personal experience that insurance is a magical product that can transform lives. In this session, she will focus on the reasons women should buy life insurance, and she will take you through the process of determining with your clients how much insurance is enough. (Session in English)

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**SPEAKER ZONE 2**

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1400 – 1425



**NGUYEN HANG THI BICH** • Why Go Into Insurance?

MDRT Country Chair for Vietnam from 2013-2016, Nguyen believes that the secret to success in the insurance business lies in building close, sincere relationships. She will share her journey with you, describing the encouragement she has experienced along the way by doing work that improves people's lives. She will demonstrate that discipline, perseverance, enthusiasm, and passion will lead you to succeed as well. (Session in Vietnamese)

1435 – 1500



**ANTHONY HUI WING WAH** • The Speed of Trust

Hui Wing Wah is an agency director and has been in the industry for more than 31 years. He believes it is important to develop self-trust to extend that relationship of trust to other people and organizations. In this session, you will learn to understand the four core elements of trust so that you can use them to develop business relationships based on trust and greatly expand your career. (Session in Cantonese)

1530 – 1555



**YUE FENG** • The Five Elements of Success

Yue Feng is an 11-year MDRT member and an MDRT Regional Chair in China, leading an insurance team of 3,000 people. Yue will describe what she believes to be the keys to success in the insurance industry: acquiring a solid knowledge base, confidence, optimism and hard work. She also believes that hobbies are a crucial element and should be cultivated to round you out as a person and help you to develop focus for all of the other skills. (Session in Mandarin)

1605 – 1630



**GAN CHIN SOON** • Fast Track System to MDRT

Gan Chin Soon is a 14-year MDRT member with one Court of the Table honour. During his session, he will outline the five key skills of an advisor: securing appointments, connecting and building trust, establishing a financial planning process, obtaining quality referrals and building client loyalty. You will leave with techniques to improve in these key areas. (Session in Mandarin)

# Programme Schedule

## SPEAKER ZONE 3

1400 – 1425



**THIDARAT SAKSAYAMKUL** • Goal...Actually

A five-year MDRT member with one Court of the Table honor, Saksayamkul will provide tools to determine what your goals are and how to rank them, demonstrate key strategies to achieve your goals, and explain the importance of focus in taking action on your goals. (Session in Thai)

1435 – 1500



**PORNPRAPA SUKREEPIROM** • The Value of Life—The Value of MDRT

Pornprapa is a nine-year MDRT member with three Court of the Table honors. She will talk about improving clients' financial strength through the fundamental choice of life insurance and the value derived from work that changes people's lives. (Session in Thai)

1530 – 1555



**ESRA MANURUNG** • Three Insightful Ways to Negotiate with Others

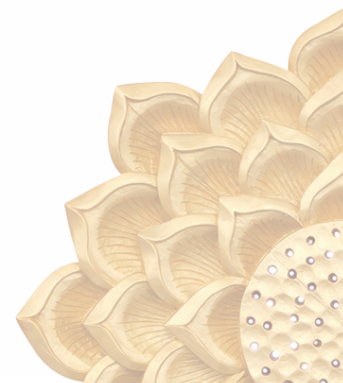
Manurung is a 12-year MDRT member with one Court of the Table qualification and one Top of the Table honor. She is an author with a passion for inspiring others to lead fulfilled lives. The more we struggle to convince people, the more apparent it becomes that we are not connected. The process of selling will become simpler when we spend most of our effort connecting by discovering our clients' needs, interests and expectations. Learn three insightful ways to negotiate more positively with others, and watch your sales success go from transactional selling to relationship selling. (Session in Bahasa Indonesia)

1605 – 1630



**VENKATESH KALYANAM** • The Practice of a Consistent MDRT Producer

A 23-year MDRT member, 2017 Court of the Table honoree and former MDRT Country Chair in Singapore, Kalyanam watched his business transform itself when he made it a priority to hire and keep agents who are interested in not just being trusted financial advisors, but in making a difference in their customers' lives. In this session, he will show that having a practice system, making prospecting your primary strength, and keeping track of performance are practices that will lead to your success. (Session in English)



Friday, 9 February 2018

#### SPEAKER ZONE 4

1400 – 1425



#### HIROFUMI MORIMOTO • Transition to the Business Insurance Market and Grow Our Business

Hirofumi Morimoto is a 15-year MDRT member with 10 Court of the Table and 3 Top of the Table honors. Morimoto believes in the importance of listening to what clients have to say because often, without knowing it, they already know the solutions. In this session, he will share his experience in building good and strong relationships with key people like accountants and bankers who can help you transition to business insurance. (Session in Japanese)

1435 – 1500



#### IZUMI OSADA • Business Owners Don't Buy from A.I.: The Power of Face-to-Face Sales

Osada is a 15-year MDRT member with three Court of the Table honors. In the insurance industry in Japan, many application processes are digitalized and Artificial Intelligence (A.I.) has been introduced as a way to improve productivity and service. Osada believes that business owners strongly prefer to do business with professional human beings they can trust. He will share tips on getting appointments and building relationships based on trust. (Session in Japanese)

1530 – 1555



#### SOO CHANG HUR • Inspiration from Mentors

Hur is a four-year MDRT member and has been in the financial services profession for five years. Having previously worked for five years as a market analyst in the shipping industry, he now focuses on serving mid-sized companies. In this session, Hur will share various examples of simple wisdom learned from his mentors at previous MDRT Annual Meetings and he will demonstrate how he implemented those lessons in his business and daily working habits. (Session in Korean)

1605 – 1630



#### HOON JOO • The Brand Named Me

A seven-year MDRT member and a member of the MDRT Client Strategies Task Force, Joo knows the customer chooses a representative before selecting the company and financial product. In other words, the brand 'I' (trust, loyalty) is the most important factor. In this session, Joo will share his ideas to help you increase the value of 'me' to your customers. (Session in Korean)

1600 – 1700

#### SPEAKERS' CORNER BOOK SIGNING

Location: EH 103 Concourse  
Joe Thomas, Esra Manurung

# Focus Sessions

BITEC EH 105

BITEC EH 102-103

BITEC EH 106AB

## Session One

1400

**JOE THOMAS**  
Everybody  
Knows Joe –  
11 Keys to Impactful  
Networking  
  
*English*  
*Mandarin*  
*Bahasa Indonesian*  
*Vietnamese*

**TOM HEGNA**  
Don't Worry;  
Retire Happy  
  
*English*  
*Cantonese*  
*Thai*  
*Japanese*  
*Korean*

**JIA ZHENG LIN**  
Five Keys to  
Marketing Life  
Insurance  
  
*Mandarin*

1500

BREAK 1500-1530

## Session Two

1530

**MOHAMAD  
MANMOHAN  
ABDULLAH,  
ChFC, CLU**  
Closing the Gap:  
Your Way  
to MDRT  
  
*English*  
*Mandarin*  
*Bahasa Indonesian*  
*Vietnamese*

**KRISH DHANAM**  
Empowered  
by Design  
and  
Not by  
Chance  
  
*English*  
*Cantonese*  
*Thai*  
*Japanese*  
*Korean*

**JUNTIMA  
NARAWONGSANON**  
The Work Style  
that Leads to  
Top of the Table  
  
*Thai*

1630

	SPEAKER ZONE 1	SPEAKER ZONE 2	SPEAKER ZONE 3	SPEAKER ZONE 4
1400		<p><b>NGUYEN HANG THI BICH</b> Why Go Into Insurance? <i>Vietnamese</i></p>	<p><b>THIDARAT SAKSAYAMKUL</b> Goal...Actually <i>Thai</i></p>	<p><b>HIROFUMI MORIMOTO</b> Transition to the Business Insurance Market and Grow Our Business <i>Japanese</i></p>
1425 1435	<p><b>MDRT EXECUTIVE COMMITTEE</b> Question and Answer Session <i>English</i></p>			
		<p><b>ANTHONY HUI WING WAH</b> The Speed of Trust <i>Cantonese</i></p>	<p><b>PORNPRAPA SUKREEPIROM</b> The Value of Life – The Value of MDRT <i>Thai</i></p>	<p><b>IZUMI OSADA</b> Business Owners Don't Buy from A.I.: The Power of Face-to-Face Sales <i>Japanese</i></p>
1500	<b>BREAK 1500-1530</b>			
1530	<p><b>JOANNE NG</b> The Five Reasons Customers Cannot Refuse <i>Cantonese</i></p>	<p><b>YUE FENG</b> The Five Elements of Success <i>Mandarin</i></p>	<p><b>ESRA MANURUNG</b> Three Insightful Ways to Negotiate with Others <i>Bahasa Indonesia</i></p>	<p><b>SOO CHANG HUR</b> Inspiration from Mentors <i>Korean</i></p>
1555 1605				
	<p><b>MILIANA, CFP</b> Why Women Should Buy Life Insurance <i>English</i></p>	<p><b>GAN CHIN SOON</b> Fast Track System to MDRT <i>Mandarin</i></p>	<p><b>VENKATESH KALYANAM</b> The Practice of a Consistent MDRT Producer <i>English</i></p>	<p><b>HOON JOO</b> The Brand Named Me <i>Korean</i></p>
1630				

# Programme Schedule

Saturday,  
10 February 2018

0800 – 1200

## REGISTRATION OPEN

Location: BITEC EH 104

0800 – 1300

## MDRT STORE, MDRT MEMBERSHIP AND MDRT FOUNDATION BOOTHS OPEN

Location: BITEC EH 103 Concourse

0900 – 1200

## MAIN PLATFORM SESSION

Location: BITEC EH 101–103



### DR. JAMES MAAS • Need for Sleep

A leading authority on sleep and performance, Maas knows sleep is a necessity for peak performers. He has helped top executives and Olympic athletes improve their performance through changes in their sleep and nutritional habits. Learn techniques to improve your sleep for better performance and a longer life.



### JOHN F. NICHOLS, MSM, CLU • Overcoming Adversity

Nichols, a 16-year MDRT member with two Court of the Table and nine Top of the Table qualifications, is a noted disability benefits expert. Sharing his personal story, Nichols teaches how to live a life of empowered relationships from the inside out. Be inspired to achieve your dreams.



### MICHAEL PARRISH DUDELL • Future Trends

An entrepreneur and bestselling author of the official business books from the hit reality show, "Shark Tank," DuDell was named "one of the USA's leading millennial voices" by IBM. His presentation is designed to help attendees build future-focused organizations and connect with a new generation.



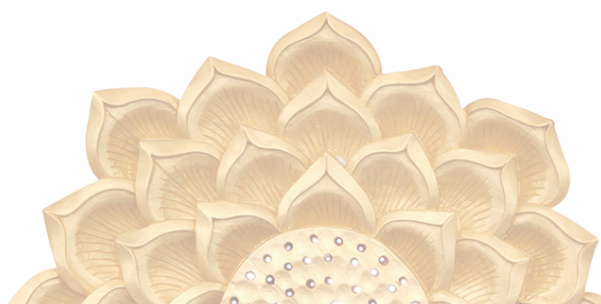
### DAVID AVRIN • Don't Blink! Why Clients Leave You for Competitors and How To Win Them Back

One of the most in-demand business branding speakers and authors in the world today, Avrin has shared his entertaining and hard-hitting presentations around the world. The president of the Visibility Coach, Avrin shows professionals how to recognize their competitive advantages and craft branding messages.

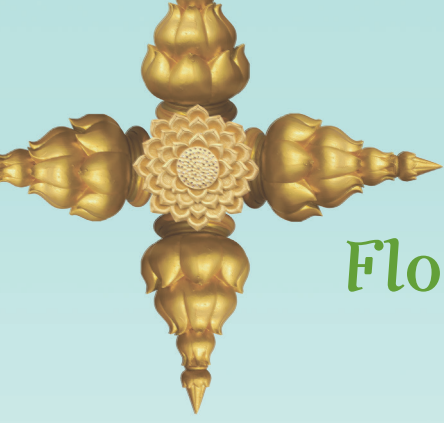
1200 – 1300

## SPEAKERS' CORNER BOOK SIGNING

Location: BITEC EH 103 Concourse  
Dr. James Maas, David Avrin



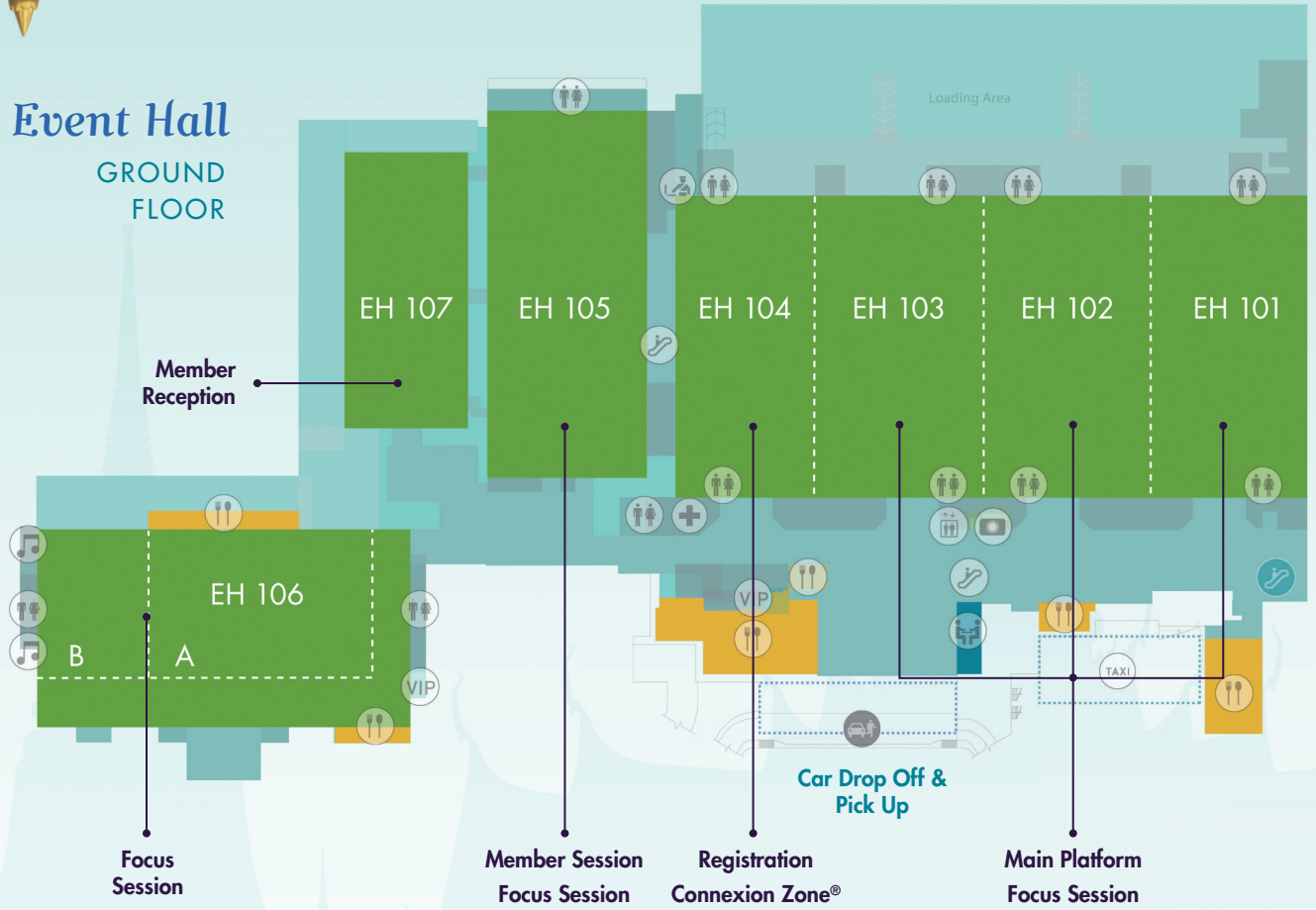




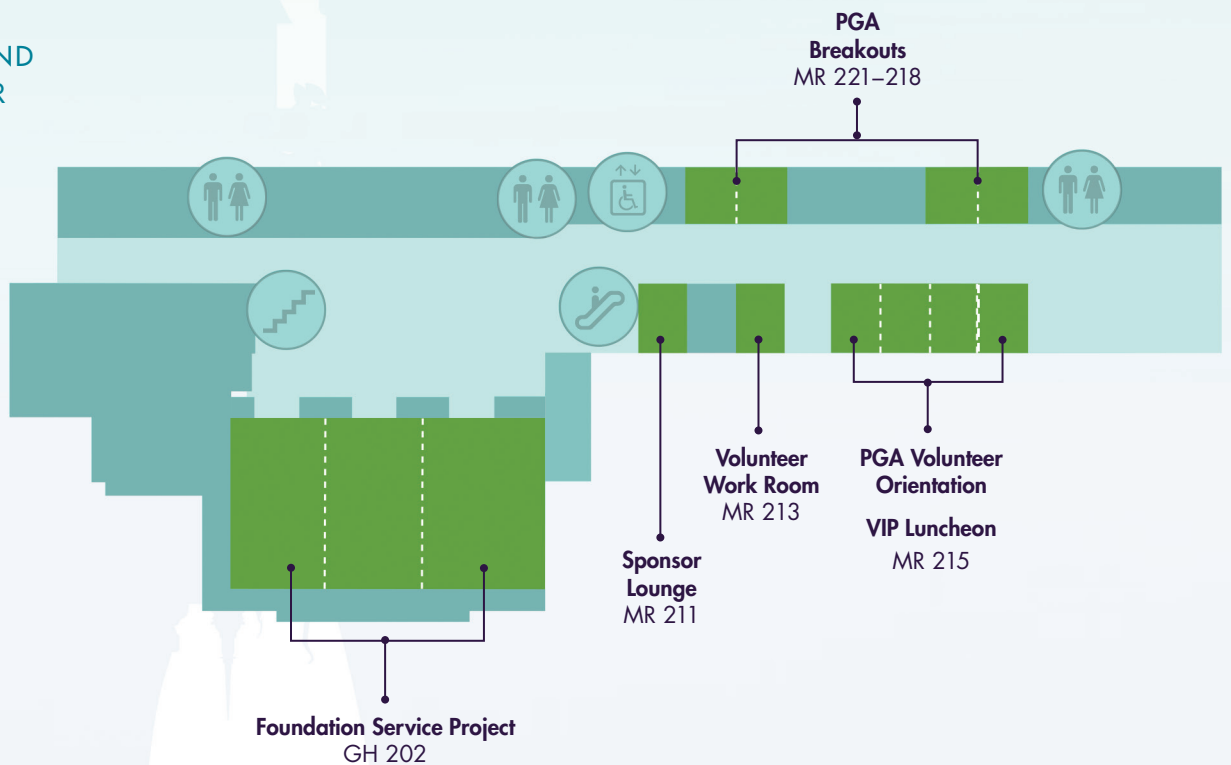
# Floor Plans

## Event Hall

GROUND FLOOR



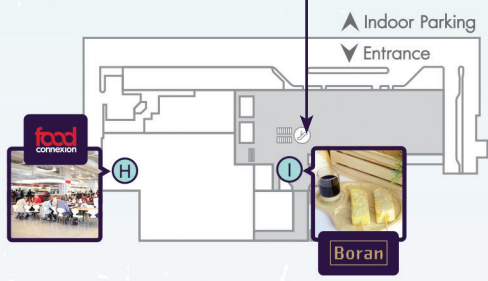
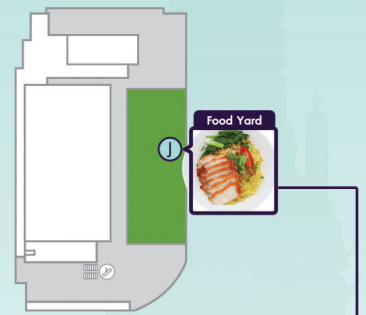
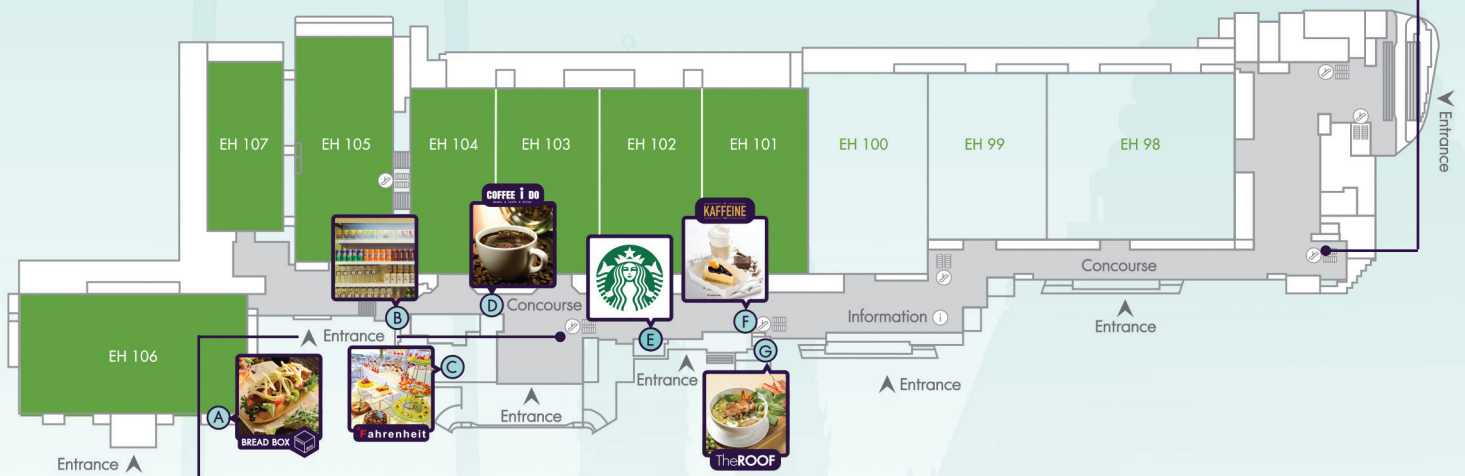
## SECOND FLOOR



# Food Map

GROUND FLOOR

THIRD FLOOR



BASEMENT 1

## RESTAURANTS

- A **Bread Box**  
88 Seats
- B **Grab & Go**  
20 Seats
- C **Fahrenheit**  
432 Seats
- D **Coffee i do**  
66 Seats
- E **Starbucks**  
50 Seats
- F **Kaffeine**  
Take Away
- G **The Roof**  
250 Seats
- H **Food Connexion**  
2,944 Seats
- I **Boran**  
6 Seats
- J **Food Yard**  
Closed Saturday  
1,000 Seats



# General Information

## ATTENDANCE

The MDRT Experience and Global Conference is open to both MDRT members and nonmembers interested in the knowledge shared within MDRT. Spouses, family members and business associates may attend if they have paid the applicable registration fees. All attendees must be 18 or older by 8 February 2018. Attendance at all events is limited to those displaying your personal 2018 MDRT Experience and Global Conference name badge. Please note: MDRT Experience and Global Conference attendees found to be in violation of the Rules of Conduct found on Page 26 will be asked to leave the meeting and forfeit their badge. Further disciplinary action for members is at the discretion of the MDRT Executive Committee.

## SEATING, PUNCTUALITY AND RE-ENTRY

Main Platform doors will open approximately 30 minutes before the session begins. Seating for all sessions, excluding Main Platform reserved seating, will be on a first-come, first-served basis. In consideration of your fellow attendees, please remember that saving seats is prohibited. Please arrive and be seated at least 10 minutes before the start of each session to avoid disturbing the speakers and other attendees. Should you need to leave while a session is in progress, please be considerate during your exit and return.

## ELECTRONICS

Audio and video recording and flash photography are prohibited in ALL sessions, including Main Platform. To avoid disturbance to speakers and other attendees, ensure all sound-emitting electronic devices are turned off or set to silent mode during the sessions. It is considered impolite to answer your phone during sessions. Thank you for observing this

courtesy. Also, please note that selfie sticks/poles are prohibited from use during ALL sessions as well as within the Convention Centre.

## SIMULTANEOUS INTERPRETATION

Advance registration and payment are required for simultaneous interpretation services. English is the official language of the 2018 MDRT Experience and Global Conference. Simultaneous interpretation will be provided for all Main Platform sessions, Focus Sessions and members-only programming in the following languages provided that a minimum of 100 attendees have requested and paid for the service in a common language:

- Bahasa Indonesia
- Cantonese
- Japanese
- Korean
- Mandarin
- Thai
- Vietnamese

Interpretation radios are available to registered attendees who have requested the service and paid the required USD 25 interpretation fee in advance. These attendees will find a ticket in their registration packet verifying their request for interpretation and payment. To receive the interpretation radio, registered attendees must present the ticket at the interpretation service counter located in BITEC EH 104. The radio does not need to be returned at the end of the meeting. Interpretation is provided by Conference Systems Inc. (CSI). They will maintain a service counter during the following hours:

THURSDAY, 8 FEBRUARY 2018 • 0900 – 1730

FRIDAY, 9 FEBRUARY 2018 • 0800 – 1730

SATURDAY, 10 FEBRUARY 2018 • 0800 – 1200

MDRT cannot guarantee the availability of interpretation radios for attendees who did not request and pay for simultaneous interpretation by 31 October 2017.

### MAIN PLATFORM

The MDRT Experience Main Platform is in BITEC EH102 –103. The official MDRT Experience and Global Conference name badge is required for admittance, and seating is on a first-come, first-served basis. Doors will open 30 minutes before the programme’s scheduled start time. In consideration of fellow attendees, please do not save seats. Food, beverages, smoking, smart phones, tablets, photography, selfie sticks/poles, and audio and video recording are not permitted. Please silence or turn off all electronic devices. As a courtesy, do not use your phone during presentations.

### CONNEXION ZONE

A dynamic and interactive meeting experience awaits you in the ConneXion Zone. Meet with MDRT members and speakers in a smaller, more intimate atmosphere to get in-depth sales ideas, practice management tips and more. As a courtesy to your fellow attendees, and to ensure all attendees can hear speaker presentations clearly, please wear receivers on your ears and not around your neck to minimize background noise.

### IMPORTANT TAX AND LEGAL INFORMATION

Some presentations contain references to tax and legal matters. Although efforts have been made to ensure the accuracy of those references, MDRT is not liable for errors and omissions. You are strongly urged to check with tax and legal professionals in your state,

**Receivers will be available for loan in the ConneXion Zone. Every attendee entering the ConneXion Zone needs a receiver. Please bring the redemption card found in your registration kit to the ConneXion Zone to borrow a receiver. Attendees who do not return the receiver will be charged USD 500.**

province or country. MDRT also suggests you consult local insurance and securities regulations and your company’s compliance department pertaining to the use of any new sales materials with your clients.

### HANDOUTS

In an effort to remain environmentally responsible, MDRT handouts are only accessible online at [www.imdrt.org/2018experience/2018/index.html](http://www.imdrt.org/2018experience/2018/index.html)

### MDRT STORE

The dynamic MDRT Store, located at BITEC EH 103 Concourse, offers attendees the opportunity to purchase speakers’ books, insignia items and more. Stop by the MDRT Store to purchase your commemorative items, or visit the MDRT Store online at [mdrtstore.org](http://mdrtstore.org) to review MDRT’s entire selection of unique insignia items and professional resources.



# General Information *continued*

## MDRT FOUNDATION

The MDRT Foundation is the charitable arm of the [Million Dollar Round Table \(MDRT\)](#). A global grant-making organization exclusive to MDRT members, the Foundation has empowered members to be philanthropic leaders in their own communities around the globe for nearly 60 years and has contributed more than USD 32 million to worthwhile charitable organizations in 70 countries. Learn more about this meaningful member benefit at the MDRT Foundation Booth located in BITEC EH 103 Concourse and visit [mdrtfoundation.org](http://mdrtfoundation.org).

## MEMBERSHIP INFORMATION – ‘BE MDRT!’

Understanding what it takes to qualify for MDRT membership is important, but do you know what it means to truly “*be MDRT*”?

“*Being MDRT*” exemplifies the essence of an MDRT member, embracing its mission and core principles, and epitomising the traits of an MDRT member both professionally and personally to achieve lifelong success.

Visit the Membership Booth located in the BITEC EH 103 Concourse to learn about:

1. The MDRT Code of Ethics
2. Mentoring—How this helps growth
3. Building your productivity and skills through networking, learning and sharing
4. Developing within MDRT by volunteering
5. The Whole Person concept

Learn about the vast amount of information available to members on the [MDRT.org](http://MDRT.org) website in the Website demonstration area (TBD).

Since 1927, the Million Dollar Round Table (MDRT) has provided its members around the world with access to valuable resources to help them achieve lifelong career success in the financial services profession.

MDRT connects its members to an unmatched global network, providing a unique mix of resources and networking to inspire growth in their business. With face-to-face interactions and access to the ideas members are using every day, even the best financial professionals discover innovative ideas to boost their productivity, build their businesses and discover new success strategies.

## PGA VOLUNTEER ORIENTATION

Volunteering is one of the most rewarding parts of MDRT membership. Enhance your meeting experience, share ideas with colleagues and make new friends by becoming a Program General Arrangements (PGA) volunteer. PGA volunteers greet fellow attendees, check badges, guide attendees and assist in other vital roles during the MDRT Experience and Global Conference. PGA volunteers are required to attend an orientation session on Thursday, 8 February 2018, at 0800 hours in room MR 214–217 at BITEC.

## RECRUITING

Recruiting or attempted recruiting of personnel or agents of one company or firm by another is a violation of MDRT’s ethical standards and is not permitted during the meeting or in connection therewith. Individuals or companies found not complying with this standard will be asked to leave the meeting and their affiliation with MDRT will be in jeopardy.

### FIRST AID/EMERGENCY ASSISTANCE

Should you need medical assistance of any kind, contact MDRT staff, Convention Centre staff or hotel staff. First aid office is located at the Ground Floor, along the foyer area at the entrance of BITEC EH 104 leading to BITEC EH 105.

### LUNCH OPTIONS

BITEC has numerous food and beverage outlets throughout its facility. Some take cash, but most will require the pre-purchase of a cash card, which can be purchased at the nearby Cash Card counters. There are limited food options outside of the centre. BITEC is the exclusive food and beverage provider inside the centre and no outside food or beverage is permitted. [Refer to Food Map on page 21.](#)

### LOST AND FOUND

Lost and Found is located at the On-Site Registration counter in BITEC EH 104.

### CLOAKROOM

BITEC will provide an area for attendees who want to leave their luggage and bags. Fee is THB20 per piece for the day. Subject to space. It is located next to the Business Centre (main concourse). Open hours are as follows:

THURSDAY, 8 FEBRUARY 2018 • 0800 – 1830

FRIDAY, 9 FEBRUARY 2018 • 0800 – 1700

SATURDAY, 10 FEBRUARY 2018 • 0800 – 1400

### UNATTENDED PERSONAL ITEMS

For the safety of our attendees, security will confiscate any personal items, including luggage, left unattended in any session room. You will not be allowed to bring luggage into any session room at any time.

**Outside organizations often sponsor their own events concurrently with the MDRT Experience and Global Conference. MDRT does not sponsor these events and claims no responsibility for them. Only the events listed in the programme book are sponsored by MDRT.**

### PRAYER ROOM

A prayer room is located at BITEC, basement level to support visitors of faith who need to maintain their daily practice. Access the prayer room via the escalators leading down from main concourse. Below are the open hours:

WEDNESDAY, 7 FEBRUARY 2018 • 0800 – 1800

THURSDAY, 8 FEBRUARY 2018 • 0800 – 1630

FRIDAY, 9 FEBRUARY 2018 • 0800 – 1700

SATURDAY, 10 FEBRUARY 2018 • 0800 – 1200

### SMOKING POLICY

BITEC has a strict non-smoking policy in all indoor areas. Smoking is not permitted inside the building, including toilets. An outdoor smoking area is available at the entrance of BITEC's Main Lobby.



# Million Dollar Round Table

## MISSION

The mission of MDRT is to be a valued, member-driven, international network of leading insurance and investment financial services professionals who serve their clients by exemplary performance and the highest standards of ethics, knowledge, service and productivity.

## MDRT CODE OF ETHICS

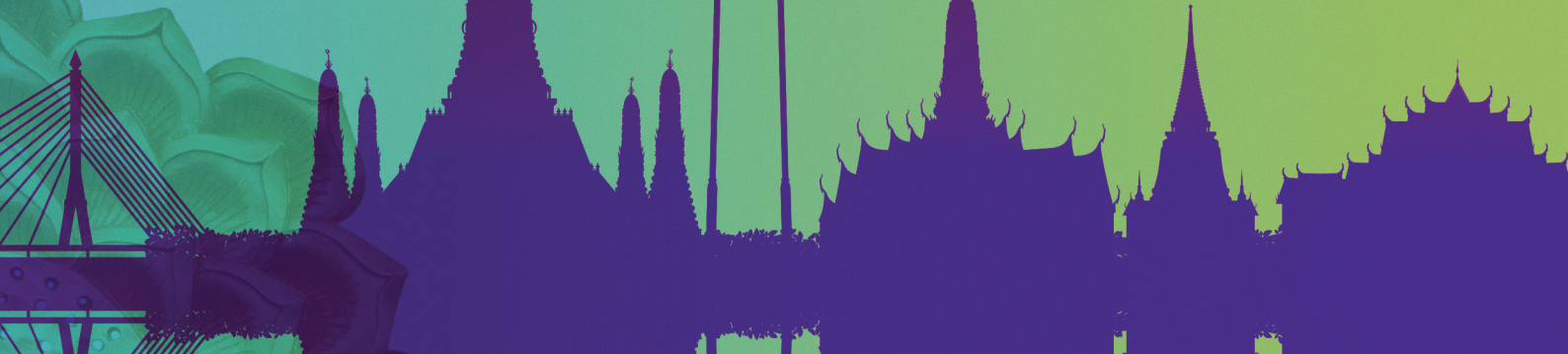
MDRT members should be ever mindful that complete compliance with and observance of the Code of Ethics shall serve to promote the highest quality of standards and membership. These standards will be beneficial to the public and the insurance and financial services profession.

1. Always place the best interests of your clients above your own direct or indirect interests.
2. Maintain the highest standards of professional competence and give the best possible advice to clients by seeking to maintain and improve professional knowledge, skills and competence.
3. Hold in the strictest confidence, and consider as privileged, all business and personal information pertaining to your clients' affairs.
4. Make full and adequate disclosure of all facts necessary to enable clients to make informed decisions.
5. Maintain personal conduct that will reflect favorably on the life insurance industry and MDRT.
6. Determine that any replacement of an insurance or financial product must be beneficial to the client.
7. Abide by and conform to all provisions of the laws and regulations in the jurisdictions in which you do business.
2. To receive MDRT Experience and Global Conference materials, everyone must register at the designated meeting registration counters.
3. Giving your meeting name badge to another person for purposes of admission to any MDRT Experience and Global Conference function is not permitted.
4. Promotion by members or nonmembers of any goods and services, except exhibitors under provisions of a signed Exhibitors Agreement, and other than with the expressed written permission of the MDRT Executive Committee, is not permitted.
5. Those who furnish MDRT membership lists may be placing their affiliation with MDRT in jeopardy. The MDRT Membership Directory is not to be used or loaned for any commercial purpose or other reasons, nor is any portion of it to be reproduced without the expressed prior written permission of the Million Dollar Round Table.
6. Recruiting or attempted recruiting of personnel or agents of one company or firm by persons of another company or firm is not permitted during the meeting or in connection therewith.
7. Audio or videotape recording or still photography of the MDRT Experience and Global Conference presentations is not permitted.
8. Any individual removing merchandise from the MDRT Store without first paying for the merchandise will be asked to surrender their badge, thereby preventing them from attending the remainder of the meeting. The individual and incident will also be reported to the MDRT Ethics Committee for further action, as appropriate. Members shall accept and conform to the Code of Ethics and to those rules of conduct which the Executive Committee may determine and publish for the conduct of those attending any such meeting.

## MDRT EXPERIENCE AND GLOBAL CONFERENCE RULES OF CONDUCT

All attendees of the MDRT Experience and Global Conference must comply with the following Rules of Conduct:

1. Only registered attendees may be present at officially designated MDRT functions and events during the MDRT Experience and Global Conference.



Adherence to these rules shall be required of members at all such meetings, including all functions, both formal and informal, during and in connection with official.

*Please note: MDRT Experience and Global Conference attendees found to be in violation of the Rules of Conduct will be asked to leave the meeting and forfeit their badge. Further disciplinary action will be at the discretion of the MDRT Executive Committee.*

### STATEMENT OF ANTITRUST AND LEGAL COMPLIANCE

There shall be no negative discussions of commercial companies or products. There shall be no discussion or activity for the purpose of any legal compliance preventing any person or persons from gaining access to any market or customer for goods and services, not any agreement or understanding to refrain from purchasing or using any material, equipment, services or supplies. There should be no discussion or activity that may be construed as forestalling or limiting research and development. We, of course, expect your consideration and full compliance with these guidelines, both while in attendance at this meeting and at all times in your business.

### ANTI-HARASSMENT POLICY

MDRT is committed to providing a positive environment for its employees, members and other guests at all MDRT functions. It has been and remains MDRT's policy to maintain an environment where every employee, member and guest is treated with respect and which is free from all forms of harassment based upon or related to sex, race, colour, religion, national origin, ancestry, physical or mental disability, age, sexual orientation, marital status, veteran status, military status, genetic information, and any other characteristic protected by applicable law. This includes conduct that creates a hostile, intimidating or offensive environment based on these characteristics. Harassment of any employee, member or guest is strictly prohibited and will not be tolerated. Any individual who violates these requirements will be subject to appropriate remedial action, which may include removal from the premises, termination of employment or termination of membership.

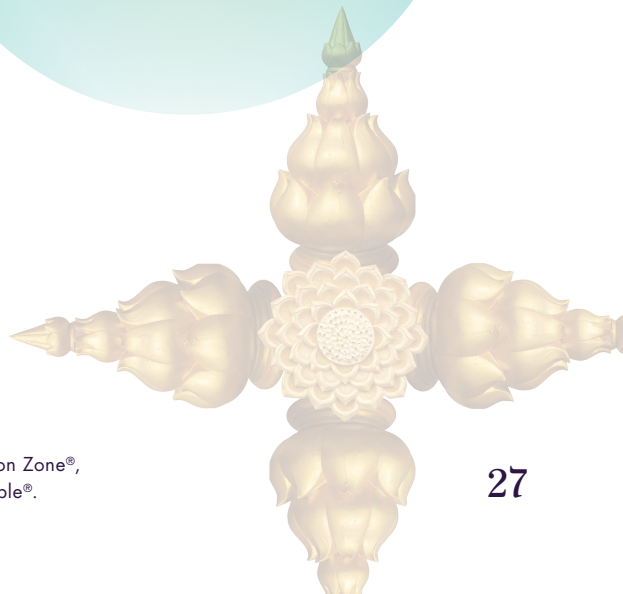
### CONSENT FOR USE OF PHOTOGRAPHIC IMAGES

Registration, attendance or participation in MDRT meetings or other activities constitutes an agreement by the registrant to MDRT's or its licensees' use and distribution (both now and in the future) of the registrant's or attendee's image and voice in photographs, videotapes, electronic reproductions and audio recordings of such events or activities.

### ACTIVITY RELEASE

By attending this meeting, you acknowledge that participation at the meeting and in all related activities are voluntary and optional, and that participation in any of these events are at your own risk. You agree to hold MDRT faultless from any claims, costs or expenses arising from any injury that occurs during the meeting.

**Please note: In order to provide for the safety of our attendees, any personal items left unattended in any session room will be confiscated by security. Also, luggage will not be allowed into any session room at any time. Your understanding and cooperation is appreciated.**



# MDRT Thanks Our Sponsors

THE MILLION DOLLAR ROUND TABLE WOULD LIKE TO EXTEND A SPECIAL THANK YOU TO OUR CORPORATE SPONSORS FOR THEIR GENEROUS SUPPORT:

## DIAMOND SPONSORS



## PLATINUM SPONSOR



## MEDIA PARTNERS



## SUPPORTED BY



## Special Recognition

THE MILLION DOLLAR ROUND TABLE WOULD ALSO LIKE TO EXTEND A SPECIAL THANK YOU TO:

- Our speakers for their dedication and time
- Our special guests for honouring us with their presence
- Our volunteers for their enthusiasm and kindness
- Our MDRT members who traveled here to enhance the MDRT spirit
- All those who attended and shared in the MDRT Experience
- Thailand, our gracious host country

DIVISIONAL VICE PRESIDENT  
**Rajesh Chheda, ACA, CFP**

### PROGRAM DEVELOPMENT COMMITTEE

CHAIR  
**Rajesh Chheda, ACA, CFP**  
**Herold Chen, CFP**  
**Leung Wai Ming Patric, CFP, FChFP**  
**Rex Lim Chee Yen**  
**Tse Lap Yee Stanley**  
**Alan Withoon Lertpanomwan**

### PROGRAM GENERAL ARRANGEMENTS (PGA) COMMITTEE

CHAIR  
**Manuel Dy Chuaunsu, Jr.**  
ASSISTANT CHAIRS  
**Hyoun Pio Park**  
**Eva Ho Yee Wah, LUTCF**

# YOUR MEMBERSHIP. YOUR CHANCE.



The MDRT Foundation makes it easy for MDRT members to have a chance to create change within their community and around the world through donations, grants and service projects.

**Stop by the Foundation Booth to learn more.**  
EH 103 Concourse

**Thursday, 8 February**

0900-1730

**Friday, 9 February**

0800-1700

**Saturday, 10 February**

0800-1300



## Bring a smile to the face of a child.

The MDRT Foundation supports **Operation Smile - Thailand (OST)** as a way to recognize our host country. OST provides free surgery for Thai people who were born with a cleft lip, cleft palate or other facial deformity. In as little as 60 minutes, and for approximately THB 25,000, one cleft lip surgery can change a child's life forever.

## Operation Smile Service Project

Volunteer with us for a hands-on experience, to assemble "Smile Care Bags," create blankets and write greeting cards for children who have undergone surgery to restore their smile.

**Thursday, 8 February, 2018 | 0900 - 1100**

Location: GH 202



Operation  Smile

# VISIT THE MDRT STORE

BITEC EH  
102-103

MDRT is your knowledgeable source for innovative ideas that inspire growth in your business. Explore books, insignia items and your favorite MDRT-branded merchandise.



MDRT®



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Park Ridge, IL 60068 USA  
Phone: +1 847.692.6378  
Fax: +1 847.518.8921  
Email: info@mdrt.org

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

**MDRT Satellite Offices**

MDRT Asia Pacific (serving Southeast Asia):

[asiapacific@mdrt.org](mailto:asiapacific@mdrt.org)

MDRT China: [china@mdrt.org](mailto:china@mdrt.org)

MDRT India: [mdrtindia@mci-group.com](mailto:mdrtindia@mci-group.com)



**MDRT**

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