



## MEDIA RELEASE

### MDRT Australia Roadshow Inspires and Motivates Advisers

**Wednesday April 21, 2010.** Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals® Australia Chairperson Stuart Farrell has confirmed that the recent MDRT Brisbane, Melbourne and Sydney Roadshow event was an outstanding success and the international and local main platform speakers energised and inspired the attendees.

Jennifer Borislow, current Second Vice President of the MDRT Executive Committee was joined by fellow international MDRT members / presenters Alphonso Franco, George Goulet, Greg Abbott and Tom McQuillan – together with Jeffrey Scott (CommInsure) and Keith Abraham – to provide high energy inspirational presentations.

“All MDRT Roadshow events are enthusiastically received and appreciated by adviser attendees as the program and presentations provide them with tangible, proven ideas and concepts that can be adapted and implemented immediately in their respective practices to achieve real and long lasting business improvement,” said Stuart Farrell.

“The sub-theme for the Roadshow event was *‘Invest in Yourself’* and we were very fortunate this year to have such high profile international presenters.”

MDRT members and non members were invited to attend the 2010 MDRT Roadshow event that was sponsored by CommInsure, Asteron and AIA. Mr Farrell said “ we would like to thank our sponsor partners for their support and investment in the industry as a whole”

The speakers addressed the following topics –

- Jennifer Borislow – Differentiate yourself and grow loyal clients
- Tom McQuillan – Methods of prospecting to develop business
- George Goulet – How to manage your time to reach the Top of the Table
- Greg Abbott – From sales to significance, to significant sales
- Alphonso Franco – Are you willing to RISK it?
- Jeffrey Scott – Protecting the different stages of life
- Keith Abraham – The three strategies to create a loyal & passionate business team

Commenting on the Brisbane event, MDRT Queensland Chairman, Roy Hall said he and his team were particularly pleased that so many of the adviser attendees were invigorated by the presentations and inspired to implement many of the concepts that were shared by the presenters and especially grateful for the opportunity to meet, network and socialise with fellow local advisers at the conclusion of the event.

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MDRT Australia members are now looking forward to the highly anticipated Annual Meeting in Vancouver, Canada in June.

Stuart Farrell continued, “MDRT’s Annual Meeting is a highlight for all Australian members as they join with approximately 8,000 fellow financial services professionals from across the globe for three and a half days of camaraderie, learning and inspiration.”

Prior to the commencement of this year’s Annual Meeting, MDRT members will unite in one of the organisation’s most ambitious charitable projects to help address and focus attention on world hunger.

In partnership with charitable organisations the Million Dollar Challenge (MDC) is MDRT’s largest ever volunteer event as Annual Meeting attendees package 1 million meals for children, impoverished families and communities suffering from malnutrition in Haiti, India, Jamaica, Nicaragua, the Philippines and Tanzania.

Another event prior to the start of the Annual Meeting will be the Court of the Table and Top of the Table address by Joshua Cooper Ramo – the youngest MD in the history of strategic advisory firm Kissinger Associates and the youngest ever Senior Editor and Foreign Editor of TIME magazine.

This year’s main platform presentation will be a WOW commencing with Blue Angel speaker John Foley – he will be followed by Dr. Marla Shapiro, Canada’s leading messenger on health and Mark Johnson, change agent extraordinaire.

Other main platform presenters over the next two days include Juliet Funk, Naomi Duke, Ian Morrison, Micki Hoesly, Phil Harriman and Columbine shooting survivor and now a financial planner, Patrick Ireland.

Additionally, MDRT members will have access to over 40 educational Focus Sessions that will provide the opportunity to learn from numerous industry experts on topics including marketing, practice management, protection, retirement, sales ideas, client service and the importance of the Whole Person approach to life and business.

Stuart Farrell concluded, “What makes MDRT unique is the willingness of MDRT members to help each other (as well as our non member peers) to grow to the next level, by challenging and supporting each other to improve; to be more professional; to lift productivity; increase knowledge and business acumen; and to provide our clients with the very highest standards of service and support.”

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**Issued by the Million Dollar Round Table – Australia**

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