

WHY I GO TO THE M D R T ANNUAL MEETING John Campbell – MDRT Chair Australia

Imagine if you will - a week rubbing shoulders with some of the most successful Advisers in the world. A Tax Deductible expense or an **investment**. It is an investment that has paid back far more than the cost.

Annual meetings have taken me to some great cities like, Las Vegas, New Orleans, Denver, Toronto and Vancouver, just to name a few. Travelling to these destinations is exciting but they are enhanced by participating in the world of **MDRT**.



Speakers over the years have caused me to laugh, cry, provoke, eat better, adapt, learn, and realise that this industry that we are all involved in, is the same worldwide.

At MDRT I have heard Main Platform speakers on a whole range of topics over the years like:

Joe Jordan Met Life Marketing Director

Chris Gardner About whose life the book and film **"in the pursuit of Happiness"** is based

Dr Ross Walker Cardiologist from Sydney

Queen Noar of Jordan to mention a few

Then there are the **focus sessions**, and Australia has always been well represented at these by Successful Advisers sharing their ideas freely.

Join or start a Peer Group - I am a member of a peer group of 7 from Toronto, New York and Hawaii, We communicate regularly through email, phone and Skype, learn from each other, encourage one another.

Like me, you will make lifelong friends and share experiences on what works in our businesses.

I have had the honour of carrying the Australian Flag at the Opening Ceremony where the Flags of 80 nations are presented to the Conference.

Is that all? Certainly not.

Then there is the social side where we make lasting friendships from the 8000 attendees. Our groups expand, and everyone is willing to share their experiences with you. That is perhaps where the best ideas come from. And this is what makes MDRT so special.

The Annual Meeting is in June each year. And what a great time to be away from the office. What's more, **your best clients will appreciate it that you are committed to improving your offering.**

The experience changes each year - MDRT is truly a Development Work in Progress.

And we leave the meeting better for the experience.

As a wise Irish Member Padraic Kissane says - **"why do I go to the annual meeting each year, I go for Myself. Who benefits? Everyone who does business with me."**

I would love to see more of the Australian Adviser community attending each year so why not put Atlanta, Georgia, USA in your Diary for June 5th to 8th 2011, 8 months to go, and I can't wait.