

SEPTEMBER 2019

# MILLION DOLLAR ROUND TABLE

CASE STUDY



MDRT, O'Neill Photographics

## OVERVIEW

In September 2019, ICC Sydney had the prestigious honour of hosting the first Million Dollar Round Table (MDRT) inaugural global conference outside of the United States – an event which saw more than 7,700 of the world's leading life insurance and financial services professionals from 38 countries come together to share innovative practices and collaborate in an inspiring destination.

Working in partnership with The Premier Association of Financial Professionals, ICC Sydney delivered the world class event program perfectly, utilising a range of multipurpose spaces and creating extraordinary experiences, with exceptional service along the way.



MDRT, O'Neill Photographics

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ICC Sydney provided us with so much more than a venue to house our first MDRT global conference. From the team's welcoming and accommodating nature, to their transparent and service-focused mindset, the attention given to each individual patron's needs was impeccable. We couldn't be more pleased with the result – it's been a true partnership.”

**Jeanne Malone, MDRT Meeting Services Director**



**1st inaugural global conference outside of USA**



**1- 4 September 2019**



**1,000 PGA volunteers**



**Ask Me Anything Temps**



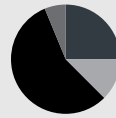
**460 transport trips coordinated**



**7,700+ delegates from 38 countries**



**9 official languages interpreted**



**285 ICC Sydney team members**



**136 ICC Sydney team leaders**

## WORLD CLASS SET UP AND SERVICE

The event's successful execution was managed by 136 team leaders, forming part of the 285 strong operational team, whom worked with a collaborative and customer-centric approach. Here, seamless back of house processes translated into an impeccably smooth front of house guest experience. Determined to create the perfect Sydney experience for delegates, ICC Sydney worked closely with external suppliers to roll out the red carpet for MDRT members - from coordinating 460 buses to transport patrons, and providing nine language interpretation services for international delegates to arranging for 'Ask Me Temps' volunteers to assist with wayfinding and language translation.



## A TRULY DYNAMIC VENUE

Event organisers optimised the venue's purpose-built design and activated across ICC Sydney's Exhibition Centre, First State Super Theatre and Convention Centre including Pyrmont Theatre and Parkside Ballroom. Flawless wireless connectivity was also delivered during the multi-day event for international delegates and team members, with a total of 4.6 terabytes of data used and up to 8,000 people across the Darling Harbour precinct accessing the network simultaneously.

Highlights from the program included a high energy opening ceremony in the First State Super Theatre where crowds were treated to roaming entertainers on stilts, a powerful flag ceremony with a member of MDRT representing each nation, and performances of the United States and Australian national anthems.

According to MDRT, ICC Sydney proved to be the ultimate venue partner for the association's global conference, reinforcing Sydney's strong reputation as a leader in the world's financial services sector.

**MDRT open plenary in First State Super Theatre**



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, First State Super, Capella Capital, ASM Global and Spotless FM.

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