

INSURANCE

CASE STUDY



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STAND OUT



Client:

MDRT

Press Release Service



MDRT

The Premier Association of
Financial Professionals®

Background

Founded in 1927, Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®, is a global, independent association of more than 65,000 of the world's leading life insurance and financial services professionals from more than 500 companies in 70 nations and territories. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business.

During the novel Coronavirus pandemic, MDRT organized a virtual event to help financial professionals. All the sessions from the event were broadcast in five global time zones and translated into 13 languages. MDRT partnered with Midas PR on an ad-hoc basis in July 2020.



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Approach

As the PR partner for MDRT Thailand, Midas PR's primary responsibilities were to raise awareness about the 4-day virtual event among financial professionals. This goal included writing press releases, calendar news, briefing with MDRT's head executives in Thailand, inviting media and providing support in navigating the virtual event platform.

The team also organized virtual interviews with Tier A media after the virtual event.



Results

In less than 2 weeks, Midas PR sent out a piece of calendar news, a press release, liaise with executives of MDRT based in the US, briefed the media and the local spokespersons and organized 4 interviews with key media from the finance and insurance sectors. All this resulted in a total of 33 media clippings and were picked up by top-tier media, including Biz Today Station, Stock2morrow, RYT9, IT Day, Thai MLM News, among others.

The virtual executive interviews were featured in Manager Newspaper Online, World Today: Lokwannee, Line Today, and Bangkok Today.

All in all, a PR value total of THB **3.5 M** was obtained in a month.

Since then, MDRT has continued to collaborate with Midas PR for various PR activities in Thailand. In 2020, the agency disseminated a press release, and in 2021, Midas PR is again providing support for MDRT's 2021 Annual Meeting. The team is arranging interviews, inviting media, liaising with speakers and sending out press materials.

LINE TODAY | หัวใจ

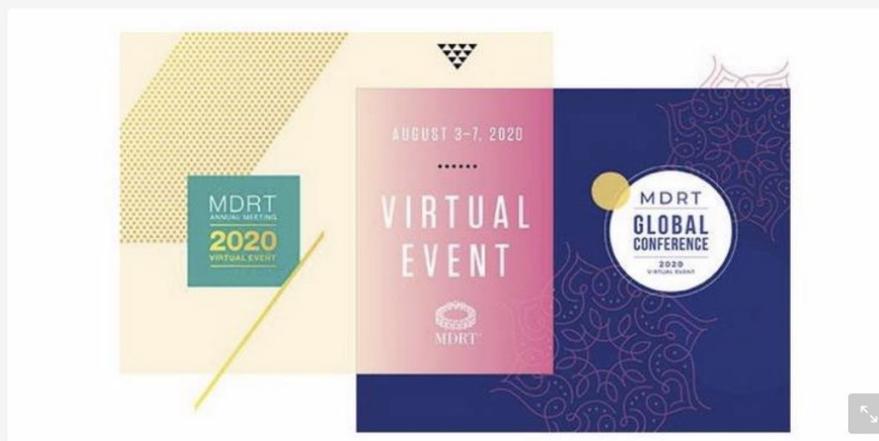
เข้าสู่ระบบ

เอ็มดีอาร์ที นำเสนอประสบการณ์เวอร์ชวลอีเวนต์สู่การประชุมด้านธุรกิจ
ประกันภัยครั้งยิ่งใหญ่แห่งปี



Manager Online

เผยแพร่ 19 ส.ค. เวลา 10.14 น. • MGR Online



เอ็มดีอาร์ที (MDRT) สมาคมผู้ปฏิบัติวิชาชีพธุรกิจประกันชีวิตและบริการทางการเงินชั้นนำระดับโลกซึ่งดำเนินงานแบบอิสระ กำหนดจัดการประชุมแบบเวอร์ชวลอีเวนต์ โดยเป้าหมายของการจัด

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