



## MDRT financial professionals gain valuable insights at 2024 Annual Meeting in Vancouver

*Members of the Premier Association of Financial Professionals® gain valuable insights through engaging discussions and growth strategies.*

**PARK RIDGE, Ill. (June 19, 2024)** – Financial professionals from around the globe gathered in Vancouver, British Columbia, from June 9-12 for the 2024 [MDRT](#) Annual Meeting. With more than 50 countries represented, this year’s gathering saw the highest attendance since 2019 and a significant increase in attendance from Asia, Europe and Latin America. The four-day event provided a platform for networking, professional growth and gaining insights on industry trends.

Members attended over 120 sessions that support career development and involvement with MDRT initiatives. Notable sessions included those on how to use artificial intelligence, connecting with high-net-worth clients and how to become a top producer.

"The sessions about AI have given me a better understanding of the technology while also equipping me to use it in my practice," said MDRT member Brandon Wellman. "These helpful and future forward looking sessions not only help MDRT members do what is best for our clients, it shows how MDRT is on the cutting edge of the industry."



The opening ceremony at the 2024 Annual Meeting in Vancouver.

Not only did attendees hear from topic and industry-leading experts, but over 2,500 first-time participants were able to meet with seasoned financial professionals and build mentorship relationships.

Main platform sessions featured insightful keynote speeches from esteemed MDRT leaders such as current MDRT president Greg Gagne, a 25-year member who emphasized the organization’s commitment to connectedness, unity and excellence.

"I have learned so much throughout my time with MDRT," said Gagne. "One of my first lessons was the importance of resilience, perseverance, commitment, and the willingness to ask others for help. Events such as Annual Meeting matter because they provide members with opportunities to seek that guidance on their path to success."

In addition to fostering collaboration, MDRT supports members looking to enhance their skillsets. New offerings at this year's meeting included public relations workshops that help members engage effectively with media. Additionally, there were informative sessions on how to utilize survey results and research as a marketing strategy.

"As MDRT members, we prioritize group growth above that of an individual," said MDRT First Vice President Carol Kheng, ChFC, who was welcomed as the 2025 MDRT President. "When the community



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grows, we all grow as professionals. We want to engage with one another to learn and attain even higher levels of personal and professional success.”

During her year as president, Kheng hopes to strengthen the global network of MDRT professionals and celebrate member accomplishments as they achieve higher levels of personal and professional success.

“Leaning into our international network is paramount,” stated Kheng. “Events like Annual Meeting are an opportunity to tap into our massive network and grow together. We may come from different areas of the world, but we share many challenges, opportunities and values. We all want to reach the next level of professional success.”

Kheng will assume her new position on September 1, after three years of service on the MDRT Executive Committee.



MDRT First Vice President Carol Kheng speaking on the Main Platform of the 2024 Annual Meeting.

### **About MDRT**

MDRT (Million Dollar Round Table) The Premier Association of Financial Professionals®, is a global, independent association of the world's leading life insurance and financial services professionals from more than 700 companies in 80 nations and territories. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business. For more information, please visit [www.mdrt.org](http://www.mdrt.org).

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