

2010 GMAC Annual Industry Conference
Tentative Listing of Concurrent Sessions and Descriptions

Best practices in Integrating Corporate Relations

This panel discussion examines how you might take a more strategic campus wide approach to involving corporations in sponsorships, career opportunities, and other areas affecting your program.

The Case for Admitting Younger Students

Research on the marketing and programming implications of recruiting undergraduates and other young prospects.

Cases in Managing Challenging Admissions Recruits

This interactive discussion will explore real life scenarios that have resulted when prospective and admitted students have presented challenges (and, at times, crises) for admissions teams.

The Challenge of Bologna

Dialogue with the author of a book on the competitive impact of the Bologna Accord and its lessons for global admissions and management education world-wide.

The Changing Landscape of High-Stakes Test Accommodations

What shifting definitions of disability mean to GMAT testing, candidates for admission, and your programs.

The Conversion of Non-Traditional Candidates

How outreach efforts can change perceptions about the value of a graduate business degree.

Finding an Extra Hour Every Day: Time, Email, and Technology Management Tips for Busy Professionals

This session will show stressed-out managers and staff some quick tips for effective project, task, people, email, and information management.

The Future of the MBA

Follow-up to a popular 2009 session about forces affecting program design and delivery.

Generation 10 GMAT

A preview of the next edition of the GMAT, including what it may measure, new types of questions, and how schools can help launch the new test.

Hot Topics in Diversity

Roundtable discussions about current issues in diversity recruiting, including budget-conscious diversity strategies and pipeline development.

How to Deal with Dominant Big Shots

Four steps to getting along with aggressive, impulsive, results-obsessed types.

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How Test-Taking Strategies and Challenges Vary Across Underrepresented Groups

Implications and advice for your admissions process and marketing to underrepresented populations.

How to Work with International Agents

Discussion about collaborating with agencies that help foreign students find the right program and placing your own reps in regions where you want to recruit.

International Mobility in the GMAT Pipeline: Identifying Talent in a Dynamic World

Research on dramatic changes in prospective students and the mobility trends that will affect student selection, school competitiveness, and program design.

Leading in Times of Change: Strategies for Moving from Surviving to Thriving

A workshop on strategies for building economic sustainability, dealing with generational diversity, and managing new standards of work.

Managing and Leading Great Team Meetings

Get the tools and strategies needed to craft well-managed meetings while maximizing production using less staff and resources.

Marketing Campaign Measurement: Moving From 'I Know We're Successful' to 'I Know WHY We're Successful'

Tips on how to prove which marketing channels work best at which stages.

MBA's in Action: Curricular Approaches to Action-based Learning

MBA Roundtable research about learning through project teams that solve real-world managerial problems.

An MBA Mentoring Program: Making it Work for Part-Time Students

One school shares its nuts and bolts strategy for budgeting, staffing, and sourcing mentors for its part-time program.

Meeting the Demands of Running a Part-Time MBA Program

Facilitated small-group discussions with colleagues about some of the most current challenges facing part-time MBA programs.

To Merge or Not to Merge? Examining Administrative Models for MBA Program Offices

School professionals tell the inside stories of how they streamlined admissions, student affairs, career services, and alumni relations.

A Newcomer's Guide to Evaluating International Transcripts

An introduction to international credential evaluation methods and processes, including document authenticity, foreign institution recognition, and mechanisms of quality assurance.

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Setting Expectations for Professional Behavior Within the MBA Program

Panelists discuss their schools' codes of conduct and offer their experiences addressing academic and behavioral issues.

Using Improvisation to Improve your Presentation Techniques

A hands-on workshop in basic theater improv skills that can make you a more spontaneous speaker.

Using Social Media in MBA Marketing and Admissions

Panelists share practical tips about social media messaging, control, resources, and metrics.

Weathering the Storm: How to Respond Effectively in Times of Crisis

How to develop a successful crisis communications plan and react well when bad news strikes.

Winning the First 30 Seconds: An Interactive Workshop

Learn how to make a first impression, relate to your audience, and radiate confidence in yourself and your material- with practice! Bring a presentation with you to this session.

Winning the First 30 Seconds: An Overview

For those who don't want to practice in front of their colleagues but still learn the secrets to making a successful first impression.

Women's Leadership: What We Can Learn From Those at the Top

Takeaways from the author of *The Next Generation of Women Leaders: What You Need to Lead but Won't Learn in Business School*.

50 + Technology Tips and Gadgets

Software, websites, and applications to make your work efficient and fun.