

2010 CONFERENCE AT A GLANCE

WEDNESDAY, JUNE 23	5 - 7 pm	Registration for Admission Directors Symposium (ADS) and Deputy Admission Directors Symposium (DADS)	Seaview, South Tower, Lobby Level
	5:30 - 6 pm	ADS/DADS Reception	Seaview, South Tower, Lobby Level
	6 - 8 pm	ADS/DADS Dinner and Programming	Seaview, South Tower, Lobby Level
THURSDAY, JUNE 24	7:45 - 9 am	ADS/DADS Breakfast and Speaker	Seaview, South Tower, Lobby Level
	9:15 - 10:30 am	ADS/DADS Workshops	
	10:45 - 11:45 am	ADS/DADS Facilitated Discussions	
	11:45 am - 1 pm	ADS/DADS Lunch	Seaview, South Tower, Lobby Level
	1 - 2 pm	ADS/DADS Facilitated Discussions	
	2:15 - 2:45 pm	ADS/DADS Debrief Dessert	Seaview, South Tower, Lobby Level
	3:30 - 8 pm	Registration	Marina Ballroom Foyer, South Tower, Level 3
	3:30 - 4:30 pm	First-Time Conference Attendee Networking	Marina Ballroom D, South Tower, Level 3
	4:30 - 5 pm	Annual Meeting of GMAC Member Schools Sign-in	Marina Ballroom E, South Tower, Level 3
	5 - 6 pm	Annual Meeting of GMAC Member Schools	Marina Ballroom E, South Tower, Level 3
6 - 8 pm	Welcome Reception Co-sponsored by Pearson Test of English Academic (PTE Academic)	Coronado Terrace, South Tower, Level 4	
FRIDAY, JUNE 25	7 am - 5 pm	Registration	Marina Ballroom Foyer, South Tower, Level 3
	7:30 - 8:30 am	General Breakfast	Coronado Terrace, South Tower, Level 4
	7:30 - 8:30 am	APAC (Asia Pacific) Attendee Breakfast	Balboa, South Tower, Level 3
	7:30 - 8:30 am	EMEA (Europe, Middle East, and Africa) Attendee Breakfast	Mission Hills, South Tower, Level 3
	7:30 - 8:30 am	GBSSA (Graduate Business Student Services Association) Breakfast	Del Mar, South Tower, Level 3
	8:45 - 9 am	Conference Welcome and Introduction	Marina Ballroom E, F, G, South Tower, Level 3
	9 - 10 am	Opening Keynote: Steven Levitt	Marina Ballroom E, F, G, South Tower, Level 3
	10 - 10:30 am	Refreshment Break	Marina Ballroom Foyer, South Tower, Level 3
	CONCURRENT SESSIONS I 10:30 - 11:45 am	The Case for Admitting Younger Students	Coronado, South Tower, Level 4
		Crisis Communication and You: How to Help Your School Respond Effectively When a Crisis Looms	Torrance, South Tower, Level 4
The Future of the MBA		Mission Hills, South Tower, Level 3	
Generation 10 GMAT		Cardiff, South Tower, Level 3	
Hot Topics in Diversity		San Diego A, North Tower, Lobby Level	
Marketing Campaign Measurement: Moving From "I Know We're Successful" to "I Know Why We're Successful" (repeated at 3:45 pm)		Marina D, South Tower, Level 3	
Meeting the Demands of Running a Part-Time MBA Program		San Diego B, North Tower, Lobby Level	
A Newcomer's Guide to Evaluating International Transcripts	Balboa, South Tower, Level 3		
Winning the First 30 Seconds (repeated at 3:45 pm)	Del Mar, South Tower, Level 3		

FRIDAY, JUNE 25

	12 - 1:30 pm	Luncheon and TeamMBA Awards Presentation	Marina Ballroom E, F, G, South Tower, Level 3
CONCURRENT SESSIONS II 2 - 3:15 pm		Cases in Managing Challenging Admissions Recruits	Coronado, South Tower, Level 4
		The Challenge of Bologna	Mission Hills, South Tower, Level 3
		The Conversion of Non-Traditional Candidates	Marina D, South Tower, Level 3
		Finding an Extra Hour Every Day: Time, Email, and Technology Management Tips for Busy Professionals	Cardiff, South Tower, Level 3
		How Test-Taking Strategies and Challenges Vary Across Underrepresented Groups (repeated at 3:45 pm)	Torrance, South Tower, Level 4
		Leading in Times of Change: Strategies for Moving from Surviving to Thriving	San Diego A, North Tower, Lobby Level
		Using Improvisation to Improve Your Presentation Techniques	Del Mar, South Tower, Level 3
		Using Social Media in MBA Marketing and Admissions	San Diego B, North Tower, Lobby Level
	3:15 - 3:45 pm	Refreshment Break	Marina Ballroom Foyer, South Tower, Level 3
CONCURRENT SESSIONS III 3:45 - 5 pm		How to Deal With Dominant Big Shots	San Diego A, North Tower, Lobby Level
		How Test-Taking Strategies and Challenges Vary Across Underrepresented Groups (repeat)	Torrance, South Tower, Level 4
		International Mobility in the GMAT Pipeline: Identifying Talent in a Dynamic World	Cardiff, South Tower, Level 3
		Marketing Campaign Measurement: Moving From "I Know We're Successful" to "I Know Why We're Successful" (repeat)	Marina D, South Tower, Level 3
		An MBA Mentoring Program: Making It Work for Part-Time Students	Balboa, South Tower, Level 3
		To Merge or Not to Merge? Examining Administrative Models for MBA Program Offices	San Diego B, North Tower, Lobby Level
		So You Have an Honor Code. Now What?	Coronado, South Tower, Level 4
		Winning the First 30 Seconds (repeat)	Del Mar, South Tower, Level 3
	6:15 pm	Meet for Transportation to Social Event <i>Transportation is provided for your safety and security. Buses will run on a continuous basis. Please remember to wear your conference name badge as it is your ticket into the event.</i>	Hotel Lobby
	6:15 - 9:15 pm	Social Event at San Diego Zoo	

SATURDAY, JUNE 26

	7:30 - 8:45 am	Breakfast	Coronado Terrace, South Tower, Level 4
	7:30 - 8:45 am	Soft Skills Pilot Breakfast	Torrance, South Tower, Level 4
CONCURRENT SESSIONS IV 9 - 10:15 am		50+ Technology Tips and Gadgets	Seaview, South Tower, Lobby Level
		Best Practices in Integrating Corporate Relations	Marina D, South Tower, Level 3
		The Changing Landscape of High-Stakes Test Accommodations	Carlsbad, South Tower, Level 3
		How to Work with International Agents and Institutional Representatives	Balboa, South Tower, Level 3
		Managing and Leading Great Staff and Team Meetings	Del Mar, South Tower, Level 3
		MBA's in Action: Curricular Approaches to Action-Based Learning	Cardiff, South Tower, Level 3
		Women's Leadership: What We Can Learn From Those at the Top	Mission Hills, South Tower, Level 3
	10:15 - 10:45 am	Refreshment Break	Marina Ballroom Foyer, South Tower, Level 3
	10:45 - 11:45 am	12th Annual Martin S. Geisel Speaker Series Closing Keynote: Dean Richard K. Lyons	Marina Ballroom E, F, G, South Tower, Level 3
	11:45 am - 12 pm	Conference Closing	Marina Ballroom E, F, G, South Tower, Level 3