

GRADUATE MANAGEMENT ADMISSION COUNCIL®
ADMISSION DIRECTORS SYMPOSIUM I 2009
BALTIMORE MARRIOTT WATERFRONT HOTEL
THURSDAY, JUNE 18
A G E N D A

8:30 – 9:30 am BREAKFAST GRAND BALLROOM VII, VIII – 3RD FLOOR

9:45 – 11:45 am – WORKSHOPS

THE FUTURE: THE GMAT AND YOU GRAND BALLROOM IV, 3RD FLOOR
Daniel Eyob, Associate Director, GMAT Operations,
Graduate Management Admission Council
Joanna Graham, Associate Director, GMAT Program,
Graduate Management Admission Council
Ashok Sarathy, Director, GMAT Program,
Graduate Management Admission Council

MEDIA SURVIVAL SKILLS GRAND BALLROOM II, 3RD FLOOR
Susan Peterson,
President and CEO, The Communication Center

SOFT SKILLS AND THEIR ROLE IN ADMISSIONS GRAND BALLROOM III, 3RD FLOOR
David Caruso,
Special Assistant to the Dean, Yale College, Yale University

12 – 1 pm LUNCHEON AND DISCUSSION TOPICS GRAND BALLROOM VIII, 3RD FLOOR

1 – 3 pm – WORKSHOPS

MEDIA SURVIVAL SKILLS GRAND BALLROOM II, 3RD FLOOR
Susan Peterson,
President and CEO, The Communication Center

THE EXCEPTIONAL PRESENTER –
OPEN UP! AND OWN THE ROOM GRAND BALLROOM IV, 3RD FLOOR
Tim Koegel, Founder, The Koegel Group

CULTURAL SENSITIVITY IN EVALUATING AN APPLICANT –
THE IMPORTANCE OF GETTING IT RIGHT GRAND BALLROOM III, 3RD FLOOR
Fanny Cheung, Professor of Psychology and
Chairperson, Department of Psychology,
Chinese University of Hong Kong

3:15 – 3:45 pm CLOSING GRAND BALLROOM VII, VIII, 3RD FLOOR

SESSION DESCRIPTIONS

CULTURAL SENSITIVITY IN EVALUATING AN APPLICANT – THE IMPORTANCE OF GETTING IT RIGHT

Cross-cultural research has shown that apart from universal attributes, some personal attributes or soft skills that managers and leaders have are considered more relevant and salient than others, depending on the cultural context. Advances in cross-cultural assessment research also show that to avoid inappropriate decisions, you have to consider cultural relevance and cross-cultural “equivalence” when applying assessment tools or psychological tests that have been developed in one culture to another culture. In this session, we will both examine some of the cross-cultural differences in personal attributes and learn about how to select and use culturally relevant tools and psychological tests that best translate cross-culturally.

THE EXCEPTIONAL PRESENTER: OPEN UP! AND OWN THE ROOM

Are you a public speaker? If you communicate one-on-one, in small groups, interview, leave voice mail messages, talk on the phone or deliver keynote presentations, the answer is YES. This session is designed for anyone who regularly attends networking functions, recruiting or job fairs, or talks to students, alumni, corporate contacts, faculty, or recruiters. During this session you will learn how to effectively use posture, gestures and movement, eye contact, visual aids and voice. You will gain awareness of the power of verbal and non verbal messages. And you will be better prepared to persuade any audience of any size. The session is interactive, fast-paced and entertaining. You will leave the session with communication techniques that you can apply immediately.

THE FUTURE: THE GMAT AND YOU

In this interactive session, speakers will discuss and then seek your expert feedback on several aspects of the GMAT exam. Topics include potentially beneficial new information that GMAC may add to score reports; how you communicate about the GMAT with prospective applicants and how IT might influence what is included in the *GMAT Information Bulletin*; plus a sneak-peek into progress on the Next Generation GMAT exam.

MEDIA SURVIVAL SKILLS

In this fast-paced two-hour session, you will learn essential skills for being your best in any interview setting—from message development to interview preparation. The session covers valuable techniques for creating concise, quotable sound bites, controlling different interview situations, and clearly conveying your key messages. You’ll also gain more advanced tools for managing aggressive questions and maintaining a positive focus regardless of the interview format. Individual and small group exercises will reinforce concepts and allow you to prepare your own messages.

SOFT SKILLS AND THEIR ROLE IN ADMISSIONS

GPA and GMAT scores are valuable when considering a candidate’s application for your program. But what about the more qualitative or personal attributes, also known as soft skills, that can help you evaluate both a candidate’s “fit” within your school’s culture and potential career success? This informative and interactive session offers an overview of assessment approaches available today and the soft skills they are designed to measure. Join in a discussion of additional qualities, traits, and approaches that will help you make the best possible selection decisions.

