

GRADUATE MANAGEMENT ADMISSION COUNCIL®
2007 Professional Development Program



July 29 – August 3
Georgetown University Conference Hotel
 Washington, DC

TENTATIVE AGENDA

<i>Day/Time</i>	<i>Session</i>
Sunday, July 29	
4:00–4:30 p.m.	Registration
4:30–7:00 p.m.	Program Introduction and Group Activity Jett Pihakis
7:00–7:15 p.m.	Welcome Sandy Mitchell
7:15–8:30 p.m.	Dinner
8:30–9:30 p.m.	Post Dinner Networking
Monday, July 30	
7:30–8:30 a.m.	Breakfast
8:30 a.m.–12:00 noon	Differentiate to Win: Branding and Positioning Your MBA Program Marcia K. Armstrong
12:00 noon–1:00 p.m.	Luncheon
1:30–3:00 p.m.	Review of Marketing Collateral Marcia K. Armstrong
3:15–5:30 p.m.	Choosing Marketing Tactics for Your School Jett Pihakis
6:00–7:00 p.m.	Dinner
Tuesday, July 31	
7:30–8:30 a.m.	Breakfast
8:30–10:15 a.m.	What's Different about Millennials? Brian Niles
10:30–12:00 noon	Understanding the GMAT® Exam and Its Validity Kara Owens
12:00 noon–1:00 p.m.	Luncheon
1:30–3:15 p.m.	Active Discovery: Research You Need to Know Rachel Edgington
3:30–5:30 p.m.	Using the Web to Build Relationships and Manage Your Messages Alex L. Brown
6:00–7:00 p.m.	Dinner

<i>Wednesday, August 1</i>	
7:30–8:30 a.m.	Breakfast
8:30 a.m.–11:30 a.m.	Legal Issues Including Legal Cases James F. Rainey
11:30 a.m. –12:00 noon	Screening Candidates for Integrity Jett Pihakis
12:00 noon – 12:15 p.m.	Group Photo
12:15 – 1:00 p.m.	Luncheon
	Afternoon at Leisure
	Dinner
<i>Thursday, August 2</i>	
7:30–8:30 a.m.	Breakfast
8:30–9:30 a.m.	Financial Aid for Admissions Professionals: Strategy and Practice Ann Richards
9:45 a.m. –12:30 p.m.	Developing Cultural Competence in the MBA Environment Craig Storti
12:30–1:30 p.m.	Luncheon
1:30–4:00 p.m.	The Selection Process: Choosing Your MBA Class Janet R. Marks
4:15–5:15 p.m.	Resources for Recruiting and Enrolling Students from Around the World Liz Reisberg
6:00–7:00 p.m.	Dinner
7:00–10:30 p.m.	Moonlight Tour of Washington, D.C.
<i>Friday, August 3</i>	
7:30–8:30 a.m.	Breakfast
8:30 a.m.–12:00 noon	Getting Answers to Questions You Can't Ask! A Fresh Look at Interviewing John B. Molidor
12:00 noon–12:30 p.m.	Wrap Up Jett Pihakis
12:30–1:30 p.m.	Luncheon