

**THURSDAY, JUNE 18**

8 – 10 am	Conference Registration Open	Grand Foyer West Desk – 3rd Floor
8:30 – 9:30 am	Breakfast	Grand Ballroom VII, VIII – 3rd Floor
9:45 – 11:45 am	Admission Directors Symposium Workshops	Grand Ballroom I, II, III, IV – 3rd Floor
	Deputy Admission Directors Symposium Workshops	Grand Ballroom IX, X – 3rd Floor
12 – 1 pm	Admission Directors Symposium Luncheon	Grand Ballroom VIII – 3rd Floor
	Deputy Admission Directors Symposium Luncheon	Grand Ballroom VII – 3rd Floor
1 – 3 pm	Admission Directors Symposium Workshops	Grand Ballroom I, II, III, IV – 3rd Floor
	Deputy Admission Directors Symposium Workshops	Grand Ballroom IX, X – 3rd Floor
3:15 – 3:45 pm	Admission Directors and Deputy Admission Directors Closing	Grand Ballroom VII, VIII – 3rd Floor
3:30 – 8 pm	Conference Registration Open	Grand Foyer West Desk – 3rd Floor
4 – 4:30 pm	Annual Meeting of GMAC Member Schools Sign-In	Grand Ballroom V, VI – 3rd Floor
4:30 – 5:30 pm	Annual Meeting of GMAC Member Schools	Grand Ballroom V, VI – 3rd Floor
6 – 7 pm	First-Time Attendee Networking	Grand Ballroom III, IV – 3rd Floor
6 – 7 pm	Returning Attendee Networking	Grand Ballroom VII, VIII, and IX, X – 3rd Floor
7 – 9 pm	Welcome Reception	Harborside Ballroom C, D, E – 4th Floor

7 am – 5:30 pm	Conference Registration Open	Grand Foyer West Desk – 3rd Floor
7:30 – 8:30 am	Breakfast	Harborside Ballroom C – 4th Floor
7:30 – 8:30 am	DocNet Breakfast	Iron – 4th Floor
7:30 – 8:30 am	Graduate Business Student Services Association (GBSSA) Breakfast	Essex A, B, C – 4th Floor
8:45 – 9 am	Conference Welcome and Introduction	Grand Ballroom V, VI – 3rd Floor
9 – 10 am	Opening Keynote: Marjorie Scardino	Grand Ballroom V, VI – 3rd Floor
10 – 10:30 am	Refreshment Break	Grand Ballroom Foyer – 3rd Floor

**CONCURRENT SESSIONS I  
10:30 – 11:45 am**

DocNet Business Meeting	Kent A – 4th Floor
<b>Ec</b> Employers Talk: Today's Job Market for Business School Graduates	Harborside B – 4th Floor
<b>Ec</b> Going Green With MBA Marketing	Grand Ballroom I, II – 3rd Floor
Insights Into MBA Curricular Innovation	Grand Ballroom VII – 3rd Floor
Leading Today's Teams (repeated)	Dover A, B, C – 3rd Floor
PTE Academic: Another Option for Higher Ed Admissions	Grand Ballroom III, IV – 3rd Floor
<b>Dv</b> Reel-Time™ Scenarios: Case Studies That Explore Your Commitment to Diversity	Essex A, B – 4th Floor
So We've Got a CRM System. Now What?	Grand Ballroom IX, X – 3rd Floor
<b>Ec</b> Social Media on a Limited Budget: Facebook, Twitter, YouTube, Podcasts, and More (repeated)	Laurel A, B – 4th Floor

**FRIDAY, JUNE 19**

**CONCURRENT SESSIONS II  
2 – 3:15 pm**

12 – 1:30 pm	Luncheon	Grand Ballroom V, VI – 3rd Floor
12:30 – 12:50 pm	TeamMBA Award Presentation	Grand Ballroom V, VI – 3rd Floor
Demystifying Job Titles: Evaluating Candidates in Financial Services	Harborside A – 4th Floor	
<b>Ec</b> The Impact of the Global Economy on the MBA Pipeline	Grand Ballroom III, IV – 3rd Floor	
Leading Today's Teams (repeat)	Dover A, B, C – 3rd Floor	
Managing the Emotional State of Today's Student (repeated)	Essex A, B – 4th Floor	
Military Personnel: A Growing MBA Market	Grand Ballroom VII, VIII – 3rd Floor	
<b>Dv</b> Models of Diversity: Exploring Strategies for Success in Your Program	Grand Ballroom IX, X – 3rd Floor	
<b>Ec</b> Social Media on a Limited Budget: Facebook, Twitter, YouTube, Podcasts, and More (repeat)	Laurel A, B – 4th Floor	
Soft Skills and Their Role in Admissions	Grand Ballroom I, II – 3rd Floor	
Time to Degree and the Case for Enhanced PhD Skills Training	Kent A – 4th Floor	

**CONCURRENT SESSIONS III  
3:45 – 5 pm**

3:15 – 3:45 pm	Refreshment Break	Grand Ballroom Foyer – 3rd Floor
<b>Ec</b> Applicant Voices: What Today's Applicants Really Think About the MBA	Harborside B – 4th Floor	
<b>Dv</b> Cultural Sensitivity in Evaluating an Applicant – The Importance of Getting It Right	Grand Ballroom I, II – 3rd Floor	
The Democratization of Student Information: Matching Expectations and Capabilities in Future Student System Development	Dover A, B – 3rd Floor	
Managing the Emotional State of Today's Student (repeat)	Essex A, B – 4th Floor	
Measuring Success in Student Services	Grand Ballroom VII, VIII – 3rd Floor	
Next Generation GMAT Test	Grand Ballroom III, IV – 3rd Floor	
<b>Ec</b> Opportunities in a Struggling Economy	Grand Ballroom IX, X – 3rd Floor	
Thriving in Uncertain Times: Decision Making and Anticipating the Unexpected (repeated)	Laurel A, B – 4th Floor	
To Sell or Not to Sell—Is That the Question?	Harborside A – 4th Floor	

6:30 pm Meet in Great Room, Hotel Lobby, for rides to the social event

7 – 9 pm Friday Night Social Event at the Baltimore Museum of Industry  
Transportation is provided for your safety and security. Buses will run on a continuous round-trip basis from 6:45 – 9:15 pm.

**SATURDAY, JUNE 20**

**CONCURRENT SESSIONS IV  
9 – 10:15 am**

7 am – 12:30 pm	Conference Registration Open	Grand Foyer West Desk – 3rd Floor
7:30 – 8:45 am	Breakfast	Harborside C, D, E – 4th Floor
7:30 – 8:45 am	DocNet Breakfast	Iron – 4th Floor
50+ Great Technology Tips	Essex A, B, C – 4th Floor	
<b>Dv</b> Attracting Your Next Incoming Class: A Segmentation Analysis	Grand Ballroom III, IV – 3rd Floor	
The Future of the MBA: Discuss	Laurel A, B – 4th Floor	
<b>Ec</b> Getting the Most Out of Your Marketing Dollars: Evaluating Your Current Campaign	Grand Ballroom IX, X – 3rd Floor	
Preparing the Perfect Preview Event	Harborside A – 4th Floor	
Recruitment in the Middle East and Africa	Grand Ballroom I, II – 3rd Floor	
Thriving in Uncertain Times: Decision Making and Anticipating the Unexpected (repeat)	Grand Ballroom VII, VIII – 3rd Floor	
10:15 – 10:45 am	Refreshment Break	Grand Ballroom Foyer – 3rd Floor
10:45 – 11:45 am	11th Annual Martin S. Geisel Speaker Series	Grand Ballroom V, VI – 3rd Floor
	Closing Keynote: Sir Ken Robinson	
11:45 am – 12 pm	Conference Closing	Grand Ballroom V, VI – 3rd Floor

**SUGGESTED AUDIENCES**

- ADMISSIONS
- STUDENT SERVICES
- Dv DIVERSITY
- MARKETING
- DOCTORAL
- Ec ECONOMY
- PROGRAM DIRECTORS