

AGENDA AT-A-GLANCE

Unless otherwise noted, all sessions are held in Salon G.

SUNDAY, JULY 27

4:00–4:30 p.m.

Registration – West Lobby

4:30–7:00 p.m.

Fasten Your Seat Belts! (program introduction and group activity)

7:00–8:00 p.m.

Dinner – Faculty Club

8:00–9:00 p.m.

Post-Dinner Networking Hoyas, Georgetown Conference Center

MONDAY, JULY 28

7:30–8:30 a.m.

Breakfast – Center Grill or West Lobby

8:30–11:30 a.m.

Differentiate to Win: Branding and Positioning Your MBA Program

11:30–1:00 p.m.

Luncheon – Faculty Club

1:00–2:30 p.m.

Review of Marketing Collateral

2:45–4:30 p.m.

Choosing Marketing Tactics for Your School

6:00–7:00 p.m.

Dinner – Faculty Club

TUESDAY, JULY 29

7:30–8:30 a.m.

Breakfast – Center Grill or West Lobby

8:30–10:00 a.m.

The Recruiting Revolution

10:15–11:30 a.m.

Understanding the GMAT® Exam and Its Validity

11:30–1:00 p.m.

Luncheon – Faculty Club

1:00–2:15 p.m.

Group Review of Web Sites

2:30–5:00 p.m.

The Exceptional Presenter: Present to Win or Prepare to Lose

6:00–7:00 p.m.

Dinner – Faculty Club

7:15–10:30 p.m.

Moonlight Tour of DC

WEDNESDAY, JULY 30

7:30–8:30 a.m.

Breakfast – Center Grill or West Lobby

8:30–11:00 a.m.

Legal Issues and Legal Cases

8:30–11:00 a.m.

Discussion Group for Participants from Outside the U.S. – Salon B

11:15–11:45 a.m.

Screening Candidates for Integrity

Noon–1:00 p.m.

Luncheon – Center Grill

1:00–2:15 p.m.

Diversity – Focus on Recruitment

2:30–5:00 p.m.

Getting Answers to Questions You Can't Ask! A Fresh Look at Interviewing

6:00–7:00 p.m.

Dinner – Faculty Club

THURSDAY, JULY 31

7:30–8:30 a.m.

Breakfast – Center Grill or West Lobby

8:30–10:00 a.m.

Active Discovery: Research You Need to Know

10:15–12:45 p.m.

The Selection Process: Choosing Your MBA Class

12:45–1:00 p.m.

Go Forth and Conquer! (program wrap-up)

1:00–2:00 p.m.

Lunch – Faculty Club