

AGENDA AND SESSION DESCRIPTIONS

ALL SESSIONS ARE LOCATED IN SALON G

SUNDAY, JULY 26

3:30–4 pm

REGISTRATION – *West Lobby*

4–4:15 pm

WELCOME

AMY ORLOV, Professional Development Specialist, Graduate Management Admission Council

4:15–7 pm

STRENGTHSFINDER: GETTING TO KNOW YOU AND YOUR PDP COLLEAGUES

Improve your effectiveness and work enjoyment with this fun and interactive activity. You'll get to meet your PDP colleagues, learn a little more about yourself, and better understand your professional and personal strengths and how best to apply them when you are back on campus.

NANCE LUCAS, Associate Dean and Associate Professor, New Century College, George Mason University

7–7:30 pm

RECEPTION – *West Lobby*

7:30–9 pm

DINNER – *Faculty Club*

MONDAY, JULY 27

8–9 am

BREAKFAST

Faculty Club (full breakfast choices) or West Lobby (lighter breakfast)

9 am–Noon

DIFFERENTIATE TO WIN: BRANDING YOUR MBA PROGRAM

The key to marketing your program successfully is communicating to potential students about how your program, business school, and university are unique from, and superior to, those of your competitors. This session will provide you with a framework for identifying those differences and help you develop and leverage your brand and positioning. You will learn what branding and positioning are and why you should care, identify the heart of your brand, and explore and refine the positioning of your graduate management program.

MARCI ARMSTRONG, Associate Dean for Graduate Programs, Cox School of Business, Southern Methodist University

Noon–1 pm

LUNCH – *Faculty Club*

1–2:30 pm

REVIEW OF MARKETING COLLATERAL

Armed with new insights about your school’s branding and positioning from the morning session, you will focus on assessing how effectively your own marketing material conveys the heart of your brand and the positioning of your MBA program. You will also have the opportunity to benchmark the best branding and positioning practices of your PDP peers.

MARCI ARMSTRONG, Associate Dean for Graduate Programs, Cox School of Business, Southern Methodist University

(A break will be taken during the session.)

2:30–3 pm

BREAK– *West Lobby*

3–5 pm

WHAT’S UP WITH YOUR WEBSITE?

Let’s discuss specific strategies and tactics to help drive admissions results on your website. You’ll learn about some of the latest research on how the web is being used and what the trends are. We’ll also debunk some popular myths about the web and admissions, demystify the social media landscape, and unpack the ecosystem of an effective institutional web presence that drives admissions outcomes. We’ll end with a lightning round of website critiques provided in real time—by you! This will be informative and fun and you’ll leave with specific, actionable things you can do to your current site to improve effectiveness and outcomes.

TY GLASGOW, President and CEO, BigBad, Inc.

6–7 pm

DINNER – *Faculty Club*

TUESDAY, JULY 28

8–9 am

BREAKFAST

Faculty Club (full breakfast choices) or West Lobby (lighter breakfast)

9–10:30 am

GMAC® PRODUCTS, SERVICES, AND RESEARCH

GMAC has a host of products and tools that help b-schools better understand the market, aid with marketing and recruiting strategies, and reach target audiences. You will be introduced to the suite of products, services, and research GMAC offers and get a user's perspective on how these offerings can help you in your day-to-day operations and higher-level strategies.

BETSY KACIZAK, Member Services Specialist, Graduate Management Admission Council

GLENDALUCAS, Member Services Specialist, Graduate Management Admission Council

10:30–11 am

BREAK – *West Lobby*

11 am–12:30 pm

FACE-TO-FACE RECRUITING, BEST PRACTICES

Our panel of school professionals will explore with you their experiences, best practices, and industry tips about face-to-face recruiting. Areas to be covered include meeting candidates, using alumni and students in recruiting practices, measuring return on investment, budgets, and technology.

JEFF BIEGANEK, Director of Admissions, MBA Programs, Carlson School of Management, University of Minnesota

DAWNA CLARKE, Director of Admissions, The Tuck School of Business at Dartmouth, Dartmouth College

RUDY PINO, Director of Admissions, W. P. Carey School of Business, Arizona State University

STACY POINDEXTER-OWEN, Director of Graduate Business Admissions, Babcock Graduate School of Management, Wake Forest University

JOHN ROEDER, Director of Admissions, Owen Graduate School of Management, Vanderbilt University

12:30 –1:30 pm

LUNCH – *Faculty Club*

2–5 pm

THE EXCEPTIONAL PRESENTER: PRESENT TO WIN OR PREPARE TO LOSE

Sharpen your delivery skills to ensure that students and potential recruiters understand your message and take the actions you want. Average presentation skills bring average results. Exceptional skills bring exceptional results. You will learn to read audiences and gain awareness of verbal and nonverbal messages to help you take your presentations to an exceptional level. You will leave this session with the tools to engage and connect with every audience.

TIM KOEGEL, Founder, Koegel Group

(A break will be taken during the session.)

6–7 pm

DINNER – Faculty Club

7:15–10:30 pm

MOONLIGHT TOUR OF WASHINGTON, DC

Please meet in the hotel lobby by 7:15 to start boarding the bus. The bus will depart at 7:30 sharp.

WEDNESDAY, JULY 29

8–9 am

BREAKFAST

Faculty Club or West Lobby

9 am–Noon

GETTING ANSWERS TO QUESTIONS YOU CAN'T ASK! A FRESH LOOK AT INTERVIEWING

There is no one right way to interview. All successful interviews, however, create situations in which information can be exchanged easily, evaluated fairly, and communicated clearly. The selection interview presents a unique opportunity for you to obtain information about an applicant that is either impossible or impractical to get any other way. How you use the interview becomes critical to your success in selecting your top candidates. This workshop will help you build an effective interview process, learn the latest in interviewing techniques, and increase your interviewing skills. You will be introduced to the S.E.L.E.C.T. interviewing model, and you will practice interviewing skills and discuss ways to enhance your current interviewing process.

JOHN B. MOLITOR, Assistant Dean and Professor, CEO and President, Michigan State University, College of Human Medicine, Flint Campus

(A break will be taken during the session.)

Noon–1 pm

LUNCH – Faculty Club

1–2:30 pm

MANAGING THE BACK OFFICE

Once again, a panel of school professionals will share best practices and lessons learned. Topics for this session will include back office admissions functions, such as managing a wait-list, completing a file, financial aid, CRM systems, and interviews.

PEGGY CONWAY, Director of MBA Admissions, M.J. Neeley School of Business, Texas Christian University

JIM HOLMEN, Director of Admissions, Kelley School of Business, Indiana University

LIBBY LIVINGSTON, Senior Associate Director of Admissions, Goizueta Business School, Emory University

PAUL PINCKLEY, Executive Director of Recruitment, George L. Graziadio School of Business and Management, Pepperdine University

CHRISTINA SHELBY, Assistant Director, MBA Admissions, Columbia Business School, Columbia University

2:30–3 pm

BREAK – West Lobby

3–6 pm

DEVELOPING CROSS-CULTURAL COMPETENCE IN THE MBA ENVIRONMENT

Effective communication with students and colleagues of other world regions is crucial as business schools continue to emphasize their global recruiting efforts.. This workshop is designed to help you better understand people from different cultures, and to provide the skills needed to assist international students in the MBA setting. You will learn how to:

- Differentiate between the norms and values of cultures in other regions
- Identify variations in communication styles
- Recognize culture shock and understand how it affects behavior
- Effectively address intercultural communication issues on the job
- Help international students adjust to living, studying, and working in your country

CRAIG STORTI, Director, Craig Storti and Associates

(A break will be taken during the session.)

6:30–7:30 pm

DINNER – Faculty Club

THURSDAY, JULY 30

8–9 am

MINI GMAT® EXAM AND BREAKFAST

(PLEASE BRING YOUR BREAKFAST FROM THE WEST LOBBY OR HAVE IT IN THE FACULTY CLUB- THE MINI GMAT WILL TAKE APPROXIMATELY 20 MINUTES TO COMPLETE.)

Salon G

9–10:15 am

GMAT: WHAT IS IT AND HOW SHOULD YOU USE IT?

Get an in-depth look at the Graduate Management Admission Test® (GMAT) from several perspectives:

- The *psychometric viewpoint* will explain the computer-adaptive format and measurement error.
- The *student viewpoint* will describe the experience of taking the test, including the content, setting, and preparation.
- The *admission viewpoint* will talk about the use of the test and its validity for predicting performance for different programs and students.

You will have the opportunity to ask anything and everything about the GMAT exam, from how it is made, delivered, and scored, to how the scores should be used. The in-depth GMAT knowledge gained through this workshop will help you answer questions from prospective students, colleagues, faculty members, and your dean.

LARRY RUDNER, Vice President, Research and Development, Graduate Management Admission Council

10:15–10:30 am

BREAK – *West Lobby*

10:30 am–1pm

SELECTION–CRAFTING A CLASS

Many of our PDP themes and topics converge in this highly interactive activity. You will be part of a simulated MBA admissions committee—designed to integrate the week’s teachings—and gain insight into the evaluation process from each other and from experienced admissions professionals.

ERIC CHAMBERS, Director, Key Initiatives, Graduate Management Admission Council

SABRINA WHITE, Member Services Specialist, Graduate Management Admission Council

1–2 pm

BOXED LUNCH AND WRAP-UP – *Salon G*