



# Concurrent Sessions I

Thursday, June 21, 10:45 – noon

## Building Team Cohesion

Chicago X, 5th Floor

How do you build an effective team when you have to do more with less? How do you keep morale high and foster a cohesive environment while managing diverse teams in remote locations? While these struggles are more common now than ever, this highly interactive

session will help you to overcome them. Our presenters will draw upon concepts from organizational climate and team dynamics, and share best practices from decades of experience in building and coaching teams in both the academic and corporate worlds. Come prepared to brainstorm solutions with your colleagues, and walk away with actionable new ways to create the team cohesion necessary to engage all members of your staff.

**Chris Collins**, Senior Coach, Chicago Booth Leadership Development Office, University of Chicago

**Alice Obermiller**, Senior Coach, Chicago Booth Leadership Development Office, University of Chicago



## Idea Lab

Facilitators from Stanford's d.school and the design firm IDEO lead a workshop on ideation and problem-scoping techniques. Learn simple, human-centered methods for making big problems smaller and finding the right ideas to solve them. This session will be a fun way to connect with other attendees, share some laughs, and learn some new tricks.

**Joe Brown**, Business Designer, IDEO  
**Ryan Pripstein**, d.Coach, Hasso Plattner Institute of Design (d.school), Stanford University

Thursday, June 21, from 10:45 – noon; or 2 – 3:15pm; or 3:45 – 5pm; or Friday, June 22, from 9 – 10:15am.  
Superior A&B, 2nd floor

## Fundraising Fundamentals: A Guide to Best Practices in Development

Michigan A, 2nd Floor

Successful university and school fundraising campaigns have financed scholarships, buildings, and faculty chairs. Have you ever wondered what it takes to put together a successful fundraising campaign — and whether your school could do it? Drawing on his lengthy experience in university development, William McGoldrick will introduce the basics of philanthropy, why people give, types of giving, school administrators' roles and responsibilities, and the secrets to a successful conversation about gifts. Targeted to schools that want to start or increase fundraising campaigns, this session will include best practices and benchmarks to help you succeed in philanthropy.

**William McGoldrick**, Principal, Washburn & McGoldrick, Inc.

## Getting the Most Out of Global Partnerships

Chicago IX, 5th Floor

How can your school get the most out of global partnerships and extend relations across the value chain of admissions, program delivery, and career services? Our panelists will share their perspectives on how and why global relationships are established, communicated, and marketed. Targeted to schools just starting international efforts as well as those wanting to strengthen existing relationships, this session provides practical information, tips, and lessons learned from schools with experience in Asia, Europe, and the United States.

**AM Kannan**, Director, Admissions and Financial Aid, Indian School of Business, Hyderabad

**Sun Long**, Vice Director of MBA Program and Executive Director of IMBA Program, School of Management, Fudan University

**Maurizio Poli**, Director, Global Executive Master of Business Administration, and Professor, SDA Bocconi School of Management

**Moderator: Ivan Bofarull**, Global Strategy Advisor, McDonough School of Business, Georgetown University

## The Leadership Edge: Building a Best-in-Class Leadership Development Program (Sponsored by MBA Roundtable)

Mississippi, 2nd Floor

How do you build and execute a successful leadership development program for MBA students? Attend this session to identify key learnings to success drawn from current academic research, case studies from leading MBA programs, and MBA Roundtable survey results. Whether you're just getting started or refining a premier offering, you'll come away with practical ideas.

**Gary Fraser**, Assistant Dean and Executive Director of MBA Career Services, Marshall School of Business, University of Southern California

**Mindy Storrie**, Director of Leadership Development, Kenan-Flagler Business School, University of North Carolina, Chapel Hill

## Reaching the Next Generation of Minority Talent

### Colorado, 2nd Floor

Learn about the unique qualities of the next generation of talent from those who work closely with high-potential underrepresented minorities in high school and college. What are the dynamics of this new generation of prospective students? How do they respond to different forms of communication and marketing? What strategies do organizations employ to attract these young people to their programs and to keep them engaged? How can business schools connect with them early on and entice them to pursue graduate management education? During this session, you may rethink your own marketing and recruitment strategy so that you can delve deeper into the minority talent pipeline.

**Danielle Andrews-Lovell**, External Engagement Director, Ron Brown Scholar Program

**Ric Ramsey**, President and CEO, LEAD Program

**Craig Robinson**, National Director of KIPP Through College, KIPP Foundation

**Moderator: Jett Pihakis**, Vice President, Programs, MLT

## Shortcuts to Success: Using Technology More Effectively

### Chicago VIII, 5th Floor

Maximize your productivity by learning essential shortcuts for working more effectively with technology. With tips and tricks for Windows and MS Office, information portals, smart phones, social media, and the latest apps, this session will save you and your organization valuable time and money.

**James Spellos**, President, Meeting U.

(Repeated at 3:45pm Thursday)

## Using Student Experience Mapping to Improve Your Program

### Michigan B, 2nd Floor

Experience mapping is an innovative research method that traces the journeys customers take as they receive a service from an organization; the goal is to improve customer satisfaction by reducing the journeys' emotional low points and maintaining the highs. In this session, University of Virginia Professor Jeanne Liedtka will illustrate how the Darden School of Business implemented an experience mapping project to explore the student experience. She'll share details on the surprising insights gained and discuss how you might use this approach at your own institution.

**Jeanne Liedtka**, Professor of Business Administration, Darden School of Business, University of Virginia

(Repeated at 2pm Thursday)

## You've Got Questions, We've Got Data: An Introduction to GMAC Research

### Missouri, 2nd Floor

Are you either new to management education or taking on a role that requires greater industry insight? GMAC Research is here to help. Each year GMAC keeps a finger on the pulse of management education by studying prospective students, graduates, alumni, corporate recruiters, and application cycles. This session will get you up to speed on information resources from both the GMAC survey report series and the GMAT exam. Following this session, GMAC researchers will be available at the conference Research Lounge to sift through the data, convert information into actionable plans, and answer your questions.

**Alex Chisholm**, Director, Statistical Analysis, Graduate Management Admission Council

**Laura Leach**, Survey Research Manager, Graduate Management Admission Council

**Gregg Schoenfeld**, Director, Management Education Research, Graduate Management Admission Council

**Michelle Sparkman-Renz**, Director, Research Communications, Graduate Management Admission Council

**Eileen Talento-Miller**, Senior Psychometrician and Research Director, Graduate Management Admission Council

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## Concurrent Sessions I

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# Concurrent Sessions II

Thursday, June 21, 2 – 3:15pm



## The Changing Landscape: What The Rise of Master's Programs in Europe May Mean for You

Mississippi, 2nd Floor

The global tertiary education landscape is undergoing a transformation, due to both the rise of new education destinations and the evolution of new graduate management programs. This session reviews the former trend and focuses in detail on the latter — helping you to better understand the impact of the increasing number of master's programs in Europe as well as the challenges and opportunities these programs will face in the near future. Michael Page, drawing from his current role as provost at Bentley University and his former role as dean at the Rotterdam School of Management, will share his perspective on how the rise of these master's programs may affect graduate management education going forward.

**Michael J. Page**, Provost and Vice President for Academic Affairs, Bentley University

## Current Trends in Graduate Management Education That Have You Rethinking Business as Usual

Chicago IX, 5th Floor

Globalization, program proliferation, and technology are creating a highly competitive landscape and changing the way educational content is created and consumed. In this interactive session, you will rethink the future of graduate management education — sharing ideas on how the market is evolving and what you can do to help your school adapt without losing its unique strengths.

**Margaret Andrews**, Founder, Mind and Hand Associates, LLC, and Associate Dean, Division of Continuing Education, Harvard University

## Diversity by the Numbers: Data on the U.S. Minority Markets That Can Help You Better Build Your Recruitment Strategy

Colorado, 2nd Floor

In many cases, your success in recruiting underrepresented U.S. minorities is measured by your class profile. But the challenge of engaging diverse candidates requires your school to first know the numbers — and then think beyond them to understand what these candidates want and how to connect with them. This informative session will feature GMAT testing, score-sending, and geographic data as well as results from GMAC research surveys to illustrate demographic differences and study preferences of U.S. subgroups. Speakers will also demonstrate the latest GMAC Interactive Research tools and explore recruiting tactics and best practices for engaging diverse candidates.

**Kellie Sauls**, Associate Director of Admissions and Director, Diversity Initiatives and Programming, Darden School of Business, University of Virginia

**Michelle Sparkman-Renz**, Director, Research Communications, Graduate Management Admission Council

## Exploring FERPA and Other Student Privacy Concerns

Missouri, 2nd Floor

Get both updates and guidance from a panel of privacy experts and school professionals on the latest regulations related to the U.S. Family Educational Rights and Privacy Act (FERPA). Panelists will clarify the standards around electronic communications, release of health care information as protected under the Health Insurance Portability and Accountability Act (HIPAA), and student consent requirements. The panel will also clear up common misperceptions about student privacy and answer your questions on what you can and can't do when it comes to student records.

**Dale King**, Director, Family Policy Compliance Office, U.S. Department of Education

**Dee Steidle**, Director of Master's Programs, Graduate School of Business, University of Kansas

**Heidi Wachs**, Director of IT Policy and Chief Privacy Officer, Georgetown University

**Moderator: Allen Brandt**, Corporate Counsel and Chief Privacy Officer, Graduate Management Admission Council

## Fresh Ideas from Industry About Improving Candidate Interviews

Chicago X, 5th Floor

Here's your chance to reinvigorate the way you think about and conduct interviews. A panel of talent recruiters from outside academe will discuss the unique ways their companies evaluate candidates, share their perspectives on interviewing, and answer questions on ways you can incorporate their techniques into your own candidate evaluation process.

**Steve Bean**, Associate Director for North American Talent Supply, Procter & Gamble

**Amy Ross**, Recruiting Expert, McKinsey & Company

**Pamm Toner**, Senior Manager, Talent Acquisition - MBA & Campus Programs, United Airlines

**Moderator: Roxanne Hori**, Associate Dean of Corporate Partnerships, Kellogg School of Management, Northwestern University

(Repeated at 3:45pm Thursday)

## Research Lounge

GMAC researchers will be on hand in the Research Lounge to answer your questions about, among other things, competitive benchmarking opportunities related to GMAC survey participation and GMAT exam usage. Separate learning stations will address three topics: student demand (GMAT test-taker trends and degree interest); industry insight (GMAC survey research and benchmarking opportunities); and the GMAT exam (Integrated Reasoning, new score reports, and the Validity Study Service).

Thursday, June 21, from noon - 5pm and  
Friday, June 22, 9 - 10:45am  
Lobby Level, 3rd Floor

## Power in the Ranks: Understanding Rankings to Boost Your Growth

Michigan A, 2nd Floor

Magazine and newspaper rankings can be both a source of competitive advantage and a giant headache if your school lacks a proactive strategy to manage them. Our presenters will provide a clear, fresh perspective on rankings to help you better understand and thus manage them. They will offer straight talk on why rankings exist and how they came to be, how some of the more popular rankings "work," and what you can do to proactively manage your institution's ranking process.

**Ivan Bofarull**, Global Strategy Advisor, McDonough School of Business, Georgetown University

**Camila de Wit**, Principal, DCWI & Associates, LLC

## Trends in Social Media

Chicago VIII, 5th Floor

Get expert perspectives on current and future trends in social media, including new technologies and best practices from outside higher education. Panelists will share what the trends will mean for your school as you strive to find the best new ways to connect and communicate.

**Marcus Collins**, Director of Social Engagement, Translation LLC

**Tom Hayes**, Vice President and Partner, SimpsonScarborough

**James Spellos**, President, Meeting U.

**Moderator: Soojin Kwon Koh**, Director of Admissions, Ross School of Business, University of Michigan

## Using Student Experience Mapping to Improve Your Program

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**Jeanne Liedtka**, Professor of Business Administration, Darden School of Business, University of Virginia  
(Repeated from 10:45am Thursday)

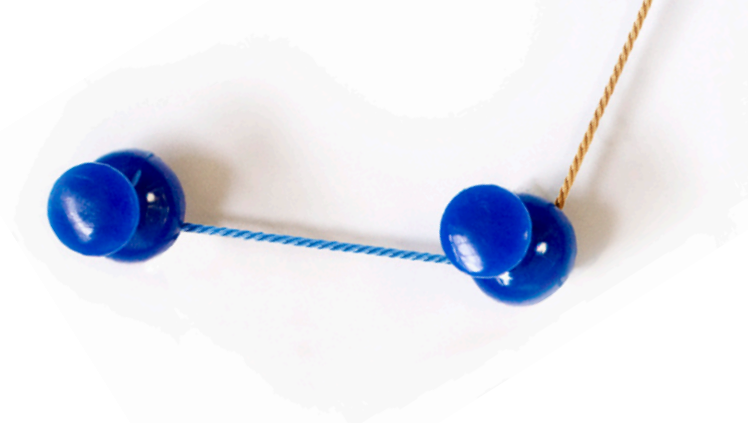
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## Concurrent Sessions II

Thursday, June 21, 2 - 3:15pm

# Concurrent Sessions III

Thursday, June 21, 3:45 – 5pm



## The Admissions Professional's Guide to Career Management

Michigan B, 2nd Floor

Have you been giving some thought to where your career might take you? If so, this session will help you identify steps to create your individual career plan; provide you with career management tools and resources, including how to find a job and network appropriately; and help you understand what career possibilities might be in your future, given the skills and assets you've developed as an admissions professional.

**Dee Clarke**, Vice President, Bank of America Merrill Lynch

**Pamela Welling**, Associate Director, EMBA Career Management, Columbia Business School, Columbia University

## Fresh Ideas from Industry About Improving Candidate Interviews

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**Moderator: Roxanne Hori**, Associate Dean of Corporate Partnerships, Kellogg School of Management, Northwestern University  
(Repeated from 2pm Thursday)

## Making Sense of China and India: An Overview of the B-School Landscape

Mississippi, 2nd Floor

This session will help you understand some of the challenges and opportunities facing graduate management education in China and India. Among other topics, you'll explore global economic, cultural, and social trends; the rise of local business schools; and the roles that the GMAC offices in Hong Kong and India are playing in the region. Targeted to both Asian and non-Asian schools, this session will provide you with key insights into how Chinese and Indian candidates' choices in graduate management education are evolving and how these trends may affect your recruiting efforts in these two countries.

**Srinivasan Raghavan**, Professor, Indian Institute of Management, Bangalore

**Zhiwen Yin**, Associate Dean, School of Management, Fudan University

**Ashish Bhardwaj**, Regional Director, South Asia, Graduate Management Admission Council

**Julia Herries**, Regional Director, APAC, Graduate Management Admission Council

**Moderator: Rick Doyle**, Marketing Manager, MBA Programs, European School of Management and Technology (ESMT)

## GMAT Scores Revealed: An In-Depth Look at GMAT Scores and Percentiles (Including Integrated Reasoning)

Michigan A, 2nd Floor

Is there a "data geek" inside you who wants in-depth details on how GMAT scoring and percentiles work? Are you interested in understanding the new Integrated Reasoning score, which will be available to you as early as next week? Then come and learn about the history, characteristics, and intended use of GMAT scores and percentile rankings. You'll also hear about the design and implementation of the new Integrated Reasoning score and its percentile rankings.

**Fanmin Guo**, Vice President, Psychometric Research, Graduate Management Admission Council

## Managing and Leading Great Staff and Team Meetings

Chicago IX, 5th Floor

Although poorly run meetings are notorious time wasters, well-managed ones are highly effective for keeping both individuals and teams informed and in sync. But great meetings don't happen by accident. If you want your next meeting to be more productive and use up less staff time and resources, get the tools and strategies you need to plan, lead, and manage efficient meetings from this session — back by popular demand from the 2010 GMAC Annual Conference.

**Randall Dean**, President/Speaker/Trainer,  
Randall Dean Consulting & Training, LLC  
(Repeated at 9am Friday)

## Idea Lab

Facilitators from Stanford's d.school and the design firm IDEO lead a workshop on ideation and problem-scoping techniques. Learn simple, human-centered methods for making big problems smaller and finding the right ideas to solve them. This session will be a fun way to connect with other attendees, share some laughs, and learn some new tricks.

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## Shortcuts to Success: Using Technology More Effectively

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Maximize your productivity by learning essential shortcuts for working more effectively with technology. With tips and tricks for Windows and MS Office, information portals, smart phones, social media, and the latest apps, this session will save you and your organization valuable time and money.

**James Spellos**, President, Meeting U.  
(Repeated from 10:45am Thursday)

## Success Stories in Diversity Recruitment

Colorado, 2nd Floor

Join us for a lively discussion with colleagues whose programs have succeeded in recruiting women, underrepresented minorities, and LGBT populations. These speakers will share best practices, common challenges, and the secrets to their success — many of which may surprise you!

**Kathryn Bezella**, Director of Strategy and Internal Communications, The Wharton School, University of Pennsylvania

**Willie Green**, Assistant Director of Diversity Initiatives, The Fuqua School of Business, Duke University

**Stacy Poindexter Owen**, Director of Graduate Admissions, School of Business, Wake Forest University

**Nsombi Ricketts**, Director, Office of Diversity and Inclusion, The Samuel Curtis Johnson Graduate School of Management, Cornell University

**Moderator: Gabriela Snyder**, Professional Education and Training Consultant, Graduate Management Admission Council

## Using GMAT Test Prep to Expand Your Applicant Pool

Missouri, 2nd Floor

This session will explore a few of the many ways schools are using GMAT prep to both attract more candidates and prepare them for the demands of graduate management education. Whether it's a partnership with a GMAT prep center or an in-house offering, GMAT prep programs can be used to reach new applicants and potentially increase the size and quality of your applicant pool. Panelists will discuss their program or partnership structure, how they develop and promote it, the resources such initiatives require, and the programs' overall success. You'll also be able to ask questions and get advice on how to partner with or create a GMAT prep program that's right for you.

**Oliver Ashby**, Senior Manager, Recruitment and Admission, London Business School

**Louise Ditchey**, Administrative Director of Graduate Programs, Graduate School of Management, Kent State University

**Toby McChesney**, Assistant Dean of Graduate Recruiting and Student Services, J. Mack Robinson College of Business, Georgia State University

**Moderator: Eric Chambers**, School Research and Relations Director, Americas, Graduate Management Admission Council

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## Concurrent Sessions III

Thursday, June 21, 3:45 – 5pm



# Concurrent Sessions IV

Friday, June 22, 9 – 10:15am

## Beyond the Traditional: Innovative Models for Identifying Talent

Chicago IX, 5th Floor

This session will provide a fresh perspective on candidate assessment processes that go beyond the usual application essays, recommendation letters, and official admissions interviews. The panelists' schools are using inventive techniques such as multiple mini-interviews, PowerPoint presentations, and group interviewing. They will share why they decided to make changes in their admissions processes, what information these new methods provide, and the results they've obtained. The panel's moderator will provide his perspectives on corporate recruiting and how assessing talent in admissions and calibrating the right competencies can prove critical to successful placement and career management.

**Kurt Ahlm**, Associate Dean of Student Recruitment and Admissions, Booth School of Business, University of Chicago

**Sun-Joo Hong**, MBA Director, Graduate School of Business, Yonsei University

**Kien (Ken) Trinh**, Associate Clinical Professor and Chair, MD Program Admissions, DeGroote School of Medicine, McMaster University

**Moderator: Javier Muñoz Parrondo**, Director of Career Services, IESE Business School

## A Cross-Industry Perspective on Recruiting Women

Chicago VIII, 5th Floor

Join us for a chance to talk to representatives from industries outside of finance and consulting that — despite traditionally struggling to recruit women — have successfully used partnerships and innovative programs to develop a talent pipeline over time. You'll hear their fresh ideas about pipeline development education, marketing, and retention and discuss best practices you can use to expand the pool of qualified women in your programs.

**Marcia Keegan**, Vice President, Production, ESPN

**Gabriela Marcu**, PhD Student, Human Computer Interaction Institute, School of Computer Science, Carnegie Mellon University

**Frank McKay**, Advisor, HR Strategic Sourcing, Hess Corporation

**Kim Warren-Martin**, Co-Manager, Global Diversity and Inclusion, Intel Corporation

**Moderator: Elissa Sangster**, Executive Director, Forte Foundation

## An Inside Track on the GMAC Soft Skills Assessment

Michigan A, 2nd Floor

Now more than ever, employers are expecting business programs to deliver graduates who have not only mastered management concepts but also possess key interpersonal, communication, and leadership skills. To help you help students develop these soft skills, GMAC has been using the collective information provided by schools, corporations, and experts in the field to develop a soft skills solution in concert with Hogan Assessments. By attending this interactive session, you can learn more about the assessment, the competencies it measures, and accompanying resources included with this platform.

**Eric Chambers**, School Research and Relations Director, Americas, Graduate Management Admission Council

**Andrew Martelli**, Vice President, Product Development, Graduate Management Admission Council



## Research Lounge

GMAC researchers will be on hand in the Research Lounge to answer your questions about, among other things, competitive benchmarking opportunities related to GMAC survey participation and GMAT exam usage. Separate learning stations will address three topics: student demand (GMAT test-taker trends and degree interest); industry insight (GMAC survey research and benchmarking opportunities); and the GMAT exam (Integrated Reasoning, new score reports, and the Validity Study Service).

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Lobby Level, 3rd Floor

## Insights Into New Data on Curricular Innovation (Sponsored by MBA Roundtable)

Chicago X, 5th Floor

Join the MBA Roundtable for an in-depth look at results from the 2012 Curricular Innovation Study, a survey conducted just this spring of more than 250 MBA programs. You'll gain insights into recent changes to core curricular delivery and course offerings; best practices in managing the curricular change process; and the latest hot topics, specializations, and co-curricular initiatives. You can use the data immediately to inform and support your own efforts to change your curriculum.

**Roy Hinton**, Associate Dean, Executive Programs, School of Management, George Mason University

**Carleen Kerttula**, Executive Director, MBA Roundtable

## Managing and Leading Great Staff and Team Meetings

Missouri, 2nd Floor

Although poorly run meetings are notorious time wasters, well-managed ones are highly effective for keeping both individuals and teams informed and in sync. But great meetings don't happen by accident. If you want your next meeting to be more productive and use up less staff time and resources, get the tools and strategies you need to plan, lead, and manage efficient meetings from this session — back by popular demand from the 2010 GMAC Annual Conference.

**Randall Dean**, President/Speaker/Trainer, Randall Dean Consulting & Training, LLC

(Repeated from 3:45pm Thursday)

## Social Media, Digital Marketing, and the China Pipeline

Mississippi, 2nd Floor

China represents one of the fastest growing markets for graduate management candidates in the world. With 500 million of its citizens online, implementing a successful social media and digital marketing campaign is critical to attract Chinese talent to your program. Join a Chinese social media expert who runs a local agency in China and the vice president of web strategy at GMAC to learn how the Chinese navigate through localized social media channels, how Chinese cultural implications affect decisions to purchase, and how your school can begin to engage a Chinese customer base directly with success. They will present best practice examples, including how GMAC successfully launched its digital presence in China using local expertise and local digital media channels.

**Andrew Collins**, CEO, Mailman

**David Moldavsky**, Vice President, Web Strategy and Operations, Graduate Management Admission Council

## Who's Hiring Your Graduates?

Colorado, 2nd Floor

Find out how to meet current industry demands as you recruit future classes. Using a combination of GMAC research and insights from career management professionals, this session will uncover what recruiters say about the graduate management education job market, including what they want from schools. We will also discuss how recruiters' needs compare to the expectations of prospective students and this year's graduating class.

**Julie Morton**, Associate Dean, Career Services and Corporate Relations, Booth School of Business, University of Chicago

**Gregg Schoenfeld**, Director, Management Education Research, Graduate Management Admission Council

**Pamela Welling**, Associate Director, EMBA Career Management, Columbia Business School, Columbia University

**Moderator: Betsy Kacizak**, Professional Education and Training Senior Manager, Graduate Management Admission Council

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## Concurrent Sessions IV

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