



THE MBA TOUR
Your future begins here

Graduate
Management
Admission
Council™

John Lim

Booth School of Business

The MBA Tour Supports Strong, Quality Connections

The MBA Tour has a long-standing relationship with the University of Chicago Booth School of Business. When the tour moved online in 2020, John Lim, an admissions officer, was worried. Would the virtual tour offer the same quality experience? Would he meet right-fit prospective students?

As it turns out, he had nothing to worry about. John was able to meet and build relationships with prospective students in the small-group, virtual environment. And he was able to meet high quality candidates from inside and outside the US.

Quality candidates from around the world

"As a US-based school in the Midwest, there is often a physical or financial obstacle for visiting the campus," even during non-pandemic times, John pointed out. "It gives us an opportunity to meet students that we otherwise wouldn't have the chance to see. Students can join us from rural areas, from different areas around the world. Parents with three kids can join us."

"In terms of having access to high quality candidates, in terms of being able to better understand our international prospect students, the MBA Tour is a great resource."

If you are interested in learning more about The MBA Tour and our product features, click [here](#).

Stronger connections in small groups

The small group interaction is the biggest value add for John. The MBA Tour was “able to maintain that feeling of authenticity and connection,” John noted. “Being able to have students message you on the platform encourages students to share their stories. For us, that granular interaction is one of the biggest highlights of the virtual setting.”

Conversations reveal opportunity

Those conversations also allow John to demystify the application and student experience. “Sometimes there’s a lot of impostor syndrome when it comes to applying to top MBA programs,” John said, “and a lot of the messaging that we get is, ‘I had never thought I would be even a viable candidate for Booth until I went to an event like The MBA Tour and learned more about the school.’”

Outstanding levels of preparation

“The level of preparation and support stands out,” John said. “The MBA Tour makes sure that your job, which is connecting with students, is the job you’re able to focus on.” John also appreciates how well The MBA Tour prepares students. They arrive with thoughtful questions, allowing for richer conversations.

On average,

49%

of attendees said they are now considering schools that they had not explored before the tour

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