



THE MBA TOUR
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Meet-Ups and MBA Talks During the Virtual MBA Tour Directly Support This School's Recruitment

Tomofumi Nishida, Deputy Director of the IESE Business School at the University of Navarra, has his work cut out for him. The school is based in Barcelona, he's based in Tokyo, and he covers MBA recruitment for the Middle East and all of Asia.

With such a broad geographical reach, his priority is to meet business school candidates who want to apply in the near future, are fluent in English and have at least three years of work experience.

Meet-ups and MBA Talks are helping him reach his recruitment goals. In fact, some of the candidates he met during the virtual MBA Tour in 2020 are currently enrolled in classes.

Meet-ups offer a big advantage

The MBA Tour is an initial way for candidates to learn more about IESE and meet-ups are critical to getting to know each other.

"I like almost everything about the meet-ups," Tomofumi shared, "because we can meet with up to six people during one 25-minute slot.

Other fair providers might have a similar length session, but the number of people you meet could be quite small, like one or two.

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"Meeting a small group in one session is a big advantage for us. I'll start with a self-introduction, introduce IESE, and then ask everyone to ask me any questions. Perhaps if this was a one-to-one session, they may feel less comfortable asking questions and the session could be shortened. But as long as we

have up to six people, we could make the most of 25 minutes.”

Once Tomofumi meets with candidates during a meet-up, he invites them to IESE events, including one-to-one discussions and other fairs.

MBA Talks with alumni have been successful

GMAC research has shown that business school candidates love to hear from other students and alumni. Because of the virtual format, IESE began inviting alumni to participate in their MBA Talks.

“Before COVID-19, one of the advantages of the in-person tour was the possibility to bring alumni to talk to candidates,” Tomofumi pointed out. “We decided to prioritize the use of alumni, and it has been quite successful. Although I’m also one of the alumni, candidates may feel much more comfortable talking with other alumni when it comes to getting an MBA at IESE.”

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Targeted outreach post-tour

Tomofumi has developed a very targeted outreach strategy to candidates who sign up but don’t attend a tour event. Because he is allowed to send only one email after the tour, “we have to pay attention to timing,” Tomofumi said. “It doesn’t make so much sense to contact them right after the fair if we don’t have any near-future events. And I don’t think they’re ready to have a one-to-one conversation with me. Instead, I invite them to an IESE group session one or two weeks before” the event takes place.

Combined, all three strategies have paid off. Tomofumi reported that there are no differences between conversion rates from the in-person versus virtual MBA Tour.

To hear Tomofumi’s full 15-minute solution story visit:

<https://www.gmac.com/reach-and-recruit-students/gmac-connect/marketing-advice-and-best-practices>