



## 2023 Agenda

### EMBAC Marketing and Admissions Program

#### ***SUNDAY, MARCH 19***

Arrival/check in at Moran CityCenter Hotel – 800 Sorella Court, Houston, TX 77024

#### ***MONDAY, MARCH 20***

##### **7:00 am – 8:15 am**

Registration Room 215 – Mays Business School CityCenter Three Facility, 842 W. Sam Houston Pkwy, N Suite 200. Houston, TX 77024

##### **7:30 am – 8:15 am**

Breakfast

##### **8:30 am – 9:45 am**

SETTING THE STAGE: PROGRAM & PARTICIPANT INTRODUCTIONS

Marci Armstrong, Faculty Director, EMBAC Marketing and Admissions Program, and Director, Brierley Institute for Customer Engagement, Brierley Endowed Professor, Cox School of Business, Southern Methodist University

##### **9:45 am – 10:30 am**

FINDING THE HEART OF YOUR BRAND

Marci Armstrong, Faculty Director

##### **10:30 am – 10:45 am**

Refreshment Break

##### **10:45 am – 11:45 am**

POSITIONING YOUR PROGRAM FOR PROSPECTIVE EMBA's

Marci Armstrong, Faculty Director

##### **11:45 am – 12:45 pm**

REVIEWING YOUR EMBA WEBSITE

Marci Armstrong, Faculty Director

##### **12:45 pm – 1:45 pm**

Lunch

##### **2:00 p.m. – 3:00 p.m.**

ADMISSIONS SUCCESS: DIGITAL MARKETING AND SOCIAL MEDIA

Marci Armstrong, Faculty Director



## 2023 Agenda

### EMBAC Marketing and Admissions Program

#### ***MONDAY, MARCH 20 Continued***

**3:00 pm – 3:15 pm**

Refreshment Break

**3:15 pm – 5:15 pm**

CRAZY GOOD INTERVIEWING (EVEN REMOTELY)! A FRESH LOOK AT THE EMBA INTERVIEW PROCESS

John B. Molidor, Professor Emeritus, Michigan State University, College of Human Medicine

**Dinner on Own**

#### ***TUESDAY, MARCH 21***

**7:00 am – 7:45 am**

Breakfast

**8:00 am – 8:30 am**

FRAME OF REFERENCE – THE POWER OF CONTEXT

Michael Desiderio, Executive Director, EMBAC

**8:30 am – 10:30 am**

BUILDING A MANAGEABLE YET ENGAGING CONTENT STRATEGY FOR PROSPECTS

Angela Bostick, Chief Marketing and Communications Officer, The Wharton School

**10:30 am – 10:45 am**

Refreshment Break

**10:45 am – 11:45 am**

THE RECRUITING EDGE: TOOLS AND RESOURCES FROM GMAC

Kailin Burns, Senior Manager, Market Development, Americas, GMAC

**11:45 am – 1:00 pm**

Lunch

**1:00 pm – 3:00 pm**

ADMISSIONS SUCCESS: STRATEGY, METRICS AND TACTICS

Marci Armstrong, Faculty Director



## 2023 Agenda EMBAC Marketing and Admissions Program

### *TUESDAY, MARCH 21 Continued*

**3:00 pm – 3:15 pm**

Refreshment Break

**3:15 pm – 5:15 pm**

KEEPING IT ALL AFLOAT: EMBA ADMISSIONS 2023

Marci Armstrong, Faculty Director

**Dinner On Own**

### *WEDNESDAY, MARCH 22*

**6:45 am – 7:45 am**

Breakfast

**8:00 am – 10:00 am**

ADMISSIONS SUCCESS: CHOOSING YOUR EMBA CLASS

Marci Armstrong, Faculty Director