



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 – 9:00 am

EMBAC – A FRAME OF REFERENCE

Michael Desiderio, Executive Director, EMBAC

9:00 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

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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

7:30 am – 8:15 am

Breakfast

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

Eric Chambers, Director, 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

THE NEW NORMAL: A POST-PANDEMIC CASE STUDY OF CHALLENGES AND SUCCESSES

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