

2024 Agenda

EMBAC Marketing and Admissions Program

SUNDAY, MARCH 17

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

MONDAY, MARCH 18

Breakfast on own at hotel (included in room rate)

7:00 am – 8:00 am

REGISTRATION – 2nd floor of CityCenter Three Building , 842 W. Sam Houston Pkwy, N Suite 200 – May’s Business School, Houston, TX 77024 (Across street from the Moran Hotel)

8:00 am – 8:30 am

FRAME OF REFERENCE – THE POWER OF CONTEXT
Michael Desiderio, Executive Director, EMBAC

8:30 am – 9:15 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

9:15 am – 10:00 am

FINDING THE HEART OF YOUR BRAND
Marci Armstrong, Faculty Director

10:00 am – 10:15 am

Refreshment Break

10:15 am – 11:15 am

POSITIONING YOUR PROGRAM FOR PROSPECTIVE EMBA’s
Marci Armstrong, Faculty Director

11:15 am – 12:15 pm

ADMISSIONS SUCCESS; DIGITAL MARKETING AND SOCIAL MEDIA
Marci Armstrong, Faculty Director

12:15 pm – 1:15 pm

Lunch

2024 Agenda EMBAC Marketing and Admissions Program

MONDAY, MARCH 18 Continued

1:15 pm – 3:15 pm

BUILDING A MANAGEABLE YET ENGAGING CONTENT STRATEGY FOR PROSPECTS
Chanelle Darden, Sr Director of Brand Content & Strategy, The Wharton School

3:15 pm – 3:30 pm

Refreshment Break

3:30 pm – 4:30 pm

REVIEWING YOUR EMBA WEBSITE
Marci Armstrong, Faculty Director

Dinner on Own

TUESDAY, MARCH 19

Breakfast on own at hotel (included in program rate)

8:00 am – 10:00 am

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

10:00 am – 10:15 am

Refreshment Break

10:15 am – 12:15 pm

ADMISSIONS SUCCESS: STRATEGY, METRICS AND TACTICS
Marci Armstrong, Faculty Director

12:15 pm – 1:15 pm

Lunch

1:15 pm – 2:15 pm

THE RECRUITING EDGE: TOOLS AND RESOURCES FROM GMAC
Eric Chambers, Market Development Director, Americas, GMAC



2024 Agenda EMBAC Marketing and Admissions Program

TUESDAY, MARCH 19 Continued

2:15 pm – 4:30 pm (includes refreshment break)
KEEPING IT ALL AFLOAT: EMBA ADMISSIONS 2024
Marci Armstrong, Faculty Director

Dinner On Own

WEDNESDAY, MARCH 20

Breakfast on own at hotel (included in program rate)

8:00 am – 10:00 am
ADMISSIONS SUCCESS: CHOOSING YOUR EMBA CLASS
Marci Armstrong, Faculty Director