

## 2022 Agenda

### EMBAC Marketing and Admissions Program

#### ***SUNDAY, MARCH 20***

Arrival at Hotel

#### ***MONDAY, MARCH 21***

**7:00 am – 8:15 am**

Registration

**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

## 2022 Agenda

### EMBAC Marketing and Admissions Program

#### ***MONDAY, MARCH 21 Continued***

**3:00 pm – 3:15 pm**

Refreshment Break

**3:15 pm – 5:15 pm**

BUILDING A MANAGEABLE YET ENGAGING CONTENT STRATEGY FOR PROSPECTS

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

**6:00 p.m.**

DINNER

#### ***TUESDAY, MARCH 22***

**7:30 am – 8:15 am**

Breakfast

**8:30 am – 10:30 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

**10:30 am – 10:45 am**

Refreshment Break

**10:45 am – 12:45 am**

ADMISSIONS SUCCESS: STRATEGY, METRICS AND TACTICS

Marci Armstrong, Faculty Director

**12:45 pm – 1:45 pm**

Lunch

**2:00 pm – 3:00 pm**

THE EXECUTIVE ASSESSMENT AND OTHER GMAC RESOURCES TO HELP YOU IDENTIFY, RECRUIT, AND ASSESS TALENT

Eric Chambers, Market Development Director, Americas, GMAC



## 2022 Agenda EMBAC Marketing and Admissions Program

### *TUESDAY, MARCH 22 Continued*

**3:00 pm – 3:15 pm**

Refreshment Break

**3:15 pm – 5:15 pm**

THE NEW NORMAL: A CASE STUDY OF COVID-19 AND BEYOND

Marci Armstrong, Faculty Director

**6:00 p.m.**

DINNER

### *WEDNESDAY, MARCH 23*

**6:45 am – 7:45 am**

Breakfast

**8:00 am – 10:00 am**

ADMISSIONS SUCCESS: CHOOSING YOUR EMBA CLASS

Marci Armstrong, Faculty Director