

## **2026 Agenda** **EMBAC Marketing and Admissions Program**

### ***SUNDAY, MARCH 15***

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

### ***MONDAY, MARCH 16***

Continental Breakfast buffet at hotel is included with your sleeping room.  
Full breakfast buffet is available for additional charge on your own.

#### **7:00 am – 8:00 am**

REGISTRATION – 2<sup>nd</sup> 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 STUDENTS  
Marci Armstrong, Faculty Director

#### **11:15 am – 12:15 pm**

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

## **2026 Agenda EMBAC Marketing and Admissions Program**

### ***MONDAY, MARCH 16 Continued***

**12:15 pm - 1:15 pm**

Lunch

**1:15 pm - 3:15 pm**

THE BLUEPRINT FOR CREATING AN AUTHENTIC SOCIAL MEDIA PRESENCE

Jenny Fowler, Director of Social Media Strategy, MIT

**3:15 pm - 3:30 pm**

Refreshment Break

**3:30 pm - 4:30 pm**

REVIEWING YOUR WEBSITE

Marci Armstrong, Faculty Director

**Dinner on Own**

### ***TUESDAY, MARCH 17***

Continental Breakfast buffet at hotel is included with your sleeping room.

Full breakfast buffet is available for additional charge on your own.

**8:00 am - 9:30 am**

START SMALL, SEE RESULTS: AI FOR EVERYDAY WORK

Michael Alexander, Assistant Dean for Graduate Programs, Texas A&M University

**9:30 am - 9:45 am**

Refreshment Break

**9:45am - 12:15 pm**

ADMISSIONS SUCCESS: STRATEGY, METRICS, AI AND OTHER TACTICS

Marci Armstrong, Faculty Director

**12:15 pm - 1:15 pm**

Lunch

## 2026 Agenda EMBAC Marketing and Admissions Program

### ***TUESDAY, MARCH 17 Continued***

**1:15pm – 2:15 pm**

THE RECRUITING EDGE: TOOLS AND RESOURCES FROM GMAC  
Kailin Burns, Director, Market Development, Americas, GMAC

**2:15 pm – 4:30 pm** (includes refreshment break)

KEEPING IT ALL AFLOAT: ADMISSIONS 2026  
Marci Armstrong, Faculty Director

### **Dinner On Own**

### ***WEDNESDAY, MARCH 18***

Continental Breakfast buffet at hotel is included with your sleeping room.  
Full breakfast buffet is available for additional charge on your own.

**8:00 am – 10:00 am**

ADMISSIONS SUCCESS: CHOOSING YOUR CLASS  
Marci Armstrong, Faculty Director