

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 – 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 STUDENTS
Marci Armstrong, Faculty Director

11:15 am – 12:15 pm

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

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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



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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