

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

12:15 pm – 1:15 pm

Lunch

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MONDAY, MARCH 16 Continued

1:15 pm – 3:15 pm

BUILDING AN ENGAGING CONTENT STRATEGY
TBD

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

1:15 pm – 2:15 pm

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

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TUESDAY, MARCH 17 Continued

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

KEEPING IT ALL AFLOAT: ADMISSIONS 2025

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