



Marisa Morgan

Associate Director of Graduate Admissions, Boston University

How Boston University Builds Their Candidate Pipeline at MBA Tour Events

Marisa Morgan, Associate Director of Graduate Admissions at Boston University (BU), participates in The MBA Tour events to build the program's pipeline of candidates. "We don't expect people to apply within the year," she explained. "We want to engage with and advise people at the fairs, and then continue to engage with them after the event until they are ready to apply."

Here are her top five tips for a successful event.

Show that you are engaged

Much of in-person event success is based on body language. "I don't sit down," Marisa said, "I put my phone away, and I am present for the fair. If people don't see that you are engaged, they're not going to come by your table."

Gather small groups

Marisa tries to speak to as many people at a time as possible. She gathers

everyone into a small group, introduces the program, and answers their questions (which are often the same from one person to the next).

Invite a current student or alum

"If you can, have a current student or alum at the table with you," Marisa suggests. "Alums are great when you're traveling to another city. It shows your school's reach and where your alums end up. And you have a second person who can talk to others."

Tailor your message based on the person's journey

In Marisa's experience, the people who attend MBA Tours are either at the very beginning of the journey or are ready to apply.

For those who are just starting to explore business school, Marisa asks about their career aspirations and interests. "I might talk to them about our MBA or a specialized master's program," she said. "Or I might say, 'Well, we don't have a program that will help you in your career, but the school at that table does.'"

People who are further along in their journey attend because they have a list of schools they want to apply to. They come with specific questions for the admission team or simply want to introduce themselves, so they are remembered when their application is

submitted. These conversations often happen during a Meet Up.

Follow up after the event

"It's all about the follow up," Marisa proclaimed, "both for the people we meet and those who registered but we didn't meet. For those we meet, we offer application fee waivers and give them the next step to engage with us. For those I have deeper conversations with, I do a separate, more personalized outreach. For example, I might intro them to the faculty member who directs the program they are interested in."

Over the years, the BU admissions team has taken advantage of all event options the tour offers. Though they know that MeetUps work best for their program, Marisa suggests that schools who are new to the Tour try every option to see what generates the most traffic.

"It's all about the follow up"

To hear Marisa's solution story visit:

[Marisa's Story](#)