

Graduate
Management
Admission
Council™

GMAC Connect Presents: Elevate Your Recruitment Strategy with GMAC Tours

November 7, 2023



Meet Your Presenters



Paula McKay - Facilitator
Director, Client Success
*Sales Solutions, GMAC
Connect*



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Senior Director, *GMAC Tours*
*Graduate Management
Admission Council*



Cassie Streich
Associate Director of
Graduate Admissions,
*Emory University, Goizueta
Business School*

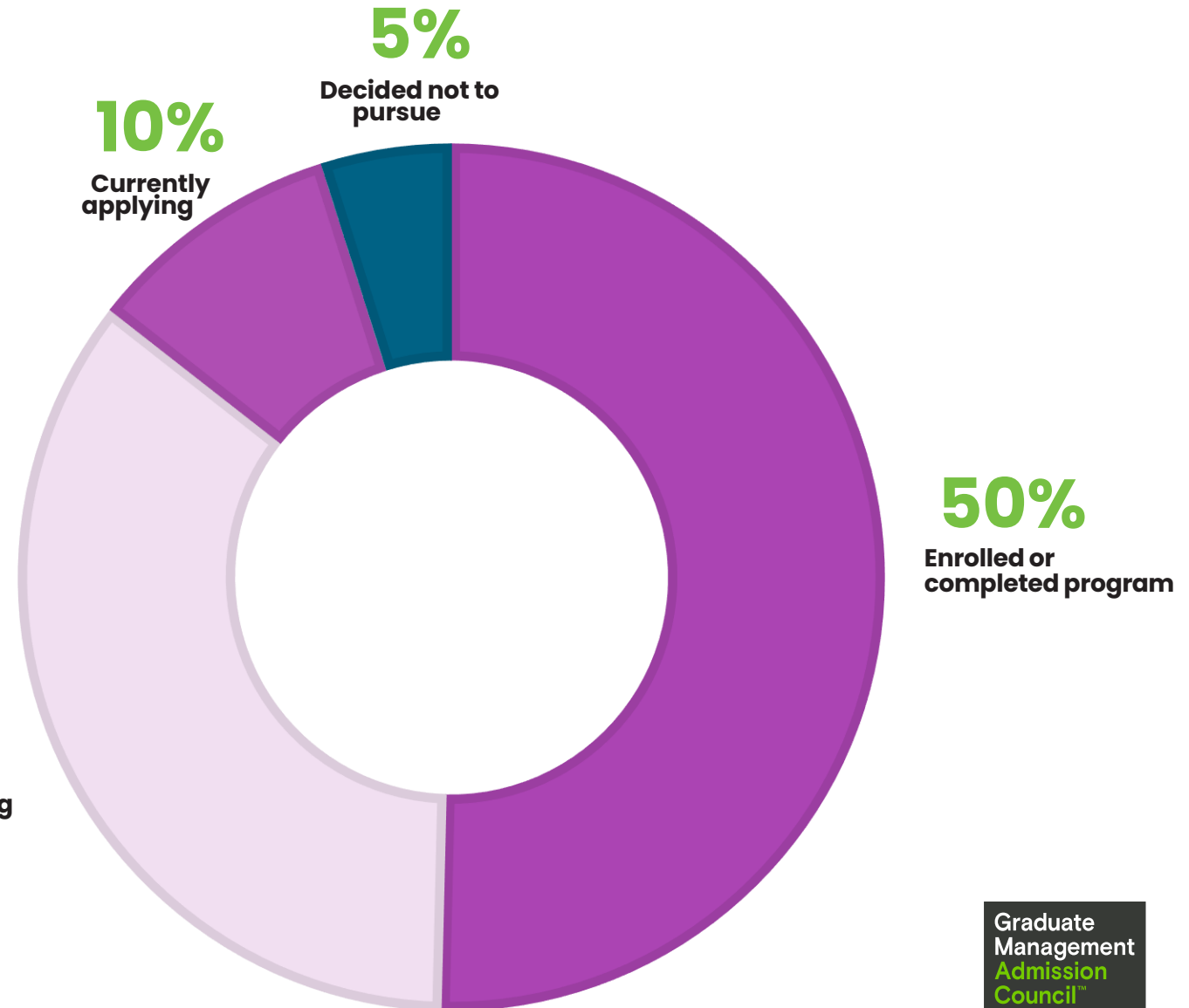
Agenda

- 1** Global candidate trends and insights from 'on-the-road'
- 2** How to tailor your recruitment event strategy to maximize your ROI
- 3** Enhanced opportunities to join GMAC Tours in 2024
- 4** Q&A

You will meet your next class with GMAC Tours

Our events attract qualified candidates who are well prepared and ready to apply. We also support candidates earlier in their journey with content designed to meet their unique needs.

We asked attendees from our events in 2021 & 2022 where are they now...







Attendee Demographics

11k

Summer/Fall Attendees

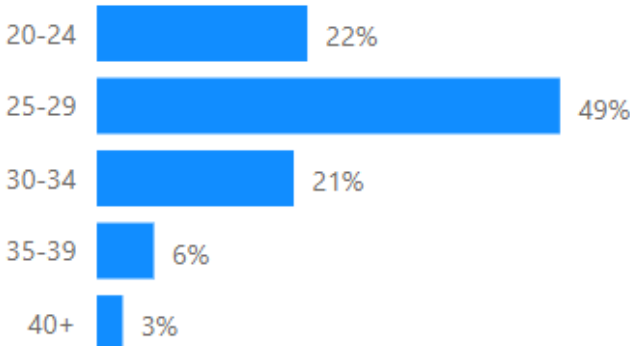
50

In-Person Events

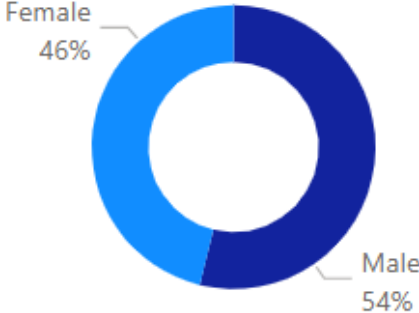
7

Virtual Events

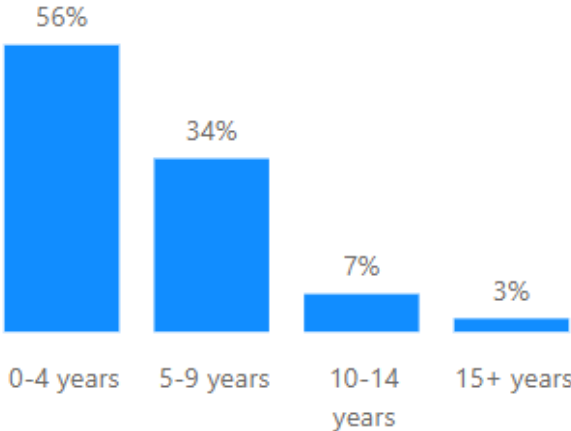
Age Group



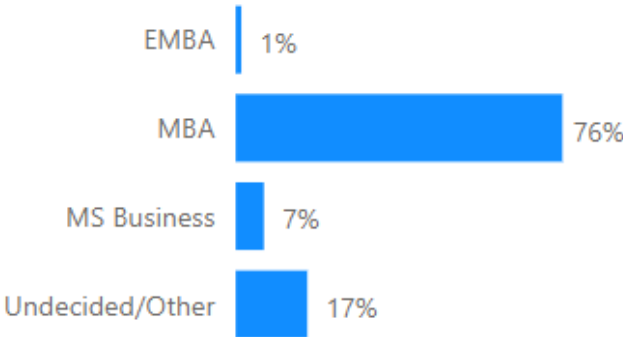
Gender



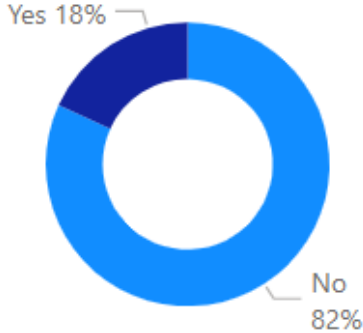
Work Experience



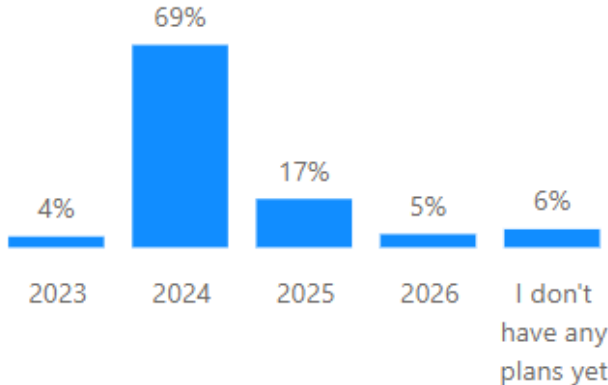
Program Type



Taken GMAT?

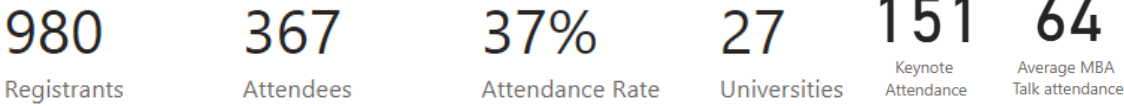


Program Start

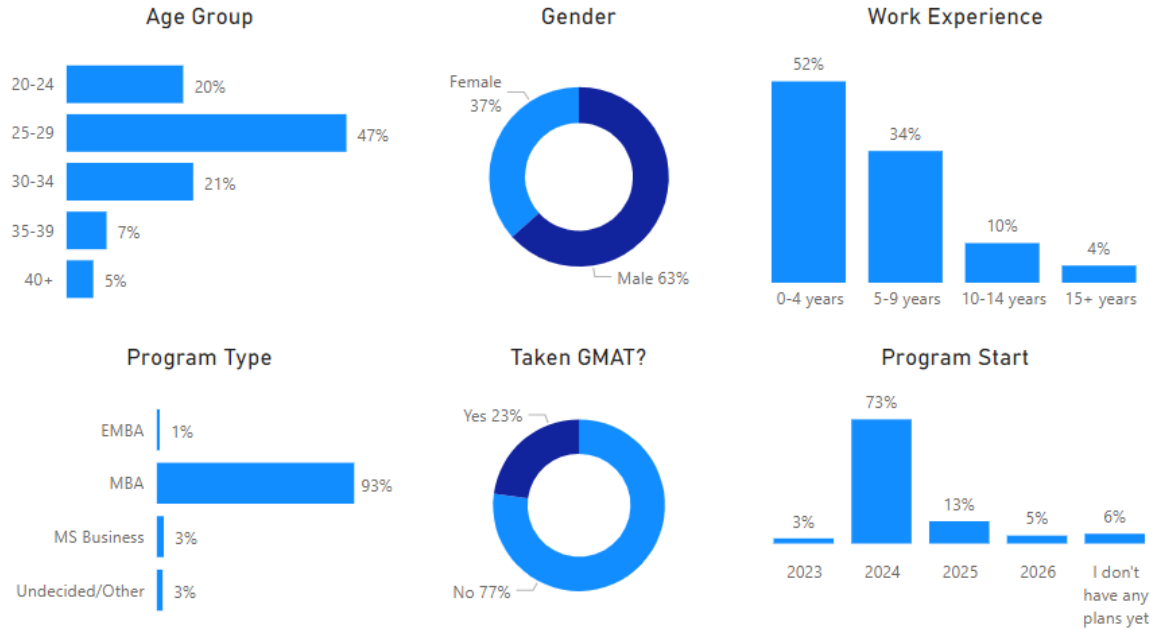


Virtual vs In-Person Demographics

VIRTUAL – The MBA Tour North America Attendees = 367



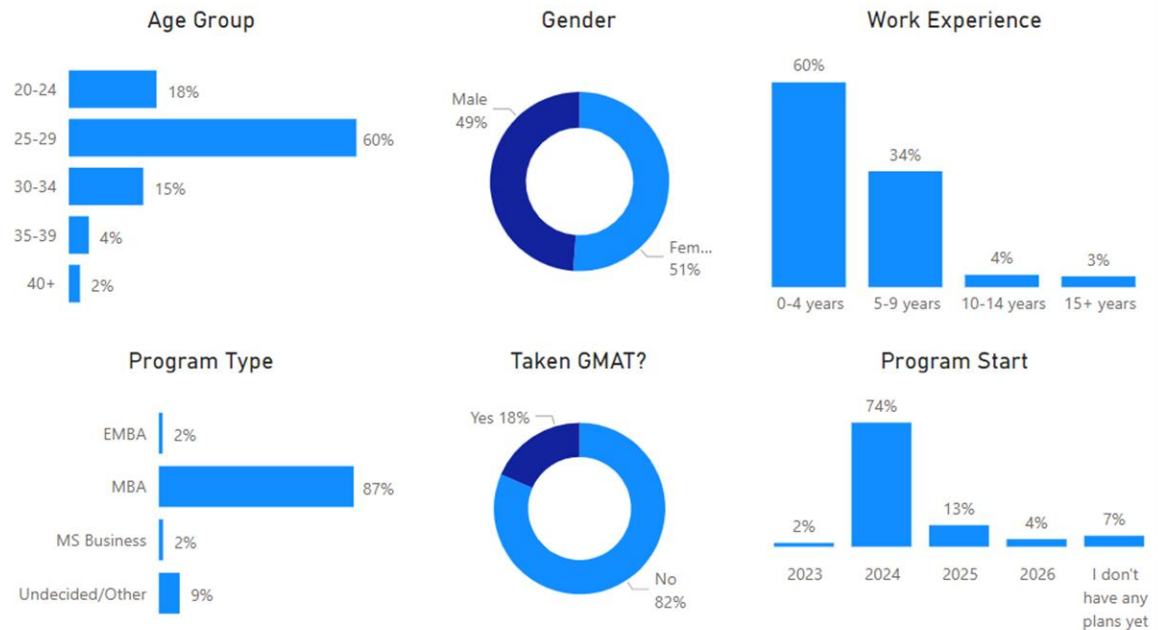
Attendee Demographics



IN-PERSON – The MBA Tour New York City Attendees = 484



Attendee Demographics

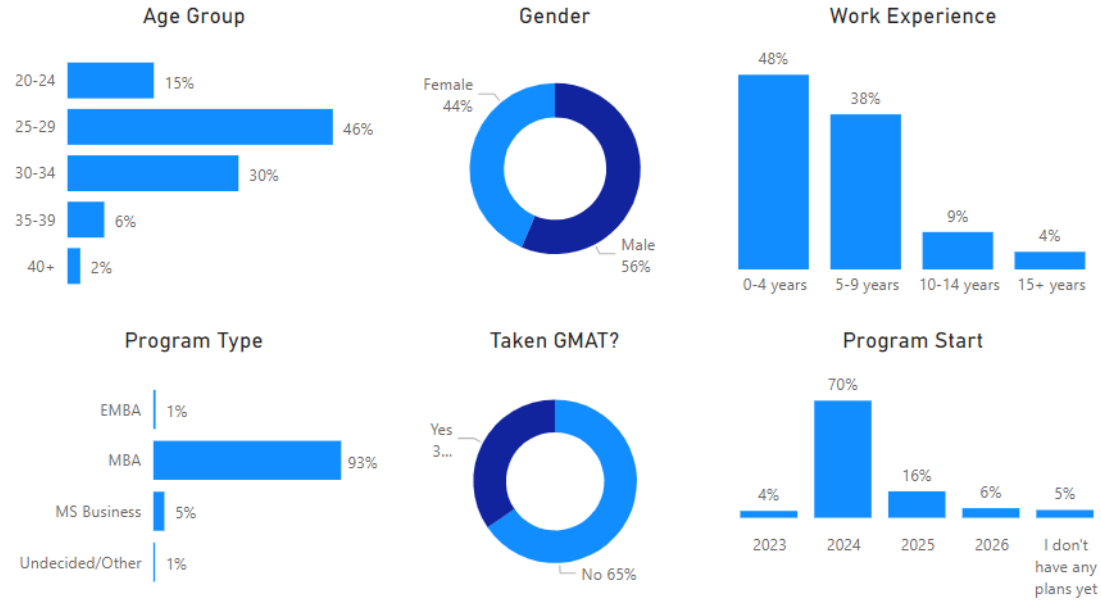


Virtual vs In-Person Demographics

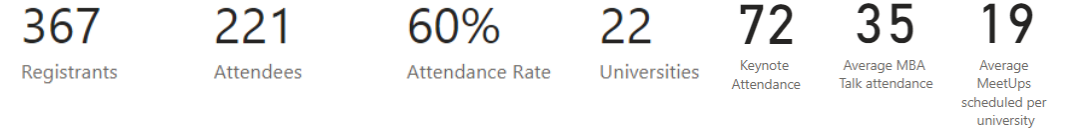
VIRTUAL – The MBA Tour Asia-Pacific Attendees = 368



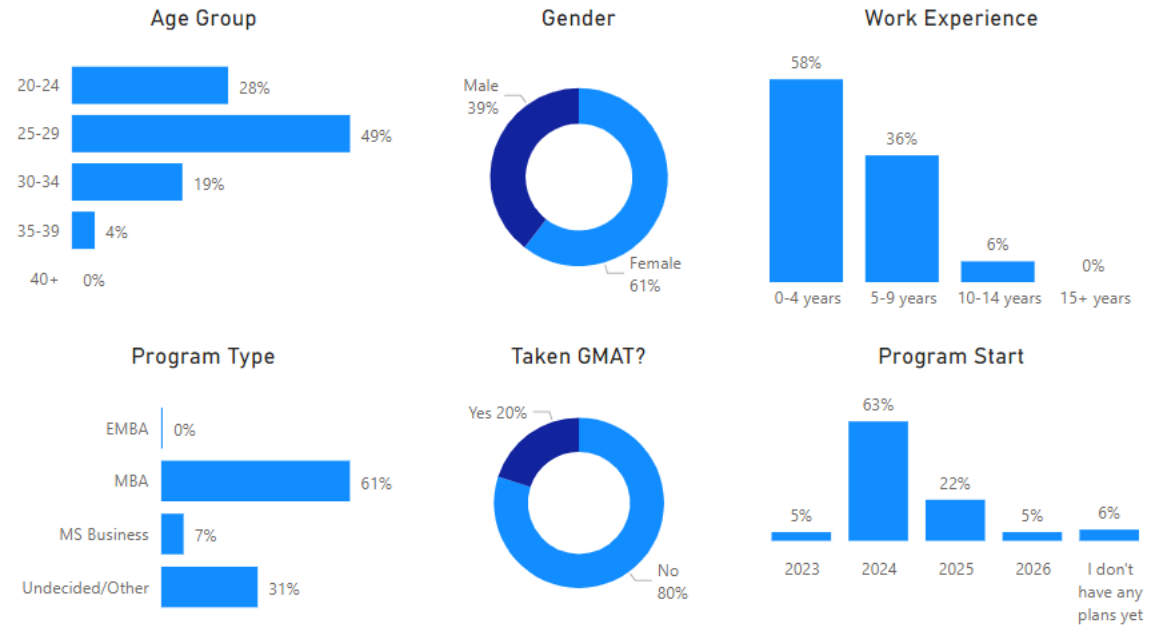
Attendee Demographics



IN-PERSON – The MBA Tour Ho Chi Minh City Attendees = 367



Attendee Demographics



Virtual events are better than ever!

Our virtual events have evolved.

Since we launched our virtual series in 2020 we have learned a lot.

We took onboard feedback from our partner schools and turned that into action. The results speak for themselves.



GMAC Tours Virtual events set the industry standard for best in class delivery and engagement

In 2021:

22

average virtual booth visitors

45

average virtual MBA Talk attendees

23:1

average candidate to school ratio

In 2023:

65

average virtual booth visitors

76

average virtual MBA Talk attendees

44:1

average candidate to school ratio

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Diversity Breakfasts & Mixers

In 2023:

45

average attendees

10-12

schools per breakfast/mixer

5:1

average candidate to school ratio

“It helped me build my **confidence** to meet other women in the same boat as me
- Women attendee,
The MBA Tour New York, 2023

Women in Business Breakfast



Networking Over Breakfast



Make Connections With School Reps



Guest Alumna Speaker

in collaboration with
Forté 20
More Women Leading



Networking Events for Black, Hispanic & Native Candidates

Inspiring alumni guest speaker shares their story at a pre-event mixer or breakfast in select US cities

in collaboration with:



THE CONSORTIUM

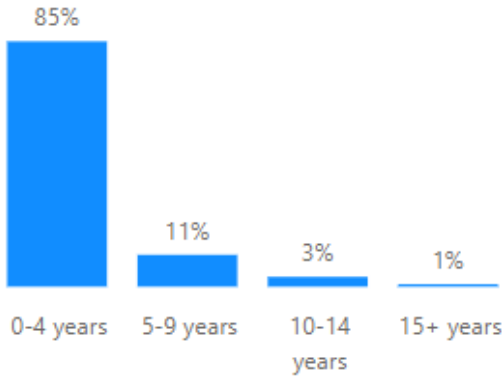


Graduate Management Admission Council™

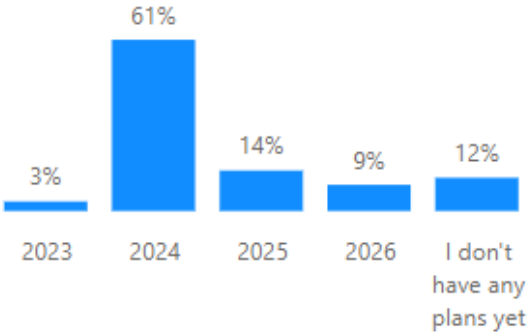
TOURS

On-Campus Masters Events

Work Experience



Program Start



4

on-campus events

289

attendees

56%

female attendees



What candidates think



What they liked

- **Direct Interactions:** opportunity to **directly interact** with admissions staff. Valuable for gaining insights into MBA & Masters programs and the application process and making **meaningful connections** with universities.
- **Value of Networking:** with **alumni** and **peers** and making connections.
- **Organization and Structure:** well-organized and structured. Efficiency of scheduling meet-ups, and overall **professionalism** of the events.
- **Information Gathering:** providing information about admissions processes, program offerings, and other relevant topics. This information was essential for **making informed decisions** about pursuing an MBA/Masters.



What can we improve

- **Enhanced Content and Workshops:** want additional educational content, such as **workshops on topics like Resume Clinics**. More tailored content, especially for international participants, to meet their specific needs.
- **More Schools and Representatives:** **more schools** to participate. More representatives from each school to reduce waiting times.
- **Extended Networking Opportunities:** more time for networking and meetups to facilitate more interactions with school representatives and peers. Importance of these interactions in **making informed decisions about pursuing an MBA**.

Tailor your recruitment strategy



84

Average Keynote attendance

45

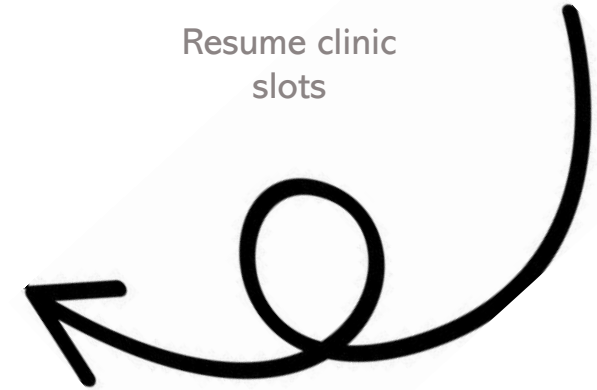
Average MBA Talk attendance

18

Average MeetUps scheduled per university

12

Resume clinic slots



At the events where I was on the **Keynote Panel**, I had more candidates visit my booth.

- University of Adelaide, India

Fireside Chat



Danielle Boland
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Graduate Management
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Cassie Streich
Associate Director of
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Business School

Q&A

Spring 2024 Registration is Open

Contact: Your GMAC Solutions Rep or
toursupport@gmac.com



IN-PERSON TOURS

EUROPE

The MBA Tour

London Saturday, February 3

The Master's Tour New in 2024! Hosted on university campuses

Hosted at: Goethe-University Frankfurt
Wednesday, January 31

Hosted at: King's College London
Monday, February 5

NORTH AMERICA

The MBA Tour

Los Angeles ★ *New Date* Saturday, March 9

San Francisco *New Date* Sunday, March 10

Toronto ★ Tuesday, March 12

Chicago ★ Thursday, March 14

Boston ★ Tuesday, March 19

Washington DC ★ Thursday, March 21

New York City ★ *New Date* Sunday, March 24

In collaboration with the Forté Foundation & MLT:

★ Breakfast/Mixer for Black, Hispanic, & Native Candidates

★ Breakfast/ Mixer for Women Candidates



VIRTUAL EVENTS

The MBA Tour Regional Events

EVENT	DATE
India, South Asia & Central Asia	Thursday, February 8 (6:00pm-8:30pm India Standard Time, GMT +5:30)
Asia-Pacific	Thursday, February 22 (6:00pm-8:30pm Singapore Standard Time, GMT +8)
North America	Tuesday, February 27 (7:00pm-9:30pm Eastern Time, GMT -5)
Europe	Tuesday, March 5 (6:00pm-8:30pm Central European Time, GMT -1)
Africa & Middle East	Tuesday, March 26 (6:00pm-8:30pm South Africa Time, GMT +2)
Latin America	Thursday, April 4 (6:00pm-8:30pm Brasilia Time, GMT -3)

Spotlight Events

EVENT	DATE
Spotlight on MBAs for Veterans	Thursday, February 15 (7:00pm-9:30pm Eastern Time, GMT -5)
Spotlight on STEM MBA & Master's Degrees (North American Schools)	Tuesday, February 20 (9:00am-11:30am Eastern Time, GMT -5)
Spotlight on Black, Hispanic & Native MBAs (North American Schools)	Thursday, February 29 (7:00pm-9:30pm Eastern Time, GMT -5)
Spotlight on Women in Business (APAC Friendly Time)	Thursday, March 7 (6:00pm-8:30pm Singapore Standard Time, GMT +8)