

Graduate
Management
Admission
Council™

**GMAC Connect
Presents:**
Maximizing Your
Recruitment Event
ROI: Lessons from
Industry Pros

May 21, 2024



2024 Upcoming Events: Ways to engage

GMAC Annual Conference

June 19-21, 2024

New Orleans, LA

Hilton Riverside

Registration is open!

Masters Leadership Symposium

April 25-26

London, UK

Asia Conference

November 13-15, 2024

Manila, Philippines

Europe Conference

Nov 20-22, 2024

Lisbon, Portugal

AINP – Admissions Institute for New Professionals

The Admissions Institute for New Professionals is a unique program designed to provide context for professionals new to GME working in recruitment, admissions, and marketing with six – 18 months experience.

Europe: April 22-24,

Warwick Business School, London Campus

@ The Shard

Registration now open!

US East: July 17-19

Georgetown, Washington, DC

US West: August 7-9

UC Irvine, Irvine, CA

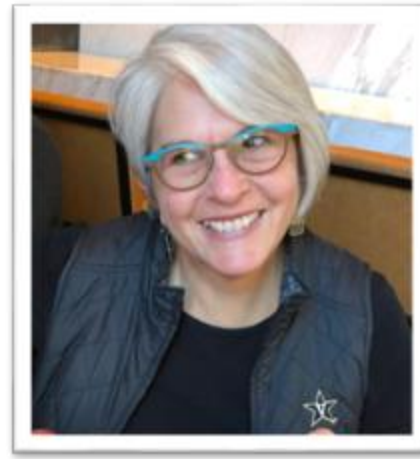
Meet Your Presenters



MODERATOR:
Paula McKay
Director, Client Success
Sales Solutions,
GMAC Connect



Maggie Andrews
Director, Events &
Marketing,
GMAC Tours



Kim Killingsworth
Director of International
Recruiting and Relations
Vanderbilt University,
Owen Graduate School of
Management



Anshul Bhat
Co-founder
700+ Club

Agenda

1

GMAC Tours Candidate Overview

2

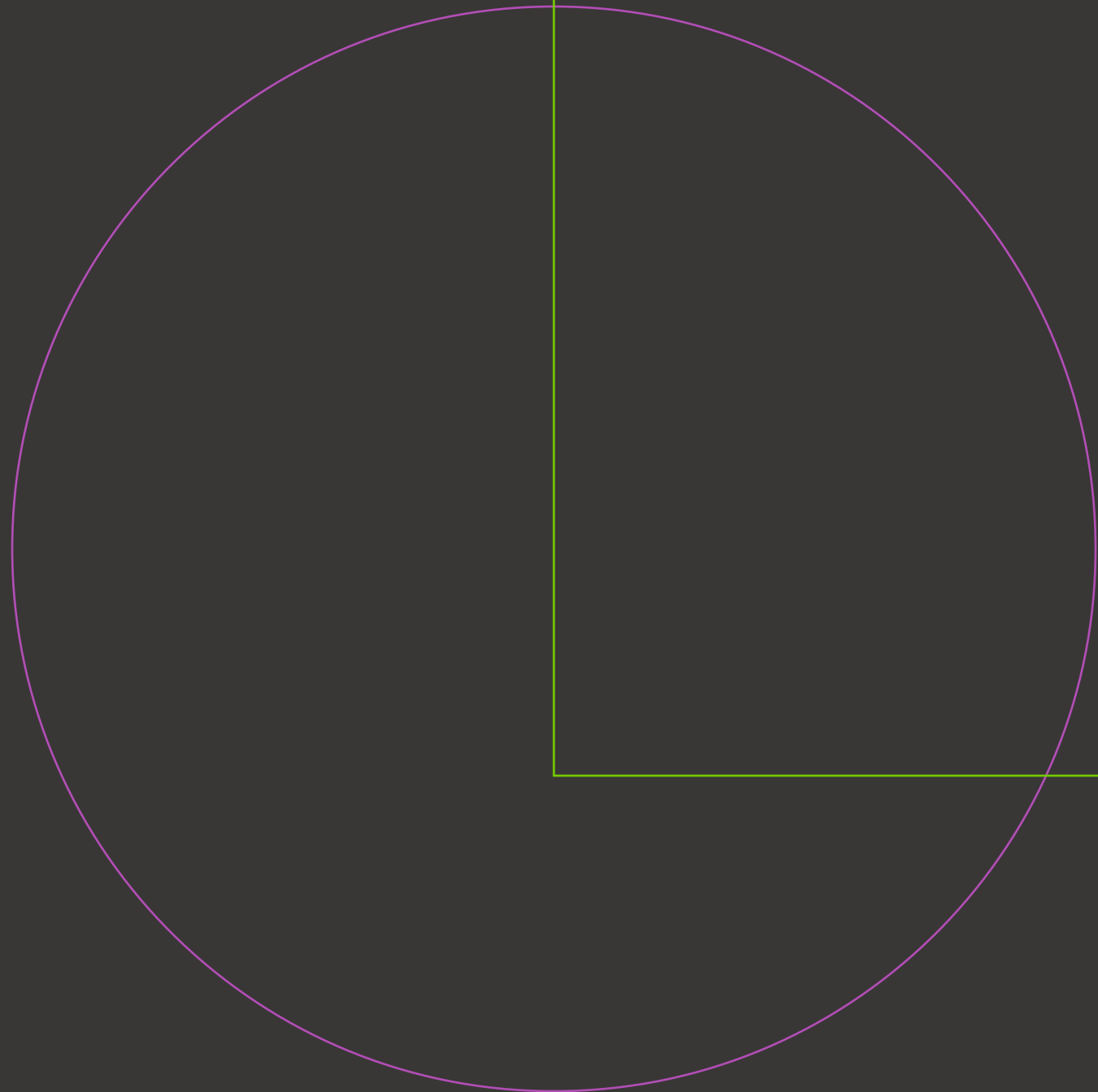
Panel Discussion

3

Q&A

Poll: Recruitment Focus

**Which regions
are you
focusing your
recruitment
activities in?**



Tell us about candidates who attended events in 2023. Was there anything noteworthy your team observed?

The MBA Tour & The Master's Tour

Over the last 30 years, GMAC Tours has proven to be the leading solution for business schools to connect with top talent all over the world.

Our experiential events provide unique opportunities for potential candidates and our partner schools to **develop strong personal interactions at all stages of the candidate journey.**



IN-PERSON & VIRTUAL EVENTS



RESUME CLINIC



KEYNOTES, PANELS,
TALKS, MIXERS



MEETUPS & 1:1
Video Calls



POST-EVENT
LEADS

AWARENESS

CONSIDERATION

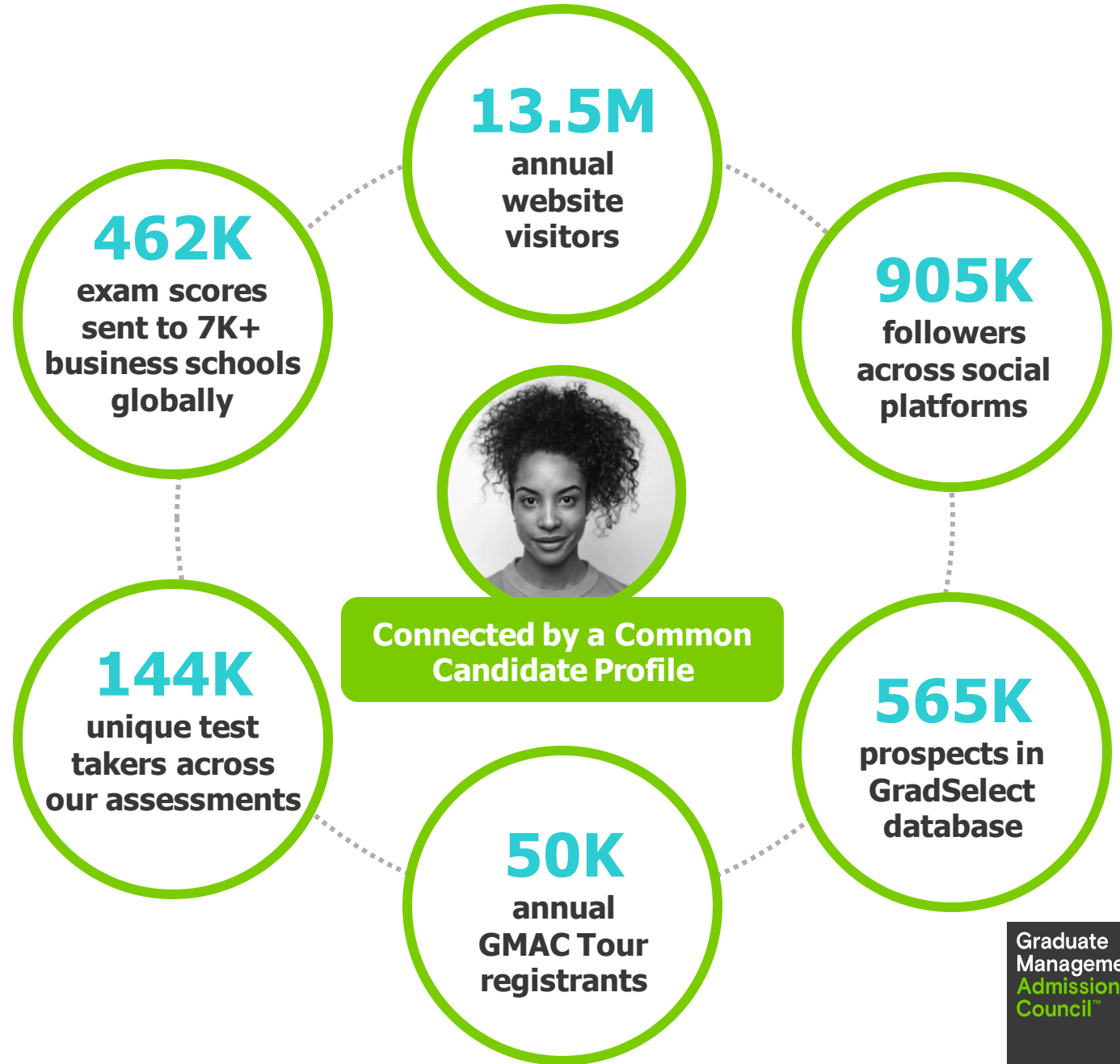
CONVERSION

POST-EVENT



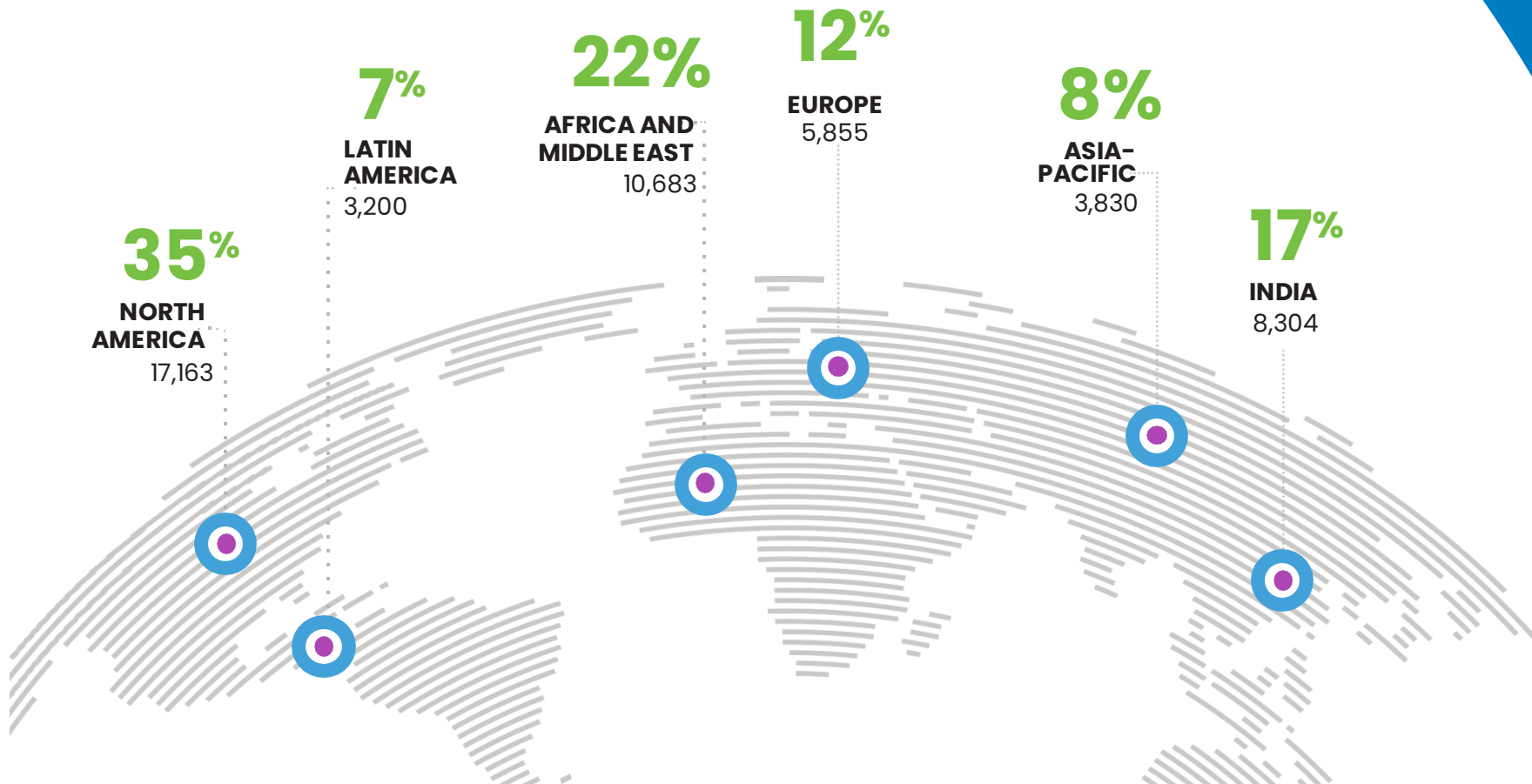
By the Numbers

GMAC has the world's largest database of GME talent *and* GMAC's Media estate has the highest global reach of any site targeting prospective GME candidates.



Bringing the World to our Partner Schools

Each year, close to 50,000 prospective candidates around the world look to GMAC Tours as a trusted resource for discovering programs that showcase their talents, meet their professional needs, and create opportunities for a successful future.



74% of attendees said they are considering schools that they had not explored before the tour

90+
events hosted per year

50+
cities reached in-person

49,000
event registrations

16,000
event attendees

70%
registrants starting a program within 12 months

49%
49% women registrants

91%
of attendees are 20 – 35 years of age

GMAC Tours: Profiles of 2023 Events

16k

Event attendees

83

In Person & Virtual Events

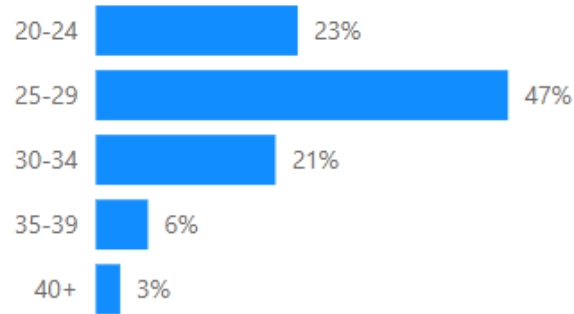
10

Master's Events

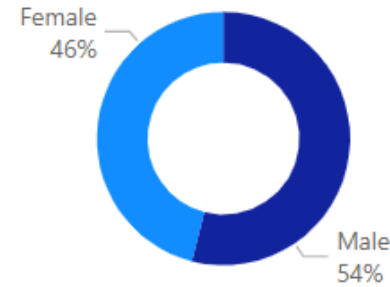
36%

URM Candidates (US)

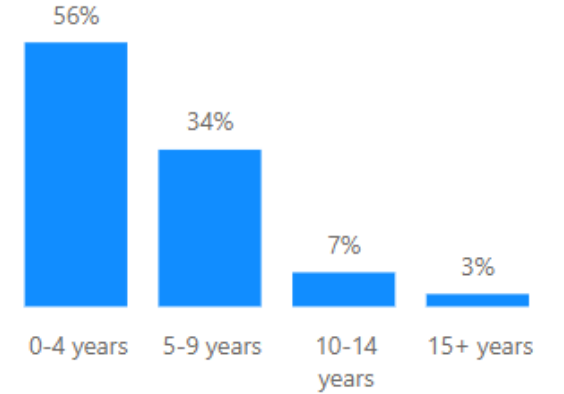
Age Group



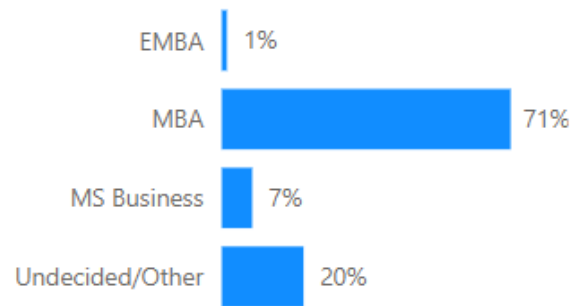
Gender



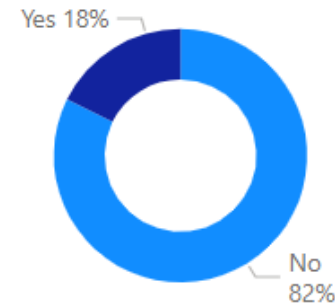
Work Experience



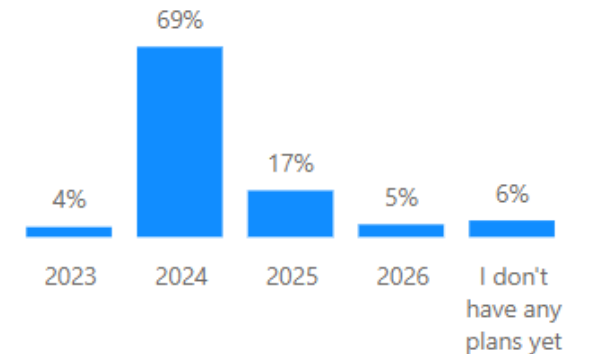
Program Type



Taken GMAT?



Program Start

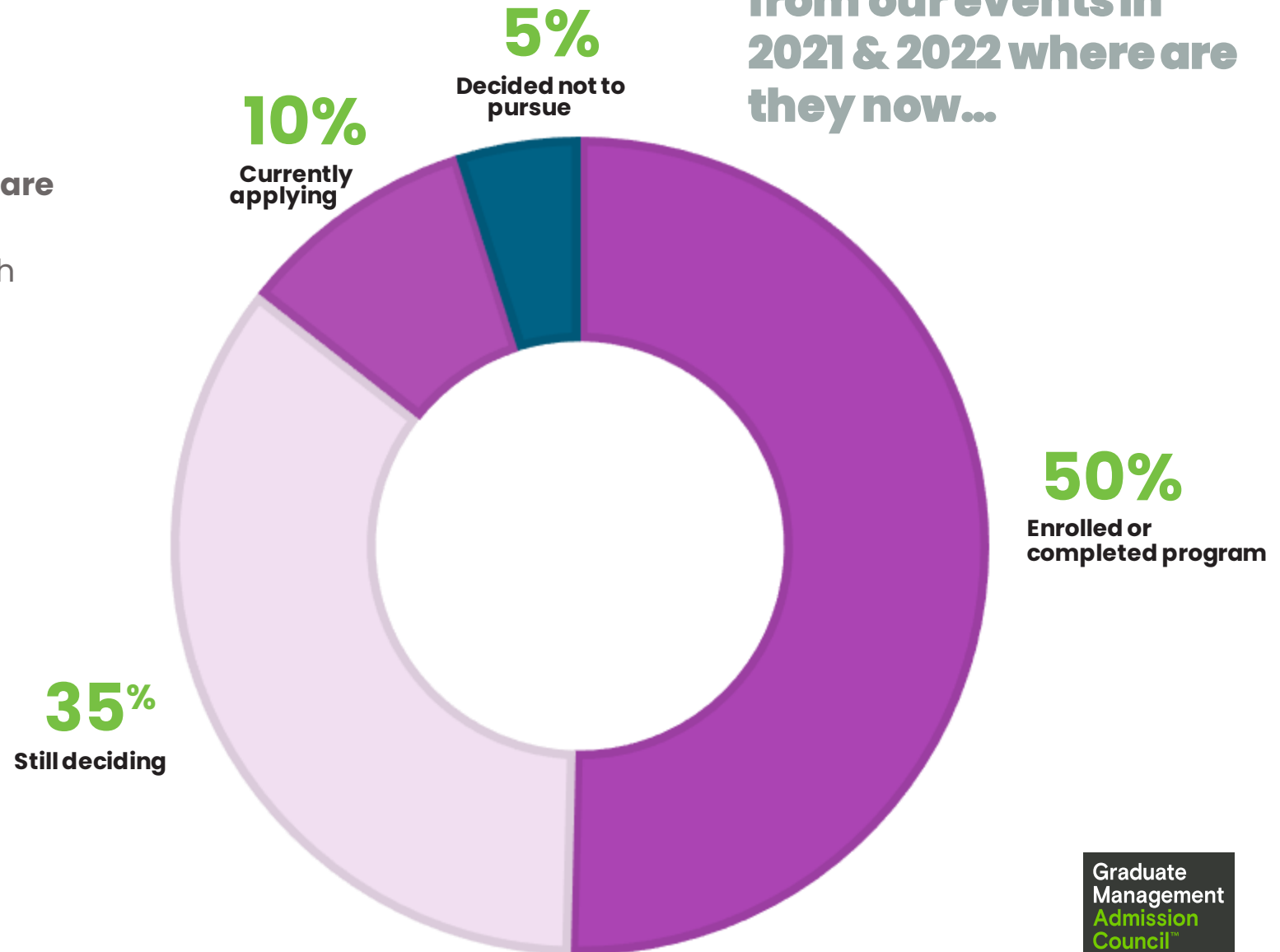


Meet your next class with GMAC Tours

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.

“**50% of attendees will be in a program within 2 years of attending a GMAC Tour event.**”

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



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

Since 2021 engagement has increased at virtual events.

+43%

average booth visitors

+31%

average Talk attendees

+21%

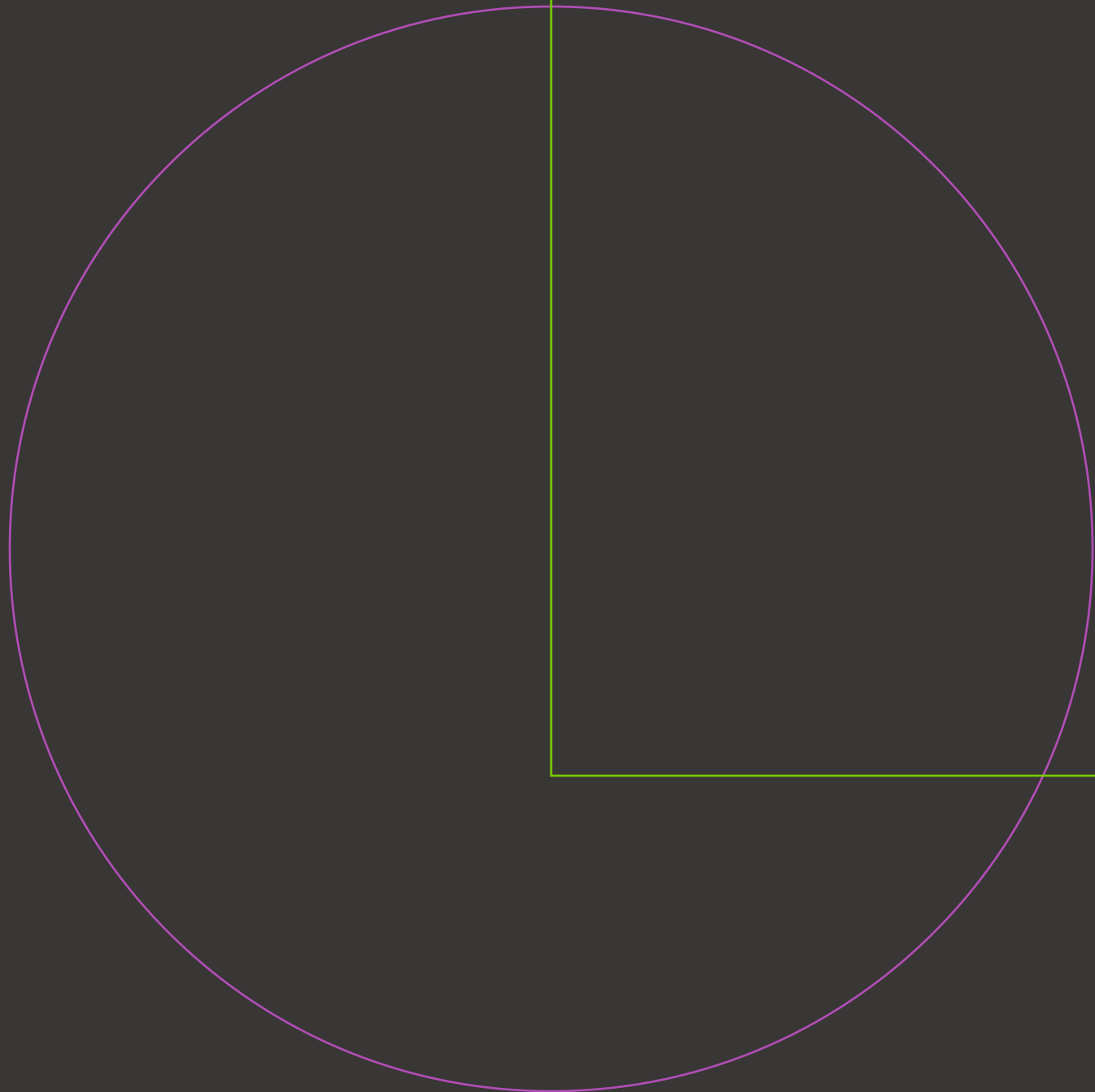
average candidate-to-school ratio

“Intended start date, years of work experience and program interest is comparable to in-person event attendees”

**Have you come across any
new and interesting
information about the
candidates this year?**

Poll: Applications in Africa

**Have you
experienced an
increase in
applications from
these countries?**



**Do you have any insights
that you believe would be
helpful for schools to
better engage with
candidates?**

What do you believe is a crucial measure to take when getting ready to attend recruitment events?


How have schools optimized their engagement at events, or how can schools improve their results?

**How do you see it's
helpful to keep candidates
engaged, especially after
meeting them at the
event?**

When developing marketing content, what are some key factors that motivate candidates to attend recruitment events, and how can recruiters leverage these insights?

When targeting diverse global audiences, what specific tactic have you found effective?

Have you implemented new marketing techniques to reach Gen Z? Are there any differences from previous years?



How do you perceive that candidates evaluate schools based on their event experience?

How do you measure the success of a recruitment event? Do some metrics matter more than others?

**How can recruiters
continually improve
their recruitment event
processes based on the
metrics and insights that they
gather?**

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Q&A

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Webinar Feedback Form

Share your feedback about this
webinar to improve our future
programming

Save the date

July 16

11:00am

Webinar

AI and Future-Ready Skills:
Corporate Recruiters Survey:
New Research on Employer
Confidence in GME