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How the Virtual MBA Tour Helped Keep Arizona State University on the Map

When you're highly regarded but lack the brand recognition of a Top 10 business school, in-person events are an ideal platform for meeting and forging connections with potential candidates.

This had been the recruitment strategy of Rebecca Mallen-Churchill, Director of Recruitment at the W.P. Carey School of Business graduate programs at Arizona State University (ASU). The move to virtual events upended that strategy overnight, but the virtual MBA Tour format has proven to be highly beneficial.

Personalized experiences continued in a virtual environment

"Our goal with the virtual MBA Tour was to stay relevant and build awareness" around our school, five MBA options and 13 Master's programs, she explained. "We are known for a couple of degrees, but people don't always know we're strong in entrepreneurship and information systems management."

The virtual tour opened the door to meet as many people as possible around the world. Meet-ups proved to be especially helpful for

building awareness. "We absolutely love having that personalized approach" of small-group conversations, Rebecca said, as it aligns with W.P. Carey's belief that business is personal.

More engagement from an improved MBA Talk

"It is very apparent that my partners at The MBA Tour and GMAC want me to be successful," Rebecca shared. After holding a few MBA Talks in North America, The MBA Tour reached out to Rebecca and her associate director with ideas for improving the talk that would increase the number of students attending and engaging with ASU.

"This is so incredibly valuable," Rebecca said at the time. "We never would've thought of this." After spending 18 months in triage mode, there had been no time to sit down and strategize.

Rebecca made a few minor changes to the talk, which resulted in more engagement from attendees and less drop off.

Even though ASU saw a smaller number of candidates convert, The MBA Tour remains the school's largest and our most effective lead source. "I don't know how we would have met some of our incredible students if we didn't participate in the tour," Rebecca declared.

"I am really looking forward to seeing people in person, but I will continue to have a hybrid strategy. Just being able to connect with people in-person and virtually is going to be incredibly helpful going forward."

To hear Rebecca's full 15-minute solution story visit:

<https://www.gmac.com/reach-and-recruit-students/gmac-connect/marketing-advice-and-best-practices>