

Virtual Events – MBA Talk Guide

- MBA Talks are 25-minute, live webcast presentations that are hosted via the Notified event platform.
- We recommend 15 minutes of presenting and 10 minutes of audience Q&A.
- The webcast layout includes: the presenter's webcam video feed, a chat box where candidates can write in their questions, and the slide deck (if applicable).
- The webcast portal can host up to (2) presenters if the presentation includes a slide deck, and up to (4) presenters without slides.

Example of Webcast Portal



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Choosing Your Format and Topic

From our survey research, we have found that over **60% of candidates**, in the researching phase of the application process, are most interested in the following topics:

- **Tips for the Application Process**
- **Financing Your Degree**
- **Finding the Right MBA Program Fit**
- **Preparing for an Interview**
- **Career Strategy/Development**

In addition, over **40% of candidates** are interested in attending programming that includes:

- **A Masterclass/Mock Class led by a faculty member**
- **Panel or Q&A Discussion with current students and/or alumni**
- **School Info Session that highlights the application process, specific applicant criteria, scholarships, and the campus life beyond the classroom**

See next page for topic ideas →



Topic Ideas

Admissions Process

- Admissions advice from the experts
- The ingredients for a winning application
- How can your application stand out?
- Tips for resume, letters of recommendations, interview, etc.
- MBA scholarship strategy

Career Strategy

- What can your career look like after an MBA degree?
- How to sell your non-traditional career path/pursuing an MBA without an undergraduate degree
- The ROI of an MBA
- How an MBA prepared me for my career (alumni spotlight)
- Pivot your career with an MBA
- Networking in a virtual world

Program Focused

- Experiential learning in an MBA classroom
- What to look for in an entrepreneurship MBA program
- The advantages of an international MBA degree
- Exploring a STEM MBA program

Presentation Best Practices

- ✓ Craft an engaging presentation title and description that provides a snapshot on what to expect from the session.
- ✓ If you plan on using a slide deck, avoid using too much text on slides and include images and hi-res photos for powerful visual support.
- ✓ Allot for time at the end presentation to answer questions from the audience. For questions that cannot get answered by the end of the session, we will direct candidates to visit your virtual booth to further chat with a representative.
- ✓ Be prepared with a couple questions to kick-off the Q&A portion. You can also propose a question for candidates to answer in the chat box to encourage audience engagement.



Submitting Presentation Materials

Presentation materials and speaker information will be due 2 weeks before the event date. Materials can be uploaded to via the provided MBA Talk digital form.

Please be advised: materials sent after the noted deadline are not guaranteed to be included in promotional collateral or have proper time for quality assurance testing on the event platform.

Requested Materials:

- **Presentation Title and Description**
- **Presenter(s) full name, email, and cell phone number**
- **Presenter(s) headshot and bio (100 words or less)**
- **Slide deck in PowerPoint only (if applicable)**
- **Handout PDF (optional)**



Post-Event / Contact Information

- You will receive a full report of the candidates who attended or viewed your presentation on-demand two business days after the event.
- You can receive a recording of the presentation, upon request.

For questions, please reach out to Emily Riehle:

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