

IN-PERSON BEST PRACTICES

THE MBA TOUR
Your future begins here

Graduate
Management
Admission
Council™



Networking Mixer

- Each participating school will have a booth located in the exhibitor area. This is a great opportunity to invite 1-2 local alumni to join you and provide first-hand insights on your program.
- Remember, any representative attending the event will need to create a Tour Member Profile to access the event. [Check out how to create a Tour Member Profile here.](#)



MeetUps

- MeetUps are 20-minute small group meetings for you to chat directly with qualified candidates. Scheduled in groups of 6, these candidates have shown an interest in your program and want to know more.
- Knowing that time is of the essence, sometimes you will not be able to answer everything. Remind them that you can always continue talking during the Networking Mixer, as well as connecting virtually after the event.



MBA Talks

- MBA Talks are 20-minute presentation blocks for you to host information sessions, mock classes, alumni or student panels, and fireside chats in order to provide additional information and insights to the event attendees.
- As you are creating your presentation, [click here to see our research data](#) on popular topics, as well as some insights on our event naming conventions.



Clinics

- Attendees can schedule 10-minute appointments to get advice on their application materials.
- This offering is built to provide brand awareness and soft-selling opportunities, while still providing valuable assistance to the candidates attending.
- Be sure to invite candidates to come back and chat with you in the networking mixer for further follow-up questions.

Want to see an event in action? Check out our new [walkthrough video!](#)

Questions? Contact [Client Support!](#)