SPOTLIGHT SERIES ROADMAP

THE MBA TOUR
Your future begins here

Graduate Management Admission Council™

Individual School Sessions

- Each university hosts two 25-minute sessions of your choice. You know the strengths and selling points of your programs, so these are the spots to showcase them. We recommend hosting alumni interviews, information sessions, roundtables, or Q&As.

- We recommend having no more than 3 presenters for a single session.

- For ideas and insights on creating your sessions, **click here**.

- All sessions are held in Zoom. If you wish to share your screen or build a waiting room, make sure to claim host responsibilities to gain access. **Check out instructions here**!

Multi-School Panels

- Each university is asked to provide 1 panelist to join a 45-minute multi-school panel during the event. These panels focus on various topics, including the benefits of higher education, tips and tricks to navigate the application process, and helping candidates determine which school best suits their goals.

- Panels are moderated by a third party, such as a representative of GMAC, The MBA Tour, or a partner organization. Your panelist will be introduced to their moderator and fellow panelists via email one week before the event.

- Panel assignments can be based on school preferences. If you would like to share your preferences, please use the form located in our **Resource Center**.

Virtual Booth

- Each participating school will have a virtual booth located in University Hall. This is a great place to chat with attendees and provide more information about your programs.

- This booth is an added feature and primarily acts as an information hub. While we recommend your team joining the booth group chat, the focus of the event is more heavily toward your sessions and panel.

- You will be given access to your booth before the event day. Please provide standard institution information such as websites and social media links. We recommend providing no more than 5 PDFs or videos.

- Any member of your team that needs access to the event will need to be listed as a Tour Member for the event. **Check out how to build a Tour Member Profile here**.

Questions? Contact Client Support!