

# VIRTUAL REGIONAL EVENTS ROADMAP

THE MBA TOUR  
*Your future begins here*

Graduate  
Management  
Admission  
Council™

## WHAT TO EXPECT

- 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.
- Your virtual booth will be open for the full duration of the event and booth traffic will vary throughout the event time. We recommend having (1) staff member monitoring the booth chat, or you can have multiple staff switch throughout the event as you wish.
- You will be asked to provide us with your booth materials 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 booth will need to be listed as a Tour Member for the event. **[Learn how to create a Tour Member Profile here!](#)**

## ADDITIONAL EVENT OFFERINGS



### MeetUps

- MeetUps are 25-minute video calls with a small group of candidates. Using our algorithm, we automatically match qualified candidates to your program based on the qualifications you submit. **[Here is a short tutorial on How to Navigate the MeetUp Center.](#)**
- You are welcome to have multiple staff members or alumni participate in MeetUps. However, we recommend having no more than 3 university reps in the meeting to allow for all attendees to have the opportunity to participate in the conversation.
- MeetUps 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!](#)**



### MBA Talks

- MBA Talks are 25-minute presentation blocks for you to host information sessions, mock classes, alumni or student panels, and fireside chats to provide additional information and insights to the event attendees. **[Click here to see our research data on popular topics.](#)**



### Clinics

- Attendees can schedule 10-minute sessions with you to get advice on their application materials.
- All clinics are held in Zoom. If you wish to share your screen or enable a waiting room, make sure to claim host responsibilities in order to gain access. **[Check out instructions here!](#)**

Questions? Contact **Client Support!**