

## 8<sup>™</sup> ANNUAL C O N F E R E N C E

March 26<sup>th</sup> to April 1<sup>st</sup> — 2015 London / Paris / Cambridge / Fontainebleau



## Thank you from the AIGAC Board of Directors

When AIGAC was founded nine years ago, little did we imagine that we would see so much growth in so little time. We are so proud that this year's conference is being held in the world capitals of London and Paris, with seventeen leading business schools from nine countries and AIGAC members attending from ten countries. This truly reflects the "I" (for "International") in AIGAC!

We look forward to meeting for five enriching days of information sharing, networking, educating, and friendship on the premises of HEC Paris, INSEAD, London Business School and Cambridge Judge Business School as well as over the fabulous meals and events being generously offered by our wonderful sponsors.

We would like to thank Luke Ashby of London Business School, Tina Francois of INSEAD, Luciano Rolon of HEC Paris and Conrad Chua of Judge Business School for their dedication of time and resources to host our conference at their schools. We also want to thank our Conference Chair, Candy Lee LaBalle, and our hard-working Conference Committee, Marlena Corcoran, Cristina Freeman, Tanis Kmetyk and Andrea Sparrey for making our 8th annual conference a global reality!

Of course, none of this would happen without your support as members and believers in the AIGAC mission. Thank you, *cin cin, cheers*, and see you soon!

#### The AIGAC Board

Andrea Sparrey — President Vince Ricci — President-Elect Anna Ivey — Past President Scott Shrum — Secretary Brett Haber — Treasurer Michael Cohan – Director Maxx Duffy – Director Tanis Kmetyk — Director Candy Lee LaBalle — Director Shiela Locatelli-Wallace – Executive Director

AIGAC 8th Annual Conference

## **Our 2015 Conference Sponsors**

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## Thursday, March 26th







The more you know, the more you dare®

WIFI Access for AIGAC guests at HEC:

HEC MBA CMC

*Password:* guest\*hec

Login: cmc-mba

#### Location:

HEC Paris, 1, rue de la Libération, 78351 Jouy en Josas, France, Room 125 (eLAB), S Building (MBA Building). <u>MAP</u>

| 12:30 pm     | Bus pick up in Paris at:   | 4:00-4:15 pm | Coffee Break.  |
|--------------|--|--------------|--|
|              | Bibliothèque Sainte-Geneviève<br>10 Place du Panthéon, 75005 Paris.  | 4:15-5:15 pm | The importance of customized options<br>within a generalist MBA: Specializations,<br>Certificates, Part Time Majors and  |
|              | <i>NOTE:</i> We will have snacks sponsored by ETS-GRE on the bus, but you may choose to have lunch before boarding as we arrive at HEC after lunch.                                |              | Fieldwork Projects. Explore the HEC<br>Paris MBA's unique curriculum during a<br>roundtable with Faculty and Students.   |
| 1:40 pm      | Arrival on the campus of HEC Paris.  | 5:30 pm      | Bus leaves to the Fondation Louis Vuitton (ETA 7:15 pm).   |
| 1:45-2:00 pm | Welcome Coffee.  | 7:15-9:00 pm | Tour of the Fondation Louis Vuitton,   |
| 2:00-2:45 pm | HEC PARIS MBA and the European<br>MBA Market with Bernard Garrette,<br>Associate Dean.   |              | followed by dinner in the famed Restaurant<br>Le Frank, in a stunning space designed<br>by Frank Gehry, generously sponsored by<br>HEC Paris. Please wear your name tag. |
|              | HEC Paris has been ranked #1 business<br>school in Europe by the Financial Times for<br>7 out of 8 years; discover what makes our<br>school so special during this Q&A session.    |              |  |
| 2:45-4:00 pm | Transformation is on at HEC PARIS.<br>Learn more about the HEC Paris MBA's<br>unique approach to career and leadership<br>development through two special interactive<br>sessions: |              |  |
|              | <i>Meet our Alumni:</i> how the HEC Paris MBA helped me to achieve my career change.   |              | <b>Location:</b><br>Restaurant Le Frank, Fondation Louis<br>Vuitton, 8, avenue du Mahatma Gandi,<br>Bois de Boulogne, 75116 Paris. <u><i>Directions</i></u>              |
|              | <i>A Unique Approach to Leadership:</i><br>an overview of the Off-Campus<br>Leadership Seminar at the Saint-Cyr<br>Military Academy.   |              | <b>NOTE:</b> All attendees must provide their own transport from the restaurant back to their hotels. We suggest sharing taxis or taking the Metro together.             |

## Friday, March 27th-

## Paris, Fontainebleau



**Location:** INSEAD, Boulevard de Constance 77300 Fontainebleau. <u>MAP</u> WIFI Access for AIGAC guests at INSEAD: INSEAD-Public Password: awebuq#53

| 9:45 am              | Bus pick up in Paris at:<br>Bibliothèque Sainte-Geneviève<br>10 Place du Panthéon, 75005 Paris.<br><b>NOTE:</b> the bus ride to INSEAD in<br>Fontainebleau is approximately 1.5 hours.<br>Please have breakfast before boarding bus,<br>or bring your own snacks along. | 6:00 pm      | Bus to the Château de Bourron-Marlotte<br>(ETA: 6:20 pm).   |
|----------------------|---|--------------|---|
| 11:30 am<br>12:30 pm | Dean's Welcome and Campus Tour of<br>INSEAD.<br>Networking Lunch at Le Cercle with  |              |   |
| 12.50 pm             | INSEAD admissions and staff.  |              |   |
| 1:30-5:30 pm         | Afternoon Sessions, including:  | 6:30-9:00 pm | Apéritif and Dinner at the Historic Château<br>de Bourron-Marlotte including a visit to the<br>wine cave and a chat with the sommelier. |
|                      | Degree Programmes Snapshot.   |              | Directions  |
|                      | Student Panel.  | 9:00 pm      | Bus back to Paris (ETA: 10:00 pm).  |
|                      | INSEAD's Centres of Excellence.   |              | <i>NOTE</i> : attendees must provide their own transport back to their hotels after drop off  |
|                      | Visit to The Mews and talk about Entrepreneurship @ INSEAD.   |              | at the Bibliothèque Sainte-Geneviève.   |

## Saturday, March 28th - Paris

#### Location:

Paris Walks, Chocolate Tour Meet at Metro Tuileries (Metro Line 1)



#### 11:00 am Private Chocolate Tasting Tour (*More Info*)

- 1:00 pm Find out about the history of chocolate, and how Paris is the capital of dark chocolate. We visit a variety of superb 'chocolatiers' (master chocolate makers) on this enjoyable walk which mixes history and anecdotes with chocolate tastings. Learn to select, taste and appreciate quality chocolate. The tour will give you some good ideas and introduce you to some secret addresses. Please wear your name tag.



Attendance at this event is by previous registration, and the cost is \$22.50 per person at registration plus 12 euros onsite for chocolate cost; guests welcome. Space limited to 18 people.

## Sunday, March 29th - London

**Location:** The London Eye <u>MAP</u>

- 7:45 pm



#### 6:30 pm London Eye Private Capsule

Is there a better way to enjoy scintillating views of London's skyline than from the worldfamous London Eye? Yes, there is! Enjoying those views from your own Private Capsule! AIGAC is excited to offer members this exclusive opportunity to experience stunning 360° views of London during the 30 minute rotation of Europe's largest enclosed Ferris wheel. We are trying to time the rotation so we can look out over the city during sunset. Our group will have priority boarding.

Attendance at this event is by previous registration, and the cost is \$38.50 per person. The cost of this very special events is partially subsidized by the support of AIGAC sponsor, ESMT European School of Management and Technology. Space limited to 25 people. Please wear your name tag.



## Monday, March 30th-

## London



Location: London Business School, Regent's Park, London, NW1 4SA. Room E306, E-Wing. <u>MAP</u>

#### Morning sessions with London Business School:

- 9:00-9:30 am Breakfast and Welcome by Julia Tyler, London Business School Associate Dean.
- **9:30-10:30 am** Presentations on recruitment, admissions and programmes, featuring:

David Simpson Admissions Director, MBA and MiF Susan Roth Executive Director, Recruitment and Admissions Jane Khedair Deloitte Institute of Innovation and Entrepreneurship LBS students and/or alumni

10:30-10:45 am Break.

**10:45-11:30 am** Taster Class with LBS faculty.

- **11:30am**Interactive session with LBS staff and- **12:00pm**student ambassadors.
- 12:00-1:30 pm Lunch and networking with LBS staff.

**1:30-2:00 pm** LBS campus tour.

On Sunday, the 29th of March, London will have daylight savings. At 1:00 am, the local clocks will move forward one hour to 2:00 am. Please adjust your clocks!

#### Afternoon sessions with AIGAC.

During this time, we will be concurrently filming interviews for the video "We Are AIGAC."

**2:00-2:45 pm** Trends in Standardized Testing.

Moderator: Scott Shrum AIGAC Board Secretary

Panelists: Aisling Tiernan Academic Marketing and Communuications Manager, ETS-GRE Deborah Somers Director, Market Development for Europe and the Middle East, GMAC

**2:45-3:30 pm** Annual Update.

#### **Moderators:**

Andrea Sparrey AIGAC President Vince Ricci AIGAC President-elect

**3:30-4:00 pm** Ethics & AIGAC.

Moderator: Anna Ivey Former AIGAC Past President

| 4:00-4:15 pm | Break.                           |
|--------------|----------------------------------|
| 4:15-5:15 pm | AIGAC Brainstorming Initiatives. |
| 5:15-6:00 pm | Media Panel.                     |

#### 8:00 pm

Dinner at The Fable Bar & Restaurant, with AIGAC members, generously supported by our Gold Sponsor, Veritas Prep. Please wear your name tag.



#### Location:

The Fable Bar & Restaurant, 52 Holborn Viaduct London EC1A 2FD. <u>Directions</u>



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## Tuesday, March 31st

## London



**Location:** London Business School, Regent's Park, London, NW1 4SA. Room E306, E-Wing. <u>MAP</u>

#### AIGAC is proud to welcome the following school representatives to our 8th Annual Conference:

Cambridge Judge Business School: Conrad Chua, Head of MBA Recruitment and Admissions. Cambridge Judge Business School: Sean Burt, MBA Admissions Manager. Columbia Business School: Amanda Carlson, Assistant Dean. Columbia Business School: Michael Robinson, Senior Associate Director. **ESADE Business School:** Mary Granger, *Regional Director, Asia*. **ESMT – European School of Management and Technology:** Rick Doyle, *Global Marketing Manager for Degree Programs.* **Fuqua School of Business – Duke University:** Michael Bulzan, *Regional Director of Europe*. **HEC Paris:** Luciano Rolon, Associate Director Global Development Initiatives. IESE Business School: Itziar de Ros, Director MBA Admissions. **INSEAD:** Tina François, Assistant Director, Marketing & Recruitment, Americas. **London School of Economics:** Liz Griffith, Senior Marketing & Communications Officer. MIT Sloan School of Management: Diane Jordan, Associate Director of Admissions, Master of Finance. MIT Sloan School of Management: Jolene Monson, Assistant Director of Admissions, Leaders for Global Operations. **Rotman School of Management – University of Toronto:** Leigh Gauthier, Acting Director, Recruitment & Admissions. Rotterdam School of Management – Erasmus University: Bart Scheenaard, MBA Marketing & Admissions Manager. Samuel Curtis Johnson Graduate School of Management - Cornell University: Charlotte Taylor, Associate Director for International Recruitment and Admissions. **SDA Bocconi School of Management:** Francesca Roveda, *Recruiting and Admissions Service, Masters Division.* Tuck School of Business at Dartmouth: Kristin Roth, Associate Director of Admissions.

Yale School of Management: Melissa C. Fogerty, Deputy Director, Admissions.

| 9:00-9:30 am           | Breakfast & Welcome from AIGAC  | 3:00-3:15 pm | Break.   |
|------------------------|---|--------------|--|
|                        | President Andrea Sparrey.   | -            |  |
| 9:30-10:15 am          | Panel 1: Global Partnerships.   | 3:15-4:30 pm | Panel 6: Admissions: A Two-Way Dialogue.   |
|                        | Moderator:<br>Tanis Kmetyk<br>AIGAC Board Director<br>Schools:  |              | <b>Moderator:</b><br>Candy Lee LaBalle<br><i>AIGAC Board Director</i><br><b>All schools to participate</b>   |
| 10:15-11:00 am         | Columbia, Duke, ESADE,<br>INSEAD, Yale SOM.<br>Panel 2: EMBAs & Other Executive<br>Programmes.  |              | We will begin with a short Q&A and then<br>break into four mixed groups for more<br>intensive discussions between our AIGAC<br>members and the school representatives.<br>Thanks to AIGAC members Paulo Cesar<br>and Laura Freedman and AIGAC director |
|                        | Moderator:<br>Sarah McGinty<br>McGinty Consulting Group<br>Schools:<br>Columbia, Duke, ESMT,<br>HEC/LSE-Trium, RSM.   |              | Michael Cohan for helping facilitate this session.   |
|                        |   | 4:30-4:45 pm | Closing Remarks.   |
|                        |   | 4:45-6:00 pm | Cocktail Reception sponsored by London<br>Business School.   |
| 11:00-11:15 am         | Break.  | 8.00 mm      | Diamon of The Table Coff suith AICAC   |
| 11:15 am<br>- 12:00 pm | Panel 3: International Career Searches.<br><b>Moderator:</b><br>Andrea Sparrey,<br><i>AIGAC Board President</i><br><b>All schools to participate</b>                  | 8:00 pm      | Dinner at The Table Café, with AIGAC<br>members and school representatives,<br>generously supported by our Platinum<br>Sponsor, Prodigy Finance. Please wear your<br>name tag.   |
| 12:00-1:30 pm          | Lunch sponsored generously by London<br>Business School.  |              |  |
| 1:30-2:15 pm           | Panel 4: Luxury, Operations & Other<br>Specialized Programmes.  |              |  |
|                        | <b>Moderator:</b><br>Anna Ivey<br><i>AIGAC Past President</i><br><b>Schools:</b><br>Columbia, Duke, HEC, MIT LGO,<br>SDA Bocconi.                                     |              | Location:<br>The Table Café, 83 Southwark Street,<br>London, SE1 0HX. <u>Directions</u>  |
| 2:15-3:00 pm           | Panel 5: Early Career Programmes.   |              |  |
|                        | Moderator:<br>Dr. Marlena Corcoran<br>Athena Mentor: International<br>University Admissions Counseling<br>Schools:<br>ESMT, IESE, LSE, MIT (MFin),<br>Tuck, Yale SOM. |              |  |

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## Wednesday, April 1st

## Cambridge



#### **Location:** Cambridge Judge Business School, Trumpington Street, Cambridge CB2 1AG. *MAP*

8:30 am Meet AIGAC members at King's Cross Station. AIGAC members must purchase a ticket to Cambridge at the station or from *here*. By internet is best option, as there can be lines at the station. Round-trip is approximately 24 pounds. 9:14 am Take the train to Cambridge. 10:06 am Arrive at Cambridge, CJBS will pick us up in a bus and transfer us to campus. 10:30-10:45 am Coffee. 10:45-11:30 am Welcome, CJBS Overview, MBA Admissions. **11:30-11:45 am** Entrepreneurship & Silicon Fen. 11:45 am EMBA Overview. - 12:15 pm **12:15-12:45 pm** MFin Overview. 12:45-1:30 pm Lunch with CJBS. 1:30-3:15 pm Punting Tour.

> A traditional boat tour on the River Cam, full of history and humour.

Wifi access will be provided when we arrive at Judge.



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#### www.BeatTheGMAT.com



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#### Share it!!

We encourage you to tweet and share details of our conference with the world. Our official hashtag for the conference is: **#AIGAC15**.

## Transportation

#### PARIS

The Paris metro is really quite safe, efficient, and widely used, even at night. However, the #1 line is notorious for pickpockets. A single ride ticket is  $\in$ 1,80. A packet of 10 tickets, a "carnet," costs  $\in$ 14,10. They can be purchased at any metro station but beware that you need a credit card with a chip to use the machines. You can also buy tickets at the window if the agent is there (budget cuts have hit hard and deep!). Best to do this in daytime hours, before you go out to the museum, at any metro station. You can split a carnet with colleagues, and the tickets are good any time, any day. You can also pick up a free paper metro map at any station.

#### Paris Metro map

(note that the metro runs 1 hour later on Friday and Saturday nights.)

#### HEC PARIS – JOUYEN JOSAS

The campus of HEC Paris is located just outside of Paris at: 1, rue de la Libération, 78351 Jouy en Josas.

HEC will pick up AIGAC conference attendees on Thursday, the 26th of March at 1 pm in front of the Bibliothèque Sainte-Geneviève, 10 Place du Panthéon, 75005 Paris. <u>Map</u>

HEC will drive us to the Fondation Louis Vuitton at 5:30 pm (ETA 7:15 pm). Guests must return to their hotels on their own. If for some reason, you prefer to travel on your own to or from HEC, here is the relevant <u>*link*</u>.

#### INSEAD – FONTAINEBLEAU

The campus of INSEAD is located about 1.5 hours outside of Paris at: Boulevard de Constance, 77300 Fontainebleau.

INSEAD will pick up AIGAC conference attendees on Friday, the 27th of March at 10 am in front of the Bibliothèque Sainte-Geneviève, 10 Place du Panthéon, 75005 Paris. <u>Map</u>

INSEAD will return us by bus to the same location at 9:00 pm (ETA 10:00 pm). If for some reason, you prefer to travel on your own to or from INSEAD/Fontainebleau, here is the relevant <u>*link*</u>.

#### WiFi

WiFi information is printed in this program book on the relevant day and also will be provided throughout the conference.

#### EUROSTAR

Train between France and the United Kingdom

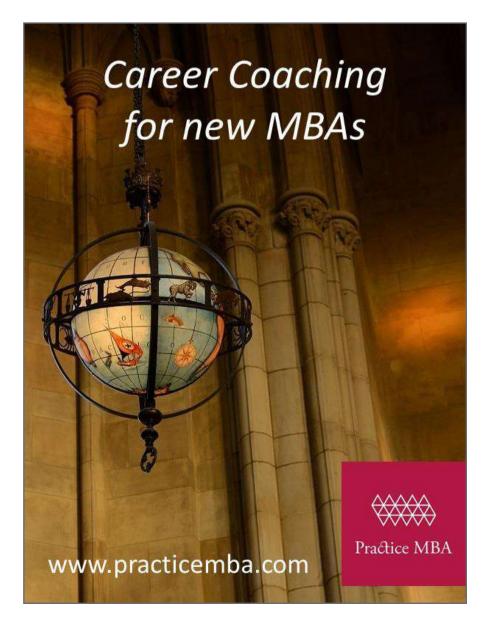
For those of you taking the Eurostar, the fast-speed train that links Paris with London in 2.5 hours, you need to go the Gare du Nord train station, with the metro station of the same name, where you will go through customs in a wing dedicated to the Eurostar. The train is well marked throughout the station with a stylized "e" logo. Note that the transfer between the metro and the Eurostar wing is approximately 15 minutes. Check in at least **30 minutes** before departure. <u>Website</u>

#### Getting to the Gare du Nord:

18 Rue Dunkerque Paris 75010

#### By train, metro and bus:

Gare du Nord is served both by métro and RER lines (the suburban train line) as well as a number of bus routes. *More information* 



#### LONDON

The **London Tube** is vast, fast, and very efficient. It is also pricey. In fact, depending on how many zones you may be traversing and how many rides you intend to take in a day, it may be substantially cheaper to take a day pass.

#### <u>Tube map</u>

This site also gives information on buses, overground trains and Eurostar transfers.

The **Eurostar** arrives at the King's Cross/St Pancras station. You can also plan your trip within the city, to/from the airports or the Eurostar, and find out how much it will cost you (see the tabs at the top of the page.) for the various fares and payments <u>here</u>.

The main tube stations for **London Business School** are **Marylebone** and **Baker Street**. Each is an approximately 6 minute walk.

London's iconic **black cabs** are quite expensive, but the drivers are extraordinary fonts of information. **Minicabs** can be substantially cheaper. For information on both, <u>*bere*</u>.

*Kabbee* is a cheaper, uber-like alternative.

#### CAMBRIDGE

Judge Business School is located at University of Cambridge, Trumpington Street, Cambridge CB2 1AG, United Kingdom. Members will travel to Cambridge on their own, via the local train company. <u>Website</u>

We ask that everyone meet at the Kings' Cross station at 8:30 am in order to make the 9:14 train which will put us into Cambridge at 10:06. Tickets can be bought at the station or online (round-trip is approximately 24 pounds).

Judge Business School will pick us up by bus and transport us to the campus. Following the day's events, including the Punting (boat) tour, the school will transport us back to the train station (appr. 3:00 pm). If you prefer to travel to or from Judge on your own, here is the <u>link</u>.

If you are carrying your luggage to Judge, there will be room to store it at the school, however it cannot be taken onto the Punting (boat) tour, nor is there any storage of luggage in the Cambridge bus station. If you need to go directly to an airport from Cambridge, check the train schedules and also the bus company, *here*.



## **Conference** Attendees

Marta Andaluz *The Lisbon MBA*, *Portugal* 

Ricardo Betti MBA Empresarial, Brazil

Mateo (Matt) Chang The MBA Wire, Brazil

Michael Cohan MBAPrepAdvantage, United States

Marine Condette ETS-GRE, The Netherlands

Marlena Corcoran Athena Mentor: International University Admissions Counseling, Germany

Maxx Duffy Maxx Associates, United States

Chloe Foden Prodigy Finance, England

Laura Freedman Access Education, Singapore

Cristina Freeman Admissions Unlimited, Spain

Gildas Fresnau ETS-GRE, The Netherlands

Chioma Isiadinso Expartus, United States

Anna Ivey Ivey Consulting, Inc., United States

Rachel Korn Rachel Korn Study Consultant Ltd, Israel

Tanis Kmetyk Independent Admissions Consultant, France

Candy LaBalle *mbaSpain*, *Spain* 

Sarah McGinty McGinty Consulting Group, LLC, United States

Faye Mackenzie Agos, Japan Kavita Mehta *Red Pen, India* 

Paulo Cesar Moraes Oliveira Philadelphia Consulting, Brazil

Travis Morgan Veritas Prep, United States

M. Cecilia Pineda The Grad School, Colombia

Elizabeth Reid Prodigy Finance, England

Vince Ricci *Agos, Japan* 

Graham Richmond Southwark Consulting, United States

Scott Shrum Veritas Prep, United States Andrea Sparrey The Sparrey Consulting Group, United States

Matt Symonds Fortuna Admissions, France

Aisling Tiernan ETS-GRE, The Netherlands

Poonam Tandon myEssayReview, United States

Andrew Warner Touchdown! Education, China

Yanping Zhou Touchdown! Education, China

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