

# 11TH ANNUAL CONFERENCE

JUNE 8 - 15, 2018



## TORONTO



## ANN ARBOR



## CHICAGO



## EVANSTON



## AUSTIN



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## President's Welcome

Welcome to the Eleventh Annual Conference of the Association of International Graduate Admissions Consultants. We are delighted to convene at Northwestern's Kellogg School of Management alongside admissions representatives from 25 schools across the globe. With a decade of conferences behind us, AIGAC members have refined our mission and have been working towards providing insight and transparency into the graduate admissions process. We're excited to pursue these elements in conversation with admissions personnel at this year's conference, as well as promote ethical standards and professional development.

As I approach the end of our fiscal year as president, I reflect on the wonderful work our volunteers have contributed to our Membership, Sponsorship, Communications, Survey, Governance and Conference Committees. Supported by Shiela, Lori and our dedicated and talented team at headquarters, it is easy for me to understand why our membership continues to grow. These committees continue to shape the members who join in pursuit of our mission, the new sponsors who seek to affiliate with us and our contribution to educating stakeholders on applicant opinions and experiences. I can also see why AIGAC conferences continue to draw consultants and admissions officers from around the world for conversations that simply do not happen anywhere else. This year, I'd like to extend a particular welcome to the 13% of our attendees who are attending their first AIGAC conference.

One particular member I'd like to call attention to is Vince Ricci, our immediate past-president. Vince is serving his final year on our board—after 6 years of such service! We wouldn't be where we are today without his dedication to this community. We're lucky to retain his wisdom as he'll continue to chair our Governance Committee. Thank you, Vince.

Of course, none of this would be possible without our hosts, who open their doors, ideas and people to us. Thank you to Kate Smith and Abby Reedy at Northwestern Kellogg, Jamie Young at University of Toronto Rotman, Soojin Kwon and Diana Economy at Michigan Ross, Kurt Alm and Kim Ge at Chicago Booth, and Rodrigo Malta at University of Texas Austin for your dedication, time and the resources you offer us.

This year's conference is by far our biggest undertaking, spanning five locations across Canada and the United States. We simply couldn't have achieved this without our tremendously dedicated conference volunteers. First, we would like to thank our conference Co-chairs Nupur Gupta and Rachel Korn and AIGAC Afternoon Co-Chair Faye Mackenzie. They've led our hard-working and collaborative conference committee: Candy LaBalle, Prashant Tibrewal, Paul Kang, Jumet Yuson, Mengdan Chu, Marissa Samuel Vecsler, Faisal Khan, Maria Wich-Vila, Cecilia Piñeda, Lori Oates and Shiela Locatelli-Wallace. We have all benefited from their commitment so if you have a moment during the conference, please express your gratitude.

Most of all, thanks to you, our members, for continuing to increase public understanding of graduate admissions consulting. Here's to a fantastic conference—enjoy the tour!

**BRETT HABER**  
AIGAC PRESIDENT 2017–2018



## THE AIGAC BOARD

**Brett Haber**  
*President*

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**Rachel Korn**  
*President-Elect*

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# AIGAC CONFERENCE 2018

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## THURSDAY, JUNE 7

Toronto, Ontario

### Rotman School of Management Tour & Presentations

8:00 p.m.

#### Casual night out for anyone who can join.

Join members of the recruitment and admissions team in the heart of downtown Toronto in the historic Harbord Village, just to the west of campus. Her Father's Cider Bar + Kitchen offers a selection of 100+ ciders from Ontario and the world, making it Toronto's premier destination for cider lovers! Drinks and food will be kindly sponsored by Rotman. Meet at the hotel lobby at 7:30 pm.



#### LOCATION

Her Father's Cider Bar + Kitchen  
<http://www.hurfathers.ca/>  
119 Harbord St., Toronto, ON  
M5S 1G7

## FRIDAY, JUNE 8

Toronto, Ontario

### Rotman School of Management Tour & Presentations

8:00am

**Walk to UofT/Rotman from Intercontinental Hotel.**  
*Meet in the hotel lobby at 8:00 a.m.*

9:00-9:30am

**Continental Breakfast and Welcoming Remarks**  
With Jamie Young, Director, Recruitment & Admissions and the members of the recruitment and admissions team.

9:30-11:00

**The Rotman Labs**  
*The transformative spirit of the Rotman MBA is especially evident in our labs.*  
Discover the Self Development Lab in an interactive session with Maja Djikic, Associate Professor and the Executive Director of Self-Development Laboratory. Hear from current students and alumni about how we're helping tech startups scale up and launching our students' entrepreneurial ambitions in the Creative Destruction Lab.

11:00 – 11:30

**Rotman School Tour**

11:30 – 12:15

**The Case Against the GMAT**  
What we look for in admissions and an overview of our incoming class profile.  
With members of the admissions committee.

**Social Media/  
Photo Free**

12:15 -1:00

**Lunch - Remarks from Dean Tiff Macklem -**  
Why is the Rotman School of Management having such an impact around the globe?



#### LOCATION

University of Toronto, Rotman School of Business  
Wi-Fi: Provided on-site

#### SHARED HOUSING

Below is the information for the Rotman-sponsored shared housing. Your confirmation, following the lottery, was sent from AIGAC separately.  
**Intercontinental Toronto Yorkville**  
220 Bloor Street West Toronto, Ontario, Canada M5S 1T8  
+1 416-960-5200

# 2018 AIGAC GLOBAL CONFERENCE

1-1:45

## Exploring the power of design thinking at Rotman DesignWorks

With Mark Leung, Director of Rotman Design Works and a current student.

1:45 -2:00

## Q+A & Wrap Up

## SUNDAY, JUNE 10

**Ann Arbor,  
Michigan**

10:00 a.m. – 4:30 p.m.

## Board Meeting

5:00 p.m. – 6:30 p.m.

## Ross Welcome Reception

Meet at the Allen Rumsey Supper Club in The Graduate Hotel

7:00 p.m. – 9:00 p.m.

**Member Dinner**, Sponsored by Agos  
*Isalita Mexican Cantina*  
341 E Liberty St, Ann Arbor, MI 48104



### SHARED HOUSING

Below is the information for the Ross-sponsored shared housing. Your confirmation, following the lottery, was sent from AIGAC separately.

**Graduate Hotel Ann Arbor**  
615 E Huron St, Ann Arbor, MI 48104  
(734) 769-2200

## MONDAY, JUNE 11

**Ann Arbor,  
Michigan**

### Ross School of Business Tour & Presentations

7:45 a.m. – 8:30 a.m.

## Walk to Ross from The Graduate Hotel

Experience why Ann Arbor is consistently rated one of the best college towns as you walk through campus with admissions reps. Meet in the lobby at 7:45 a.m.

8:30 a.m. – 9:00 a.m.

## Breakfast at Michigan Ross

9:00 a.m. – 9:30 a.m.

## Welcome from Dean Scott DeRue

Hear from Dean Scott DeRue about what's new and exciting at Michigan Ross, and what's fueling their recent rise in the rankings.

9:30a.m. – 11:00 a.m.

## What We're Looking for in Candidates

Wonder what makes a candidate stand out in the application process? Hear from Managing Director, Full-Time MBA Admissions and Student Experience, Soojin Kwon and the Admissions Team about what Ross looks for in candidates and what makes students successful at at Ross. Try your hand at Ross's signature Team Exercise.



### LOCATION

**Michigan Ross School of Business**  
701 Tappan Ave, Ann Arbor, MI 48109  
Wi-Fi: While at Ross, you can access the MGuest Wi-Fi for free. You'll need to enter your email address and agree to the terms of usage.

11:00 a.m. – 11:15 a.m.	<b>Break</b>
11:15 a.m. – 11:30 a.m.	<b>Career Outcomes</b> Did you know that nearly 70% of Ross grads end up on one of the coasts or Chicago and that 25% of the class lands in Tech? Learn more about how Ross supports students on their career journey and where Ross grads end up.
11:30 a.m. – 12:30 p.m.	<b>The Student Experience + Ross Unplugged</b> Hear from current students and recent alums about signature experiences at Ross, classes, careers, community, life in Ann Arbor and more.
12:30 p.m. – 1:30 p.m.	<b>Lunch</b> Sample favorites from Ann Arbor's own Zingerman's Delicatessen.
1:30 p.m. – 3:00 p.m.	<b>Ross Tour, Experience Ann Arbor</b> Check out the collaborative spaces, integrated technology, and environmentally-conscious features of the Michigan Ross campus. Experience a surprise Ann Arbor highlight to wrap up the day. Return transportation to The Graduate Hotel will be provided.

## TUESDAY, JUNE 12

Chicago, Illinois

**Booth** (All sessions will be in classroom C25)

8:30 a.m.	<b>Registration</b>
9:00 a.m. – 9:45 a.m.	<b>Associate Dean's Breakfast</b> – Social media / photo free
9:45 a.m. – 10:30 a.m.	<b>Interactive Panel</b> – Social media / photo free
10:45 a.m. – 11:30 a.m.	<b>Tour of the Harper Center</b> by Admissions Staff Members
11:30 a.m. – 12:00 p.m.	<b>Q&amp;A and Wrap-Up</b> – Social media / photo free



**LOCATION**  
**CHARLES M. HARPER CENTER**  
 The University of Chicago  
 Booth School of Business  
 5807 S. Woodlawn Ave.  
 Chicago, Illinois 60637 USA  
 Parking: First come, first serve.



6:00 p.m. – 8:00 p.m.

## Welcome Reception

Hilton Orrington, Heritage  
Ballroom, 1710 Orrington  
Ave, Evanston, IL 60201  
Sponsored by ETS GRE.



8:15 p.m. – 10:00 p.m.

**Member Dinner** – Farmhouse Evanston,  
703 Church St, Evanston, IL 60201  
Restaurant is walking distance from the hotel.  
Sponsored by e-GMAT.



## WEDNESDAY, JUNE 13

Evanston, Illinois

### All Schools Day, hosted at Kellogg School of Management

8:00 a.m. – 8:45 a.m.

**Registration & Breakfast** – White Auditorium

8:45 a.m. – 9:00 a.m.

**Welcome**

9:00 a.m. – 9:45 a.m.

**2018 Applicant Survey Results & Insights**  
Scott Edinburgh & Survey Committee

9:45 a.m. – 11:00 a.m.

**Breakout Groups: Applicant Case Study**  
**Moderator:** Faye Mackenzie

**Social Media/  
Photo Free**

Due to this session's overwhelming popularity last year, it returns this year. We will analyze five hypothetical candidates' applications to a fictional MBA program. The exercise is designed to encourage a discussion of fit, both for candidates and schools, and the nuances important in application evaluation. The materials will be provided at the conference registration that morning. This session is free-flowing, conversational, and social-media free (no tweeting, recording, etc.).

11:00 a.m. – 12:00 p.m.

**Panel: Ask Anything**

**Panelists:** Jamie Young (Rotman),  
Michael Robinson (CBS), Shari Hubert (Fuqua),  
Andrea Sparrey (AIGAC), Vince Ricci (AIGAC)

**Social Media/  
Photo Free**

This mixed panel includes consultants and admissions committee members. We hope to promote an open, two-way dialogue where perspectives from both consultants and admissions committee members can be heard. We welcome your questions at the end of the panel discussion.



### LOCATION

Kellogg School of Management  
2211 Campus Drive  
Evanston, IL 60208

WiFi: free, public network  
(Guest-Northwestern).



12:00 p.m. – 1:00 p.m.

**Lunch**

1:00 p.m. – 2:00 p.m.

**Panel: Beyond the Basics**

**Social Media/  
Photo Free**

**Moderator:** Brett Haber

**Panelists:** Blair Mannix (Wharton), Kate Smith (Kellogg), Kirsten Moss (Stanford GSB), Rodrigo Malta (Texas McCombs), Soojin Kwon (Michigan Ross)

It's all too easy to familiarize oneself with the broad and stereotypical images each school represents publicly. But together, we'd like to uncover the nuanced elements each program offers students. We'll cover topics ranging from what details make a program unique in its strongest academic areas to what personal leadership challenges admissions directors have faced. Our hope is that panelists will share anecdotally oriented responses and reflect on their own personal interactions with, and experiences in, the program.

2:00 p.m. – 3:00 p.m.

**Round Tables with Admissions Officers**

**Social Media/  
Photo Free**

**Moderator:** Nupur Gupta

Admissions officers, here is your chance to get to know our members better and to share specific areas of your program. You will be placed at a table with 1-2 of your peers from other schools. Each table will have a theme such as International Students, Careers, Student Life, Academics, Admissions, Scholarships & Financing. In groups, AIGAC members will rotate through the different tables, giving you a chance to meet all our members up-close as you discuss these themes in a free-flowing, conversational and social-media free atmosphere.

3:00 p.m. – 3:15 p.m.

**Break**

3:15 p.m. – 4:15 p.m.

**Panel: Beyond the Application**

**Social Media/  
Photo Free**

**Moderator:** Maria Wich-Vila

**Panelists:** Christie St-John (Vanderbilt), Pascal Michels (IESE), Shauna LaFauci Barry (MIT Sloan), Shelly Heinrich (McDonough School of Business), Yoselin Bugallo (NYU Stern)

This session is to discuss elements beyond the application form that may still be critical to the admissions process. The panel will explore topics ranging from unofficial contact with admissions officers, social media profiles, managing being on the waitlist, campus visits, seeking alumni endorsements, and more. If time permits, we also hope to understand our panelists' view of new and novel ways they are reaching out to and connecting with prospective candidates beyond the application form.

# 2018 AIGAC GLOBAL CONFERENCE

4:15 p.m. – 4:45 p.m.	<b>Closing Remarks &amp; Updates</b>
5:00 p.m. – 6:00 p.m.	<b>Reception with School Representatives at Kellogg</b>
7:30 p.m. – 9:15 p.m.	<b>Member Dinner at Riva Restaurant on Navy Pier</b> 700 E Grand Ave, Chicago, IL 60611 <b>Sponsored by GMAC.</b>
9:30 p.m.	<b>Optional</b> – <i>Stay after dinner</i> and watch the fireworks from Navy Pier

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## THURSDAY, JUNE 14

*Evanston, Illinois*

### Kellogg School of Management

8:30 a.m. – 9:00 a.m.	<b>Breakfast</b> – <i>White Auditorium</i>
9:00 a.m. – 9:15 a.m. Social Media/Photo Free	<b>Welcoming Remarks</b> from <i>Kate Smith '98</i> , Assistant Dean of Admissions and Financial Aid
9:15 a.m. – 9:45 a.m. Social Media/ Photo Free	<b>Specialty Program Panel</b> featuring 1Y, MMM, JD-MBA, and Professional Programs (Evening/Weekend and EMBA)
9:45 a.m. – 10:00 a.m.	<b>Break</b>
10:00 a.m. – 11:15 a.m.	<b>Round Table Discussions</b> ( <i>topics TBD</i> )
11:15 a.m. – 11:45 a.m. Social Media/ Photo Free	<b>What's New at Kellogg</b> with <i>Mike Mazzeo</i> , Associate Professor and Senior Associate Dean for Curriculum and Teaching
11:45 a.m. – 12:15 p.m.	<b>Building Tour</b>
12:15 p.m. – 1:00 p.m.	<b>Lunch</b>



#### LOCATION

Kellogg School of Management  
2211 Campus Drive  
Evanston, IL 60208

WiFi: free, public network  
(Guest-Northwestern).

### AIGAC Business Afternoon

1:15 p.m. – 2:00 p.m. Social Media/ Photo Free	<b>AIGAC Speed Dating</b> <b>Host: Candy Lee LaBalle</b> Get to know as many AIGAC attendees as you can, hopefully having some fun in the process and breaking the ice for the afternoon's discussions.
2:10 p.m. – 3:20 p.m. Social Media/ Photo Free	<b>AIGAC State of the Organization</b> <b>Host: Brett Haber</b> The AIGAC board will share details of what their roles involve, their experience volunteering with AIGAC, and their vision for the future. This session will include time to talk with individual board members about how you can get involved.



3:20 p.m. – 4:05 p.m.

Social Media/  
Photo Free

## The Business of Admissions Consulting

**Host:** M. Cecilia Pineda

One of AIGAC's biggest resources is its members. In this session, we'll be facilitating discussions on Technology, Marketing your Business, Reputation Management, and Professional Development. Attendees can share their experience (without breaking client confidentiality) and discuss best practices, whilst also identifying thought leaders and resources within the organization. Conversations can continue via the private LinkedIn group throughout the year.

4:05 p.m. – 4:50 p.m.

Social Media/  
Photo Free

## Client Management Panel

**Moderator:** Travis Morgan

**Panelists:** Marlena Corcoran, Alex Min, Adam Markus

AIGAC members will share their tips and best practices on various issues relating to client management.

## FRIDAY, JUNE 15

*Austin, Texas*

### McCombs School of Business

### On-Campus Programming

#### Rowling Hall – The University of Texas at Austin, McCombs School of Business

Map/Location:

<https://www.mcombs.utexas.edu/MBA/Request-Info>

300 W. Martin Luther King Jr. Blvd., Austin, TX 78712  
Rowling Hall is connected to the AT&T Hotel and Conference Center. For those not staying at AT&T Hotel and Conference Center, Rowling Hall is located at the corner of MLK Blvd. and Guadalupe St. on the campus for the University of Texas at Austin.

9:00 a.m.

#### Breakfast Tacos! and Refreshments (Rowling Hall – Room 4.304)

9:30 a.m.

#### Texas McCombs Overview (Rowling Hall – Room 5.382)

**Panelists:** Emily Reagan, (Chief Marketing Officer, Texas McCombs), Tina Mabley, (Assistant Dean, Texas McCombs)

Full Time MBA Program.

11:00 a.m.

#### Interactive Rowling Hall Tour



#### LOCATION

*The University of Texas at Austin, McCombs School of Business.*

#### SHARED HOUSING

Below is the information for the McCombs-sponsored shared housing. Your confirmation, following the lottery, was sent from AIGAC separately.  
**AT&T Hotel and Conference Center.**  
*The University of Texas at Austin*  
1900 University Avenue,  
Austin, TX 78705.

#### WI-FI

Internet access is free and open (no password required) using the AT&T Conference Center network (network: attconf)

11:30 a.m.

**Cooling off with a Mid-Day Lunch**  
*(Rowling Hall – Room 5.382)*

Various members of the MBA program office team (i.e. career advisors, MBA+ leadership program, academic advisors) will rotate through tables at lunch for an in-depth look at the Texas McCombs MBA program.

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12:30 p.m. – 2:00 p.m.

**Day in the life of the Texas McCombs Admissions**  
*(Rowling Hall – Room 5.382)*

**Social Media/  
Photo Free**

Tour of the MBA program office and Mock Admissions Committee.

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## Off-Campus Programming

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2:30 p.m. – 4:30 p.m.

**Experience Austin – E-ship, Tech and Innovation**  
*(Capital Factory – Technology Incubator)*

Map/Location:

<https://www.capitalfactory.com/parking/>

Road trip to Capital Factory to learn about Austin and how our students leverage Austin's e-ship, tech and innovation ecosystem.

Transportation will be provided from Rowling Hall/AT&T Hotel Conference Center to Capital Factory, then back to Rowling Hall/AT&T Hotel Conference Center.

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8:00 p.m. – TBD

**Friday Dinner & Live Music**

**Location TBD**

Guests will be responsible for their own transportation to/from Friday night activities.





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## SOCIAL EVENTS

### SUNDAY, JUNE 10



**Member Dinner**  
7:00 p.m. – 9:00 p.m.  
*Isalita Mexican Cantina*  
341 E Liberty St  
Ann Arbor, MI 48104  
Sponsored by Agos



### WEDNESDAY, JUNE 13



**Reception with School Representatives**  
5:00 p.m. – 6:00 p.m.  
*Kellogg School of Management*

**Member Dinner**  
*Riva Restaurant on Navy Pier*  
7:30 p.m. – 9:15 p.m.  
*Navy Pier Restaurant*  
700 E Grand Ave  
Chicago, IL 60611  
Sponsored by GMAC



**Watch fireworks from Navy Pier. (Optional)**  
9:30 p.m.  
*Stay after dinner*  
and watch the fireworks from the Navy Pier.

### TUESDAY, JUNE 12



**Welcome Reception**  
6:00 p.m. – 8:00 p.m.  
*Hilton Orrington Heritage Ballroom*  
1710 Orrington Ave  
Evanston, IL 60201  
Sponsored by ETS GRE



**Member Dinner**  
8:15 p.m. – 10:00 p.m.  
*Farmhouse Evanston*  
703 Church St  
Evanston, IL 60201  
Sponsored by eGMAT



### FRIDAY, JUNE 15



**Friday Dinner & Live Music**  
8:00 p.m. – TBD  
(Location TBD)



## ALL SCHOOLS DAY – PARTICIPANTS

### **Columbia Business School**

– Michael Robinson  
*Director of MBA Admissions*

### **Darden School of Business, University of Virginia**

– Rita Morrow *Associate  
Director of Admissions*

### **ESADE Business School**

– Jeroen Verhoeven  
*Associate Director of  
Admissions*

### **Georgetown University, McDonough School of Business**

– Shelly Heinrich  
*Interim Associate Dean,  
MBA Admissions*

### **Haas School of Business, University of California, Berkeley**

– Peter Johnson  
*Assistant Dean Full-time  
MBA Program & Admissions*

### **IESE Business School**

– Pascal Michels  
*Director of MBA Admissions*

### **Kellogg School of Management at Northwestern University**

– Kate Smith  
*Assistant Dean, Admissions  
and Financial Aid*  
– Melissa Rapp  
*Director of Full-Time Admissions*  
– Lance Bennett  
*Director of Diversity*  
– Christine Mayer  
*Director of 2Y Admissions*

### **London Business School**

– Aram Karakashian  
*Senior Global Recruitment  
Manager*

### **MIT Sloan School of Management**

– Shauna LaFauci Barry  
*Associate Director  
of Admissions*

### **New York University Stern School of Business**

– Yoselin Bugallo  
*Senior Associate Director,  
MBA Admissions*

### **SDA Bocconi School of Management**

– Tyler Henderson  
*Director of North American  
Operations*

### **Stanford Graduate School of Business**

– Kirsten Moss  
*Assistant Dean,  
MBA Admissions  
and Financial Aid*

### **The Fuqua School of Business at Duke University**

– Shari Hubert  
*Associate Dean of Admissions*

### **The Fuqua School of Business at Duke University**

– Allison Jamison  
*Director of Admissions -  
Full-Time Programs*

### **The University of Chicago Booth School of Business**

– Kimberly Ge  
*Senior Associate Director,  
Full-Time Admissions*

### **The University of Texas at Austin, McCombs School of Business**

– Rodrigo Malta  
*Managing Director,  
MBA Recruitment  
and Admissions*

### **The Wharton School of the University of Pennsylvania**

– Blair Godfrey Mannix  
*Interim Director of Operations  
and Evaluations*

### **Tuck School of Business at Dartmouth**

– Patricia Harrison  
*Senior Associate Director,  
Recruitment  
and Communications  
Admissions*

### **UCLA Anderson School of Management**

– Alex Lawrence  
*Assistant Dean Director  
of MBA Admissions  
and Financial Aid*

### **University of Michigan Stephen M. Ross School of Business**

– Soojin Kwon  
*Managing Director,  
FTMBA Admissions  
& Program*

### **University of Michigan Stephen M. Ross School of Business**

– Diana Economy  
*Director of Admissions*

### **University of Toronto, Rotman School of Management**

– Jamie Young  
*Director, Recruitment  
& Admissions*

### **Vanderbilt University, Owen Graduate School of Management**

– Christie St-John  
*Director of MBA Admissions*

### **Yale School of Management**

– Laurel Grodman  
*Director of Admissions*



**Maximize Your Value**

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Please, let us know if you are ever visiting Tokyo or Osaka. We would love to see you!

#### **Tokyo Office:**

Ninomiya Bldg. 18-4 Sakuragaoka-cho, Shibuya-ku  
Tokyo, Japan 150-0031  
TEL: 81-3-3463-1343

#### **Osaka Office:**

Dojima Axis Bldg 4F. 28-2-2 Dojimahama, Kita-ku  
Osaka, Japan 530-0004  
TEL: 81-6-6123-7045

## AIGAC MEMBER ATTENDEES

**Linda Abraham**

Accepted.com, US

**Christopher Aitken**

MBA Prep School, US

**Eric Allen**

Admit Advantage, US

**Matt Bashi-Kadlubowski**

ETS GRE, US

**Dan Bauer**

The MBA Exchange, US

**Donna Bauman**

Stratus Admissions Counseling, US

**Piyush Beriwal**

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