



Florizza Martinez

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5 Ways the University of Oxford Maximizes In-Person MBA Tour Events

Florizza Martinez, MBA Recruitment and Admissions Manager at University of Oxford, has honed her MBA Tour strategy by participating in every option that is offered, both virtually and in-person. "I find them all rewarding," she shared.

For those who are new to The MBA Tour, she offers her top advice for a successful experience.

Consider your strategy and budget

"Get familiar with the types of products that GMAC Tours will be offering," Florizza suggests. "You have different options depending on your strategy and budget. If you're trying to increase awareness of the brand, perhaps a keynote is the best option, because you're reaching the widest audience. If you're in a country where you already have a strong presence, the MeetUps might be a better option, because you

want to have those one-to-one conversations."

Be presentable and approachable

"I try to stand in front of the table, not behind the table," Florizza explains. "If you have more than five people at your table, prepare a five-minute speech about the program, and have them stand around you. They will ask questions."

The school doesn't print brochures or other materials anymore, so Florizza

only brings a nice tablecloth, small table banner, and a QR code linked to the school's brochure.

Build awareness with a keynote

"At a recent event in Peru, I wanted to create more awareness, let people know our school was attainable, and encourage them to apply," she said. "I did a keynote on Finding Your Best Fit. I was with two other schools, and we each had different topics. I had 10-15 minutes to talk, and it was popular and well-attended."

Encourage candidates to reach out

"I always tell people to reach out and ask questions," Florizza stated. "I tell them to connect with me on LinkedIn, and when they do reach out with a question, I may arrange a call. Plus, if you're active on LinkedIn and posting about your school, candidates will learn more about the school and program."

Send personalized emails

Any candidate who asks Florizza in-depth questions or asks to be put in contact with an alum or faculty receives a personalized email after the event to continue the conversation and keep them engaged.

"Get familiar with the types of products that GMAC Tours offers"

To hear Florizza's solution story visit: [Florizza's Story](#)