

## INTERNATIONAL AMBASSADOR PROGRAM

### 1. BACKGROUND INFORMATION

The Lisbon MBA is a joint program from Universidade Nova de Lisboa and Universidade Católica Portuguesa in collaboration with MIT. Our objective is to base a truly international MBA in Lisbon in terms of class profile, lecturers, leadership activities, services to students and career management and placement. We aim to be among the best 100 schools in the world in 5 years.

To support our internationalisation effort we are launching an International Ambassador Program. There are two main objectives with this activity. Firstly, to be able to attract even more foreign students to the program. Secondly, to start branding Lisbon as a powerful and singular MBA destination. We aspire to recruit 8 international ambassadors for the launch phase.

### 2. SCOPE OF ACTION

The Lisbon MBA International ambassadors represent and communicate The Lisbon MBA values and main attributes to prospective students either in person or by e-mail. The ambassadors can be considered the perfect extension of the Admissions Office.

### 3. AMBASSADOR'S ROLE

Ambassador's main role is to actively support the international student attraction process.

### 4. AMBASSADOR'S SPECIFIC SUPPORT

- The most important task as an ambassador will be to pin point specific prospective students to the Admissions Office and to provide consistent and attracting information to those prospective students.
- Co-host and actively participate in market specific events like receptions, MBA Fairs, Press contacts, visits to companies, sharing MBA experiences round tables.
- Participate, whenever adequate, in the online promotion activities of the program.
- Participate in the admissions process by interviewing prospective candidates.

### 5. AMBASSADOR'S POTENTIAL COLLABORATION

With the full support of the admissions tem, each ambassador should work in order to achieve, at least, 2 country/region specific applications to the program every year. These applications must fulfil the admissions criteria.

## 6. AMBASSADOR'S REWARDS

### General Benefits for The Lisbon MBA International Ambassadors:

- One return trip every year to Lisbon to participate in ambassadors training and networking activities.
- Free Access to B-on - the largest database of international magazines featuring articles from MIT Sloan Management review, Academy of Management Review, Fast Company, Economist, among others. For more information please see [www.b-on.pt](http://www.b-on.pt)
- Public recognition in our website.
- Lisbon MBA International Ambassadors Kit (Program e-mail, Ambassadors Business Cards, program promotion material).

### Specific Performance Benefits

- **2 applications**
  - A long weekend in Portugal sponsored by the program for 2 people including airfares and accommodation
- **Between 3 and 5 applications**
  - A long weekend in Portugal sponsored by the program for 2 people including airfares and accommodation *and*
  - Possibility to join for free one of our summer electives of the Part-Time Program

## 7. ADDITIONAL COMMENTS

Commitment to ambassadors will be renewed every 2 years.

For specific market driven activities an additional budget might be available. Any ideas should be discussed with our Marketing and Admissions Director.

## 8. IMPORTANT DEADLINES

- **11<sup>th</sup> Dec 08 – International Ambassador Program Launch**
- **Until 22<sup>th</sup> Dec 08 – Ambassadors Registration Process**
- **Until 30<sup>th</sup> Jan 09 – Training session – Group or Individual**
- **From 1<sup>st</sup> Mar to 31<sup>st</sup> Oct 09 – Ongoing Market activities**
- **Dec 09 – Applications Feedback and Performance Awards**