

## 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.
- Host and actively participate in market specific events like receptions and sharing MBA experiences specific events.
- To provide counselling to the Admissions team in terms of Media attention, potential of MBA recruitment.

### 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

**Being known in the community as the Program Ambassador is the largest reward the program can offer.**

- Invitation to the Annual dinner joining all the CEOs from the companies participating in the program (Patrons, Sponsors, Companies participating in the Friday Forums)
- Invitation to the Opening Ceremony with The Prime Minister Eng. José Socrates
- Invitation to participate in the Graduation Ceremony
- Public recognition in our website (if desired).
- Premium treatment from the Career Services Team in terms of MBA recruitment events

## 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 – One to One Training session – Scheduled individually**
- **From 1<sup>st</sup> Mar to 31<sup>st</sup> Oct 09 – Ongoing Market activities**
- **Dec 09 – Applications Feedback and Performance Awards**