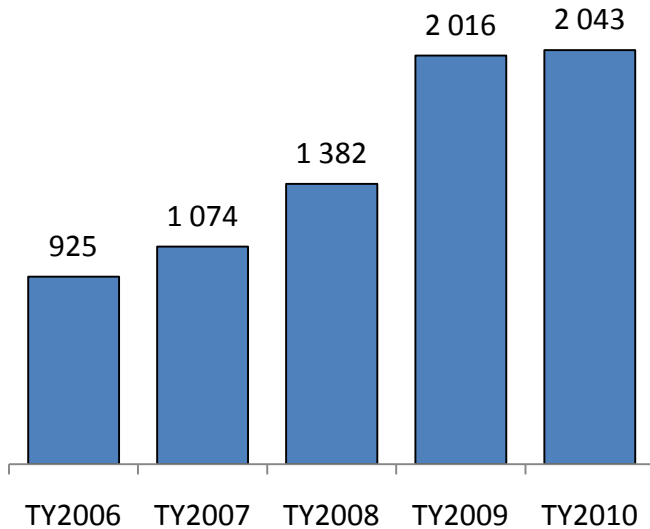




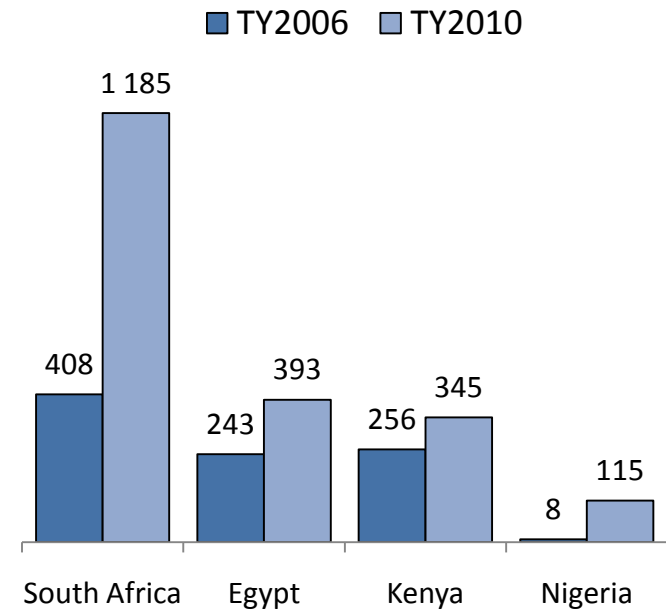
## **Position Your Program to Attract and Retain Your Domestic Talent**

# Africa as a Study Destination

GMAT Score Reports Sent to Africa  
by All Examinees



GMAT Score Reports Sent to Africa



The GMASS® service enables you to perform sophisticated, targeted marketing and recruiting. The GMASS® database contains the records of both GMAT® test takers and mba.com registrants who have opted to make themselves available to graduate business schools, scholarship-granting organizations, and certain GMAC® strategic partners. The GMASS® download file provides you with the contact information, including names, email addresses, and postal addresses, of GMAT® test takers and mba.com registrants who meet the characteristics you desire in an applicant. Once you have their information, you can contact these prospects directly.

Access this recruiting tool by clicking **Log in to GMASS®**, below. If you are not logged into gmac.com, you will be asked to do so on the next screen.

- Do not display this page again.

Log in to  
GMASS®



Download  
User Guide



Register for  
GMASS®



Go to  
gmac.com



# Recruiting Intelligence:

Using Student Decision-Making and  
School Selection Criteria to Drive Messaging

**GMAC<sup>®</sup> webinar will begin soon!**

**Audio for this webcast is via telephone.**

Our session is being hosted at GMAC offices in Reston, Virginia USA.

Please use these coordinates to join us:

From within the US: **+1 (888) 632-5060**

Participant code: **16281994#**

From outside the US: **+1 (201) 499-0418**

Participant code: **16281994#**



**THE GRADUATE MANAGEMENT ADMISSION COUNCIL<sup>®</sup>**

W E B C A S T   A N D   W E B I N A R   S E R I E S

# GMATCH

## GMAC Organizes Online Fair to Connect Prospective MBA Students with Business Schools

The GMATCH Virtual MBA Fair, scheduled for November 22 and 23, will enable people interested in attending full-time MBA programs to speak directly with admissions officials, learn effective self-marketing strategies and chat with alumni and current students—all from the comfort of their own computer and at no cost.

> [Read press release](#)



## GMAC® in Africa

The Graduate Management Admission Council® (GMAC) is dedicated to helping schools around the world elevate the quality and reputation of their graduate management education programs through talent evaluation, assessment services, and related programs. We believe that accepting and ultimately requiring the GMAT® exam will establish selectivity among prospective students and help elevate the reputation of your program as a quality study destination.

The GMAT® exam measures the skills shown to help graduate business students succeed in a challenging curriculum. Businesses and governments throughout Africa understand that the caliber of students in graduate management education is a key to achieving economic sustainability.

### Actionable Data to Attract Quality Talent

GMAC market intelligence can help you:

- Develop marketing and recruitment strategies
- Create in-depth profiles of prospective students and understand what motivates them
- Learn how prospective students make decisions and what triggers them to make decisions about the programs they choose
- Understand application trends



## Featured Resources

[How to Become a GMAT Score Recipient](#)

[The GMAT Advantage](#)

[GMAC School Services](#)

[GMAT Fee Waiver Program](#)

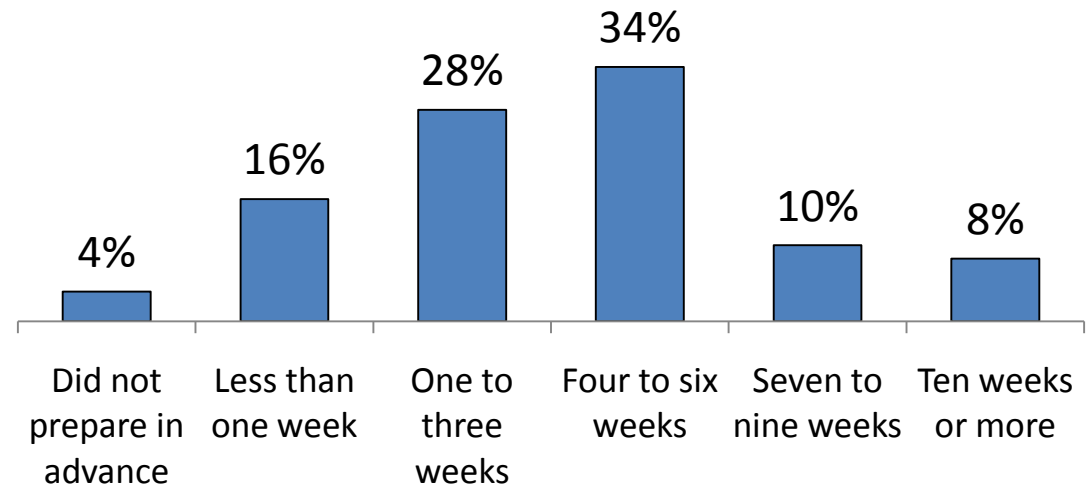
[GMAT Vouchers: Offset the Cost of the Exam](#)

# Preparation

**Amount of Time Spent Preparing for the GMAT  
by African Respondents**

The majority of African examinees (62%) studied between one and six weeks for the GMAT

On average, they prepare slightly less than their global peers



Thank you