

# **The Art of Being Remembered: Creating Student Experiences That Matter**

*A Latin American Perspective on Recruitment, Trust, and Human Connection*



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**The Americas 2026**



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# Why Latin America Changes the Conversation



## **RELATIONSHIPS**

Trust often comes before the transaction.



## **FAMILY**

You may be recruiting one student, but influencing a family decision.



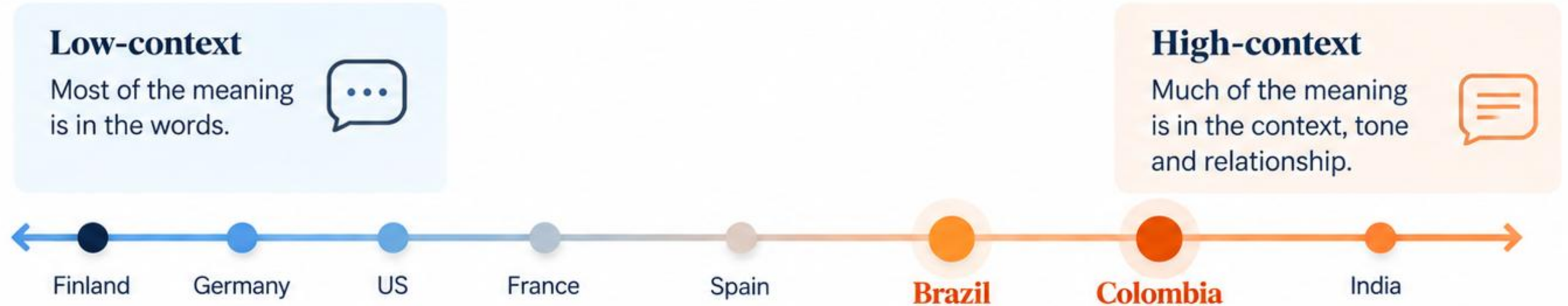
## **CULTURAL AWARENESS**

The same message does not create the same experience everywhere.

# Same Message. Different Culture. **Different Experience.**

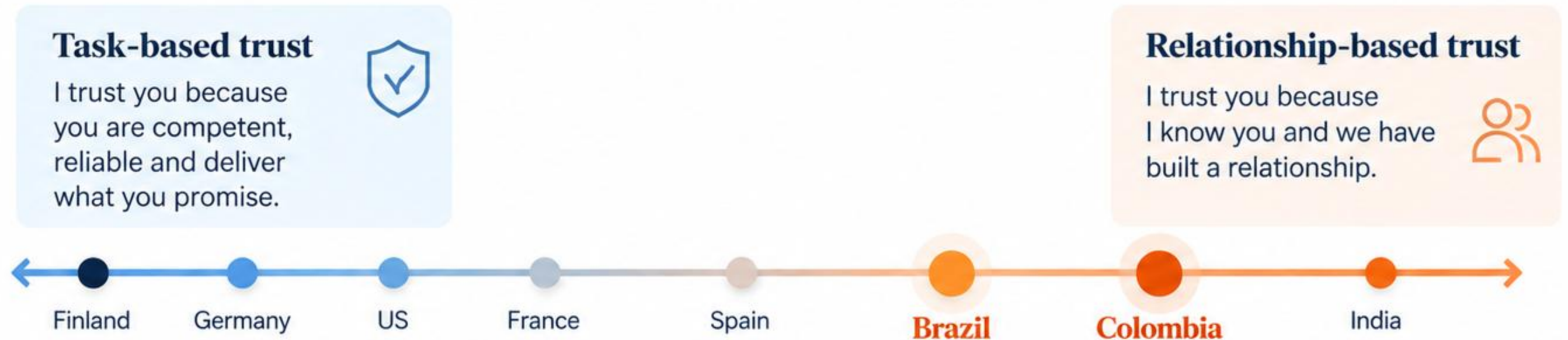
## 1. Communication

How explicit or implicit is the message?



## 2. Trusting

How do people build trust?



Note: This is a simplified illustration inspired by Erin Meyer's *The Culture Map*. Countries are shown as examples of general tendencies and are not absolute.



Source: The Bear, Season 2, Episode 7



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What makes an  
**experience**  
**memorable?**



# How can we intentionally design memorable moments for others?



## Elevation

Moments that break the routine and feel special or unexpected.

*"This wasn't just another informative session."*



## Insight

Moments when we suddenly understand something important.

*"I thought studying in France meant I had to speak French."*



## Pride

Experiences that make people feel capable, recognized, or proud of what they have achieved.

*"You studied abroad at 15 and adapted to another culture and language. Don't underestimate you."*



## Connection

Moments that create a meaningful bond with another person.

*"Sharing a short personal story about your own experience... How did your soccer tournament go?"*



### FAIR

First impression



### LEAD

Keep the conversation going



### FOLLOW-UP

Show you remember



### APPLICATION

Reduce anxiety



### ADMISSION

Celebrate their achievement



### ENROLLMENT

Reinforce belonging

Students don't remember the process.  
They remember the moments.

Source: The Power of Moments, Chip Heath and Dan Heath

# Act on What You Remember

## From “You remembered me” to “You thought of me”

Remembering someone creates connection. Doing something meaningful with what you remember creates an experience.



By remembering the student, you become more memorable to them.



Source: Framework developed by the presenters. Inspired by Heath & Heath, *The Power of Moments*; Meyer, *Setting the Table*; and Guidara, *Unreasonable Hospitality*.

Admitted

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Closed

Stage: Admitted

Mark Stage as Complete

Details

Related

Marketo Insights

Notes

Request 1-1 call on 11 NOV

Angelica:  
Information Session: 21/11/2024

The student has previously spoken with Johny and Florian. She would prefer to work with only one recruiter throughout her application process.

The prospect is Franco-Colombian and completed her bachelor's degree at ESADE in Spain. She has lived in Asia for 12 years, specifically in Tokyo, Japan, and is very interested in business in Asia. Given her profile, it was recommended that she start her MIM in Singapore.

Her mother (Colombian) completed her master's degree at HEC, but her priority for application is ESSEC due to the opportunity for intercampus mobility in Singapore. Her father works for L'Oréal.

She will take the GMAT on November 28.

Alix is interested in the textile industry, partly due to her connection with her mother's company. She is particularly interested in Wayuu bags, which is why she is quite familiar with the production process and would like to work with Colombian Indigenous communities in the future.

She will be traveling to Peru in January for vacation.

Languages:  
  
French: Native  
English: Bilingual (C1 - IELTS 8)  
Spanish: Advanced (DELE B2)  
Chinese: Intermediate (HSK3)  
She has excellent international experience, having lived and worked in Colombia, Peru, Spain Japan, China, and California.

Student will try to apply for R2

November • 2024

2 Years Ago

>

Check in with the student to see how she performed and felt about her GMAT.

29 nov. 2024

You had a task

>

Update about GMAT

28 nov. 2024

You logged a call

Alix

• 1:11 AM

Hi Angelica,

This message may come as a bit of a surprise, especially after such a long time. I'm not sure if you remember me, but I still wanted to reach out.

Whenever I think back to the time when I was applying for Master's programs, I realize how much your help meant to me and how grateful I still am for your support and advice.

Your availability and guidance were truly important to me at that time, and I wanted to let you know, even if somewhat belatedly.

Thank you again for the time you dedicated to helping me. I hope we have the opportunity to cross paths again someday.

Warm regards,  
Alix

Angelica María Pinzón Segura

• 1:19 AM

Hi Alix,

It's such a pleasure to hear from you again! Of course I remember you. You're one of those students who leave a lasting impression. I fondly recall your international profile and the pride with which you spoke about your roots, including your Colombian mom :)

I hope everything is going really well for you, that you are taking full advantage of all the opportunities we have to offer you, and that you are building the solid path you wanted, further strengthening your vision and professional experience in Asia, just as you dreamed.

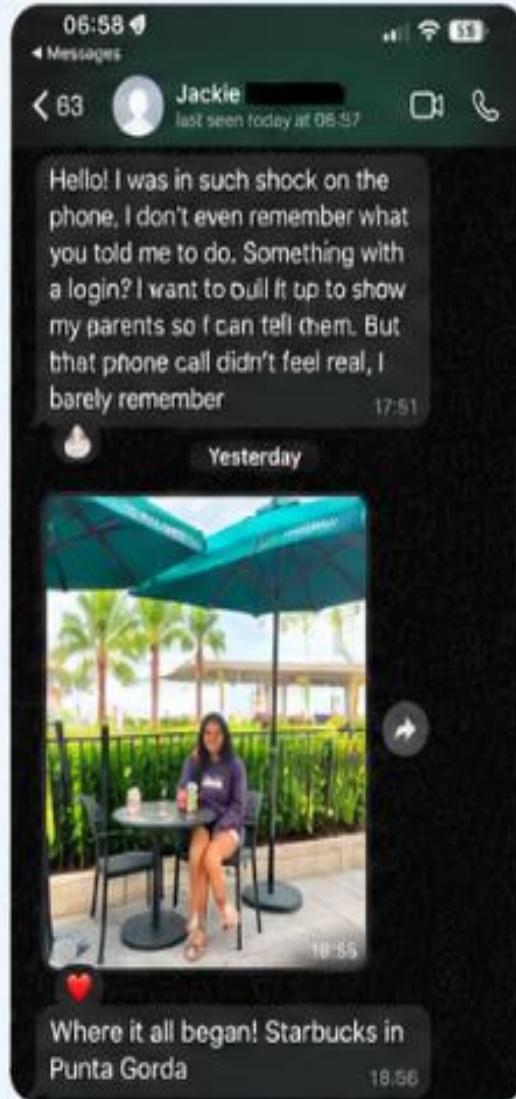
I truly appreciate you taking the time to write to me (even though you had already done so by email 😊), and I'm so happy to hear that my support was helpful. It was a real pleasure to be able to support you.

Sending you a big hug from afar and I wish you every success in all your endeavors.

Let me know if you happen to be in Bogotá so we can grab a coffee!

# FROM A CONVERSATION TO A CONNECTION

## 1 FIRST CONTACT



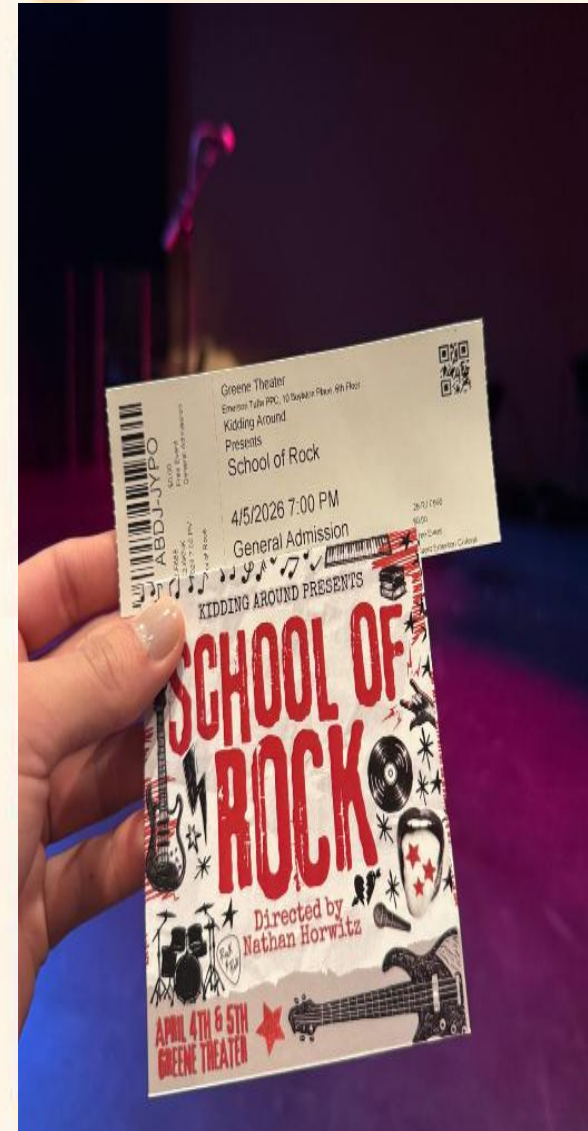
She reached out after the call

## 2 MEETING HER



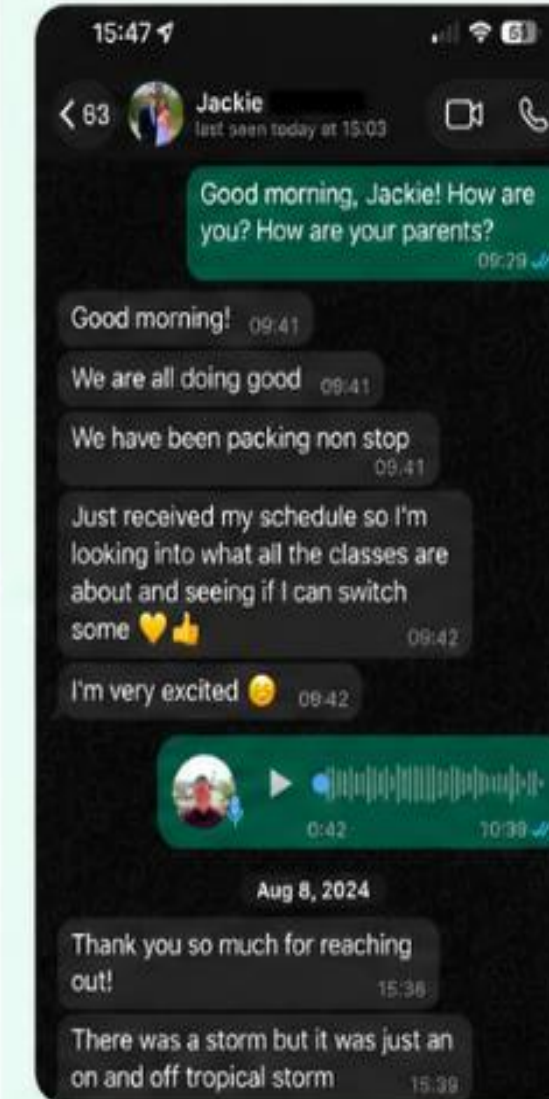
We met in person

## 3 REMEMBERING HER



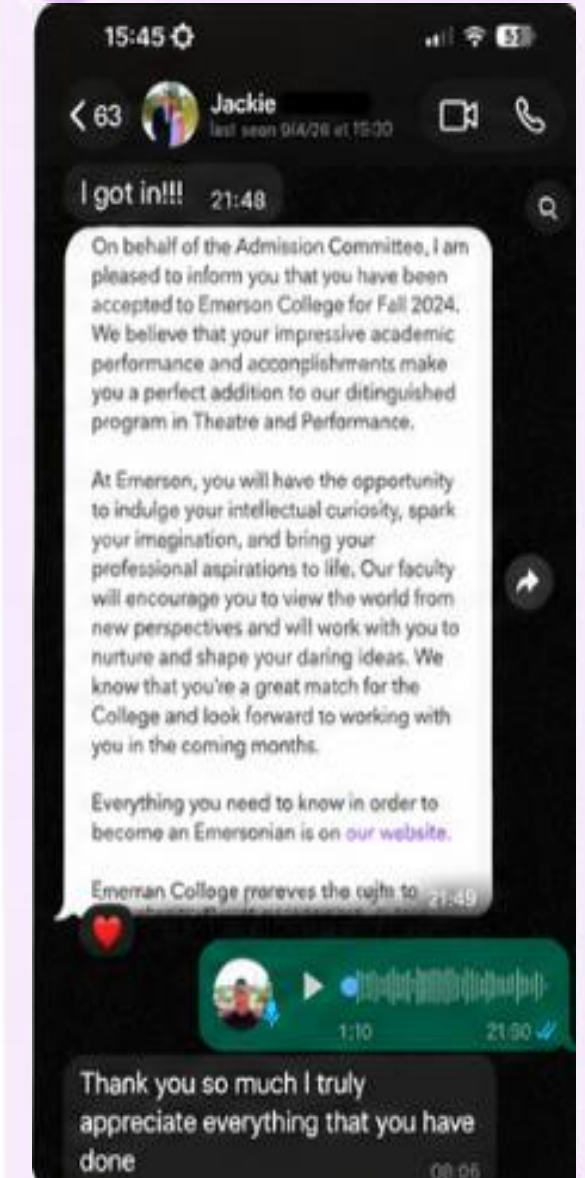
I remembered what matters to her

## 4 STAYING CONNECTED



The conversation continued

## 5 THE OUTCOME



She got in — and remembered the journey

Small details turned a recruitment interaction into a relationship.

# Your Turn

## LET'S LEARN FROM EACH OTHER



### SCENARIO

Sofia is a student from Costa Rica. You briefly met her at a busy university fair, but with so many students that day, you don't remember much about your conversation.

Two weeks later, Sofia receives your standard follow-up email:

*"Dear Student,  
Thank you for your interest in our university.  
Please find our brochure attached."*

Sofia replies:

*She tells you that she is very interested in studying at your university. She is passionate about sustainability, photography, and fashion, but she is not sure which program to apply to. Sofia is very active on social media. In fact, she even has her own YouTube channel. She is also worried about moving so far away from home."*



### MAKE IT MEMORABLE

You have 10 minutes to redesign your next interaction with Sofia.

Ask yourselves:



What details would you remember for next time?



What would you personalize?



What questions would you ask her?



What information or resources could you share?



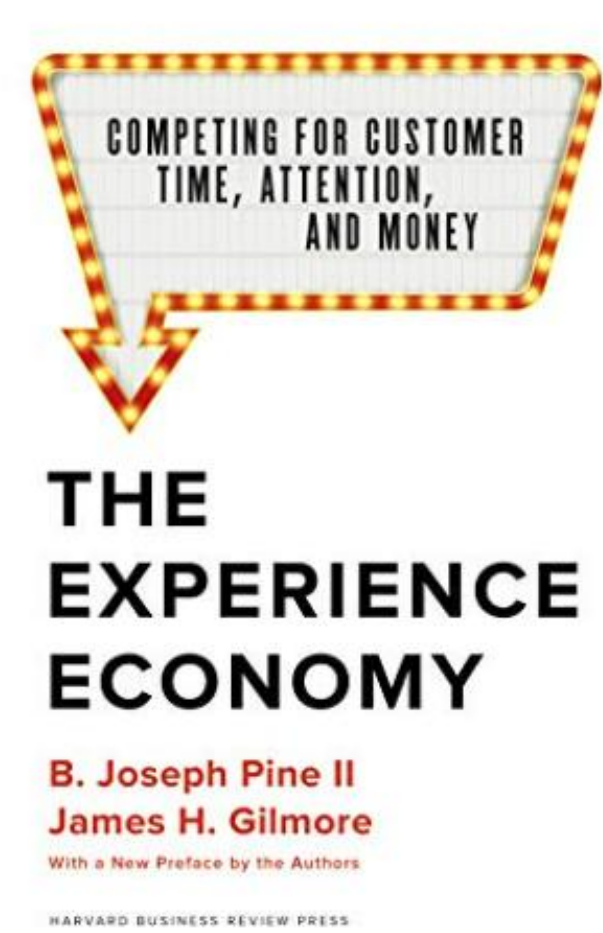
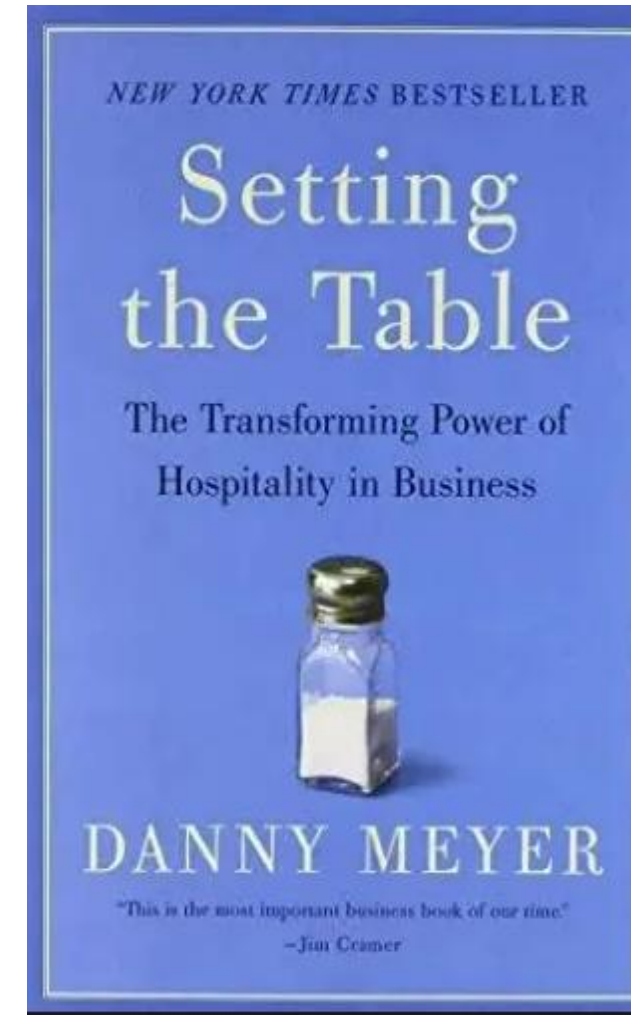
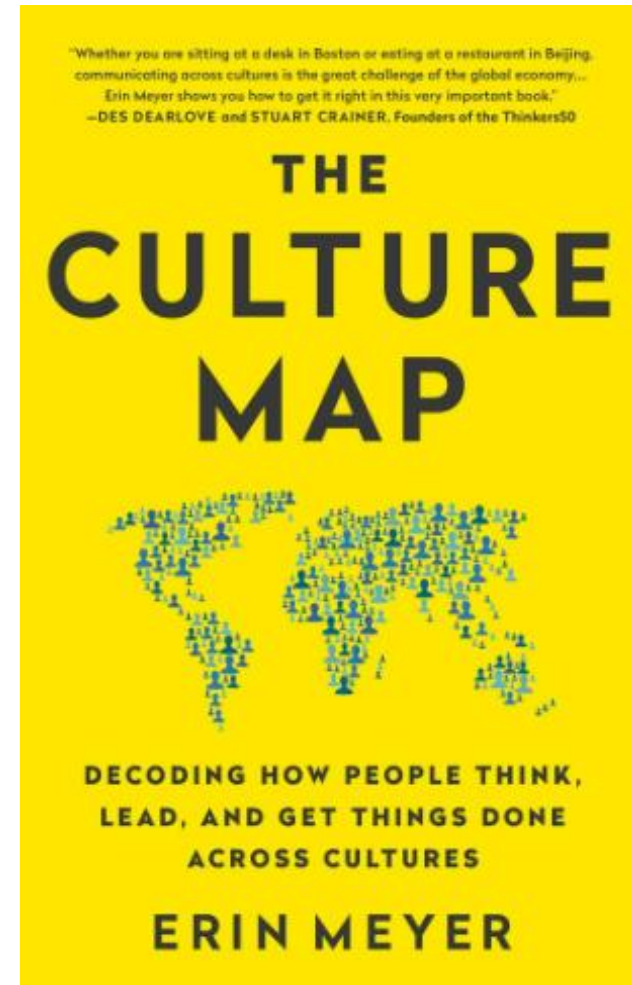
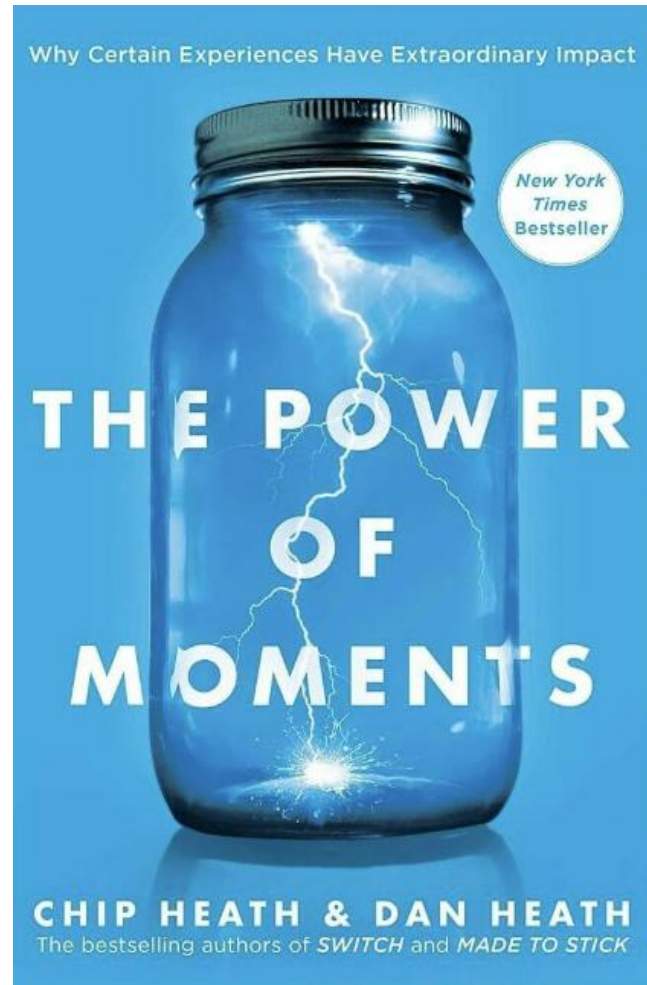
What could create a "you remembered me" moment later in her journey?



How would you end the interaction so she remembers you?

LOVE IS  
**SHARING...**



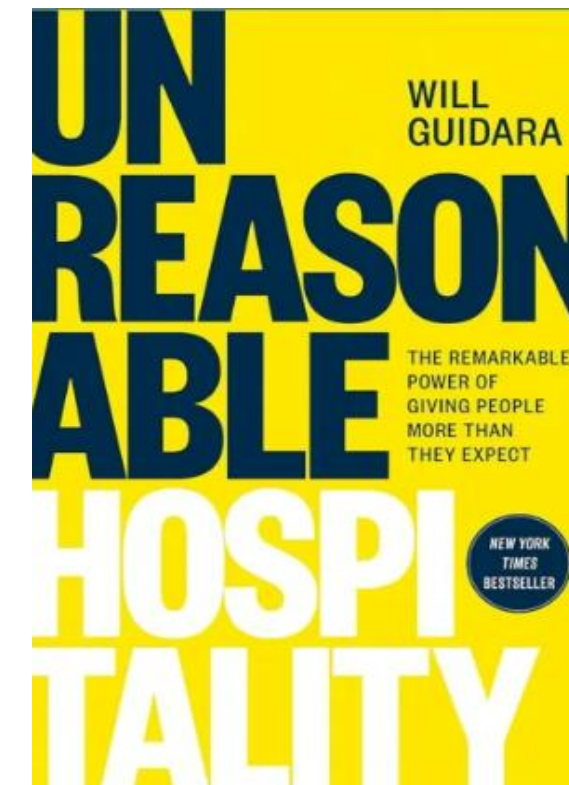
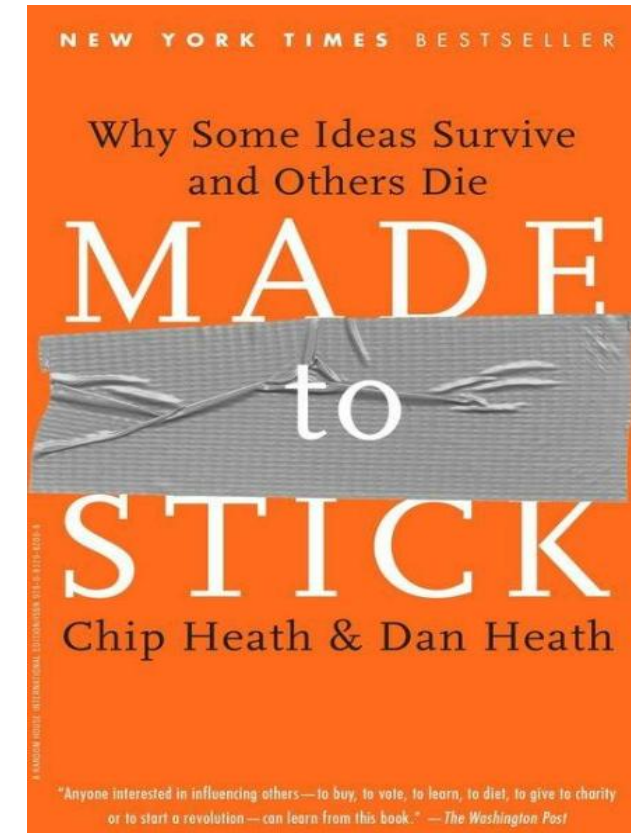
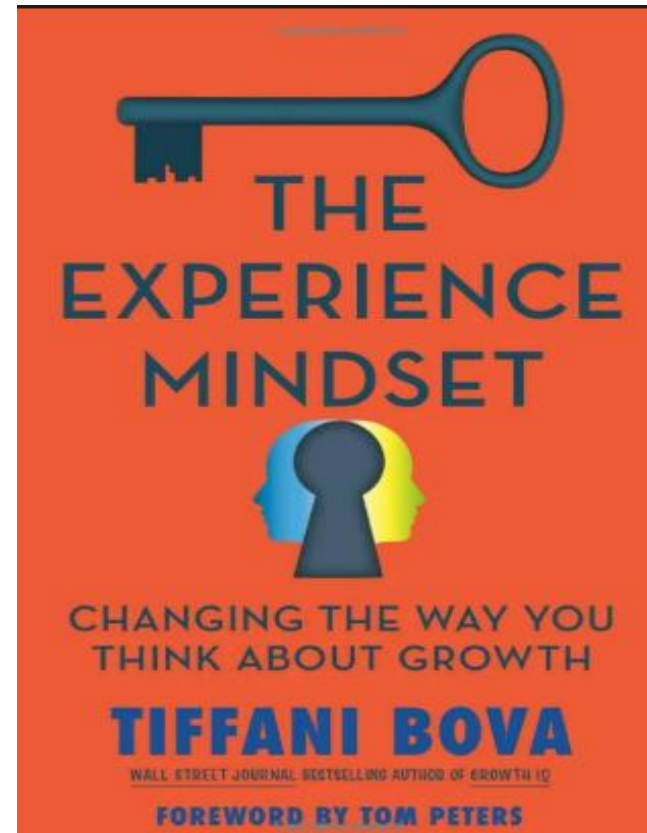


REVISED AND UPDATED EDITION

# BE OUR GUEST

Perfecting the Art of Customer Service

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INSTITUTE  
with Theodore Kinni



**THANK YOU FOR YOUR  
ATTENTION**





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