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## **Hobsons EMT to Host Third Annual Users Conference**

*Participants to Experience an Increased Number and Quality of Learning and Networking Opportunities*

**CINCINNATI (April 27, 2008) – Hobsons EMT**, an industry leader in enrollment management technology products for higher education, announced that it will host the third annual *Connect University EMT Users' Conference* on July 14-17, 2008, at the Pointe Hilton Squaw Peak Resort in Phoenix.

The 2008 Connect University EMT Users' Conference will bring together more than 700 college and university administrators who are using Hobsons EMT, AY Recruiting Solutions' i-Class, and Common Application Online products from both undergraduate and graduate programs, and of all experience levels. Building on highly successful 2007 conferences in Boston and Washington, D.C., participants will unite for four days of training, networking, and sharing of best practices in admissions, enrollment management, and student retention.

"With this year's exciting array of sessions, hands-on workshops, one-on-one consultations, and social gatherings, the EMT, i-Class, and Common Application user communities will enjoy ample opportunities to learn, share, and connect," said Paul Freedman, managing director of Hobsons EMT. "In addition to elevating the true feeling of 'community' that exists among our users, this event will be our customers' premier platform to share information and learn how to fully maximize the value of EMT and i-Class technology."

The conference will feature specialized tracks organized to address the various aspects of EMT and i-Class products most relevant to educational administrators. Throughout the week, interactive sessions will be presented by speakers from leading universities,

including Johns Hopkins University, Harvard University, Embry-Riddle Aeronautical University, Penn State Smeal College of Business, University of Colorado at Boulder, UCLA, Boston College, and the University of Notre Dame. Participants will also be offered a number of instructional workshops, as well as one-on-one consultation time with account managers, learning valuable ways to make the most of their products.

This year, with the addition of AY Recruiting Solutions, Hobsons EMT has created the largest and most active user community in higher education technology today. The company proudly welcomes i-Class customers to its client base, including those from the Common Application. The Common Application Online uses the i-Class application technology platform, giving students a secure and convenient way to apply for college, and streamlining the college applications process. This year's conference aims to address this unique technology with product feedback forums, peer-to-peer discussion groups, and on-site staff to answer questions and provide further information.

"The addition of Common Application customers has allowed us to pioneer new and unique uses of our technology. Any time we can offer our users new ways to implement our software, learn new information about recent developments, and to exchange concepts and ideas with others is invaluable," said Len Metheny, former president and CEO of AY Recruiting Solutions. "With this year's combined efforts, we hope that all users, including our Common App customers, use this forum as a way to share best practices and new ideas."

The highlight of this year's event will be the annual EMT Excellence Awards, held on Wednesday, July 16. This banquet will celebrate the accomplishments of EMT and i-Class product users who have excelled in areas of creativity, innovation, and contribution to advancing the product functionality.

For more information, including a complete conference agenda, workshop information, and registration, visit the Connect University home page at [www.connectuniversity.com](http://www.connectuniversity.com).

### **About Hobsons EMT**

Hobsons EMT, a division of Hobsons U.S., produces Web-based cross-media software solutions designed to improve the efficiency of the modern college admissions office. Offerings include EMT Connect Admissions, EMT Retain, EMT ApplyYourself, and EMT Chat University. These modules work together or independently to help schools elevate their enrollment strategies efficiently, effectively, and easily. For more information, please visit us at [www.hobsons-us.com/emt](http://www.hobsons-us.com/emt).