

# Student recruitment without boundaries

Utilizing virtual events to connect with highly motivated students from around the world

- QS fairs for both MBA and Grad students are held in over 60 countries per year and garnered over 80,000 student registrations in 2020. QS World Grad School and World MBA Tours enable institutions to promote their brand, network with students and peers, and engage with candidates directly—all through our dynamic virtual platform.
- QS Connect events provide one-on-one meetings with pre-counselled, late-stage candidates.

QS is the winner of  $\underline{\textbf{Zoom's Innovation Awards}}$  in the Evolution of Business category, meet the team behind the transition to virtual.



Request a call-back to book an event or learn more from our team

### Your student recruitment goals covered

#### **Build brand awareness**

- Diversify your reach in untapped markets across 65 countries
- Access a high volume of early-stage
   candidates, averaging 650 leads per event
- Showcase promotional materials such as live videos and brochures
- Interact with students and peers through workshops and panel discussions



**78**%

of Fair attendees have been in contact with at least 2 schools after a QS event

## Strengthen student pipeline



66%

to institutions they had heard from after registering

of Fair registrants are likely to apply

data-driven support from regional experts

Predict potential lead outcomes with

- Benefit from over 1,000 nurtured QS partnerships
- Utilise our in-country marketing
   capabilities to meet every time zone
- Opt-in for automated, postevent communications and campaign management

## Convert leads into applicants

data-driven student insightsDevelop stronger connections through

· Target high propensity regions with our

- networking lounges and other features
  Receive support from a team
- that educates students on your

  USPs and programmes

  Nurture candidates with pre- and post-
- event outreach programmes



of Connect attendees intend to apply to

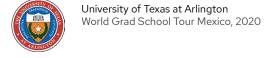
a university 6 months after meeting at a QS event

Request a call-back to book an event or learn more from our team

View case study with George Washington University here

"The event platform was super easy to use, the QS team was

amazing as always, and the traffic of students was steady."



For more information please visit us on **QS.com**