



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 **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%

of Fair registrants are likely to apply to institutions they had heard from after registering

- Predict potential lead outcomes with data-driven support from regional experts
- Benefit from over 1,000 nurtured QS partnerships
- Utilise our in-country marketing capabilities to meet every time zone
- Opt-in for automated, post-event communications and campaign management

Convert leads into applicants

- Target high propensity regions with our data-driven student insights
- Develop stronger connections through 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



62%

of Connect attendees intend to apply to a university 6 months after meeting at a QS event

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[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."



University of Texas at Arlington
World Grad School Tour Mexico, 2020

For more information please visit us on [QS.com](https://www.qs.com)