WELCOME TO QS

The world’s leading network for top careers and education
Welcome to QS

QS Quacquarelli Symonds was founded in 1990 and has established itself as the world’s leading specialist higher education as well as careers information and solutions provider.

Our mission serves society and inspires everyone working at QS:

To enable motivated people around the world to fulfill their potential by fostering international mobility, educational achievement and career development.

QS offers market-leading services to the higher education community around the world; unmatched by our competitors in range, innovation, quality or client satisfaction.

QS is equipped to support your internationalization objectives more than any other service provider in the higher education industry. Within the sector we are among the world’s leading providers of:

Events:
- Over 1000 clients of QS World MBA Tour, QS World Grad School Tour as well as conferences and seminars - QS-APPLE, QS-MAPLE, QS WorldClass and QS in conversation.

Publications:

Websites:
- Over 14 million visitors to TopMBA.com, TopUniversities.com

Research, benchmarking and rankings:
- Over 50 million visitors to QS World University Rankings® and QS Stars

Software for student exchange, study abroad and prospect management:
- Over 400 university clients of moveon, movein, topapply

An independent audit of the company conducted by Paramarq found:
- 97% of QS clients were either fairly or very satisfied with QS services
- Over 85% of QS clients would recommend QS to colleagues

At the heart of QS is our independent expertise and global footprint. We are headquartered in London with major offices in Paris, Stuttgart, Singapore and Portland, as well as satellite offices in Beijing, Sydney, Boston, Washington DC, and Johannesburg. We are proud of our highly skilled and culturally diverse team of over 200 staff members; over 40 languages are spoken in-house.

QS believes global partners are crucial in helping us lead the way. As well as fostering cooperation between institutions across borders, QS has long-term partnership agreements with TV, radio, newspaper and online media in 50 countries. Ask for a copy of our media partner’s brochure.

We look to form long-term relationships with our clients, developing a deep understanding of their needs. Please feel free to contact the product managers listed in this brochure to find out how our expertise and outreach can help your organization.

The team at QS.
Rankings

QS has been producing the annual QS World University Rankings® since 2004 and the QS University Rankings: Asia™ since 2009.

In response to a need for comparative data, 2011 saw the first QS World University Rankings by Subject and QS University Rankings: Latin America™; both of which were extremely well received internationally.

QS continues to lead innovation in the ranking and evaluating of higher education institutions worldwide. With an estimated over 50 million people viewing the QS World University Rankings in 2012, rankings produced by QS have captured the attention of students, parents, academics and employers around the world.

All our rankings are compiled by the QS Intelligence Unit in consultation with the QS Global Academic Advisory Board. Bibliometric data required in the citation score sections of the methodology is supplied by Scopus, part of Elsevier, the world’s largest abstract and citation database of research literature.

The full methodology and expert commentary are available on TopUniversities.com and the QS Intelligence Unit blog: iu.qs.com

For more information, contact:
Ben Sowter, head of QS Intelligence Unit
ben@qs.com
“...though of course we recognize limitations of all league table methodologies, we greatly value QS for the clarity and quality of the data you use and for the stability which enables us to see and understand trends over time. This, we think, gives your rankings a comparative advantage and considerable authority.”
Professor David Eastwood, Former Vice-Chancellor of the University of Birmingham

What?
QS World University Rankings, now an annual league table of the top 700 universities in the world, is arguably the best-known and respected ranking of its kind. Compiled by QS in close consultation with an international advisory board of leading academics, the ranking is widely referenced by prospective and current students, university professionals and governments around the world.

Why?
The purpose of the ranking has been to recognize universities as the multi-faceted organizations that they are and to provide a global comparison of their success against the mission of remaining or becoming world-class. They strive to meet the needs of a broad set of stakeholders including those of students, parents, academics, university staff and employers.

The rankings provide:
• A comparative tool to help prospective international students shortlist potential universities on a global scale
• A rudimentary map of the international higher education landscape, which can, and has been used as a component in both institutional and government strategic decision making

How?
The ranking is based on four key pillars: research, teaching, employability, and internationalization. Six distinctive indicators make up the methodology.

• Academic reputation
• Employer reputation
• Faculty/student ratio
• Citations per faculty
• International faculty
• International students

When?
The new QS World University Rankings will be released in the third quarter of 2013.
What?

The QS World University Rankings by Subject evaluates universities by disciplines. Based on natural groupings, response levels and expert advice, 30 individual subjects will be ranked in 2013.

Why?

Although the QS World University Rankings have become the world’s favorite reference for comparing international higher education institutions at an overall level, there is a clear demand for ways to compare the effectiveness of institutions in narrower subject disciplines. Many prospective international students know first what they want to study before considering where they want to study.

When?

The new QS World University Rankings by Subject will be released in May 2013.

How?

The QS World University Rankings® by Subject looks at four indicators: academic reputation, employer reputation, citations per paper and H-index score. Weightings are not applied evenly between indicators for different disciplines and are based on publication patterns and level of employer interest in the given subject area – all subjects have attracted solid academic response levels.

Subjects

30 subjects in total will be released including:

- Accounting & Finance
- Biological Sciences
- Chemistry
- Computer Science
- Earth & Marine Sciences
- Economics & Econometrics
- Education
- Engineering - Chemical
- Engineering - Civil & Structural
- Engineering - Electrical & Electronic
- Engineering - Mechanical, Aeronautical & Manufacturing
- English Language & Literature
- Environmental Sciences
- Geography
- History
- Law
- Mathematics
- Medicine
- Metallurgy & Materials
- Modern Languages
- Pharmacy
- Philosophy
- Politics & International Studies
- Psychology
- Physics & Astronomy
- Sociology
- and more...
What?

The QS University Rankings: Asia are part of an expansion to the QS World University Rankings. Published for the first time in 2009, the ranking is produced annually and ranks Asia’s top 300 universities.

Why?

QS University Rankings: Asia identifies excellence in higher education in one of the most dynamic and fast-growing regions of the planet. Over two-thirds of the world’s international students come from Asia with an expanding proportion choosing a regional study destination. With both access to and demand for higher and graduate education in the region increasing exponentially year on year, QS University Rankings: Asia offers a useful comparative tool for students, academics and employers.

How?

The QS University Rankings: Asia methodology differs from the QS World University Rankings and is based on the following criteria:

- Academic reputation
- Employer reputation
- Faculty/student ratio
- Papers per faculty
- Citations per paper
- International faculty ratio
- International student ratio
- Student exchange (inbound)
- Student exchange (outbound)

When?

The new QS University Rankings: Asia will be released in May 2013.
“The launch of QS University Rankings: Latin America at Canning House was one of the most successful events in our history”
Dr Charles Goodson-Wickes, Director General, Canning House

What?
Following the success of the QS University Rankings: Asia, the QS Intelligence Unit expanded its research operations into assessing the excellence of Latin American universities in 2011. Additional regional rankings currently in development include the Middle East and Eastern Europe.

Why?
The purpose of QS University Rankings: Latin America is to provide an independent table of reference for the quality of universities in the region; based on a set of criteria that is tailored to reflect the specific conditions of the countries involved.

How?
The QS University Rankings: Latin America methodology differs from the QS University Rankings: Asia and QS World University Rankings. The ranking is based on the following criteria:
• Academic reputation
• Recruiter reputation
• Faculty/student ratio
• Papers per faculty
• Citations per paper
• Staff with PhD
• Web impact (based on data from Webometrics)

When?
The new QS University Rankings: Latin America will be released in the third quarter of 2013
With over 250 fairs organized annually in 45 countries, QS provides universities and business schools direct access to high caliber of prospective students.

QS is the world's leading organizer of higher and business education information fairs, offering unparalleled international expertise and connectivity.

We organize education fairs linking undergraduate, graduate and MBA candidates with some of the world's best universities and business schools. With over 20 years' experience in the higher education sphere, QS understands and caters for students and MBA candidates at different stages of their education and career.

Attendees to any of our fairs are entitled to apply to our $1.2 million-worth of scholarships offered through the QS Scholarships scheme.

In addition to the organization of fairs, QS has now developed a global student recruitment service, QS ADVANCE.
“I have been very impressed with the overall organization of all QS events I have personally attended. The quality of service, the willingness to continuously seek improvement, and the friendliness of QS employees is exceptional.”
INSEAD

What?
The QS World MBA Tour is the world’s largest series of fairs for business school applicants to meet with admissions officers at leading business schools. In 2012 nearly 55,000 MBA candidates registered to visit the events around the world.

Why?
Candidates can:
• Meet with admissions directors in person
• Apply to exclusive scholarships worth over US$1,200,000
• Attend GMAT™ and Admissions Strategy Workshop
• Interact with MBA recruiters / alumni at the careers panel
• Sample an MBA Master Class from top professors
• Receive a free TopMBA Career Guide for the first 100 visitors

Business schools can:
• Meet top MBA candidates from around the world, increasing international brand recognition
• Gain access to QS TopMBA Outreach- our unique online tool enabling schools to access our candidate database after each event

Who?
The QS World MBA Tour typically attracts MBA candidates from a diverse career background with over three years’ experience at the early stages of the business school application stage.

How?
This half-day event is a combination of panels and open fair, allowing candidates the opportunity to gather information, participate in lively discussion and speak directly with business schools at their tables. Panel discussion topics include: GMAT and admissions strategy, careers, alumni experience and focus on regional and international study.

When?
The tour is travelling to 73 cities worldwide in Fall 2013 and over 30 cities in Spring 2014
Latin America August - September
North America February, September - November
Europe, Israel, Azerbaijan March, October
Asia April - November
India and Middle East May, November - December

For more information please contact, Alana Horden on alana@qs.com
“Quality of candidates very high, and they were well matched to our programs - I would offer a place to all 6 that I saw.”
Duke University, Fuqua School of Business

What?
Now in its seventh year, TopMBA Connect 1-2-1 bridges the gap between event attendance and application submission. Candidates are selected for 30 minute one-to-one sessions with admissions directors according to the specific entry criteria of schools and the study requirements of candidates.

Why?
Candidates can:
• Gain more in-depth knowledge on what each business school can offer them
• Demonstrate to admissions directors what they can bring to the present programs
• Hone their application shortlist to the school/s that best fit their requirements

Business schools can:
• Speak with strong candidates, pre-matched to meet their own specific criteria
• Benefit from the pressure-free environment to assess each candidate and what they can bring to a program, while answering all their questions and bringing them one step closer to application
• Receive a list of potential leads prior to the event (incl. résumés).
• Receive post-event data on where candidates are intending to apply

Who?
Schools receive a schedule of meetings with candidates who have been hand-picked to fit their entry requirements before each event.

How?
Our dedicated selections team will consult with each school prior to an event and periodically throughout to ensure that appropriate candidates are put through for their programs. They will be able to review candidate details prior to each event and be given the final say on the candidates they wish to meet on the day

When?
The tour will travel to 39 cities worldwide in 2013 and over 20 cities in Spring 2014

Latin America
North America
Europe
Asia
India and Middle East
Africa
March and September
February and September
January - April and October
November
May and December
May

For more information please contact,
James VanderMeer on james@qs.com
QS World MBA Tour Premium

“What?”

The QS World MBA Tour Premium provides candidates with a holistic view of the MBA experience; providing insight from the application and studying stages, to post MBA-experience. Designed as smaller, more intimate fairs – we invite only the global top 200 business schools* to participate – these events target the very best and most pro-active MBA candidates.

*According to the QS Global 200 Business Schools Report

“Why?”

Candidates can:

• Attend a series of workshops at the event, gaining a more in-depth understanding of the whole MBA experience, from business school application to life after an MBA
• Meet only the top business schools as voted by global MBA employers in the QS Global 200 Business Schools Report

Business schools can:

• Choose to present at either a pre-fair panel or given a presentation slot at each event
• Network and share experiences with other admission directors
• Gain access to QS TopMBA Outreach- our unique online tool enabling schools to access our candidate database after each event

“Who?”

The events target the very best candidates during the early stages of their decision-making process. Business schools can reconnect with candidates at the QS World MBA Tour in November. Only 11% of candidates who register for our Asia fairs in November also attend our Premium events – thus providing access to a unique pool of candidates.

“How?”

The QS World MBA Tour Premium follows an innovative format which, in addition to the open fair, includes a comprehensive timetable of workshops and panels. This year, the tour will offer 16 workshop slots in each city.

“When”

Shenzen 22 August
Shanghai 24 August
Tokyo 27 August
Taipei 29 August
Singapore 2 September

For more information please contact,
Aled Owens on aled@qs.com

“Great organization and really good numbers. The QS team were exceptionally helpful throughout.”
London Business School
What?

The QS World Executive MBA Tour is a half-day tabletop fair in specifically designated areas of the QS World MBA Tour.

Why?

Candidates can:
- Meet business schools who are specifically targeting candidates with six or more years of work experience
- Attend panel discussions on “Choosing between executive and full-time MBA programs”
- Apply to exclusive scholarships worth over US$1,200,000

Business schools can:
- Raise the visibility of the executive MBA as a study option for senior professionals seeking to obtain an MBA while continuing to work
- Increase awareness of the “EMBA alternative” and promote lifelong learning and leadership development to senior professionals

How?

This half-day event is an open fair, where candidates are free to speak with business school representatives and alumni at the designated QS World Executive MBA Tour tables. Panel discussions with Q&A sessions along with GMAT™ and admissions strategy workshops are also part of the day’s events.

Who?

Candidates attending the QS World Executive MBA Tour are often at the early stages of their business school research and have six or more years of work experience.

When?

North America: February, September - October
Europe: March, October
Asia: November
India & Middle East: April, November - December

For more information please contact, Hina Wadhwa Gonfreville on hina@qs.com
What?

The QS World Grad School Tour gives institutions the best access to well-screened and well-prepared graduate prospects from around the world. The tour is a prestigious series of half-day graduate education fairs created especially for institutions who wish to recruit international students for Masters and PhD programs across all disciplines.

Why?

Candidates can:
- Meet universities offering a broad spectrum of Masters and PhD programs
- Participate in expert chat and admissions seminars
- Apply to exclusive scholarships worth over US$1,200,000

Universities can:
- Meet targeted candidates who wish to embark on graduate study abroad
- Network and share experiences with other admission directors
- Gain access to QS World Grad School Tour Outreach- a unique online tool to communicate effectively with applicants, access visitor data and send targeted email campaigns to suitable candidates

Who?

The event is targeted towards candidates at the early stages of their Masters and PhD research. A complete A-Z of programs is represented.

When?

Latin America: August-September
North America: September
Africa: September
Europe: March-October
Asia: November
India and Middle East: November-December

For more information please contact, Nicolas Cletz on nicolas@qs.com
QS Masters Connect 1-2-1

“Many students, high profile, great interest, the perfect event!”
Bocconi University

What?
QS Masters Connect 1-2-1 personalizes the recruitment of international students and is a complementary service to the QS World Grad School Tour where Masters and PhD candidates meet with universities for scheduled one-to-one interviews.

Why?
Candidates can:

• Gain insider application tips from admissions directors who selected them as potential candidates for their chosen university
• Gain more in-depth knowledge on what universities and their programs offer
• Apply to exclusive scholarships worth over US$1,200,000

Universities can:

• Speak with strong candidates who have been screened, pre-interviewed and meet the individual school’s specific criteria
• Gain a better sense of whether a candidate is the “right fit” for the school
• Network and share experiences with other admission directors

Who?
The event is targeted at candidates who wish to undertake graduate study abroad. Candidates attending the event are often at the advanced stage of their research.

How?
Universities submit basic admissions criteria to the QS Grad School Select Team. Those who meet the basic criteria are invited to provide CVs, transcripts and evidence of any tests taken. Universities then shortlist candidates they would like to meet at the event.

When?
Latin America August-September
North America September
Europe September-October
Asia November
India and Middle East November-December

For more information please contact, Nicolas Cletz on nicolas@qs.com
QS World University Tour

What?

The QS World University Tour helps institutions to meet their specific international recruitment objectives by targeting prospective undergraduate international students. This prestigious series of half-day undergraduate education fairs brings together universities and internationally mobile students around the world.

Why?

Candidates can:
- Conduct face-to-face discussions with representatives from some of the world’s top universities
- Have the opportunity to ask questions directly to university representatives
- Attend seminars on choosing a university, studying abroad, the application process, and financing their studies

Universities can:
- Meet targeted students from the independent school sector, international schools, International Baccalaureate schools, private and state-run institutions
- Network and share experiences with other admission directors
- Gain access to QS World University Tour Outreach- an online tool to communicate effectively with applicants, access visitor data and send targeted email campaigns to matching candidates

Who?

The event is targeted at internationally-mobile students (and parents) who are at the early stages of researching their first undergraduate degree.

How?

This half-day event is predominantly an open fair where candidates are free to speak with universities at designated tables.

When?

Europe  
March, October

India & Sri Lanka  
April

More dates to be confirmed

For more information please contact, Nicolas Cletz on nicolas@qs.com
“QS Scholarship winners are united by their demonstration of responsible leadership and community commitment, in very varied circumstances”
Nunzio Quacquarelli, Managing Director of QS

What?
In 2003, QS founded the QS Scholarships scheme with the prime objective of providing a conduit for scholarships with the mission of becoming the world’s largest independent community-based provider of postgraduate scholarships. The scholarship fund has now over US$1.2 million.

Scholarships available:
• QS Community Scholarships for MBA and postgraduate studies
• QS Leadership Scholarships
• QS Scholarships for Academic Excellence for postgraduate studies
• QS Scholarships for Central and Eastern European Women

Scholarships from schools (partial list)
• Ashridge Business School
• Duisenberg School of Finance
• EDHEC
• EMLYON
• ESMT
• ESSEC
• IE Business School
• IE University
• Melbourne Business School
• Sydney Business School
• TUM Asia
• USC Marshall School of Business
• Vlerick Business School

Why?
QS is dedicated to encouraging talented individuals to benefit from an international higher education and, to this end, has for many years provided funds towards educational scholarships for young people.

Who?
Candidates:
• The scholarship is available to graduate candidates who have been accepted to top universities and business schools and are looking for financial support

Business schools and universities:
• Business schools and universities interested in offering the most talented students around the world financial aid, ensuring deserving candidates are not deterred by the potential cost of higher education

For more information please contact, Eleni Bolou on scholarships@qs.com
What?

QS ADVANCE is a global recruitment service operating at the highest levels of quality and integrity. With over 20 years in the international higher education domain, QS is a trusted partner for hundreds of higher education institutions worldwide providing a range of products and services aimed at assisting universities and business schools achieve their internationalization objectives. The QSADVANCE service extends our connectivity with students and parents as we assist them in their journey towards studying abroad.

Why?

Trust and integrity
Where partnerships for the delivery of the service are formed. QS will carefully screen the partner to make sure that student and parents are receiving the highest standards of advice and support.

Simplification
QS ADVANCE simplifies the process of recruiting international students by providing universities with pre-screened, quality applicants that are ready and able to enroll. Once candidates have been selected they are offered streamlined, face-to-face counseling and online solutions that enable them to be admitted against your application processes.

Integration
QS ADVANCE recruitment services align with QS’ unmatched connectivity with international student markets through our rankings and evaluations, websites and events to give clients maximum effectiveness and efficiency in their marketing efforts.

How?

The QS ADVANCE recruitment agency service operates in two modes –

1. Standalone
   Where QS establishes a dedicated marketing, recruitment and counseling service offering the complete agent service ourselves. This service is currently being offered in the UK serving students interested in studying in Australia and the United States

2. In Partnership
   QS forms long-term relationships with trusted partners in the major international student source markets globally. QS contributes its globally renowned brand; its connectivity to international students through rankings, events, online products and its knowledge of market dynamics to attract the best students. QS ADVANCE’s partner is a strong local brand with an extensive, professional network of counselors able to manage the student case load in a tightly quality assured environment.

   This service is currently offered in India in partnership with the Manya Group, a leading test preparation and recruitment service of 10 years standing.

For more information please contact, Mark Shay on mark.shay@qs.com
Conferences

From one-day seminars for high-potential future leaders, to senior academic level networking events, QS organizes a series of conferences in both the B2B and B2C space.
What?
The QS Women in Leadership events provide a platform for female MBA candidates, admissions representatives and alumni from some of the world’s leading business schools to meet in an intimate and stimulating environment.

The event is by invitation only and candidates are pre-selected, ensuring the needs of business schools and corporations are met by providing the most high quality attendees. Those invited can attend three hours of career-focused seminars, presentations, panel debates, leadership workshops and receive practical advice focused on the most ambitious female MBA candidates. After the event, attendees can speak to more business schools at the QS World MBA Tour fair.

Who?
The QS Women in Leadership events are aimed towards women who are considering business education as well as MBA admissions directors, and multinational corporations aiming to increase their female representation on their program/organization.

Why?
Currently women make up around 50% of GMAT™ test takers but less than 30% of those enrolled on to MBA programs. We hope to provide the tools necessary to encourage more women to take the next step and apply to business school and fulfill their potential.

For more information please contact,
Daniel Cooper on daniel@qs.com
What?
Now in its 9th year, QS Asia Pacific Professional Leaders in Education – QS-APPLE – is the prime conference and exhibition for international educators in Asia, Europe, America and Australasia.

Who?
Delegates are often senior and middle-ranking academics and university and college administrators from around the world. Many aspire to advance the international success of their institutions and students from global partnerships and collaborations.

Why?
Delegates can:
• Network and meet up to 1,000 top international educators from over 45 countries and develop Asia-focused international collaborations
• Attend high-caliber information sessions for professional and institutional development from over 100 experts in the higher education field
• Attend parallel sessions featuring general and specific aspects of international higher education
• Attend plenary sessions with keynote addresses by leading authorities on higher education

How?
The event is now a fixture in many international educators’ calendars.

When?
QS-APPLE 2013 – Seoul, South Korea
Organizing Partner: Sungkyunkwan University
QS-APPLE 2014 – Taipei, Taiwan
Organizing Partner: Taipei Medical University
QS-APPLE 2015 – Melbourne, Australia
Organizing Partner: Melbourne Convention & Visitor Bureau
QS-APPLE 2016 – (Available for co-hosting)
QS-APPLE 2017 – Taichung, Taiwan
Organizing Partner: China Medical University
QS-APPLE 2018 – Seoul, South Korea
Organizing Partner: Chung Ang University

For more information please contact,
Mandy Mok on mm@qs.com
What?

Middle East and Africa Professional Leaders in Education – QS-MAPLE – offers the ideal platform for actively engaged university leaders as well as academics to participate in constructive debates on the internationalization of students, faculty, and the curriculum. The mission of QS-MAPLE is “to build world-class universities for Middle Eastern & African communities through global partnership and collaboration”.

Why?

Delegates can:
- Meet top international educators from around the world and develop global partnerships and collaborations

Attend sessions on:
- Creating world-class universities in the Middle East and Africa
- Balancing public needs and market demands
- Forecasting trends in regional student mobility
- Changes in university governance
- Funding of international education
- Campus internationalization
- Management of quality assurance
- Regional perspectives to teaching and learning
- Cross-border/transnational education and international partnership
- Branding, marketing and recruitment
- Research, development and collaboration
- And many more…

Who?

Delegates are often senior and middle-ranking academics and university administrators from around the world, who have a particular interest in the Middle Eastern and African higher education and also aspire to advance the international success of their institutions and students.

When?

QS-MAPLE 2014 – Abu Dhabi, UAE
Organizing Partners: Khalifa University & Abu Dhabi Education Council (ADEC)

QS-MAPLE 2015 – Doha, Qatar
Organizing Partner: Qatar University

For more information please contact, Mandy Mok on mm@qs.com

www.qsmaple.org
What?

QS WorldClass is an annual series of professional lifestyle seminars held in tropic resorts of distinction. The three-night, two-day event includes prize-giving dinners, scheduled coaching, sports and leisure activities.

Who?

Delegates are restricted to presidents and vice-chancellors of Asian universities seeking to improve the global recognition of their institutions through strategic and professional development.

Why?

Delegates can:

• Attend high-level internationalization seminars with select audiences for the professional development of Asian university seniors
• Learn from world-class speakers with a strong track-record of institution development on topics such as university governance, management, funding, rankings, communications and global partnership development
• Network with academic peers from Asia and form strategic relationships over golf and many other leisure activities
• Learn from experiences senior leaders of corporate employers who are keen to share their knowledge with the academic community

When?

QS WorldClass 2014 – Durban, South Africa
Organizing Partner: University of KwaZulu-Natal (UKZN)

QS WorldClass 2015 – Phuket, Thailand
Organizing Partner: Mahasarakham University

QS WorldClass 2016 – Sentosa, Singapore
Organizing Partner: Nanyang Technological University (NTU)

QS WorldClass 2017 – Taipei, Taiwan
Organizing Partner: National Taipei University of Technology (NTUT)

For more information please contact,
Mandy Mok on mm@qs.com
What?

*QS in conversation* provides a unique opportunity for the Arab world to gain knowledge on how to advance their universities into world-class institutions and shine in the world.

This year, the *QS in conversation* seminar will be solely dedicated to the improvement of higher education in the Arab countries. As the producer of *QS World University Rankings*, *QS* has profound knowledge of how universities can achieve the best performance on the international stage and foresee the patterns that may come to define Arabian higher education in the decades ahead.

Why?

Arab countries have recently engaged actively in improving their higher education quality by increasing their investment and forging more partnerships. Just recently, Jordanian officials visited Higher Education Commissions abroad to explore the possibilities of cooperation in the field of Science and Technology. In Saudi Arabia, the Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz Al Saud, has invested approximately USD 22 billion to boost the higher education sector of his country. Qatar, on the other hand, invested phenomenally in its Education City to attract international universities to set up their campuses in the country.

*QS in conversation* will be the platform where all these and future developments will receive more attention and a clearer direction towards excellence.

How?

The seminar will cover current issues, developments and future trends including:

- Understanding the mechanism of University Rankings – how to achieve a high ranking and boost your university’s status
- Marketing your university – how to create a powerful brand
- Restructuring higher education in the Arab countries to respond to labour market needs
- Attracting the best students around the world
- Developing a high-calibre international faculty
- Strengthening science and technology, both at home and through partnerships abroad
- Revolutionizing the education system with new learning methodologies

When?

*QS in conversation* with the Arab world
9–10 June 2013 – Irbid & Petra, Jordan
Organizing Partner: Jordan University of Science and Technology

For more information please contact,
Mandy Mok on mm@qs.com
moveon Conference

“I thoroughly enjoyed the moveon Conference. I learned so much about moveon from attending the workshops and also from meeting colleagues from other universities. It was very nice to put faces to names.”
Clare Murphy, Erasmus Administrator- International Education Office (Operations), University College Cork

What?

Welcome on Board – moveon 4

The annual moveon Conference offers participants a platform to meet international colleagues who are using moveon, a software that enables institutions of higher education to control and manage their internationalisation activities, reduce their daily administrative workload, improve their efficiency and save time and money. The moveon Conference is an excellent opportunity for the members of the continuously growing moveon Community to INTERACT with more than 200 colleagues from 22 countries, DISCOVER the new online version moveon 4 during more than 50 sessions, EXPLORE best practice strategies and EXPAND their knowledge during the first class tutorials & thematic workshops.

Who?

The moveon Conference addresses all those involved in the field of international relations and who are interested in optimising the processes and efficiency in the international office.

We would recommend the conference to:

• International office directors, managers and administrative staff
• International relations managers
• Mobility coordinators (Erasmus, exchanges and others)
• Study abroad programme managers
• Student services staff
• IT department staff

Why?

Participants can:

• Set their personal focus and choose from more than 50 multilingual sessions offered.
• Be inspired by the powerful features in the new moveon 4 live.
• See how international relations and partnerships can be easily managed.
• Learn how to boost their website with the help of our online publishers and the use of interactive maps.
• Discover how the new online forms and document uploads simplify application processes.
• Get to know more about the various communication features.
• Learn how to improve assessment and assignment processes with moveon 4.
• Explore the full potential of moveon in the best practices & case study sessions.
• Get to know the moveon Community & its members.
• Share their ideas and interests with colleagues.
• Discover the latest trends in international higher education.

When?

26-28 June 2013
Helsinki Congress Paasitorni, Helsinki, Finland

For more information please contact,
Karen Buhr
on karen.buhr@qs-unisolution.com
With over 16 million visits to TopMBA.com, TopGradSchool.com and TopUniversities.com in 2012, QS hosts some of the world’s leading higher education websites. In 2013, TopGradSchool.com has become part of the newly-launched TopUniversities.com.

QS has also developed an interactive web tool, QS Scorecard, a personalized ranking tool to aid students and MBA candidates around the world in their university and business school research.
TopUniversities.com

“When you look at traffic coming directly to our website, topuniversities.com is our leading referral site.”
Josh Murray - Director of Global Communications NYU Tisch School of the Arts Asia

What?

www.topuniversities.com is the online home of the QS World University Rankings, and offers the complete web-based solution for prospective international students worldwide. As well as accessing the full QS Top 500 universities in the world, students can view QS rankings interactively by region, subject and individual indicator.

TopUniversities also features in-depth and accessible guides to the world’s top study abroad destinations and university programs, as well as the latest news and commentary from higher education industry experts.

The website is also the online gateway to the QS World University Tour and QS World Grad School Tour.

QS Scorecard, a unique university short-listing application, allows users to create their own personalized university ranking based on the criteria that matters to them.

Statistics

In 2012, TopUniversities.com received:

Visits: over 10 million
Page views: over 70 million

Newsletters

The inaugural edition of the monthly TopUniversities newsletter was published in June 2011 and is now sent to approximately 35,000 students around the world who have registered their interest in taking an undergraduate degree.

The newsletter provides accessible and informative guides to the world’s top international study destinations and undergraduate degree programs. It also offers advice and commentary from higher education experts; addressing the latest issues affecting prospective students worldwide.

Content also covers the latest developments in the QS World University Rankings® with region-specific articles to maximize click-through rates and exposure for the limited number of advertising slots.

For more information please contact,
Peter MacDonald on peter@qs.com
What?

An independent source of authoritative information on MBA applications, business education and management careers. TopMBA.com also hosts comprehensive, in-depth primary research. Visitors can make use of Scorecard, a personalized MBA ranking system, as well as access informative business school profiles and management degree ratings. The website is also the online gateway to the QS World MBA Tour and QS TopMBA Connect 1-2-1 events.

Statistics

In 2012, TopMBA.com received:

Visits: Over 2.1 million
Page views: Over 5.6 million

Top visits by country


Newsletter

The TopMBA.com newsletter contains the latest news and features on MBA career trends, admissions advice, and regional developments affecting MBA applicants, students, and alumni. A bi-monthly publication is sent directly to the email inboxes of over 200,000 people around the world who have registered their interest in enrolling on an MBA program.

Content is created regionally in order to ensure the best possible open and click-through rates and for maximum exposure of the limited number of advertisements carried in each edition.

For more information please contact, James VanderMeer on james@qs.com
What?

QS Global-Workplace is an online careers platform connecting MBA and Masters students and alumni with international recruiters. It supports business school career services by providing access to our network of global employers, jobs, internships, international recruiter research and “online CV book” services.

Why?

Business schools:
• Promotes your students and alumni to international recruiters
• Provide your students and alumni with access to jobs, recruitment news and research
• School branded online CV/resume book
• Manage and track student and alumni activity

Business students and alumni:
• Get found by leading international recruiters
• Manage job notifications and applications
• Life-time membership
• 10,000+ MBA and Masters jobs/internships/ programs posted annually

Recruiters:
• Access 55,000+ MBA and Masters talent pool
• Connect with 100+ Business schools worldwide
• Latest global MBA salary and recruitment trends analysis
• Raise your profile through our website and careers eGuide shared with members and distributed at international career conferences and other QS events

Who?

QS Global-Workplace assists career services from top business schools in providing international job opportunities and advice to their students and alumni.

School partners include: CEIBS, Cass Business School, HEC, IE Business School, LBS, Melbourne, SDA Bocconi, York University- Schulich, and The Wharton School. Employers can find talent by searching an extensive database of students and alumni of our business school partners.


For more information please contact, Ian Lynes on ian@qs.com
What?

QS Scorecard is an interactive web tool providing a personalized ranking for the user. Matching universities and business schools are identified to candidates free of charge in the form of a basic profile. Scorecard clients can download details of candidates whose search criteria match their programs.

Why?

For students:
- Undergraduate, graduate and MBA candidates can search and identify the best-suited universities and business schools according to their personal criteria.
- A quick and easy way to compare hundreds of universities and business schools online

For universities and business schools:
- Cost-effective, targeted lead generator
- Subscriptions include higher visibility, hyperlinked logos and posting on media partner websites

How?

Using data from hundreds of business schools, Scorecard allows the user to rank MBA programs based on criteria such as:
- Career placement
- Employer reputation
- Entry requirements
- Return on investment
- Faculty strengths
- Scholarships
- Location
- Format
- Duration
- Cost

Weightings can also be assigned to each individual criteria.

For more information please contact, Daniel Kahn on daniel.kahn@qs.com
Publications

From undergraduate study guides to coffee table books demonstrating the excellence of institutions regionally, QS produces a series of publications for both the B2B and B2C space.
What?

Published twice a year: Spring and Fall, 40,000 copies of the QS TopMBA Career Guide and its sister publication, the QS TopExecutive Guide, are distributed annually at the QS World MBA Tour and QS World Executive MBA Tour. The guides are also available on www.topmba.com and www.topmba.com/emba, and distributed as e-guides on partner websites.

Editorial focus: Up-to-date MBA and executive MBA trends and information, including admissions, finance, scholarships, GMAT, ROI, work/life balance, post-MBA recruitment and career development.

Who?

Full-time and part-time MBA Candidates: young professionals seeking to add to their current knowledge.

Executive MBA candidates: senior executives and professionals ready to take their careers to the next level.

Why?

For candidates:

• The most up-to-date, high-quality editorial on the MBA and executive MBA in the marketplace today.
• Written by business schools, QS staff writers, and guest experts, the guides offer tools, tips and testimonials for a successful MBA/EMBA journey.

For business schools:

• Reach out to a prestigious, highly-targeted audience
• Participants exhibiting at the QS World MBA Tour and QS Executive MBA Tour are regularly asked for their opinions on trends and events affecting the business school world, with the aim of including their comments in editorial and media produced for QS’ internal publications and media syndication to some of the largest publications in the world.
• Online distribution of the e-Guide through international media partners- reaching thousands of readers
• Direct online guide link sent to all event participants

NEW!

The QS TopMBA Career Guide and QS TopExecutive Guide is now available on the iPhone, iPad and Android.

For more information please contact,
QS TopMBA Career Guide
Kamran Ahmed on kamran@qs.com
QS TopExecutive Guide
Hina Wadhwa Gonfreville on hina@qs.com
What?
Reflecting the aspirations of Masters and PhD candidates globally, the guide is a proven cost effective means to delivering your brand message.

Why?
The QS Top Grad School Guide is distributed at each and every QS World Grad School Tour event. It is distributed to the QS World University Rankings® Top 500 universities and the FTSE 500 companies.

Who?
Reach over 125,000 potential Masters or PhD candidates and communicate with the world's top 500 universities. Promote the value of your institution’s research and students to the world's top employers, blue-chip companies, NGOs and educational bodies on a truly global basis.
QS Top Universities Guide

“The Top Universities Guide and the Top Universities website have proved to be optimal channels for positioning UNSW and for generating interest from a diverse range of prospective students and other universities.”
Jennie Lang, Pro Vice-Chancellor UNSW International

What?
The QS Top Universities Guide is an annual guide to selecting and gaining admission to the right university. The book is given away at the QS World University Tour and is also sold through a global distribution network of bookstores, online providers and education fairs. The e-book is hosted on www.qstopuniversitiesguide.com.

Why?
For students:
• World University Rankings
• Asian University Ranking
• QS Stars Recipients
• Study abroad country guides
• Fees, finance and scholarships advice
• University application advice
• Directory of university information by country

For universities
• Global distribution of the QS Top Universities Guide increases your university’s international brand recognition
• Online distribution of the e-Guide through international media partners- reaching thousands of readers

Who?
The QS Top Universities Guide is targeted for and distributed to:
• Presidents of top universities as defined by QS
• World University Rankings and the QS University Rankings: Asia
• Prospective students
• Career counselors and head teachers of selected international high schools, for use in providing professional guidance
• Selected advisers in government ministries and agencies concerned with international education
• International graduate employers
• International educators at major conferences, such as NAFSA, EAIE, QS-APPLE, and QS-MAPLE

Chinese Edition
Some two billion of the world’s population have Chinese as their first language. The People’s Republic of China (PRC) remains the world’s most important source of international students as higher education spends continues to grow rapidly.
The print edition of the Chinese-language guide is distributed throughout the PRC. Combining advertising in both English and Chinese editions will help universities achieve visibility within the Chinese and global student community.
Both editions (English and Chinese) are available as an iPad app for all readers to download for free.

When?
The QS Top Universities Guide and eGuide is published annually in January.

For more information please contact, Mandy Mok on mm@qs.com
What?

An exclusive top-level presentation of the workings of Asia, Middle East & Africa’s best universities. QS Showcase-AMEA (Asia, Middle East and Africa) documents the two continent’s progress each year and presents the top universities of these regions to the rest of the world, giving a broad picture of the higher education developments in the world’s two biggest continents. It is designed to celebrate the Asian, Middle Eastern & African universities’ success and raise their profiles to the next level of visibility in the international arena. The ONLY and most targeted and prestigious print & online medium for presidents to share their vision, mission and research breakthroughs with their like-minded peers.

The content features:
- Exclusive interviews with presidents of top AMEA universities and education ministers
- Interview with a global celebrity who passionately advocates the benefits of education
- Expert articles on trends and developments in AMEA higher education
- Interviews with leaders of major corporations who support university-industry collaboration
- Tables of the QS World University Rankings®, QS University Rankings: Asia, and QS World University Rankings by Subject

Why?

Sustained economic growth in the AMEA region over the past 20 years has helped to propel many of its universities into the top tier of global higher education. The advent of global rankings of universities has ensured that this status now achieves international visibility. QS Showcase-AMEA provides a platform for institutions to tell their story to their academic peers around the world.

Who?

The printed edition of QS Showcase-AMEA is presented to each other the two top executives (e.g. president and provost) of the following:
- Top 500 universities featured in the QS World University Rankings®
- Top 200 universities featured in the QS University Rankings: Asia
- China’s 106 “Project 211” universities
- Top 50 African universities
- Top 50 Middle Eastern universities
- Heads of state of the G20 countries
- Ambassadors and high commissioners of 250 major diplomatic posts worldwide
- Chief executives of the AMEA’s top 200 corporations

The online edition is emailed to our database of half a million academics and administrators across the globe. QS Showcase-AMEA is also published online as an e-book to reach the worldwide higher education community. It is also available as an iPad app for all readers to download for free.

For more information please contact, Mandy Mok on mm@qs.com
What?

QS News-2-WOW-U provides public relations support through a QS-branded product at no cost to an institution. Published quarterly, QS News-2-WOW-U showcases the best achievements, experiences and developments of universities in Asia, Middle East and Africa through an online and print newsletter. The broad variety of news featured can range from student achievements, innovations to national and international policy making.

Who?

Issues are circulated to university presidents around the world and at QS events such as QS-APPLE, QS-MAPLE and QS WorldClass. In addition, the online edition is emailed to our database of over 100,000 academics and university administrators to extend its international reach.

The online edition is emailed to our database of half a million university academics and administrators across the world. It is also available as an iPad app for all readers to download for free.

Up to 5,000 complimentary copies of the print edition are sent to the presidents of universities in Asia, Middle East and Africa. Copies are also distributed at QS events worldwide, including QSAPPLE and QS-MAPLE international higher education conferences, and QS WorldClass and QS in conversation seminars.

When?

QS News-2-WOW-U is published quarterly in February, May, August and November.

For more information please contact, Mandy Mok on mm@qs.com
TH13
another tremendous success

TOTAL OF OVER PAPERSON SUBJECT AREAS WERE REPRESENTED BY PARTICIPANTS CONSISTED OF 0 RESIDENTS, 2 FACTORS, 100 FORMULAS AND THEIR DEPUTIES.

QS Asia wins Best Global Partner Award from Tencent Company

World’s first Carborane AMOLED technology developed in Korea University

QS Asia was Best Global Partner, Semi-finalist in the annual awards ceremony known as “Echo of China”.

WHERE MORE THAN 100 AWARDS WERE GIVEN TO HIGH ACHIEVERS IN THE EDUCATION FIELD. QS WAS GIVEN THIS AWARD IN RECOGNITION OF ITS EFFORTS AND ACHIEVEMENTS IN PROMOTING THE INTERNATIONALISATION OF CHINESE UNIVERSITIES AND BUSINESS SCHOOLS AS WELL AS CHINESE HIGHER EDUCATION IN GENERAL. IN ADDITION, QS WAS INVITED ON STAGE TO ANNOUNCE THE WINDS OF CHANGE AWARDS IN THIS CEREMONY.

KICK-STARTED IN SHANGHAI, THE CONFERENCE'S MEDIANA OF EDUCATION CEREMONY WAS HELD IN BEIJING.

QinHuaChen Group of Korean Scientists Managed to Develop a New Type of Organic Electric Material Based on Boron Clusters. Professor Yang said, "The research will be a stepping stone for Korea to become a leader in organic electric materials."
From graduate and MBA applicant surveys, salary trends reports, to university excellence and benchmarking, QS Intelligence Unit produces independent, highly sought-after research, and consulting services for the higher education sector.
What?
The QS Stars system evaluates universities against a range of important performance indicators based on a ratings method. It awards Stars to an institution, based on a range of criteria and can include universities not traditionally well-placed in rankings. It is an opportunity for these universities to highlight their strengths via awarded recognition.

How?
A QS Star rating is reached through the distribution of 1000 points by three main criteria, which are broken down further into eight sub-categories.

Why?
Although traditional rankings can be an effective tool in measuring an institution’s excellence in the global higher education sphere, there is a need for a rating system which offers students, parents and universities a more detailed comparative tool focusing on an individual institution’s excellence irrespective of the performance of other universities. Ratings are not dependent on the performance of other institutions, but evaluates an individual institution’s performance and measures it against pre-set thresholds.

QS Stars provide:
• Students and parents a detailed analysis of an individual institution’s performance broken down by a broad set of criteria
• Universities a comprehensive and detailed view of their institution’s performance, aiding in the strategic planning and development process.

“NTU is participating in a QS Stars audit to establish our strengths as a university across a broader range of criteria than can be measured in any ranking system, to provide valuable information for our many stakeholders: students, employers, fellow academics as well as our local community.”
Professor Bertil Andersson, President, Nanyang Technological University

For more information please contact, Jason Newman on jason@qs.com
QS Intelligence Unit Benchmarking

“The reports have served us to better know our strengths and deficiencies/opportunities as a teaching and research university to take appropriate actions for improvement.”
Dr. Francisco J. Cantu, Professor and Dean of the Research and Graduate Studies office at Tecnológico de Monterrey

What?

The QSIU Benchmarking Service provides clear performance analysis based on data collected for the QS World University Rankings®. Reports highlight institutional trends by measuring and comparing a university’s performance and standards with those of its peers. Mapping performance by presenting robust data in an accessible and comprehensive format, the benchmarking service has been extensively used by institutions around the world as an important tool for strategic research and planning.

The QS Intelligence Unit Benchmarking Service provides a method of measuring and comparing a university’s performance and standards with those of its peers. It highlights institutional trends by presenting robust data in an accessible and comprehensive format and has been extensively used by institutions around the world as an important tool for strategic planning and research.

How?

Institutions begin by choosing between six to 30 peer universities from the QS World University Rankings. A mixture of domestic and international institutions is ideal and a three to five year cycle is recommended in order to develop a comprehensive perspective over time.

Utilizing our QS Classifications System, we are able to assist clients in choosing their peer list, which is a critical starting point for the benchmarking process. The system categorizes institutions by subject spread, size and research level.

Who?

QSIU Benchmarking is designed for institutions, or network of universities, seeking to devise a clear strategic plan for improvement in specific areas. Reports can be used to identify the drivers of success to inform marketing, strategy, international and research decision-making.

For more information please contact,
Jason Newman on jason@qs.com
QS Consulting offers comprehensive services and provides practical advice on performance improvement to universities and the global higher education sector.

Combining expertise from an extensive network of internal and external consultants with decades of experience in all key areas of higher education, our services cover the following areas of expertise:

**Institutional direction**
- Strategic review and audit
- Implementation and change management
- Governance and structure
- Infrastructure and facilities improvement
- Internal communications
- Financial planning

**External strategy**
- Market positioning and branding
- Internationalization
- Accreditation, quality assurance and audit support
- External communications
- Online marketing and presence

**Academic impact**
- Research strategy and management
- Faculty recruitment, retention and development
- Entrepreneurship, innovation, knowledge transfer

**Student value**
- Learning and teaching development
- Graduate employability
- Student recruitment and experience

The prime objective of any project undertaken by QS Consulting is to improve the performance of the client institution, rather than to specifically impact on its ranking positioning in any listing operated by QS or other organization. Nevertheless, if recommendations are fully implemented, over time, improvement changes should feed positively into many different measures.

**Why?**

By engaging with QS Consulting, higher education institutions will:
- Gain a thorough analysis of their current performance
- Learn from internationally recognised experts
- Receive realistic and achievable recommendations

**Who?**

- Universities and higher education institutions worldwide aspiring to achieve world-class standards and sector-wide recognition
- Governments and quasi-governmental bodies aiming to enhance their country's higher education standard

**How?**

QS Consulting utilizes its global network in higher education to build bespoke teams of experts that match the requirements of each university or institution. Our specialists work closely with each client’s key administrators and decision makers to ensure a thorough analysis is undertaken and high-quality, focused and pragmatic advice is given. Consultants who focus on implementation are also available to ensure recommendations are brought about efficiently and effectively.

For more information please contact, Jason Newman on jason@qs.com
QS TopMBA.com Applicant Survey

The QS TopMBA.com Applicant Survey is the largest survey of the mindset and aspirations of MBA applicants ever conducted. The results provide detailed insight into the status, attitudes, goals and ambitions of MBA applicants worldwide and how they, and the employment and education markets for young professionals, are changing.

QS TopMBA.com Jobs and Salary Trends Report

Since 1990, QSIU has conducted an annual survey of MBA employers worldwide to determine trends in international salaries and recruitment. The research is of interest to all who follow the international MBA and recruitment market; helping MBA recruiters, business school administrators, career services, current and future MBA graduates to make informed strategic decisions.

QS TopGradSchool.com Masters and PhD Applicant Survey

Similar to the QS TopMBA.com Applicant Survey, the QS TopGradSchool.com Masters and PhD Applicant Survey focuses on global trends among Masters and PhD applicants.

QS Global 200 Business Schools Report

The QS Global 200 Business Schools Report originated in the early 1990s, as an alternative to business school rankings. The report enables employers to identify the business schools from which they most actively recruit, without inferring any overall ranking. This truly global piece of research identifies the most popular business schools in each region of the world, because there are a growing number of employers seeking talented MBAs at a regional level.

For more information please contact, Jason Newman on jason@qs.com
QS unisolution was formed in April 2009 when unisolution, the market-leading supplier of software and services in the area of international higher education, joined forces with the software business of QS, renowned for their expertise in student recruitment management systems.

QS unisolution offers an unmatched portfolio of software solutions ranging from international relations management to online recruitment, application and admissions handling.

More than 350 institutions across 24 countries worldwide are using QS unisolution software and services to support their international activities and manage more than 200,000 exchange students and 100,000 applicants yearly.

QS unisolution has an international team with many years of practical experience working in the area of international education and as a result has a broad understanding of the entire work process involved.

The scope of QS unisolution activities include:

- Solutions for international relations management
- Solutions for managing prospects, online applications and student recruitment
- Online solutions for standardised inter-institutional data transfer and communication
moveon is the world’s leading software solution for international relations and mobility management. The new version moveon 4 is a powerful web-based system which offers new possibilities for institutions looking to manage and drive forward their internationalisation strategies, enabling them to stay on top of the ever-increasing volume and complexity of international relations and mobility challenges.

moveon 4 – excellent international relations management.
- Manage international partnerships and cooperation programmes.
- Publish your institution’s cooperation, mobility and exchange opportunities directly your website.
- Use interactive maps to make your internationalisation visible.
- Keep track of your administrative tasks and communication with international partners.

moveon 4 – leading mobility and exchange management.
- Allow students to find mobility and exchange possibilities online.
- Use customisable online forms for incoming and outgoing student and staff applications.
- Request required documents through the online portal.
- Simplify the selection process and keep up-to-date on status changes.
- Manage student and staff mobility from accommodation offers to risk management and emergency support.
- Manage budgets, fees and payments.

moveon 4 – best-in-class business process management.
- Boost your communication with the intelligent communication options in moveon 4.
- Define and automate workflows and reduce your daily workload.
- Monitor your success with intelligent reporting tools and statistics for internal management and external authorities.
- Compare campaigns, events and programmes.
- Set milestones and compare overall performance.

moveon 4 – a global community of excellence
- Benefit from a network of more than 350 institutions worldwide

New!

Researcher Mobility Support System
Adds value to research-intensive universities by structuring and simplifying the complex process of accepting foreign researchers

For more information please contact,
Katharina Berger on
Katharina.berger@qs-unisolution.com
“ESCP Europe has been using topapply for a number of years for our executive MBA. The tool has enabled us to engage successfully with our prospects and we have seen a steady increase in the number of candidates confirming their places each year. Our satisfaction with topapply and the high-level support we receive from the QS unisolution team is clearly demonstrated by the fact that we are currently rolling out the solution for all ESCP Europe programs.”
Rachel Maguer, ESCP-Europe

What?

topapply offers a comprehensive recruitment software solution for universities and business schools. By managing candidate relationships from initial contact through to admissions and beyond, topapply guarantees a smooth application and admissions process for both students and the admissions office.

topapply can help:
• Manage prospects, set statuses, add notes and schedule tasks
• Communicate effectively with applicants via email campaigns and templates
• Organize recruitment events and campaigns through one effective marketing tool
• Provide applicants with a better service through the online application form
• Applicants pay application fees online
• By allowing users to view comprehensive reports to monitor progress and evaluate success
• By allowing access to all QS Tour participant data through the QS Tour Outreach database

Why?

• Improve the quality of applicants who submit their application
• Fine-tune your marketing activities based on reports
• Communicate effectively with prospective students
• Achieve greater administration efficiency
• Satisfy the online demands and expectations of candidates
• Maximize conversion of the best candidates into students

New!

topapply seminars
• Get to know topapply through seminars at the QS World MBA Tour, the QS World Grad School Tour or at the international conferences NAFSA or EAIE

For more information please contact,
Katharina Berger on Katharina.berger@qs-unisolution.com
movein is a cost-effective standardised software for the management of application, selection and admission processes at institutions of higher education. It covers the full recruitment cycle from lead generation through enquiries and prospect management, to admissions and reporting. The new upcoming version movein 4 is a fully web-based software system with all infrastructure, maintenance and support included.

movein 4 – first-class prospect management
- Manage prospects and create targeted communication campaigns.
- Qualify leads from various sources including direct e-mails and enquiry forms.

movein 4 – sophisticated application and admission management
- Accelerate selection and admission procedures and boost your communication with applicants.
- Provide candidates with better service through online application forms, online pre-assessment and online payment options.
- Set up automated workflows and reduce your administrative workload.

movein 4 - excellent controlling and reporting
- Set up comprehensive reports based on your own criteria and monitor progress throughout the complete recruitment lifecycle.
- Compile reports of applicants, admissions and acceptances and export or display them online.
- Track and measure your marketing and recruitment success through effective campaign and reporting functions.

“As movein is completely online, we didn’t have to worry about installation or implementation problems. This was really important for us when we have such little time to spare”
Winnie Rosatis, Head of International Office, Fulda University of Applied Sciences

For more information please contact,
Katharina Berger on
Katharina.berger@qs-unisolution.com
QS - OUR MISSION

To enable motivated people around the world to fulfill their potential, by fostering educational achievement, international mobility and career development.

www.qs.com