



# QS ADVANCE

*Advancing International Student Recruitment*



QS ADVANCE is a global recruitment service through which QS is extending its support of internationally mobile students to include full counselling and application management for students leading all the way through to enrolment.



QS is delighted to now be offering this counselling and application management service to international students through the establishment of QS ADVANCE. This service announces the first move into representative services for QS, but it is a logical progression for a business centered on assisting individuals to reach their potential through higher education and careers. This commitment is enshrined

in our Mission Statement which is –

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

QS is uniquely positioned to provide our institutional clients access to qualified prospective students through our established websites, publications and higher education fairs. With over 20 years experience we have a deep knowledge of the market and its challenges and offer this new service to give your institution the recruitment edge required to be successful in an increasingly demanding and competitive environment.

The QS team will be offering the recruitment service as an optional, value added service alongside our events, publications and IT solutions.

QS ADVANCE will see partnerships formed on an exclusive basis with trusted representative organisations in source countries. We announced our first partnership in May, 2011 with Global Reach a highly respected representative with 20 years standing in South Asia. This partnership is now active and over the course of this year we will be making further announcements of an expanding global representative network.

As your trusted partner, the QS team looks forward to working with your institution as we now guide students through the complete journey towards studying abroad from the point of initial enquiry right through to enrolment.

Nunzio Quacquarelli  
Managing Director, QS

Over the last two decades the international mobility of higher education students has taken flight with the OECD reporting that there are now approximately 3.3 million higher education students studying abroad. Moreover, all the projections are that this is a trend that will only increase.

Universities are international by their very nature, and every leading institution has a strategic plan that addresses the trend, not only in terms of the internationalisation of the student body but in every major domain of the institution – research, teaching and learning, alumni and community engagement. For those responsible, operating in what is an ever increasingly complex and competitive environment is a challenge.

In this context QS, as the leading brand in international higher education marketing and support services, is expanding its business to include full counselling for prospective international students.

At the heart of QS ADVANCE is an understanding that the communications between institutions and prospective international students is complex and that it requires special attention, and the highest level of integrity, to ensure the best outcomes for both parties. In that regard, QS has a deep understanding of the dynamics of international markets and the needs of those involved. Whether it is through the representative partnerships we form or through QS offering the complete service ourselves, QS ADVANCE will provide recruitment and counselling of the highest quality.

We look forward to working with you and your team to deliver your international recruitment objectives.

John Molony  
VP Strategic Planning & Marketing, QS



## The Recruitment Service

QS recognizes that international student recruitment presents many challenges for institutions including how to access well qualified and well prepared students; and how to ensure integrity and quality assurance through what is a complex journey for the prospective students and their families.

QS is known and trusted by both students and institutional clients worldwide, and this new service aims to fulfil your internationalization objectives in the most effective and efficient manner, and to take the stress out of representative relationship management.

The recruitment service will take two forms:



QS ADVANCE understands the complexities of the international recruitment process and has unrivalled connectivity with the global market.

**TopUniversities.com** home of the QS World University Rankings®. With **over 8.5 million visitors** in 2010, TopUniversities.com is an independent source of information for internationally mobile students and their parents.

**The QS World University Rankings® Facebook page** has **over 32,000 followers**, with 12,000 active monthly users.

**QS World MBA Tour** now in its seventeenth year will consist of **83 events across 42 countries** over five continents during 2011. **Over 60,000** candidates registered for the 2010 tour.

**QS World Grad School Tour** now in its tenth year, will be visiting **60 cities in 35 countries** in 2011. **Over 45,000** candidates registered for the 2010 tour.

#### WHAT?

Our goal is to provide the international admissions office with quality applicants who are ready and able to enrol, and that have been fully briefed about their institution of choice. Once these candidates have been selected, we provide expert advice on all aspects of the complex process of studying abroad.

#### WHY?

It is our goal to make the recruitment process hassle-free by providing candidates who are qualified, well prepared and able to enrol. We have highly trained staff on the ground to counsel students and their parents on the complexities of moving abroad to study at a foreign university.

#### WHO?

In India the recruitment partnership has been established with Global Reach® a respected South Asian agency network with 20 years experience. In the region the partnership will operate under the joint QS Global Reach brand giving students and families the assurance of the leading global brand alongside the leading local brand.

Other partnerships will be announced over the course of 2011.

QS is also likely to offer the complete representative service itself in select markets under the QS ADVANCE brand.

#### HOW?

QS ADVANCE sits at the heart of QS' business model. Our established international brand and student recruitment expertise make us the best choice for students, parents and universities to trust in this process.

QS ADVANCE partners with a single, trusted local student recruitment representative in source countries to form a deeply embedded, long-term relationship for the provision of marketing and counselling services to internationally mobile students. Our partners will be comprehensively, independently verified for quality-assured counselling services. The partner representative will be among the largest, most respected and most powerful in its country of operation with excellent staff and systems.



Already an established leader in education fairs and online prospect and application management, QS is ideally placed to offer a complete recruitment service of the highest standard. Now that our service extends the full length of the recruitment cycle, from the point of first enquiry through the application process to enrolment, there is no other solutions provider better equipped to deliver on your institutional internationalisation objectives.

# The QS Recruitment Solution

topapply® - Enquiry and Application Management System



Already an established leader in online prospect and application management, QS' award-winning software includes international student recruitment management tools.

- topapply® provides straight-forward online management of your international student applicants
- The topapply® system clearly sets out the international application process and communication flows that support candidates through to acceptance of offer
- The applicant's data in topapply® may feed directly into your current application processing software to ease documentation transfer once candidates are confirmed
- topapply® may be tailored to match your recruitment requirements

Global Reach, the first Indian recruiter to be certified by the American International Recruitment Council (AIRC), is delighted to be working in close partnership with QS to enhance the level of service offered to internationally mobile students in the South Asia region.



Global Reach believes that this partnership between the leading international brand, QS, and the leading regional brand, Global Reach, is an innovation that separates us from other service providers. Our strategic alliance with QS, the world's leading provider of specialist higher education and careers information and solutions, and producer of the QS World University Rankings, will add value to the student experience by drawing on the unique strengths of each party. QS has unrivalled connectivity with the global student market through its fairs and websites, and Global Reach offers an extensive counseling network and 20 years of experience in the field.



Ravi Lochan Singh Victor Rao  
Managing Directors, Global Reach

We look forward to working with you and your team to reach your recruitment objectives in South Asia.

**World University Tour Dates: 2011: India - Sept, UK - Oct, Asia - Nov • 2012: India - May**

Institutions subscribed to the World University Tour to India have the option to sign representative agreements with QS which package the events at a discounted rate along with a counselling success fee for each commencing student sent through the service.



The packaged subscription offer is applicable to current Global Reach partners as well as new clients signed by QS.



For more information please contact:  
John Molony john@qs.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](http://www.qs.com)

QS Quacquarelli Symonds Limited, 1 Tranley Mews, Fleet Road, London NW3 2DG UK  
Tel: +44 (0)20 7284 7200 Fax: +44 (0)20 7284 7201 Web: [www.qs.com](http://www.qs.com)  
London Paris Johannesburg Singapore Beijing Tokyo Sydney Washington DC