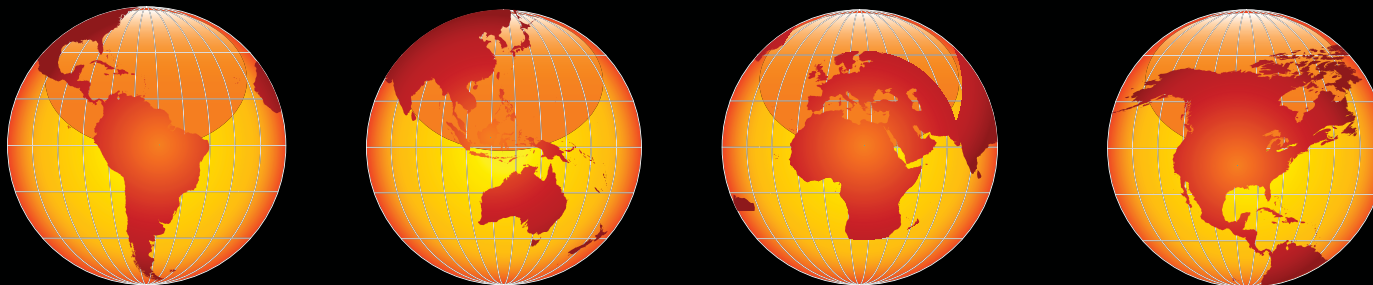




QS UNIVERSITIES

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



London | Paris | Singapore | Stuttgart | Washington DC | Beijing | Johannesburg | New York | Shanghai | Sydney

■ *How can QS help you?*

QS is the independent trusted, global leader in higher education with offices in Americas, Europe and Asia. For 25 years we have been at the forefront of placing high potential candidates into the world's very best universities, business schools and colleges.

More than 30 million people are expected to visit [www.topuniversities.com](#) through 2015, our partners network provides access to a further 60 million visitors, 500,000 members engage with us via our social media platforms and 250,000 a year will register with us directly to enquire about graduate and undergraduate study options.

This registration database flows through our Candidate Management Centre, staffed by experienced admissions counsellors. The aim of this resource is to match candidate aspiration with client needs. You can then engage with this pool of high potential, pre-screened QS members at various touch points: traditional table top fairs, subject specific

forums, 1 on 1 interviews (either face to face or via Skype) or as detailed candidate profiles (with minimum 20 profile attributes) integrated into your systems.

We can help you brand your institution and engage with your next cohort at the point of registration via advertising packages on [www.topuniversities.com](#) and its network of 40+ partner sites.

By working with our CMC you can help our members make smart decisions as they weigh up their next study and career plans!

We trust that you will find the information within this pack helpful, if you have suggestions on how we can improve it please email me at peter@qs.com

To navigate around this pack simply use the icons at the top and bottom of each section.



[QS topuniversities.com](#)



[QS Fairs](#)



[QS Candidate Management Centre](#)



[QS Advance](#)



QS TopUniversities.com = Prospects



QS Fairs = Enquiries

[QS WORLD GRAD SCHOOL TOUR](#)
[QS WORLD UNIVERSITY TOUR](#)



QS Candidate Management Centre = Applications

[QSCOURSES.COM](#)
[QS CONNECT MASTERS 121](#)
[QS VIRTUAL CONNECT MASTERS 121](#)

QS Advance = Enrollments

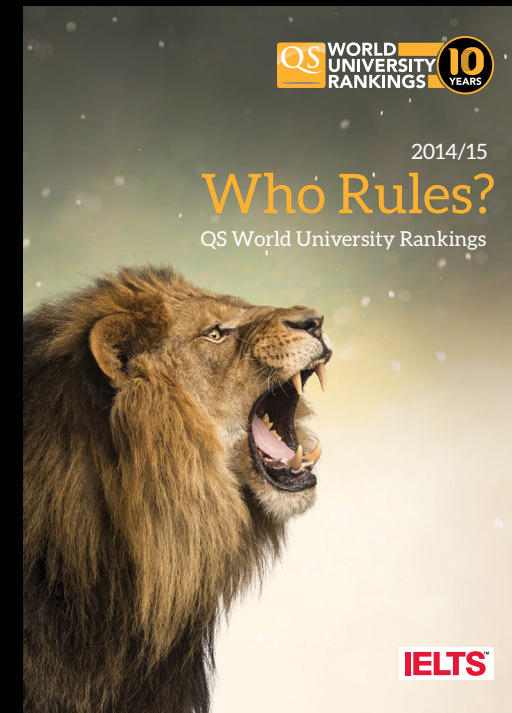


World University Rankings

“What’s interesting here is that the QS world rankings in September consistently generate interest but the THE world rankings have less of an impact internationally,”

Kailan D’Arcy, Marketing Manager at Net Natives.

- ↳ 65% overall growth in traffic 2013 to 2014
- ↳ 4 million visits to topuniversities.com expected in September 2014
- ↳ Over 1,000 media channels pick up on the QS World University Rankings launch
- ↳ 12 separate rankings published each year



■ 33 million global visits in 2014 - 40 million forecast in 2015



TopUniversities.com receives significant traffic from every continent so please contact your account manager for statistics on other countries.

1. USA 4.6m	3. India 3.5m	5. Australia 0.93m	7. Pakistan 0.77m	9. Indonesia 0.62m	11. Hong Kong 0.56m	13. Netherlands 0.56m	15. France 0.43m	17. Mexico 0.41m	19. South Korea 0.37m
2. UK 3.8m	4. Canada 1.4m	6. Malaysia 0.89m	8. Singapore 0.74m	10. Germany 0.60m	12. Brazil 0.52m	14. Italy 0.44m	16. Spain 0.41m	18. Turkey 0.31m	20. Japan 0.36m



Advanced Profiles

New for 2015!

- Lead generation
- Search prioritisation
- Web and email buttons
- Social media links
- Listing of up to 50 programmes
- Video and images
- Removal of advertisers
- Events calendar

QS TOP UNIVERSITIES
 Worldwide university rankings, guides & events

[Where to Study](#)
[Courses](#)
[University Rankings](#)
[Events](#)
[QS Stars](#)
[Student Info](#)
[Forum & Blog](#)

CARDIFF UNIVERSITY
 PRIFYSGOL CAERDYDD

Undergraduate Postgraduate

Cardiff University Postgraduate

Ranked 15 in the UK and top 150 in the world, **Cardiff University** is recognised in independent government assessments as one of Britain's leading teaching and research universities.

Founded in 1883, the University's expertise in research-led teaching encompasses: the humanities; the natural, physical, health, life and social sciences; engineering and technology and vocational courses.

According to the latest league table standings, Cardiff is:

Top 5 in:
 Anatomy and Physiology
 Architecture
 Business
 Celtic Studies
 Civil Engineering
 Communications and Media Studies
 Dentistry
 East and South-East Asia Studies
 European Studies
 General Engineering
 Neuroscience
 Optometry
 Pharmacy
 Sociology
 Town and Country Planning

Top 10 in:
 Accounting and Finance
 Earth Sciences
 English Language and Literature
 Law
 Mathematics
 Mechanical Engineering
 Nursing
 Psychology
 Social Policy
 Sociology

Admissions contact:
admissions1@cardiff.ac.uk

Upcoming events

Sunday, 2nd Nov 2014
 18:00 - 18:00
 Beijing [Register now](#)

Tuesday, 4th Nov 2014
 18:00 - 20:00
 Chengde [Register now](#)

Saturday, 8th Nov 2014
 11:30 - 17:00
 Harbin [Register now](#)

[View all events](#)

Download brochures

Cardiff University Prospectus

[Sign up to hear more from QS](#)

Postgraduate Courses

- [Earth, Ocean and Planetary Sciences](#) See course detail
- [Chemistry](#) See course detail
- [Computer Science](#) See course detail
- [Architecture](#) See course detail
- [Pharmacy](#) See course detail
- [Healthcare Studies](#) See course detail
- [Optometry and Vision Sciences](#) See course detail
- [Dentistry](#) See course detail
- [Medicine](#) See course detail
- [Biomedicine](#) See course detail
- [Psychology and Cognitive Studies](#) See course detail
- [Planning, Environmental Studies and Housing Studies](#) See course detail
- [Management and Business Studies](#) See course detail
- [Educational Studies](#) See course detail
- [Welsh](#) See course detail
- [Religious and Theological Studies](#) See course detail
- [History and Archaeology](#) See course detail
- [European Languages, Translation and Politics](#) See course detail
- [English, Communication and Philosophy](#) See course detail
- [Sociology](#) See course detail
- [Socio-legal Studies and Criminology](#) See course detail
- [Social Policy, Social Work and Health Studies](#) See course detail
- [Human Resource Management](#) See course detail
- [Journalism, Media and Cultural Studies](#) See course detail
- [Human Geography](#) See course detail
- [phd](#) See course detail
- [Physics and Astronomy](#) See course detail
- [Mathematics](#) See course detail
- [Manufacturing Engineering](#) See course detail
- [Engineering](#) See course detail

College of Biomedical and Life Sciences
 College of Health Sciences & Education
 Cardiff Business School
 College of Arts, Humanities & Social Sciences

Videos and Photos

[Video player showing a building]

[Photo gallery with various images]

Email*
 Your Email is safe with us. We will never send you unwanted emails.

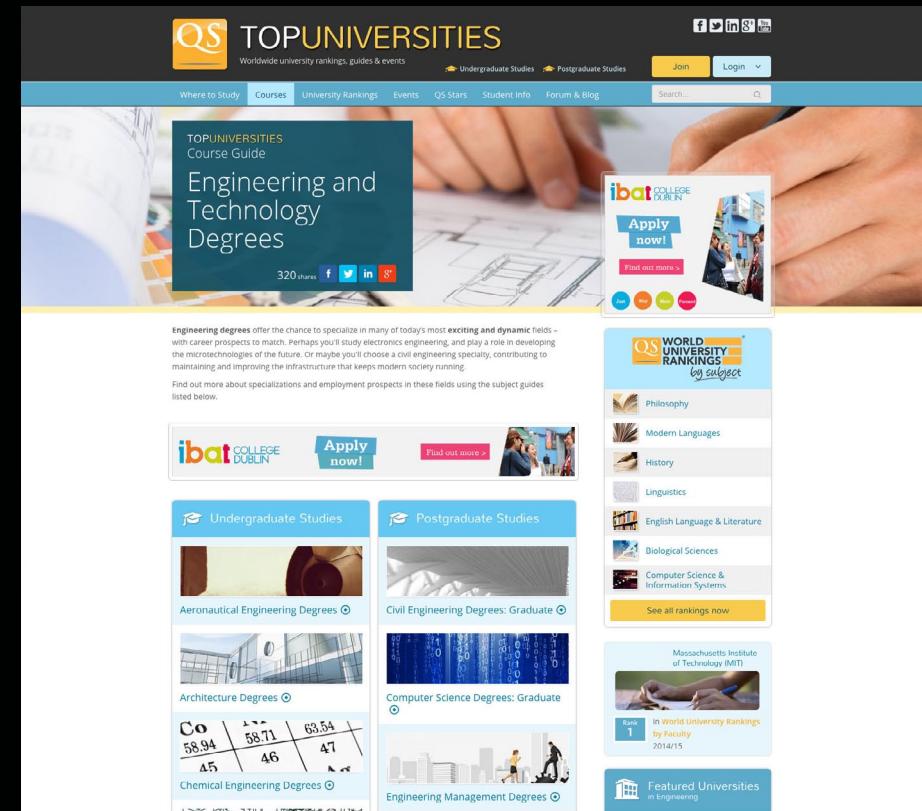
 For safety reasons please use at least 6 characters and one number.
 Display Password (to verify)
 First Name*
 Last Name*
 Country of Residence*
 Educational level*
 Study level of interest*
 Subjects of Interest*
 you can select up to 3 options.
[Request more info now](#)
By joining TopUniversities, you agree to TopUniversities's User Agreement, Privacy Policy and Cookie Policy.





Targeting display and content

- **Course content sponsorship**
 - ↳ Art and Humanities
 - ↳ Business and Management
 - ↳ Engineering and Technology
 - ↳ Life Sciences & Medicine
 - ↳ Natural Sciences
 - ↳ Social Sciences
- **Geo-targeting to your P1**
- **Home page**
- **Sponsored articles**
- **Study in the UK**



QS CTR's are 220% - 650% higher than the industry average of .08%



Targeted Email

- 200,000 registered users
- Highly engaged
 - ↳ 35% – 55% open rates
 - ↳ 10% - 15% click through rates
- Highly targeted
 - ↳ Location
 - ↳ Study level
 - ↳ Subject area
- Newsletters inclusion
 - ↳ Monthly newsletter to full database
 - ↳ Display options available

World Grad School Tour

A prestigious series of half-day graduate education fairs created especially for institutions worldwide who wish to recruit international students for Masters and PhD programmes in all disciplines.

- Fairs are scheduled for Fall 2015 and Spring 2016
- 65 fairs in 39 countries in Fall, 32 fairs in 20 countries in Spring 2016
- Full A-Z of taught and research programmes in demand
- Candidates are final year students or recent graduates with up to 5 years

Demographics

- Top 20 subjects, country reports and market assessments available on request
- Average of 26 years old
- 50/50 male/female split
- 61% commence study within 1 year
- 71% looking for taught masters
- 54% looking for FT study
- 38% want to study in Europe, 35% in North America

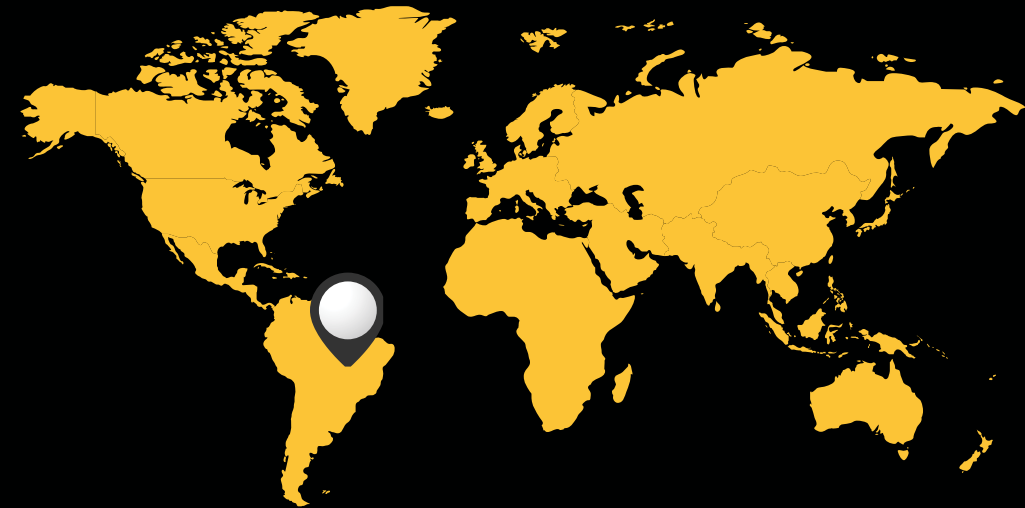
So how did we do 2014

- On average 36 verified leads were generated per institution, per event
- 95% of our events since January 2013 have been rated as good to excellent by participating institutions
- 86,000 registrations across all 2014 World Grad School Tour events
- This represents a 41% growth on 2013 registration levels



■ Fall 2015 Schedule - Latin America

Date	WGST	Connect Masters 121
Mon 31-Aug	Mexico	LAW/STEM/FAME
Wed 02-Sep	Bogota	LAW/STEM/FAME
Sat 05-Sep		Lima - FAME/LAW
Mon 07-Sep		Santiago -FAME
Wed 09-Sep		Buenos Aires -FAME
Thur 10-Sep	Brasilia	STEM/FAME
Mon 14-Sep	Sao Paulo	LAW/FAME
Wed 16-Sep	Rio de Janerio	LAW/FAME



The **WGST** are Postgraduate Fairs

The **WUT** are Undergraduate Fairs

A **WGST "Village"** is a QS World Grad School Tour section within the QS World MBA Tour Event, ideally suited for Business Schools

FAME = Finance, Accountancy, Management & Economics

STEM = Science, Technology, Engineering & Math

SIAP = Social Sciences, International Affairs & Public Policy



■ Fall 2015 Schedule - North America

Date	WGST	Connect Masters 121
Tue 08-Sep	Vancouver	
Thu 10-Sep	Calgary	
Sun 13-Sep	Toronto	FAME/STEM
Tue 15-Sep	Montreal	FAME/STEM
Thu 16-Sep	Ottawa	
Sun 20-Sep	New York	FAME
Tue 22-Sep	Washington DC	FAME
Thu 24-Sep	Chicago	
Thu 15-Oct	Dallas (village)	FAME
Sat 17-Oct	Houston (village)	FAME
Mon 19-Oct	Austin (village)	FAME



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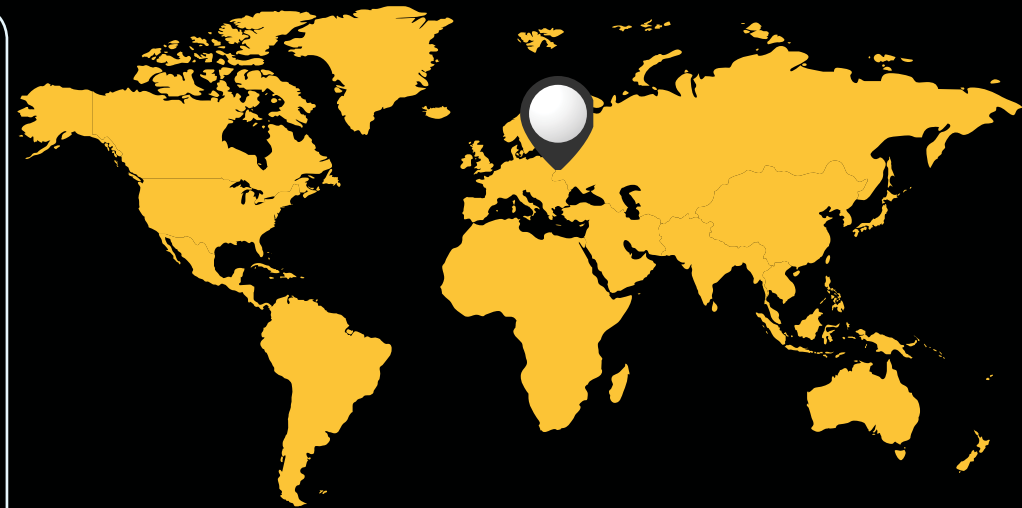


Maritza from New York QS World Grad School Tour The Grad School Tour was extremely informative, it provided me an insight to studying abroad. It was great to meet with representatives from universities and to see what they expect from candidates...



■ Fall 2015 Schedule - Europe

Date	WGST	Connect Masters 121	WUT
Thu 24-Sep	Kiev		
Sat 26-Sep	St Petersburg		
Sun 27-Sep	Moscow	FAME/STEM	
Tue 29-Sep	Bucharest		
Thu 01-Oct	Sofia		
Sat 03-Oct	London	LAW/STEM/FAME	
Sun 04-Oct			London
Tue 06-Oct	Oslo		
Thu 08-Oct	Stockholm		
Sat 10-Oct	Paris	FAME/LAW	
Tue 13-Oct	Milan	FAME/LAW	
Thu 15-Oct	Madrid		
Sat 17-Oct	Istanbul	FAME/STEM	
Mon 19-Oct	Athens	FAME/LAW	
Tue 20-Oct	Thessaloniki		
Thu 22-Oct	Warsaw		
Sat 24-Oct	Frankfurt	FAME	
Mon 26-Oct	Cologne		
Tue 27-Oct	Zurich		

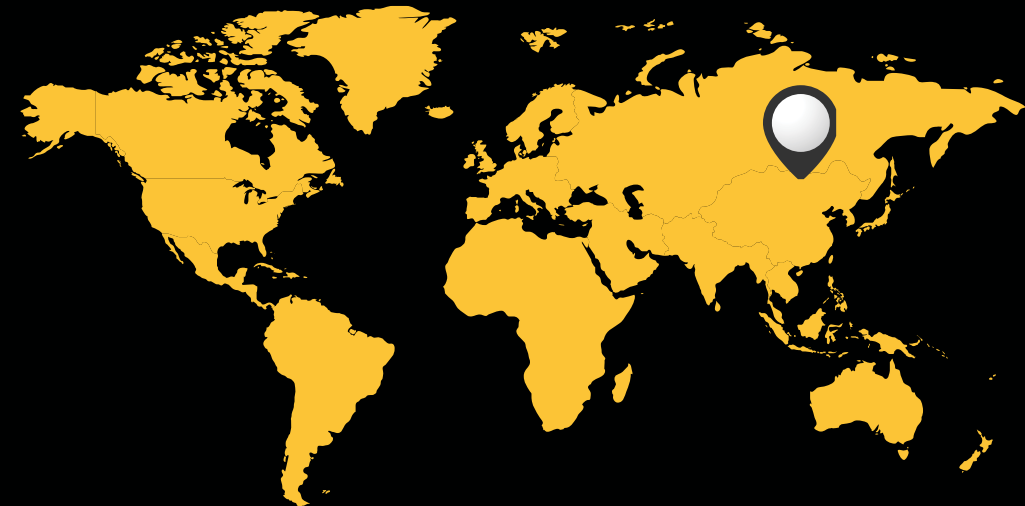


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■ Fall 2015 Schedule - Asia

Date	WGST	Connect Masters 121
Tue 27-Oct	Tokyo (village)	FAME
Thu 29-Oct	Seoul (village)	FAME
Sun 01-Nov	Beijing	FAME/LAW
Tue 03-Nov	Chengdu	
Thu 05-Nov	Wuhan	
Sat 07-Nov	Shanghai	FAME/LAW
Sun 08 Nov	Hong Kong (village)	
Tue 10-Nov	Taipei (village)	
Wed 11-Nov	Manila	
Sat 14-Nov	Singapore (village)	FAME
Mon 16-Nov	Kuala Lumpur	FAME/STEM
Wed 18-Nov	Jakarta	
Sat 21-Nov	Bangkok (village)	
Mon 23-Nov	Ho Chi Minh City	



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■ Fall 2015 Schedule - India Middle East

Date	WGST	Connect Masters 121
Sat 28-Nov	Beirut	
Mon 30-Nov	Dubai	
Wed 02-Dec	New Delhi	FAME
Fri 04-Dec	Pune	
Sun 06-Dec	Mumbai	FAME
Tue 08-Dec	Kolkata	
Thu 10-Dec	Hyderabad	STEM
Sat 12-Dec	Bangalore	FAME/STEM
Mon 14-Dec	Coimbatore	
Wed 16-Dec	Chennai	FAME



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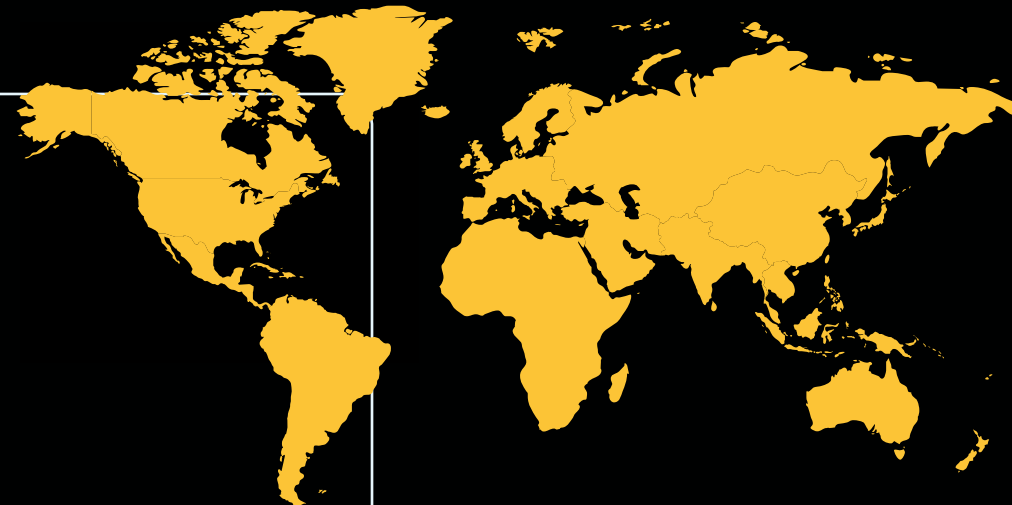
SIAP = Social Sciences, International Affairs & Public Policy





Spring 2016 Schedule TBC

Date	WGST	Connect Masters 121	WUT
30-Jan	Toronto	FAME	
1-Feb	Montreal	FAME	
4-Feb	Washington DC	FAME	
6-Feb	New York	FAME	
11-Feb	San Jose		
13-Feb	Panama		
15-Feb	Mexico		
17-Feb	Bogota		
18-Feb	Medellin		
20-Feb	Quito		
22-Feb	Sao Paulo		
24-Feb	Rio de Janerio		
27-Feb	Istanbul	FAME/SIAP	
28-Feb	Ankara		
1-Mar	Athens	FAME/SIAP	
2-Mar			Athens
3-Mar	Thessaloniki		
5-Mar	London	FAME/SIAP	
6-Mar			London
8-Mar	Barcelona		
10-Mar	Lisbon		
12-Mar	Paris	FAME/SIAP	
13-Mar			Milan
14-Mar	Milan	FAME/SIAP	
15-Mar	Bologna		
17-Mar	Naples		
19-Mar	Rome	FAME/SIAP	
21-Mar	Moscow	FAME/SIAP	
23-Mar	St Petersburg		
24-Apr	New Delhi		New Delhi
26-Apr	Mumbai		Mumbai
28-Apr	Hyderabad		Hyderabad
30-April	Bangalore		Bangalore

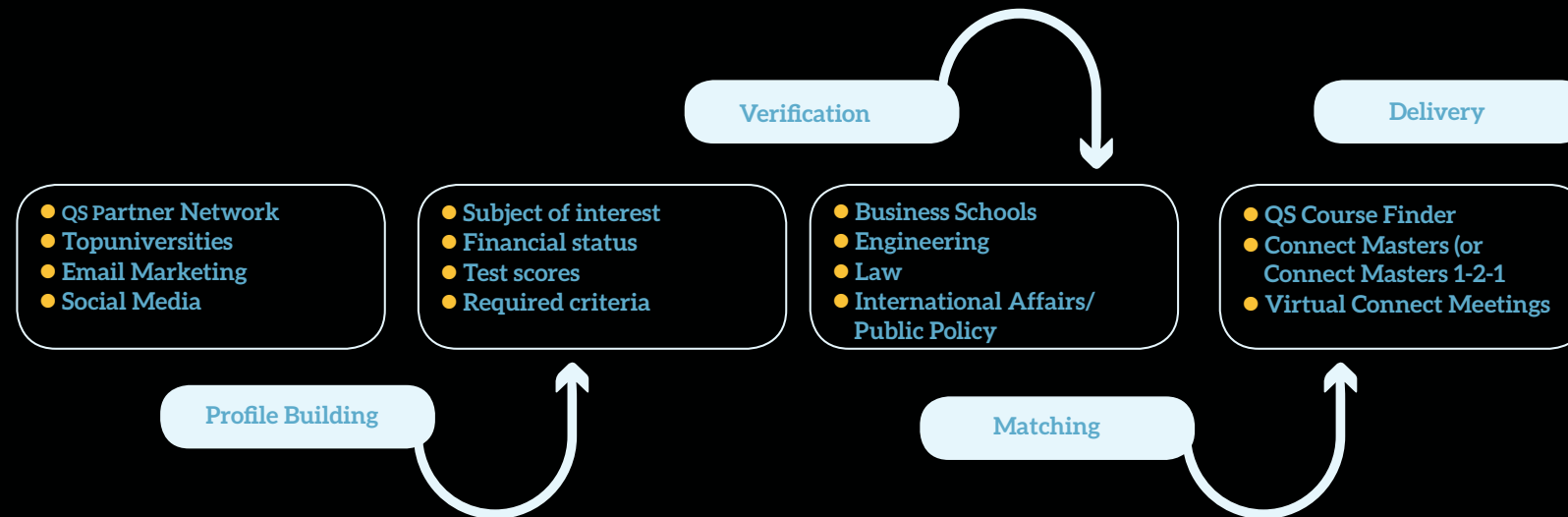


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■ QS Candidate Management Centre



More than 30 million people are expected to visit www.topuniversities.com through 2015, our QS Partners Network provides access to a further 60 million visitors, 500,000 members engage with us via our social media platforms and 250,000 a year will register with us directly to enquire about graduate and undergraduate study options.

This database of student registrations then flows through our Candidate Management Centre, staffed by experienced admissions counsellors. The aim of this resource is to match candidate aspiration with client needs. You can then engage with this pool of high potential, pre-screened candidates through various touch points: traditional table top fairs, subject specific forums, 1 on 1 interviews (either face to face or via Skype) or as detailed candidate profiles (with minimum 20 profile attributes).

■ QS Candidate Management Centre

● Growing QS Student Community

- 120,000 candidates register on www.topuniversities.com, a further 130,000 will register with us for one of the 156 events we will host through this recruiting cycle

● Building Candidate Profiles

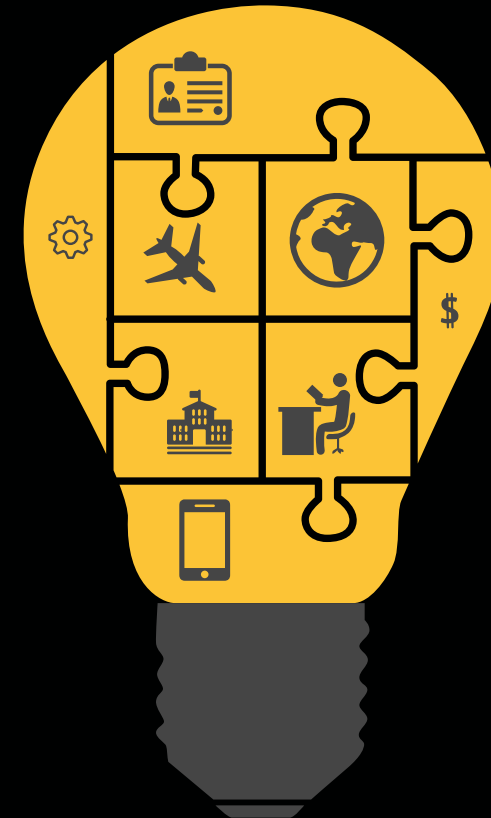
- Candidates are then contacted to ensure all relevant data is supplied and to enrich candidate profiles as required by client briefs

● Matching Students against Universities' Requirements

- Candidates are then matched against client briefs. This year, QS extends this service from Business Schools to Law, Engineering, Public Policy and International Affairs Schools.

● Connecting Universities with Pre-Qualified Candidates

- Candidates are introduced to clients via QS Course Finder, QS Connect Masters 121, or QS Virtual Connect Masters 121



■ QS Course Finder

QS Course Finder is a comprehensive suite of online course directories that connects prospective students across the world with UK, European and Australian universities and business schools.

Focusing primarily on business and management related subjects, QS Course Finder offers detailed information on over 30,000 courses at the Bachelors, Masters, PhD and MBA level. QS Course Finder makes our partner's programmes stand out.



Recruitment strategies

QS Course Finder delivers qualified prospects for your school, based on your recruitment strategies. Candidates are filtered, validated and qualified before they reach your institution

Reach and exposure

QS Course Finder work with a range of media partners across the world, covering all online advertising channels and giving you increased exposure to a targeted audience

Dedicated candidate counselling

QS Course Finder has a tailored student support team. This free service helps prospective students identify and select programs that match their own background and requirements, guiding them through the application process



■ QS Course Finder - Generating Applications

Our dedicated student support team qualifies candidates according to your institution's requirements, ensuring you receive only quality candidates. This gives you a more effective return on your recruitment activities.

- Candidates are contacted within 24 hours of filling in a request for information form on your programmes
- Candidate profiles are built with 20 fields of data collected
- Customised candidate profiles are sent to your institution
- Additional data (e.g. CV) can be collected as part of a customised sales proposal



Personal Details

First Name
Last Name
Email Address
Phone Number
Nationality
Gender
Date of Birth
Country of Residence

Study Options

University Name
Course Degree
Course Name
Start Date
Funding
Preferred Mode of Study
Subject of Interest
Preferred Region of Study

Pre-Degree Details

Highest Qualification Achieved
Subject of Highest Qualification Achieved
Year of Graduation
Last Study Location





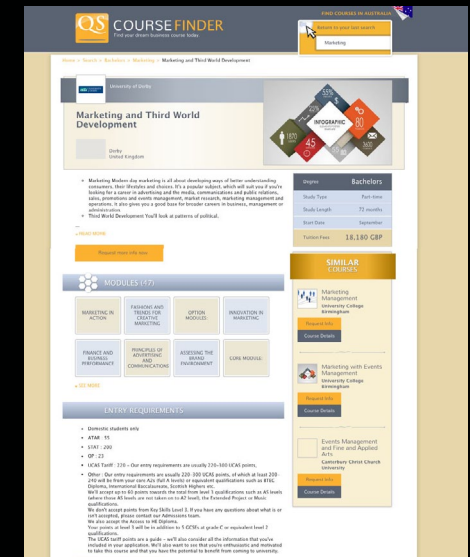
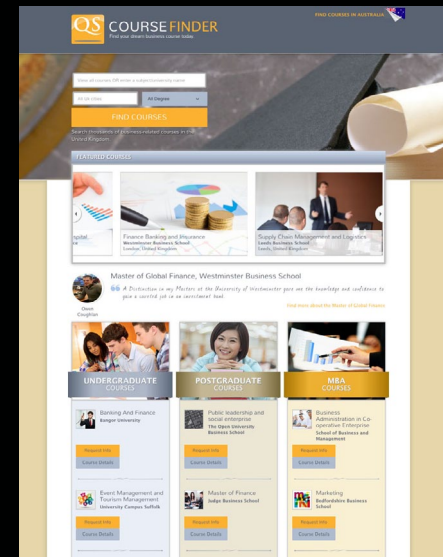
■ QS Course Finder - Student Support

QS Courses will ensure all students requesting information on QSCourses.com will be assigned a dedicated consultant from our Student Support Team.

This free service helps prospective students identify programs that match their background and requirements, guiding them through the application process.



Each candidate is contacted within a maximum of 24 hours after submitting the request information form.





■ QS Course Finder - Global Exposure

Optimised course profile pages: each course listed on QSCourses.com has a dedicated profile page with detailed information about the program, fees, modules and entry requirements.

Degree	Masters
Study Type	Online
Study Length	60 months
Start Date	September
Tuition Fees	7,500 GBP



Lead generation: interested prospects can request more information regarding university courses. The lead generation form contains 4 fields, all mandatory (first name, last name, email and phone number). The forms are available on the home page, search result page and course profile page.

“ I would like to know more about the course

Masters	Full-time	15 months	8,150 GBP
---------	-----------	-----------	-----------

once bratu
once@qs.com
07773848767
When do you plan to start your studies?
In under 6 months X
Send Request
By sending this information, you agree to QSCourses.com's Terms and Conditions.



QSCourses.com is helping EU Institutions to raise awareness about their business- related courses internationally



■ QS Connect Masters 121

Connect Masters 121 is a series of vertical events where pre-admissions meetings take place in target markets with pre-screened candidates

Using a team of experienced candidate counsellors, lead scoring and verification the QS Connect Masters team can accurately match you with candidates that meet your admissions criteria AND have the best chance of being admitted.

Focusing on business/management disciplines, the STEM study area and helping candidates interested in Law, Public Policy, Politics and International Affairs find their ideal programme.

Round table discussions, 1 on 1 meetings, information sessions, all held prior to the grad fairs allowing you to maximise your ROI.



QS Virtual Connect Master

All the advantages of the Connect Masters 121 series of events but piped straight to your desktop

Arrange 1 on 1 meetings with pre-screened candidates whilst at work, involve careers office and key academics at no additional cost

Populate your own information sessions and open evenings

Opportunity cost extended to cover travel, accommodation incurred in order to meet face to face



Yes, I was constantly busy at the 1-2-1s, very pleased with the standard too. It was our first attendance at the Connect session, so it was a good first experience for us.

Lorraine Emmans - Leeds University Business School

■ Fall 2015 - Schedule

Latin America

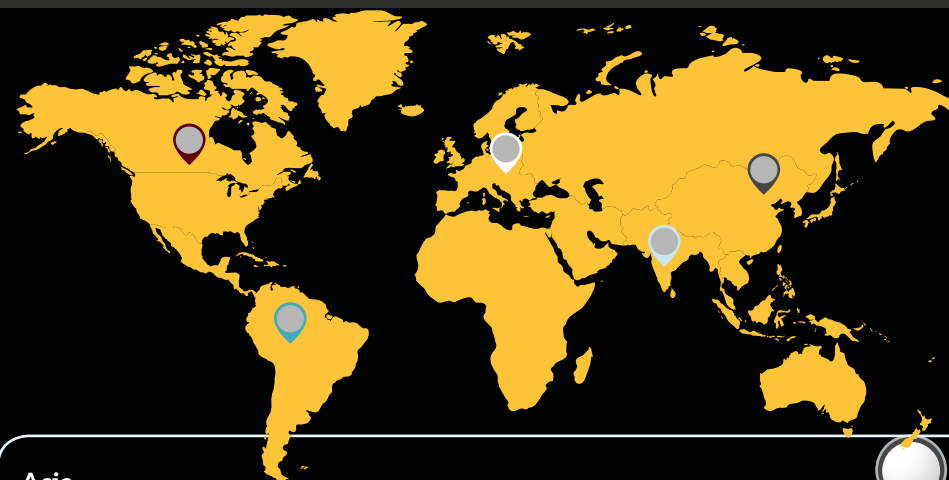
Date	Connect Masters 1-2-1	
Mon 31-Aug	Mexico	LAW/STEM/FAME
Wed 02-Sep	Bogota	LAW/STEM/FAME
Sat 05-Sep	Lima	FAME/LAW
Mon 07-Sep	Santiago	FAME
Wed 09-Sep	Buenos Aires	FAME
Thu 10-Sep	Brasilia	FAME/STEM
Mon 14-Sep	Sao Paulo	FAME/LAW
Wed 16-Sep	Rio de Janerio	FAME/LAW

North America

Date	Connect Masters 1-2-1	
Sun 13-Sep	Toronto	FAME/STEM
Tue 15-Sep	Montreal	FAME/STEM
Sun 20-Sep	New York	FAME
Tue 22-Sep	Washington DC	FAME
Thu 15-Oct	Dallas (village)	FAME
Sat 17-Oct	Houston (village)	FAME
Mon 19-Oct	Austin (village)	FAME

Europe

Date	Connect Masters 1-2-1	
Sun 27-Sep	Moscow	FAME/STEM
Sat 03-Oct	London	LAW/STEM/FAME
Sat 10-Oct	Paris	FAME/LAW
Tue 13-Oct	Milan	FAME/LAW
Sat 17-Oct	Istanbul	FAME/STEM
Sat 24-Oct	Frankfurt	FAME



Asia

Date	Connect Masters 1-2-1	
Tue 27-Oct	Tokyo (village)	FAME
Thu 29-Oct	Seoul (village)	FAME
Sun 01-Nov	Shanghai	FAME/LAW
Sat 07-Nov	Beijing	FAME/LAW
Sat 14-Nov	Singapore (village)	FAME
Mon 16-Nov	Kuala Lumpur	FAME/STEM

India

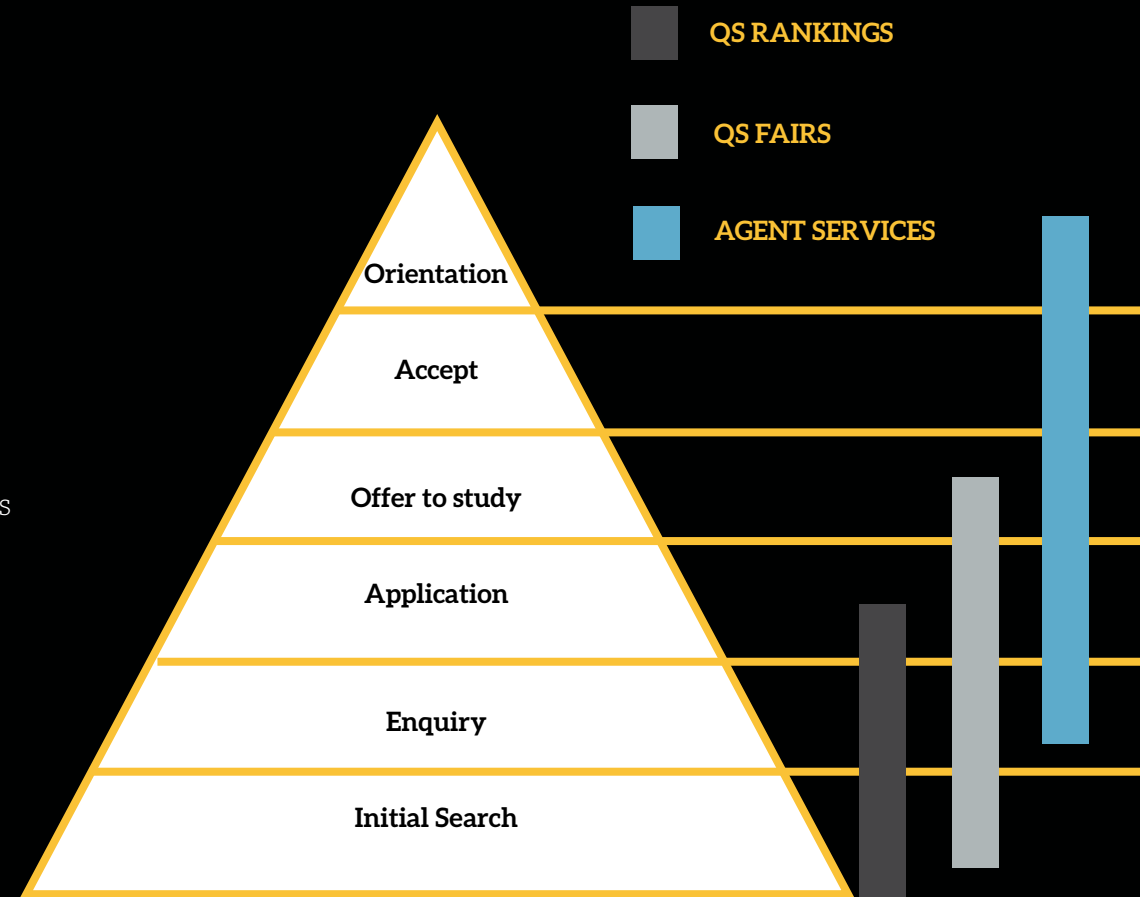
Date	Connect Masters 1-2-1	
Wed 02-Dec	New Delhi	FAME
Sun 06-Dec	Mumbai	FAME
Thu 10-Dec	Hyderabad	STEM
Sat 12-Dec	Bangalore	FAME/STEM
Wed 16-Dec	Chennai	FAME

FAME = Finance Accountancy Management Economics
 STEM = Science Technology Engineering Math



QS Advance

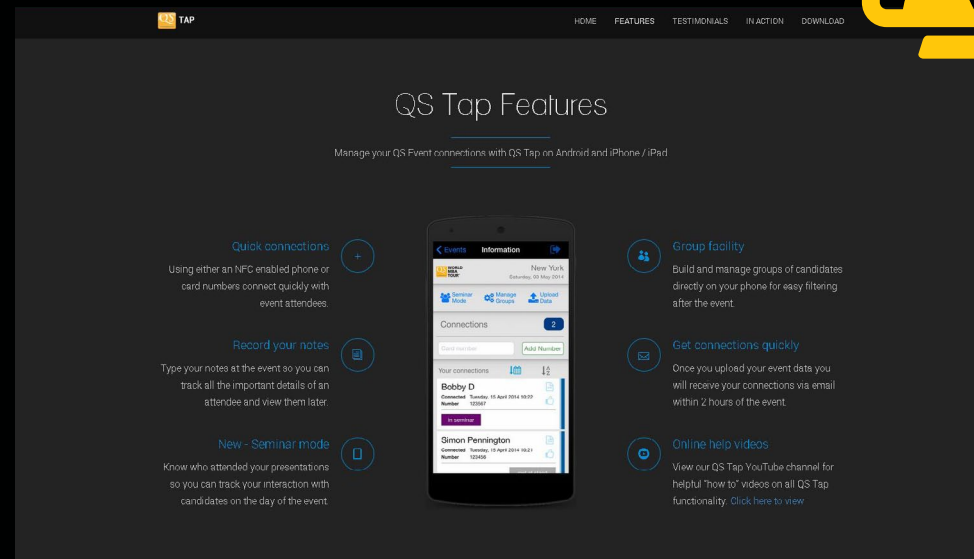
- QS Advance is an AIRC certified recruiting agent, currently working with clients from the US, Australia, the UK and China we are able to assist you with the delivery of your recruiting strategies at undergraduate, Graduate and MBA level.
- Integrate QS Advance with QSCourses, Connect Masters, and Virtual Connect Masters to build an integrated flow of high quality candidates onto your campus
- QS Advance will work with you to deliver enrolment, picking up on the work from the Candidate Management Centre, the QS Advance team will work towards conversion from application to enrolment.
- Our pricing models include % of 1st year tuition fees all the way through to marketing fees targeting specific markets.



TAP

● Candidate management

- Android & I Phone app
- Quick connections
- Record your notes
- Seminar mode
- Group management
- Data within 60 mins



QS TAP is the best thing to happen to fairs, it's so easy to use, it allows you to focus 100% on the candidate, and the leads are in my inbox within hours, making efficient follow up a breeze – it has made deciphering candidate penmanship obsolete!

University of Edinburgh



Outreach



● Candidate management

- View event connections
- Sign up for updates
- Slice/dice database
- Export data
- Schedule emails
- Connect with colleagues
- Download white papers
- Download event analysis
- Download logistics pack

QS Outreach / Connect Administration

Home > Events > World Grad School Tour > New York

World Grad School Tour - Fall 2014 - New York

Event Details

13th September 2014
15:00 - 18:00 Hrs
Hilton New York
1335 Avenue of the Americas
New York
NY 10019
United States

If you are on a pre-fair panel or presentation please check the logistics information available in QS Core for timings

Event Registrations

Registrations: 818 | Event Connectors | Breakdown | Communication | Logistics Pack

Download the latest QS Online Report

Students Online: Global Trends 2014

How do prospective students use digital resources to research higher education? This report on global trends in students' online usage draws on a survey of more than 2,200 prospective students worldwide. The analysis explores prospective students' online usage patterns and priorities, attitudes towards different types of digital resource, informational challenges and communication preferences - highlighting patterns based on location, age and gender. For any further information please contact QS Online: qsonline@qs.com

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