Intelligence, branding and consulting solutions to optimize your institutional strategy and diagnose, elevate and promote your brand and reputation worldwide.
The Professional Services division at QS emerges through the unification of two high-performance departments, with the objective of helping more institutions, and their stakeholders, understand and enhance their competitive performance on their own terms and, ultimately, amplify their social impact.

Due to the position of QS as a leading compiler of international rankings, we can achieve this through unmatched diagnostic and analysis tools, globally recognised evaluation outcomes, distinctive branding and networking services, and technology and strategy consulting solutions conceived, rather than adapted, for higher education.

“Strategy without tactics is the slowest route to victory, tactics without strategy are the noise before defeat”

-Sun Tzu-
“An investment in knowledge pays the best interest”

-Benjamin Franklin-

The Journey

As the leading rankings publisher in higher education, QS produces global, regional and country specific rankings as well as 48 subject rankings, MBA rankings, graduate employability rankings and best student cities rankings.

At QS, we believe that for an institution to enter the rankings, as well as to improve its position, it needs to go through a step-by-step journey. Through our Professional Services division, we have developed a range of solutions that enable institutions to more efficiently navigate that journey and to reach their destination faster.

The information contained in this guide will introduce you to the Professional Services division portfolio. Wherever you are on the rankings journey, our services offer you a platform to build your reputation and brand as well as to help understand your strengths and areas of improvement, enabling you to develop and execute a strategy that helps your institution to meet its goals successfully.

Steps of the Journey

How QS helps you on your journey:

- Diagnose: Your institution’s current standing worldwide and the data behind it.
- Manage: Data using state of the art technology and software.
- Develop: Strategy based on what the data is telling you.
- Build: Your brand and reputation among important stakeholders.

Data Analytics Solutions
Management Softwares
Rating System
Consulting Services
B2B Conferences
What our partners say about us

"For the University of Auckland, the QS reputation analytics products are critical to understanding its reputation. We use both the Academic Reputation and the Employer Reputation analytics tools to understand our current reputation position, and the opportunities and risks to maintaining and building future reputation."

Pamela Moss
Director of Planning, The University of Auckland, New Zealand

"Peter the Great St. Petersburg Polytechnic University has been using QS analytical tools for 6 years, starting from the written reports and then in 2017 moving to QS Analytics online platform. Dataset provided by this platform includes both raw and aggregated data on our university and on selected peers and shows the digital pictures of the university within the QS Rankings. Because QS Analytics is an online platform, it gives the possibility to build different reports on the spot to analyse a particular case or process. Our analytical team uses the tool on a regular basis aiming to provide rector and his management team with actual data for strategic planning of the university development."

Nikita Golovin
Deputy Head of International Office, Peter The Great St. Petersburg Polytechnique University, Russia

"A significant indicator of university quality, research impact, and graduate employability, the University of Technology Sydney (UTS) has invested in the QS Analytics and subscribed to the Reputation Dataset. The QS Analytics tool allows us to gain insights on how academics and employers perceive UTS, as well as other selected institutions we would like to benchmark on Reputation. We are also able to identify countries where votes for UTS come from, as well as opportunities we can explore for future engagement. More importantly, the Dataset provides UTS survey-based data that we use to inform our strategy, planning and decision making."

Elvira Fonacier
Rankings Program Manager, University of Technology Sydney, Australia

"University of Bahrain hosted QS-MAPLE in Bahrain in 2018, which attracted hundreds of higher educational professionals from the world over. Our university was able to reach out and create visibility amongst an elite group of presidents, directors, heads of departments etc. and drive our brand presence globally with pre and post event marketing. Hosting a QS event is something I would recommend for any institution looking for a head start in international branding."

Cameron Mirza
Head of Strategy, University of Bahrain, Bahrain

"MoveON has positively impacted the University of Manitoba’s internationalization strategy in so many ways! We’re now able to leverage our data to help create an institutional-wide international risk management strategy."

Amber Poh
Coordinator of Student Exchanges and International Cooperation / Student Advisor, University of Manitoba, Canada

"The University of Rome Sapienza has used QS Academic Reputation Tracker in the last couple of years to track the level of knowledge and commitment towards our university of the faculty around the world taking part in the QS surveys. We have found the service practical and well developed for its aim. The dataset has also helped us understand how our international network, planning and decision making is developing internationally."

Bruno Botta
Deputy Provost for Internationalization, Sapienza Università di Roma, Italy

"The University of Technology Sydney (UTS) has been awarded an overall 5-Star rating from QS Stars, which renders the university’s rating as world-class in a broad range of areas, enjoys a high reputation and cutting edge facilities and internationally renowned research and teaching faculties. With a QS 5-Star Rating, UTS is able to promote its world-class academic programs, research, industry engagement and graduate employability to prospective students, alumni, and key university partners."

Elvira Fonacier
Rankings Program Manager, University of Technology Sydney, Australia

"The QS Academic and Employer Reputation Tracker provides useful and insightful data on how our university is tracking against our global peers. The tool allows us to analyse our position at both the institutional and discipline level providing intelligence on our performance and brand perception which can be used to inform institutional planning."

Louise Davidson
Executive Director, Strategy, Planning and Performance, University of Melbourne, Australia

"QS consulting is a powerful tool for diversifying a university’s Global activity and its scientific visibility. In a joint effort with QS Consulting, Novosibirsk State University launched the Siberian Summer school for short-term academic programs focused on international students. This was held in the heart of Siberia. The combination of effective international promotion and strategic planning done by the senior QS Consulting team with a careful choice of breakthrough scientific topics has resulted in doubling the yearly enrolment of international participants of the Siberian Summer school, as well as giving the boost to international visibility, scientific partnerships and most importantly, the reputation of NSU."

Dr. Alexey Okunev
Vice Rector for Global Engagement, Novosibirsk State University, Russia

"QS Analytics has allowed us to go through important analytical exercises by means of comparing particular indicators associated to International Higher Education both for raising institutional and disciplinary awareness as well as for decision making purposes."

Giovanni Anzola Pardo
Director of Internationalization and External Affairs, Universidad Externado de Colombia
Diagnose & Understand Your Data

QS Analytics offer institutions unique insights into unpublished data on their performance and that of their peers in the QS Global Academic and Employer Reputation Surveys. These reputational surveys are used to calculate the Academic Reputation and Employer Reputation indicators which combined, represent 50% of the total weighting in the QS World University Rankings.

Our data-rich analytics services help institutions better understand why they rank where they do and how to enhance their strategy to improve global performance and perception.

“It is a capital mistake to theorize before one has data”

-Sir Arthur Conan Doyle, Sherlock Holmes
Rankings Tracker

Provides bespoke comparative data regarding an institution’s ranking performance relative to at least 15 peer universities, enabling you to identify why your institution ranks in the position that it does. It is an essential tool for any university seeking to remain conscious of its peers and visible in the rankings.

Benefits:

+ Provides access to trend data behind the rankings that are not publicly available.
+ Gives in-depth insights on an institution’s regional, national and global standing.
+ Enables an institution to identify problem areas and opportunities for improvement, in order to improve its global strategy.

Subject Rankings Tracker

Allows an institution to acquire exclusive, detailed data underlying its ranks and scores in up to 48 academic areas and to compare them to the datasets of a list of selected, identified peers. It will help you to explore and analyse comprehensive data regarding your institution’s performance in the areas that matter to you most.

Benefits:

+ Choose different peers for each subject area.
+ Identify key areas that are driving overall scores, helping to improve your strategy in those subject areas you want to highlight and strengthen.
+ Offers an overall view of your institution’s strengths and areas for improvement in your selected subject areas, compared to that of selected peers.

Click here to learn more
Employer Reputation Tracker

Offers extensive, detailed data with visualisations about an institution’s performance in the QS Global Employer Reputation Survey, as well as the responses received in the survey for 15 (or more) selected peer institutions. The Employer Reputation indicator is worth 10% of an institution’s total score in the QS World University Rankings.

Benefits:

- Gives access to data from the QS Global Employer Reputation Survey that is not publicly available, including responses from over 40,000 employers in 120 countries for over 20 sectors.
- Provides insights to understand how employers and recruiters around the world perceive your institution’s graduates, as well as that of your peers.
- Guides strategies aimed at increasing global recognition among employers and recruiters.

Click here to learn more

Academic Reputation Tracker

Offers extensive, detailed data with visualisations regarding institutional performance in the QS Global Academic Reputation Survey, as well as the responses received for 15 (or more) selected peer institutions. The Academic Reputation indicator is worth 40% of an institution’s total score in the QS World University Rankings.

Benefits:

- Gives access to data from the QS Global Academic Reputation Survey that is not publicly available - including responses from over 85,000 academics in 140 countries for over 40 disciplines.
- Provides important insights about an institution’s global reputation among academics worldwide.
- Gives a comparative analysis of an institution’s performance compared to its peers.
- Guides strategies aimed at increasing global recognition among prospective partners and students.

Click here to learn more
Empower Your Partnerships & Manage Your Data

MoveON

MoveON is a unique QS software that is used by 320+ universities worldwide. Originally designed to radically change the way in which universities managed their inbound and outbound student mobility, QS has developed an extension of this - in the form of an International Relationship Management (IRM) tool - which enables universities to manage and easily keep track of all their MOU partnership agreements, including research and other academic agreements. Data can be stored and quickly pulled for reporting and analysis from MoveON. This data is critical for the data submission process to the annual QS Global Academic and Employer Reputation Surveys, for which institutions can submit up to 400 academic and 400 employer contacts to be seeded into the surveys.

MoveON enables universities to manage all that data in a central repository and consolidate that function, helping to increase efficiency, create consistency, reduce risk, showcase global activity and provide you with intelligence to drive your international strategy.

Benefits:

- Manage and centralize mobility and collaboration activities across an institution in one place.
- Better understand an institution’s international activity to identify success, uncover areas of improvement and find opportunities to deepen key partnerships.
- Facilitate data collection processes and submission needed for the QS Global Academic and Employer Reputation Surveys - which are used to produce the QS rankings.

MoveON

Data-rich tool specifically designed for non-ranked institutions, providing a thorough evaluation into the QS World University Rankings entry requirements, showing where an institution stands in order to enter the rankings.

Benefits:

- Provides an explicit and bespoke analysis of the minimum requirements needed to be included in the QS World University Rankings, and in other major rankings.
- Compares an institution’s performance with that of identified peers in the latest edition of the QS World University Rankings.
- Gives a set of comparative metrics to get a better understanding of the minimum performance required for rankings inclusion.

Click here to learn more
Elevate Your Strategy

CONSULTING SERVICES

The Professional Services division at QS has its own in-house consulting team who have dedicated their careers to consulting in the higher education sector. The team consists of international experts on the interrelated fields of education, government, innovation, research, leadership and strategic development. Their extensive industry knowledge permits them to not only identify areas in need of improvement, but also to prepare institutions for impending change. Thus, the solutions offered are both effective and enduring.

CONSULTING SERVICES

CONSULTING SERVICES

What We Offer:

- Increased Visibility
- Increased Global Engagement
- Increased Global Compatibility
- Increased Strategic Partnership

Core Competencies:

Data-Rich Solutions
bespoke analysis in the areas of research, internationalization, strategy, partnerships and rankings.

Global Engagement
develop strategies to strengthen global visibility among important stakeholders.

Strategic Auditing
design and implement programs to increase to meet your goals successfully.

Quality Assurance
develop frameworks and pathways to achieve impact both domestically and globally.

DIGITAL INSIGHTS AND STRATEGY

Bespoke research that will identify and define the 'right-fit' profile types or customer segments attracted to your institution’s brand/proposition. Profile findings will be mapped against exclusive data (over 200,000 respondents) from the International Student Survey (ISS) to provide you with detailed intelligence and insight on the decision-making journey of prospects’ profiles.

Benefits:

+ Delivers bespoke primary research and international student profiling in order to provide a data-driven understanding of a university’s international target markets.
+ Provides insights and understanding of international customer segments, buyer behaviour, and decision-making intelligence regarding motivations, influences, perceptions, and preferences.
+ Identifies high potential target markets and strategic recommendations for recruitment that fit within the university’s product portfolio and current student body.
“You can’t build a reputation on what you are going to do”

-Henry Ford-

The QS Stars rating system is an in-depth evaluation that assesses a university on a range of key performance indicators based on established thresholds, using a rating method where an institution is awarded a rating of 1 to 5+ stars.

This audit and the subsequent marketing tools provided are helpful, as an institution looks to target prospective students and partners globally. It is designed to improve an institution’s performance and international brand recognition.

Benefits:

- Provides an overall score as well as ratings in specific categories which can be used to promote your brand on an international scale.
- Highlights an institution’s strengths and fields of expertise that may not be reflected in the rankings.
- Helps boost recognition and reputation abroad in order to increase international student enrolments and to establish international partnerships.
- Results are published on TopUniversities.com which receives over 76 million average visitors a year from over 240 countries.

Click here to learn more

Universiti Technology Brunei, Brunei

Ritsumeikan University, Japan

Newcastle University, UK
QS Regional Conferences

QS MAPLE

QS-MAPLE is the prime annual conference and exhibition designed as a forum where major areas of concern regarding the evaluation of Middle Eastern and African universities in a regional and global context is discussed and resolved.

Click here to learn more

QS WORLDWIDE

QS Worldwide is a leading annual higher education conference that connects international educators, senior academics, administrators and government from across Central Asia and beyond.

Click here to learn more

QS APPLE

QS-APPLE is the prime annual conference and exhibition designed as a forum where major areas of concern regarding the evaluation of Middle Eastern and African universities in a regional and global context is discussed and resolved.

Click here to learn more

The QS Regional Conferences comprise these key components:

- **Parallel sessions** featuring general and specific aspects of international higher education.
- **Plenary sessions** with keynote addresses by leading authorities on higher education.
- **QS Rankings Masterclass** providing insightful knowledge on university rankings.
- **Exhibitions** from leading universities and other higher education institutions from around the world, showcasing their institutions and programs.
- **Vibrant social programme** comprised of an ice-breaking reception, a conference dinner and closing lunch over the course of the three-day conference, offering a more relaxed networking.

Thematic Conferences

EDUDATA SUMMIT

The leading forum for data-driven educators. This Summit addresses the increasing importance for universities to manage data and analytics, towards increasing efficiencies and institutional processes.

- Learn the latest trends on how to use data for outstanding decision-making.
- Meet speakers from world-class universities who will be sharing their experiences on best practices for effective institutional data management and usage.
- Connect with key sectoral contacts and foster advantageous international partnerships.

Click here to learn more

REIMAGINE EDUCATION

A prestigious international competition rewarding innovative, industry-leading pedagogical innovation. Provides a premium networking opportunity for innovators in higher education, educational technology pioneers, and investors.

- Attend keynotes from global thought-leaders.
- Connect with top educational innovators and winners of the Reimagine Education Awards.
- Cultivate transformative global partnerships.
- Learn how to enhance your university’s teaching practice.

Click here to learn more
QS in Conversation

QS in Conversation has become a rendezvous for presidents, vice presidents, deans, administrators, academics, and people from all walks of life keen to know the latest higher education trends in various parts of the world. All these higher education enthusiasts gather to discuss the current higher education issues and developments in specific areas of interest.

The uniqueness of QS in Conversation is its fluidity of concept and its detachment from particular regions. Each seminar can be geared towards important topics dedicated to the better understanding of the higher education in that specific region or country.

QS Subject Focus Summit

The QS Subject Focus Summit brings together higher education leaders (deans, vice-deans, chairs, and policy staff) and key stakeholders (employers, government, etc.) to discuss the core challenges facing the subject in focus. Frequent topics of discussion include: student and faculty recruitment, curriculum, graduate employment, internationalisation, research collaboration, branding and marketing, stakeholder engagement and topics specific to the subject in focus.

The QS Subject Focus Summit enables the host institution to promote itself, to provide international networking opportunities for its faculty and most importantly to position itself as a thought leader among its peers.

QS Totally Arts Summit

Bringing together senior leaders from art and design schools and other important thought leaders around these themes, the QS Totally Arts Summit provides a platform for the sharing of new ideas and best practices, as well as a unique opportunity for networking and dialogue. The aim of the Summit is to foster a shared understanding of the challenges and opportunities facing art and design education and to begin articulating a practical vision for moving art and design schools forward.
Publications

QS SHOWCASE
Published annually, QS Showcase presents top universities to the world and documents their progress in higher education development.
- A complimentary copy of QS Showcase is presented to the top executive head of ranked universities, head of governments, ministers and diplomats.
- eCopies go out to an exclusive database of academics worldwide.
- Copies are distributed at QS and other international events around the world.

QS WOWNEWS
A quarterly newsletter that features universities’ academic achievements, experiences, and developments that are outstanding and unique; it is about celebrating excellence.
- The newsletter disseminates topical news of your university across the globe, making the brand a top-of-mind recall for academics as well as students.
- Copies are sent to university presidents, to our exclusive database academics worldwide and are also distributed at QS and other international events around the world.

Distribution list: 3,544 universities

QS TOP GRAD SCHOOL GUIDE
Reach not only students but your peers too with the essential guide to graduate school.
An average of 30,000 copies are handed out each year at our grad events and downloaded from TopUniversities.com.
Hard copies are also mailed to Deans of the top schools per subject as featured in QS Rankings (48 subjects are covered in 2019). Human Resources Directors, international higher education educators at major conferences, ministries of higher education in Asia, diplomatic offices and embassies.

RANKINGS RESULTS MAGAZINES
Increase awareness and brand recognition by putting your institution in our rankings results magazines which are received, trusted, and recognized by academics and employers that participate in the QS Global Reputation Surveys; boosting your exposure in specific targeted regions, audiences, and areas of interest.
- The QS Rankings Results Magazines are printed annually and distributed at major education conferences worldwide.
- Electronic copies are delivered to the global QS network, including all the respondents of the QS Global Academic and Employer Reputation Surveys.

Circulation:
- Over 3000 printed copies
- 60K Electronic copies sent to academics & employers
- Average 50% Open-rate
- Average 24% Click-rate
TOP UNIVERSITIES GUIDE (English)
Published each year in January, the QS Top Universities Guide (TUG) is the official publication of the QS World University Rankings. It provides students and parents with up-to-date information and advice to make the right choice in choosing a university.

Copies are sent to presidents of top ranked universities.

Given to international educators at major conferences (NAFSA, EAIE, QS-APPLE, QS-MAPLE).

Sent to career counsellors and head teachers of selected international high schools.

Sent to university academics and administrators worldwide.

Given to prospective students at major international education events.

QS TOP MBA GUIDE
Reach not only students but your peers too with the world’s leading MBA and EMBA guide.

With more than 30,000 copies distributed each year at QS fairs and 250,000+ eGuides downloaded from TopMBA.com, this print promotional opportunity offers an enormous readership audience.

Hard copies are also mailed to selected Deans of top business schools, Human Resources Directors, international higher education educators at major conferences, ministries of higher education in Asia, diplomatic offices and embassies.

Published annually in September.

QS TOP EXECUTIVE MBA GUIDE
QS WOW NEWS
www.qswownews.com
QSWOWNEWS.com is the online platform for your daily dose of universities’ latest news and updates on the global higher education sector. Allows tertiary institutions (and related organisations) to submit their latest news stories and press releases.

This online higher education news site (indexed by Google News) has over 93,000 visitors last year with total page views exceeding 332,000. An ideal platform to share your institution’s achievements through sponsored advertorials and banner advertising campaigns.

More information: www.qswownews.com

Data period: 1 Jan 2018 – 31 Dec 2018
The QS Rankings | Impact

MEDIA IMPACT

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Source: Meltwater Metrics - 20 April 2017 - 20 April 2018

Quick Facts in TopUniversities.com

REACH

- 53 MILLION (pageviews) in TopUniversities.com
- 3 MILLION (pageviews) in QS THE
- 90% of visitors looking for a university course
- 242 countries

TOP 5 SITE SECTIONS

- News: 13,459,433
- Faculty: 12,049,126
- Student: 9,459,124

TOP 10 COUNTRIES

1. USA
2. UK
3. Australia
4. Canada
5. France
6. Germany
7. Malaysia
8. Indonesia
9. Singapore
10. India

TOP 10 SUBJECT GUIDES

- Arts & Humanities
- Business & Economics
- Social Sciences
- Life Sciences
- Natural Sciences
- Physical Sciences
- Arts & Design
- Communication & Media Studies
- Science & Technology
- Law & Legal Studies

Rankings Breakdown (pageviews) in TopUniversities.com

- SUBJECT RANKINGS: 22,410,751
- WORLD UNIVERSITY RANKINGS: 13,265,514
- RANKINGS OVERVIEW: 3,495,005
- FACULTY: 1,417,026
- LATIN AMERICA: 789,338
- BEST STUDENT CITY: 536,712
- REGIONAL: 392,116
- TOP 50 UNDER 50: 377,931
- EECA: 277,822

IMPACT IN NUMBERS

- VISITOR: 60m
- FOLLOWERS: 17,200
- YouTube channel subscribers: 150m
- 11,768
- 176k
- 111,266
- 110,138

World University Rankings: 6,698 group members

50,000+ Android app downloads

* (GA, 1/1/2016 - 31/12/2016) ** (User survey July 2016)
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Discover more at www.qs.com