



# Student recruitment events

Fall 2026 schedule



# Be where the decisions are made

By 2030, there could be as many as **8.5 million international students worldwide** – but with shifting demographics, geopolitics, and labour market needs, the path to enrolment is **anything but certain**.

Amid this noise, one fact is clear: in-person events remain a vital touchpoint. University fairs are still cited by 35% of students as a top source of information, and the influence of peer and alumni conversations is rising – now valued by a quarter of candidates. (Source: Global Student Flows 2025)

**In a world of endless scrolls and swipes, real conversations cut through.**

A direct connection builds trust, answers real questions, and leaves a lasting impression – turning curiosity into enrolment.

Studying abroad is a life-changing choice. Help students make it with confidence by meeting them in their hometown. Offer clarity. Build trust. Show why your institution stands apart. Because when it comes to their future, nothing beats a personal conversation.

## 2025 highlights

**161,750**

prospective students registered for 2025 events

**4,980**

tables were filled by **560 institutions** across **136 cities** worldwide

## Meet your future students

**62%** of attendees are looking to apply within six months

**78%** apply to at least two schools they meet at our events

**79%** engage with institutions they hadn't heard of before

Source: QS events data 2022–2025

“The global reach of QS events has allowed us to attract students at scale, ensuring a diverse and extensive pool of applicants. **We saw a ~49% increase in international applications.**”

Richard James Associate Director, Graduate Recruitment  
J. Mack Robinson College of Business at Georgia State University



Fall 2026 events

# Why choose QS events?

## Diversify your pipeline

With events in 35 countries, connect with emerging markets and diverse talent pools. From fresh territories to familiar ground, build stronger pipelines face-to-face.

The 2026 schedule is bigger than ever with new cities, returning favourites, and more events formats in popular locations. Highlights include San Jose, Salt Lake City, Padua, Nairobi, Abu Dhabi and Kampala joining the tour, plus new High School Tours in Africa, Asia and the Middle East.

## Specialised tours, sharper results

Reach the right candidates with events tailored by study level: undergraduate, Master's, and MBA. Plus, Women in Leadership events in multiple regions.

## Catch every lead

Missed a student at the fair? You don't miss the data. Gain access to all student registrant data for the events you book. With an average of 800 registrants per event, you'll have every opportunity to reconnect after and maximise your ROI.

## Beyond event day impact

Your impact extends past the fair. Stay top-of-mind with QS student recruitment solutions – from digital campaigns pre- and post-event to enquiry management and offer-holder support. We help you convert interest into applications.

## Bespoke schedules for better connections

If you know your target markets, we've got the events to reach them. Not sure? We'll use our market and event insights to recommend a personalised schedule to achieve your goals. **Save more with multi-event and full tour bookings.**

## Support every step

From pre-departure briefings to in-country assistance and dedicated WhatsApp groups, our support makes international recruitment seamless. Focus on connecting with students and we'll handle the rest.



# Our events

Event	Study level interest	Event duration	Candidate networking	Candidate matching	Pre-arranged meetings
<p><b>QS Discover</b></p> <p>Meet hundreds of qualified candidates at high-energy fairs. Increase visibility, build pipelines, and raise brand profile through presentations and info sessions.</p>	Undergraduate, Master's and MBA	2.5 hours	✓		
<p><b>QS Connect</b></p> <p>AI-matching preschedules 5 x 25-min meetings with your ideal candidates (up to 5 per session) – saving time, deepening conversations, and driving conversion.</p>	Master's and MBA	2.5 hours		✓	✓
<p><b>QS Connect Plus</b></p> <p>Combine 5 x 25-min pre-arranged meetings with open networking – giving you more chances to connect and fill programmes.</p>	MBA	3 hours	✓	✓	✓
<p><b>QS Apply</b></p> <p>Recruit top students at fairs. Local expertise connects you with ideal candidates.</p>	Undergraduate and Master's	3 hours	✓		
<p><b>Women in Leadership</b></p> <p>Premium forum connecting top business schools with high-potential women candidates through panels, keynote, and roundtables, building engagement and visibility in inclusive leadership.</p>	Master's and MBA	2 hours	✓		
<p><b>High School Tours</b></p> <p>Meet top international high school students. Curated access through trusted local relationships.</p>	Undergraduate	2 hours	✓		



# QS High School Tours

## Trusted access to leading international high schools

QS High School Tours connect universities with high-achieving, globally minded students through structured in-person visits to top international schools.

Built on QS market intelligence and long-standing school relationships, tours are designed to prioritise schools with strong progression to international undergraduate study.

### Each school visit typically includes

- QS student briefing
- Short university introductions
- Mini fair-style engagement session
- Opportunities to connect with counsellors and school leadership

### Why participate?

- Direct access to high-achieving students
- Strong engagement within trusted school environments
- Consistent delivery across every visit
- Efficient multi-school regional coverage
- Delivered and supported by QS teams locally

## Event format

**2–3 school visits per day** across key cities

**2-hour** structured engagement per school

Full tour dates and locations are listed later in this brochure.

## Seamless travel experience

Our optional seamless travel experience removes the complexity of planning, so you can focus entirely on engaging with students. Accommodation, internal flights, ground transportation, and welcome and farewell dinners are fully managed and accompanied by our QS team.

You simply arrange your international flights, and we take care of the rest, ensuring a smooth and worry free tour experience.



Fall 2026 events

# What's included in your event booking?

## Event essentials

- Table (institutions are responsible for logistics of materials)
- Free Wi-Fi, water, tea/coffee and light snacks

## Networking & support

- Exhibitor drinks reception after every event
- Optional social activities, including local sightseeing (selected locations)
- Dedicated WhatsApp groups for on-the-day support, peer networking and social meet-ups
- Pre-departure briefings with country- and region-specific insights, plus event and travel guidance
- Where QS has an office, visa invitation letters can be provided to support applications

## Tools & data

- Access to the QS Outreach portal to view event details, peers attending, and meeting schedules
- GDPR-compliant registrant and lead data downloads from the events you attend – with an average of 800+ registrants per event, giving you qualified event leads for direct follow-up

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## Event extras

Extra	Details
<b>Tour-ready package</b>	Run digital campaigns before and after your events to build awareness ahead of time and stay top-of-mind to convert interest into action.
<b>Event content opportunities</b>	Share your expertise with prospective students through a pre-event webinar or a 25-minute seminar before or during the fair.
<b>Event sponsorship</b>	Boost visibility with your logo on rotating slides, clickable branding on candidate reminder emails, plus a short address before the event begins.
<b>Seminar room rental</b>	Create deeper connections by hosting alumni meet-ups, private presentations or offer-holder sessions in your own seminar space.





Fall 2026 Tour

Recruit top students in

# Africa

A snapshot of our  
Fall 2025 events

Total student registrations

**7,663**

Average age of attendees

**26**

Top five study destinations

**Canada, UK, US  
Australia, New  
Zealand**

Top five subject areas

**Computer Science,  
Business, Data  
Science,  
International  
Relations, Nursing**

Most popular event

**QS Apply Fair  
Accra  
319 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Addis Ababa	22 September	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs
Nairobi	24 September	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs
Accra	26 September	Master's and MBA	QS Discover	Fair
Kumasi	29 September	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs
Lagos	1 October	Master's and MBA	QS Discover	Fair
	1 & 2 October	Undergraduate	High School Visit	Mini Fairs
Abuja	3 October	Master's and MBA	QS Discover	Fair

Calendar conflicts? Let a QS in-country expert represent your university or consider purchasing pre-qualified leads for post-event outreach.



Fall 2026 events

Request pricing at [qs.com/schedule](https://qs.com/schedule)

Fall 2026 Tour

Recruit top students in

# Central Asia

A snapshot of our Fall 2025 events

Total student registrations

**4,023**

Average age of attendees

**23**

Top five study destinations

**Europe, US, UK, Canada and Australia**

Top five subject areas

**Business, Computer Science, International Relations, Economics, Marketing, Art & Design**

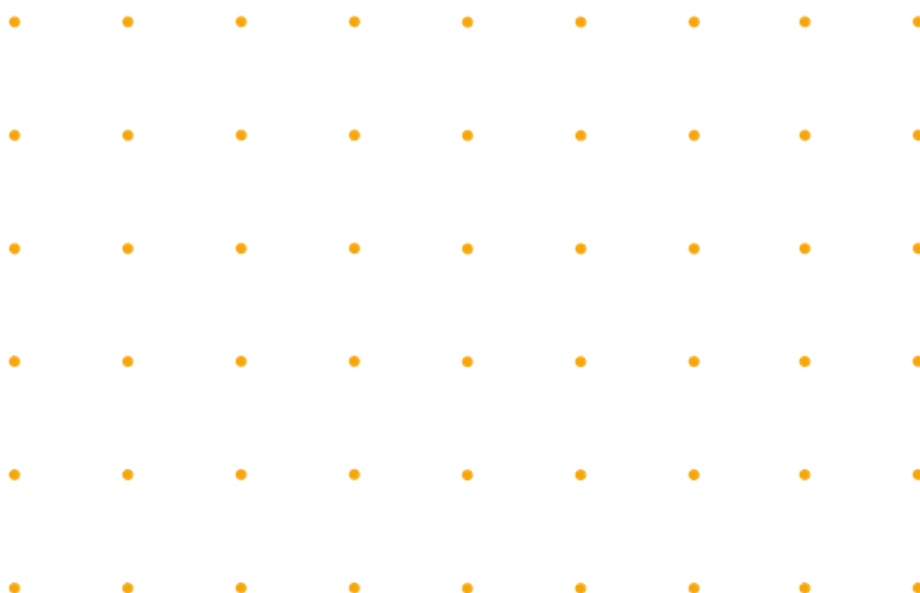
Most popular event

**QS Apply Fair Almaty 298 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Baku	21 September	Master's and MBA	QS Discover	Fair
Tbilisi	23 September	Master's and MBA	QS Discover	Fair
Tashkent	24 September	Undergraduate and Master's	QS Discover	Fair
Astana	26 September	Undergraduate and Master's	QS Discover	Fair
Almaty	27 September	Undergraduate and Master's	QS Discover	Fair
Almaty	28 September to 2 October	Undergraduate	High School Tour	Mini Fairs at High Schools
Astana				
Tashkent				

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Fall 2026 events

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Fall 2026 Tour

Recruit top students in

## East & South East Asia

A snapshot of our Fall 2025 events

Total student registrations

**18,845**

Average age of attendees

**25**

Top five study destinations

**US, UK, Canada, Australia, Singapore**

Top five subject areas

**Business, Computer Science, Accounting, Economics, Marketing**

Most popular event

**QS Discover MBA Jakarta 508 attendees**

Calendar conflicts?

Let a QS in-country expert represent your university or consider purchasing pre-qualified leads for post-event outreach.

### Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Tokyo	27 October	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Seoul	29 October	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Shanghai	31 October	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Beijing	1 November	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Guangzhou	3 November	Master's and MBA	QS Discover	Fair
Taipei	5 November	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Ho Chi Minh City	7 November	Master's	QS Discover	Fair
		MBA	QS Discover	Fair
Hanoi	8 November	Master's	QS Discover	Fair
		MBA	QS Discover	Fair
Bangkok	10 November	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Kuala Lumpur	12 November	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair



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Fall 2026 Tour

Recruit top students in

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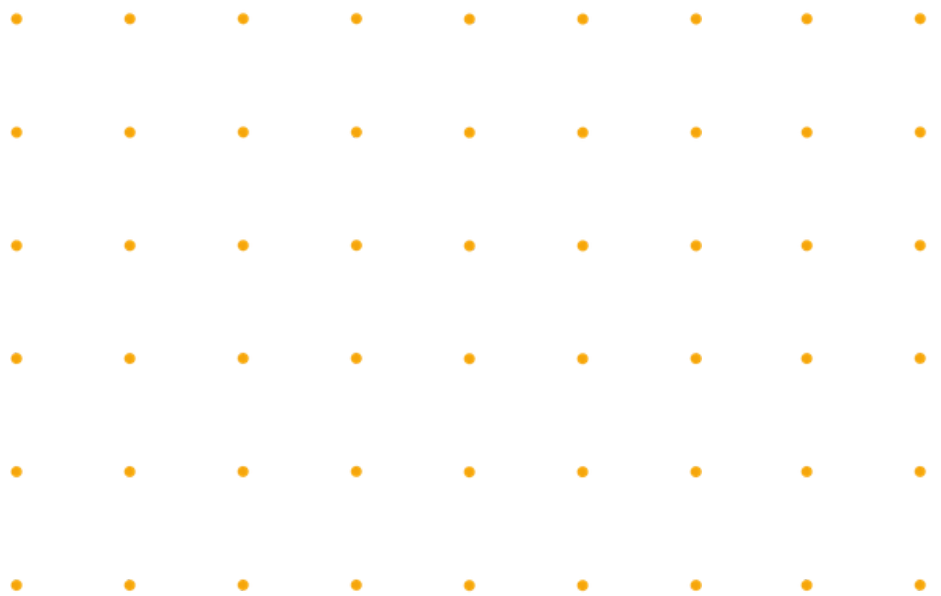
Top five subject areas  
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Location	Date	Study level	Event	Format
Jakarta	14 November	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
		Master's and MBA	Women in Leadership	Roundtable
Surabaya	17 November	Master's and MBA	QS Discover	Fair
Singapore	19 November	Master's and MBA	QS Discover	Fair
Manila	21 November	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Bangkok	16 November to 20 November	Undergraduate	High School Tour	Mini Fairs at High Schools
Kuala Lumpur				
Singapore				



Fall 2026 events

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Recruit top students in

# Europe

A snapshot of our Fall 2025 events

Total student registrations

**16,770**

Average age of attendees

**25**

Top five study destinations

**UK, US, Italy, Germany, France**

Top five subject areas

**Business, Accounting, Marketing, Economics, Computer Science**

Most popular event

**QS Discover  
Master's Milan  
720 attendees**

Calendar conflicts?

Let a QS in-country expert represent your university or consider purchasing pre-qualified leads for post-event outreach.

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Istanbul	26 September	Master's	QS Connect	Fair
		Master's and MBA	QS Discover	Fair
Izmir	29 September	Master's	QS Discover	Fair
Bucharest	1 October	Master's	QS Discover	Fair
Sofia	3 October	Master's	QS Discover	Fair
Warsaw	5 October	Master's	QS Discover	Fair
Vienna	7 October	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair
Zurich	8 October	Master's	QS Connect	Meetings
		MBA	QS Connect Plus	Meetings & networking
Paris	10 October	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Connect	Meetings
Rome	12 October	Master's	QS Connect	Meetings
			QS Discover	Fair
Bologna	14 October	Master's	QS Connect	Meetings
			QS Discover	Fair
Milan	16 October	Master's	QS Connect	Meetings
			QS Discover	Fair
Genoa	17 October	Master's	QS Discover	Fair
Thessaloniki	20 October	Master's	QS Discover	Fair
Athens	22 October	Master's	QS Connect	Meetings
			QS Discover	Fair
London	24 October	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable

Fall 2026 Tour

Recruit top students in

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Top five subject areas

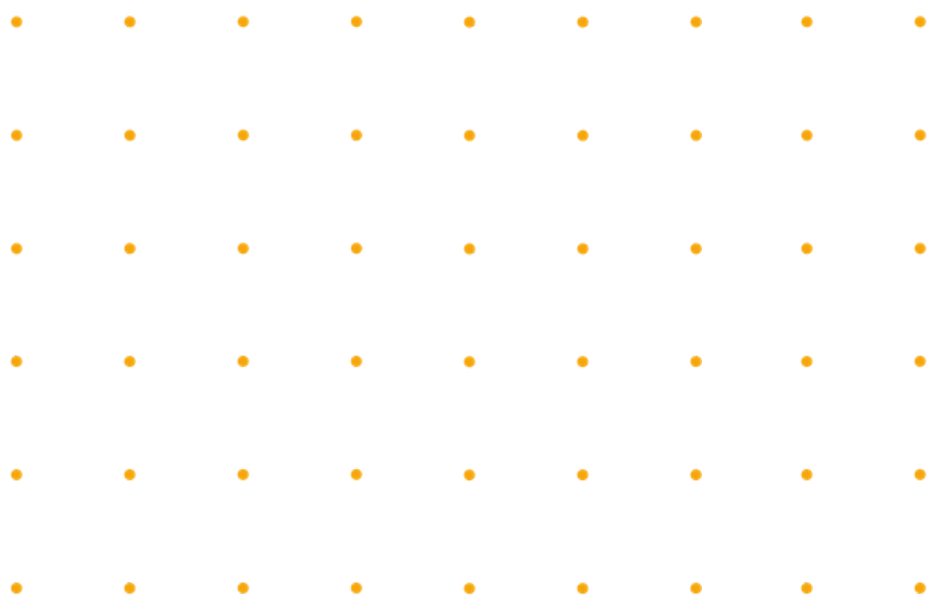
**Business, Accounting,  
Marketing,  
Economics,  
Computer Science**

Most popular event

**QS Discover  
Master's Milan  
720 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Dublin	27 October	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Connect	Meetings
Munich	29 October	Master's	QS Discover	Fair
		MBA	QS Connect Plus	Meetings & networking
Frankfurt	31 October	Master's	QS Discover	Fair
Copenhagen	02 November	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Connect	Meetings
Stockholm	3 November	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Connect	Meetings
Madrid	5 November	Master's	QS Discover	Fair
Barcelona	7 November	Master's	QS Discover	Fair



Fall 2026 events

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Fall 2026 Tour

Recruit top students in

# South Asia

A snapshot of our Fall 2025 events

Total student registrations

**11,207**

Average age of attendees

**23**

Top five study destinations

**US, UK, Germany,  
Canada,  
Australia**

Top five subject areas

**Computer Science,  
Business,  
Accounting, Data  
Science, Art & Design**

Most popular event

**QS Discover  
Master's Mumbai  
679 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
New Delhi	5 October to 9 October	Undergraduate	High School Tour	Mini Fairs at High Schools
Bangalore				
Mumbai				
Dhaka	30 November	Master's	QS Discover	Fair
Kolkata	2 December	Master's	QS Discover	Fair
New Delhi	3 December	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Mumbai	5 December	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Ahmedabad	7 December	Master's	QS Discover	Fair
Bangalore	9 December	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Chennai	10 December	Master's	QS Discover	Fair
Hyderabad	12 December	Master's	QS Discover	Fair

Calendar conflicts? Let a QS in-country expert represent your university or consider purchasing pre-qualified leads for post-event outreach.



Fall 2026 events

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Fall 2026 Tour

Recruit top students in

# Middle East

A snapshot of our Fall 2025 events

Total student registrations

**5,186**

Average age of attendees

**28**

Top five study destinations

**US, UK, Canada  
Germany, Saudi  
Arabia**

Top five subject areas

**Business,  
Computer Science,  
Accounting,  
Marketing, English  
Studies**

Most popular event

**QS Discover  
Master's Riyadh  
348 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Jeddah	3 November	Master's and MBA	QS Discover	Fair
Riyadh	5 November	Master's and MBA	QS Discover	Fair
Abu Dhabi	7 November	Master's and MBA	QS Discover	Fair
Dubai	8 November	Master's and MBA	QS Discover	Fair
Dubai	8 to 14 November	Undergraduate	High School Tour	Mini Fairs at High Schools
Sharjah				
Abu Dhabi				

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Fall 2026 events

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Fall 2026 Tour

Recruit top students in

# Latin America

A snapshot of our Fall 2025 events

Total student registrations

**16,553**

Average age of attendees

**28**

Top five study destinations

**US, Spain,  
Canada UK,  
Germany**

Top five subject areas

**Business, Computer  
Science, Marketing,  
Data Science,  
Accounting**

Most popular event

**QS Discover  
Master's Lima  
804 attendees**

## Plan your 2026 Fall tour

Location	Date	Study level	Event	Format
Rio de Janeiro	27 August	Master's and MBA	QS Discover	Fair
São Paulo	29 August	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Buenos Aires	1 September	Master's and MBA	QS Discover	Fair
Santiago	3 September	MBA	QS Connect Plus	Meetings and networking
		Master's	QS Discover	Fair
Lima	5 September	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Connect	Meetings
			QS Discover	Fair
Master's and MBA	Women in Leadership	Roundtable		
Quito	7 September	Master's and MBA	QS Discover	Fair
Bogotá	8 September	MBA	QS Connect Plus	Meetings and networking
	9 September	Master's	QS Connect	Meetings
			QS Discover	Fair
MBA	QS Discover	Fair		
Medellín	10 September	Master's and MBA	QS Discover	Fair
Mexico City	12 September	Master's	QS Connect	Meetings
			QS Discover	Fair
		MBA	QS Discover	Fair
Monterrey	14 September	Master's	QS Connect	Meetings
			QS Discover	Fair

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Fall 2026 events

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Fall 2026 Tour

Recruit top students in

# US & Canada

A snapshot of our Fall 2025 events

Total student registrations

**12,612**

Average age of attendees

**29**

Top five study destinations

**US, Canada,  
UK, France,  
Spain**

Top five subject areas

**Business,  
Computer Science,  
Accounting,  
Psychology, Data  
Science**

Most popular event

**QS Discover  
Master's Toronto  
347 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Washington, D.C.	15 September	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Philadelphia	17 September	Master's and MBA	QS Discover	Fair
New York	19 September	Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Women in Leadership	Roundtable			
Boston	22 September	Master's and MBA	QS Discover	Fair
Ottawa	24 September	Master's and MBA	QS Discover	Fair
Toronto	26 September	Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Women in Leadership	Roundtable			
Montreal	28 September	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Edmonton	30 September	Master's and MBA	QS Discover	Fair
Calgary	1 October	Master's and MBA	QS Discover	Fair
Vancouver	3 October	Master's and MBA	QS Discover	Fair
Seattle	5 October	Master's and MBA	QS Discover	Fair
San Diego	7 October	Master's and MBA	QS Discover	Fair

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Fall 2026 Tour

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UK, France,  
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Top five subject areas

**Business,  
Computer Science,  
Accounting,  
Psychology, Data  
Science**

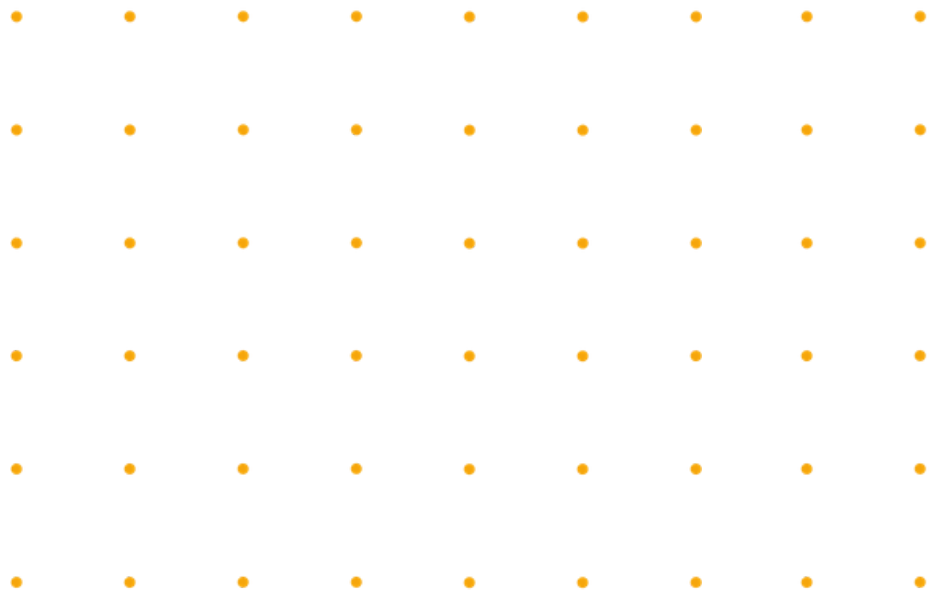
Most popular event

**QS Discover  
Master's Toronto  
347 attendees**

## Plan your Fall 2026 tour

Location	Date	Study level	Event	Format
Los Angeles	8 October	Master's and MBA	QS Discover	Fair
San Francisco	10 October	Master's and MBA	QS Discover	Fair
Chicago	13 October	Master's and MBA	QS Discover	Fair
Atlanta	15 October	Master's and MBA	QS Discover	Fair
Charlotte	17 October	Master's and MBA	QS Discover	Fair
Nashville	19 October	Master's and MBA	QS Discover	Fair
Dallas	21 October	Master's and MBA	QS Discover	Fair
Houston	22 October	Master's and MBA	QS Discover	Fair
San Antonio	24 October	Master's and MBA	QS Discover	Fair

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Fall 2026 events

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# Fall 2026 student recruitment events

Reserve your events today at [qs.com/schedule](https://qs.com/schedule):



We look forward to  
seeing you on tour