



Student recruitment events

Spring 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 events highlights

64,863

prospective students registered for Spring 2025 events

1,750

tables were filled by **350 institutions** across **72 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: 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



Spring 2026 events

Request pricing at qs.com/schedule

Why choose QS events?

Diversify your pipeline

With events in **32 countries**, connect with emerging markets and diverse talent pools. From fresh territories to familiar ground, build stronger pipelines face-to-face.

The Spring 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, Kampala** joining the tour, plus new Master's and MBA events in **Turin, Amsterdam and Singapore**.

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 North America.

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.



Spring 2026 events

Request pricing at qs.com/schedule

Our events

Mix and match with a comprehensive line-up of events across all study levels. Whether you're sparking initial interest or driving final applications, we have formats for every stage of the recruitment cycle. Combine cities into a streamlined tour and make the most of our high-impact doubleheader days - QS Discover and QS Connect events, same day, same location.

Event	Study level interest	Event times	Candidate networking	Candidate matching	Pre-arranged meetings
QS Discover Meet hundreds of qualified candidates at high-energy fairs. Increase visibility, build pipelines, and raise brand profile through presentations and info sessions.	Master's and MBA	2.5 hours	✓		
QS Connect AI-matching preschedules 5 × 25-min meetings with your ideal candidates (up to 5 per session) – saving time, deepening conversations, and driving conversion.	Master's and MBA	2.5 hours		✓	✓
QS Connect Plus Combine 5 × 25-min pre-arranged meetings with open networking – giving you more chances to connect and fill programmes.	MBA	3 hours	✓	✓	✓
QS Apply Recruit top students at fairs. Local expertise connects you with ideal candidates.	Undergraduate and Master's	5 hours	✓		
Women in Leadership Premium roundtable with keynotes, small-group discussions, and workshops to empower women in master's and MBA studies while promoting inclusive leadership.	Master's and MBA	2.5 hours	✓		



Spring 2026 events

Request pricing at qs.com/schedule

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

Event extras

Extra	Details
Tour-ready package	Run digital campaigns before and after your events to build awareness ahead of time and stay top-of-mind to convert interest into action.
Event content opportunities	Share your expertise with prospective students through a pre-event webinar or a 25-minute seminar before or during the fair.
Event sponsorship	Boost visibility with your logo on rotating slides, clickable branding on candidate reminder emails, plus a short address before the event begins.
Seminar room rental	Create deeper connections by hosting alumni meet-ups, private presentations or offer-holder sessions in your own seminar space.
Matched connections	Purchase pre-qualified leads from those events you can't attend to expand your reach and diversify your pipeline.



Spring 2026 events

Request pricing at qs.com/schedule

Recruit top students in

Latin America

Spring 2025 highlights

Total student registrations
13,257

Average age of attendees
29

Top five study destinations
US, Canada, Spain, UK, Germany.

Subjects
Business, Computer Science, Marketing, Data Science, International Relations

Most popular event
QS Discover Master's Mexico City 777 attendees

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

Plan your 2026 Spring tour				
Location	Date	Study level	Event	Format
Rio de Janeiro	29 January	Master's	QS Discover	Fair
São Paulo	31 January	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
		MBA	QS Discover	Fair
		MBA	QS Connect	Meetings
Lima	2 February	MBA	QS Discover	Fair
	3 February	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
Cali	5 February	Master's and MBA	QS Discover	Fair
Bogotá	7 February	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
		MBA	QS Discover	Fair
		MBA	QS Connect	Meetings
San José	9 February	Master's and MBA	QS Discover	Fair
Mexico City	11 February	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
		MBA	QS Discover	Fair
Guadalajara	12 February	Master's and MBA	QS Discover	Fair



Recruit top students in

US & Canada

Spring 2025 highlights

Total student registrations
7,335

Average age of attendees
29

Top five study destinations
US, Canada, UK, Europe, Spain.

Top five subjects
Business, Computer Science, Accounting, Data Science, Marketing.

Most popular event
QS Discover Master's New York 229 attendees

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

Plan your Spring 2026 tour				
Location	Date	Study level	Event	Format
Washington, D.C.	19 February	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
New York	21 February	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable
Boston	24 February	Master's and MBA	QS Discover	Fair
Chicago	26 February	Master's and MBA	QS Discover	Fair
Toronto	28 February	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
		MBA	QS Discover	Fair
		MBA	QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable
Montréal	3 March	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Vancouver	5 March	Master's and MBA	QS Discover	Fair
Salt Lake City	7 March	Master's and MBA	QS Discover	Fair
Silicon Valley	10 March	Master's and MBA	QS Discover	Fair
Dallas	12 March	Master's and MBA	QS Discover	Fair
Atlanta	14 March	Master's and MBA	QS Discover	Fair



Recruit top students in

Europe

Spring 2025 highlights

Total student registrations

13,242

Average age of attendees

26

Top five study destinations

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

Top five subjects

**Business,
Accounting,
Marketing,
Economics,
Art & Design.**

Most popular event

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

Calendar conflicts?

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

Plan your Spring 2026 tour

Location	Date	Study level	Event	Format
Istanbul	28 February	Master's	QS Discover	Fair
			QS Connect	Meetings
Ankara	1 March	Master's	QS Discover	Fair
Thessaloniki	3 March	Master's	QS Discover	Fair
Athens	4 March	MBA	QS Connect Plus	Meetings
	5 March	Master's	QS Discover	Fair
			QS Connect	Meetings
Naples	7 March	Master's	QS Discover	Fair
Turin	9 March	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
Milan	9 March	MBA	QS Connect Plus	Meetings
	10 March	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
Padua	12 March	Master's	QS Discover	Fair
London	12 March	MBA	QS Connect Plus	Meetings & networking
	14 March	Master's	QS Discover	Fair
			QS Connect	Meetings
Amsterdam	16 March	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair
Brussels	17 March	MBA	QS Connect	Meetings
		Master's	QS Discover	Fair
Paris	19 March	MBA	QS Connect	Meetings
		Master's	QS Discover	Fair
			QS Connect	Meetings
Frankfurt	21 March	MBA	QS Connect Plus	Meetings
Lisbon	21 March	Master's	QS Discover	Fair
Dusseldorf	23 March	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair
Berlin	25 March	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair
Hamburg	26 March	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair



Spring 2026 events

Request pricing at qs.com/schedule

Recruit top students in

Asia

Spring 2025 highlights

Total student registrations

14,344

Average age of attendees

25

Top five study destinations

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

Top five subjects

**Business,
Economics,
Marketing, Art &
Design, Computer
Science.**

Most popular event

**QS Discover
Master's Jakarta
982 attendees**

Calendar conflicts?

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

Plan your Spring 2026 tour

Location	Date	Study level	Event	Format
Taipei	7 April	Master's	QS Discover	Fair
		MBA	QS Discover	Fair
Shenzhen	9 April	Master's	QS Discover	Fair
		MBA	QS Discover	Fair
Shanghai	11 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Beijing	12 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Seoul	14 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Tokyo	16 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Hanoi	18 April	Master's	QS Discover	Fair
Ho Chi Minh City	19 April	Master's	QS Discover	Fair
Bangkok	21 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Kuala Lumpur	23 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
			QS Connect	Meetings
Jakarta	25 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
			QS Connect	Meetings
Singapore	27 April	MBA	QS Connect Plus	Meetings & networking
		Master's and MBA	QS Discover	Fair
Manila	29 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
		Master's	QS Connect	Meetings



Spring 2026 events

Request pricing at qs.com/schedule

Recruit top students in

Africa

Spring 2025 highlights

Total student registrations

5,603

Average age of attendees

27

Top five study destinations

US, Canada, UK, Germany, Australia.

Top five subjects

Business, Computer Science, Human Relations, International Relations, Data Science.

Most popular event

QS Apply Fair Accra 377 attendees

Plan your Spring 2026 tour				
Location	Date	Study level	Event	Format
Kampala	23 April	Undergraduate and Master's	QS Apply	Fair
Nairobi	25 April	Undergraduate and Master's	QS Apply	Fair
Accra	28 April	Undergraduate and Master's	QS Apply	Fair
Abuja	30 April	Undergraduate and Master's	QS Apply	Fair
Lagos	2 May	Undergraduate and Master's	QS Apply	Fair

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



Spring 2026 events

Request pricing at qs.com/schedule

Recruit top students in

Middle East

Spring 2025 highlights

Total student registrations
1,348

Average age of attendees
29

Top five study destinations
**US, UAE, UK,
Canada, Germany.**

Top five subjects
**Business,
Computer Science,
Accounting,
Marketing,
Architecture.**

Most popular event
**QS Discover
Master's Dubai
126 attendees**

Plan your 2026 Spring tour

Location	Date	Study level	Event	Format
Dubai	6 May	Master's and MBA	QS Discover	Fair
Abu Dhabi	7 May	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.



Spring 2026 events

Request pricing at qs.com/schedule

Recruit top students in

India

Spring 2025 highlights

Total student registrations

9,734

Average age of attendees

24

Subjects

US, Canada, Germany, UK, India.

Top five subjects

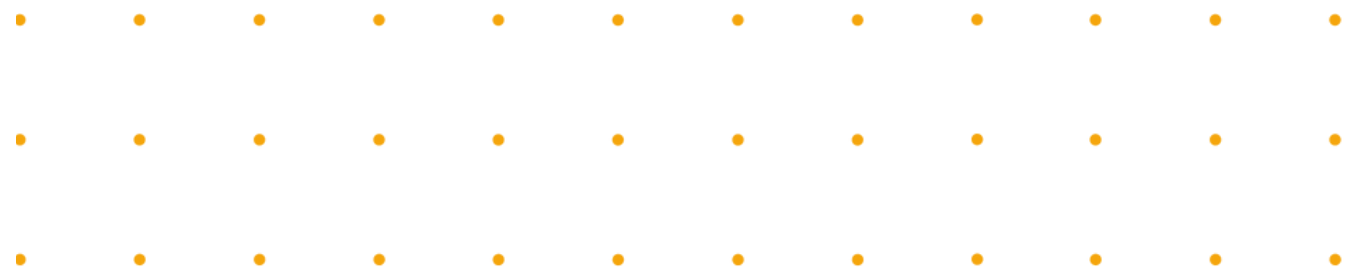
Computer Science, Business, Art & Design, Accounting, English studies.

Most popular event

QS Discover Master's New Delhi
1,357 attendees

Plan your Spring 2026 tour				
Location	Date	Study level	Event	Format
New Delhi	9 May	Master's	QS Discover	Fair
		MBA	QS Connect	Meetings
Hyderabad	12 May	Master's	QS Discover	Fair
		MBA	QS Connect Plus	Meetings & networking
Bangalore	14 May	Master's	QS Discover	Fair
		MBA	QS Connect Plus	Meetings & networking
Mumbai	16 May	Master's	QS Discover	Fair
		MBA	QS Connect	Meetings

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





Spring 2026 events

Reserve your place today at qs.com/schedule



We look forward to
seeing you on tour