



Student recruitment events

Spring 2027 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.

2026 highlights

66,148

prospective students
registered for Spring
2026 events

1,763

tables were filled by **381
institutions** across **59
cities** worldwide in
Spring 2026 events

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



Spring 2027 events

Why choose QS events?

Diversify your pipeline

With events in 50 countries, connect with emerging markets and diverse talent pools. From fresh territories to familiar ground, build stronger pipelines face-to-face.

The 2027 schedule is bigger than ever with new cities, returning favourites, and more events formats in popular locations. Highlights include Harare, Palermo joining the tour and back by popular demand Johannesburg, Phoenix, Stuttgart and Kathmandu.

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
QS Discover Meet hundreds of qualified candidates at high-energy fairs. Increase visibility, build pipelines, and raise brand profile through presentations and info sessions.	Undergraduate, Master's and MBA	2.5 hours	✓		
QS Connect Meet motivated, requirement-matched candidates through five focused 25-minute meetings, with up to five students per session.	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 Women in Leadership Premium forum connecting top business schools with high-potential women candidates through panels, keynote, and roundtables, building engagement and visibility in inclusive leadership.	Master's and MBA	2 hours	✓		
QS High School Tours Meet top international high school students. Curated access through trusted local relationships.	Undergraduate	2 hours	✓		



Spring 2027 events

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.



Spring 2027 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

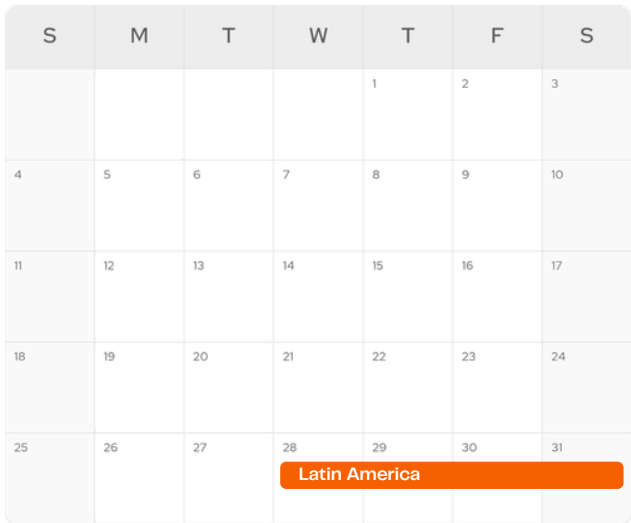
Event extras

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.

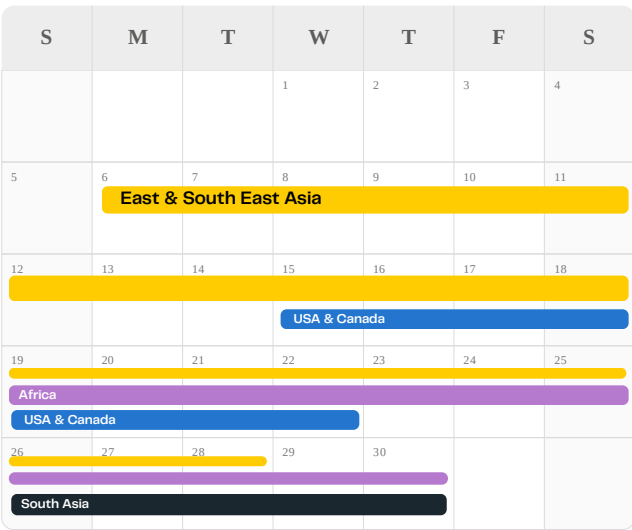


Global calendar view

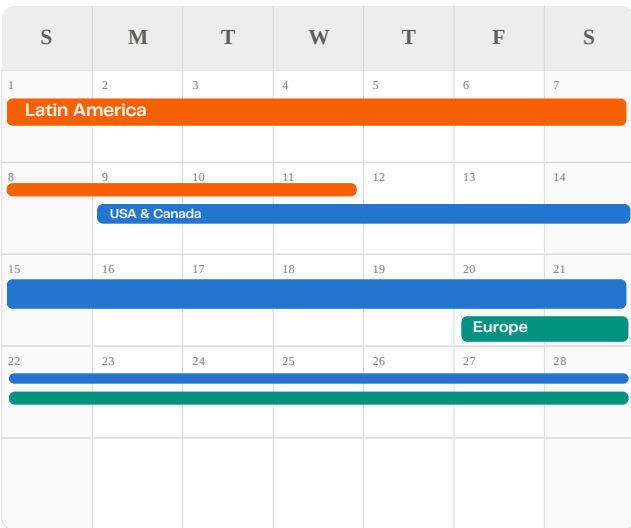
January



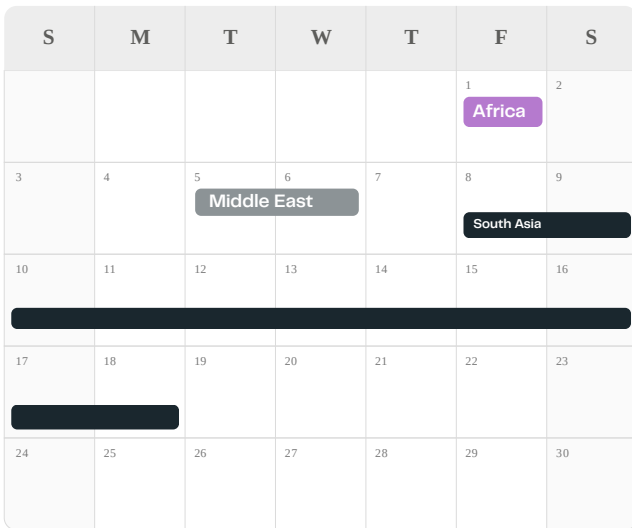
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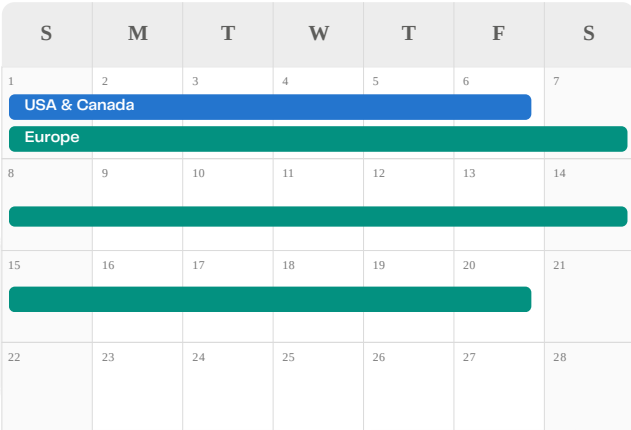
February



May



March



Spring events regional tours

- Latin America
- USA & Canada
- Europe
- South Asia
- Africa
- Middle East
- East & South East Asia



Spring 2027 events

Recruit top students in

Africa

A snapshot of our
Spring 2026 events

Total student registrations

9,014

Average age of attendees

26

Top five study destinations

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

Top five subject areas

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

Most popular event

**QS Apply Fair
Accra
327 attendees**

Plan your Spring 2027 tour

Location	Date	Study Level	Event	Format
Johannesburg*	19 April	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs at High Schools
Harare*	20 April	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs at High Schools
Kampala	22 April	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs at High Schools
Nairobi	24 April	Master's and MBA	QS Discover	Fair
Accra	27 April	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs at High Schools
Abuja	29 April	Master's and MBA	QS Discover	Fair
		Undergraduate	High School Visit	Mini Fairs at High Schools
Lagos	1 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. * New city.

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Spring 2027 Tour

Recruit top students in

East & South East Asia

A snapshot of our Spring 2026 events

Total student registrations
12,602

Average age of attendees
27

Top five study destinations
**US, UK, Australia
Canada, Singapore**

Top five subject areas
**Business,
Computer Science,
Accounting,
Art & Design,
Marketing**

Most popular event
**QS Discover
Master's Jakarta
934 Attendees**

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
Taipei	6 April	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Shenzhen	8 April	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Shanghai	10 April	Master's and MBA	QS Discover	Fair
Beijing	11 April	Master's and MBA	QS Discover	Fair
Seoul	13 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Tokyo	15 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
Ho Chi Minh City	12 April to 16 April	Undergraduate	High School Tour	Mini Fairs at High Schools
Hanoi				
Hanoi	17 April	Master's	QS Discover	Fair
Ho Chi Minh City	18 April	Master's	QS Discover	Fair
Bangkok	20 April	Master's and MBA	QS Discover	Fair
Kuala Lumpur	22 April	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Jakarta	24 April	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
			QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable
Singapore	26 April	MBA	QS Connect Plus	Meetings & networking
		Master's and MBA	QS Discover	Fair
Manila	28 April	Master's and MBA	QS Discover	Fair
		Master's	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 2027 events

Request pricing at qs.com/schedule

Spring 2027 Tour

Recruit top students in

Europe

A snapshot of our
Spring 2026 events

Total student registrations

14,637

Average age of attendees

26

Top five study destinations

**UK, Europe, US,
Germany, Italy**

Top five subject areas

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

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. * New city.

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
Istanbul	20 February	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
			Women in Leadership	Roundtable
Ankara	21 February	Master's	QS Discover	Fair
Thessaloniki	23 February	Master's	QS Discover	Fair
Athens	25 February	Master's	QS Discover	Fair
Paris	27 February	Master's and MBA	QS Discover	Fair
Brussels	1 March	Master's and MBA	QS Discover	Fair
Amsterdam	2 March	MBA	QS Connect Plus	Meetings
		Master's	QS Discover	Fair
Palermo*	4 March	Master's	QS Discover	Fair
Naples	6 March	Master's	QS Discover	Fair
Padua	8 March	Master's	QS Discover	Fair
Milan	10 March	Master's	QS Discover	Fair
			QS Connect	Meetings
Turin	11 March	Master's	QS Discover	Fair
			QS Connect	Meetings
London	13 March	MBA	QS Connect Plus	Meetings
		Master's	QS Discover	Fair
			QS Connect	Meetings
Hamburg	15 March	Master's and MBA	Women in Leadership	Roundtable
		MBA	QS Connect Plus	Meetings
Dusseldorf	17 March	MBA	QS Connect Plus	Meetings
		Master's	QS Discover	Fair
Stuttgart*	18 March	MBA	QS Connect Plus	Meetings
		Master's	QS Discover	Fair
Lisbon	20 March	Master's	QS Discover	Fair
Frankfurt	20 March	MBA	QS Connect Plus	Meetings

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



Spring 2027 events

Spring 2027 Tour

Recruit top students in

South Asia

A snapshot of our Spring 2026 events

Total student registrations

4,709

Average age of attendees

25

Top five study destinations

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

Top five subject areas

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

Most popular event

**QS Discover
Master's New Delhi
577 attendees**

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
New Delhi	26 April to 30 April	Undergraduate	High School Tour	Mini Fairs at High Schools
Bangalore				
Mumbai				
New Delhi	8 May	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Hyderabad	11 May	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Bangalore	13 May	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Mumbai	15 May	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Pune	16 May	Master's and MBA	QS Discover	Fair
Kathmandu*	18 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. * New city.



Spring 2027 events

Request pricing at qs.com/schedule

Spring 2027 Tour

Recruit top students in

Middle East

A snapshot of our Spring 2026 events

Total student registrations
651

Average age of attendees
27

Top five study destinations
**UAE, UK, US,
Canada, Europe**

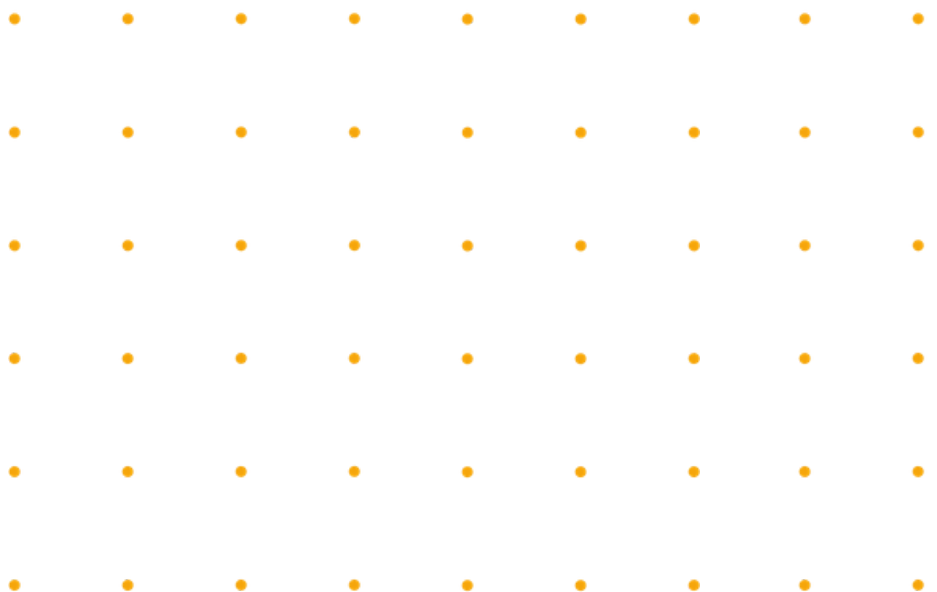
Top five subject areas
**Business,
Computer Science,
Accounting,
Marketing,
Psychology**

Most popular event
**QS Discover
Master's Riyadh
348 attendees**

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
Dubai	5 May	Master's and MBA	QS Discover	Fair
Abu Dhabi	6 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 2027 events

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Spring 2027 Tour

Recruit top students in

Latin America

A snapshot of our Spring 2026 events

Total student registrations
17,415

Average age of attendees
29

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

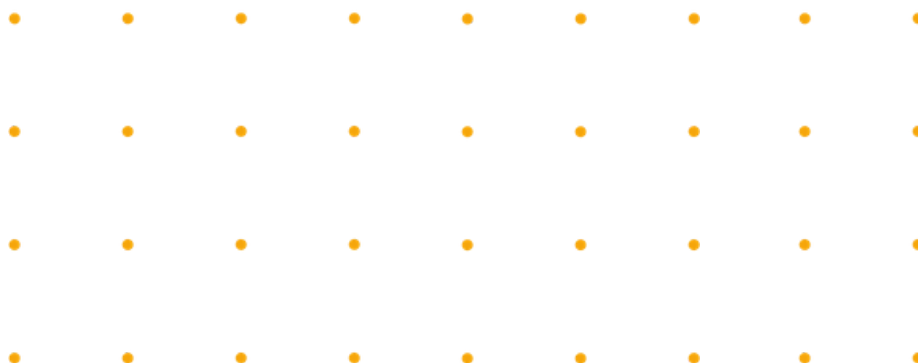
Top five subject areas
**Business, Marketing,
Computer Science,
Data Science,
Accounting**

Most popular event
**QS Discover
Master's Lima
804 attendees**

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
Rio de Janeiro	28 January	Master's and MBA	QS Discover	Fair
São Paulo	30 January	Master's and MBA	QS Discover	Fair
		Master's	QS Connect	Meetings
Lima	1 February	MBA	QS Discover	Fair
	2 February	Master's	QS Discover	Fair
			QS Connect	Meetings
Quito	4 February	Master's and MBA	QS Discover	Fair
Bogotá	6 February	MBA	QS Discover	Fair
		Master's	QS Discover	Fair
			QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable
San José	8 February	Master's and MBA	QS Discover	Fair
Mexico City	9 February	Master's	QS Discover	Fair
			QS Connect	Meetings
		MBA	QS Discover	Fair
Guadalajara	11 February	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 2027 events

Request pricing at qs.com/schedule

Spring 2027 Tour

Recruit top students in

US & Canada

A snapshot of our
Spring 2026 events

Total student registrations

7,120

Average age of attendees

31

Top five study destinations

**US, Canada,
UK, Europe,
France**

Top five subject areas

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

Most popular event

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

Plan your Spring 2027 tour

Location	Date	Study level	Event	Format
Washington, D.C.	9 February	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Philadelphia	11 February	Master's and MBA	QS Discover	Fair
New York	13 February	Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
			Women in Leadership	Roundtable
Boston	16 February	Master's and MBA	QS Discover	Fair
Chicago	18 February	Master's and MBA	QS Discover	Fair
Toronto	20 February	Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
			Women in Leadership	Roundtable
Montreal	23 February	Master's	QS Connect	Meetings
		Master's and MBA	QS Discover	Fair
Vancouver	25 February	Master's and MBA	QS Discover	Fair
San Francisco	27 February	Master's and MBA	QS Discover	Fair
Phoenix Metro Area*	1 March	Master's and MBA	QS Discover	Fair
Salt Lake City	2 March	Master's and MBA	QS Discover	Fair
Dallas	4 March	Master's and MBA	QS Discover	Fair
Atlanta	6 March	Master's and MBA	QS Discover	Fair
Tampa	15 April	Master's	QS Discover	Fair
Raleigh-Durham*	17 April	Master's	QS Discover	Fair
Pittsburgh*	20 April	Master's	QS Discover	Fair
Columbus*	22 April	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. * New city.



Spring 2027 events

Request pricing at qs.com/schedule



Spring 2027 student recruitment events

Reserve your events today at events.qs.com/spring-2027 :



We look forward to
seeing you on tour