



School
Profiles

Content
Marketing

Display
Advertising

Digital Ad
Campaigns

Lead
Generation

BUSINESS EDUCATION MARKETING SOLUTIONS

www.adventgroup.net





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HIGHER EDUCATION MARKETING

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When I joined Advent Group in June 2007, we were a small company focused on one thing: connecting MBA candidates with Admissions Directors in a few dozen cities around the world. We had a purpose to “make education personal”, we were ambitious, and we studied the markets and data from our previous One-to-One events to **generate leads and build awareness** for our participating business schools in select recruitment destinations across the globe.

From 25 events that year to the 215 that we will hold in 2020, Advent Group has grown into a worldwide leader of business education events. The success of our Access MBA and subsequent Access Masters Tours is surely due to the personalized touch that we give to each candidate and business school partner – but it is undoubtedly linked to our ability to **identify the most effective marketing channels and craft engaging content** that brings our target audience to our websites and into our conversion funnels. In addition

to strategic advertising investments on social media channels and search engines, we partner with over 500 news media and education consulting companies. This guarantees **prime positioning and strong lead generation** for our Access products on the web.

We’re proud to **share our expertise in business education marketing** with our institutional partners and to develop products and services not just for one of our seven brands, but for our hundreds of school stakeholders. Advent’s *raison d’être* is to make education personal, and I’m personally invested in the success of your branding, awareness, and lead generation campaigns so you can **reach the right audience and meet your student recruitment goals**.

I look forward to collaborating with you in 2020.



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KEY DATES

Over the course of 16 years, Advent Group has grown into a global leader in higher education marketing.

Founding in Paris
First Access MBA events and
career fairs in France

2004

2005

Access MBA website launch
First Access Guide printed

Access Masters Tour debut

2009

2011

Access MBA and Access Masters website audience
surpasses 1 million
Access MBA & Masters Guide distributed in 50 countries

Global event participants reach 30,000
PrepAdviser global candidate platform debut

2014

2016

Social media following reaches 190,000 on 11 channels
Access Online events debut
Launch of the MERIT Summit for corporate and higher
education leaders

Premier EMBA and Access EMBA Tour debut
Total online audience exceeds 2 million users
Advent office in Montreal opens

2017

2018

Access Online develops its own online interface
Total social media followers surpasses 350,000

Advent Group grows to 150 employees and owns 7 media brands
Launch of Unimy global MBA matching platform
Access Online holds One-to-One meetings live during Access events
First Access Online "Woman & MBA" event
PrepAdviser organizes 25 webinars for school partners

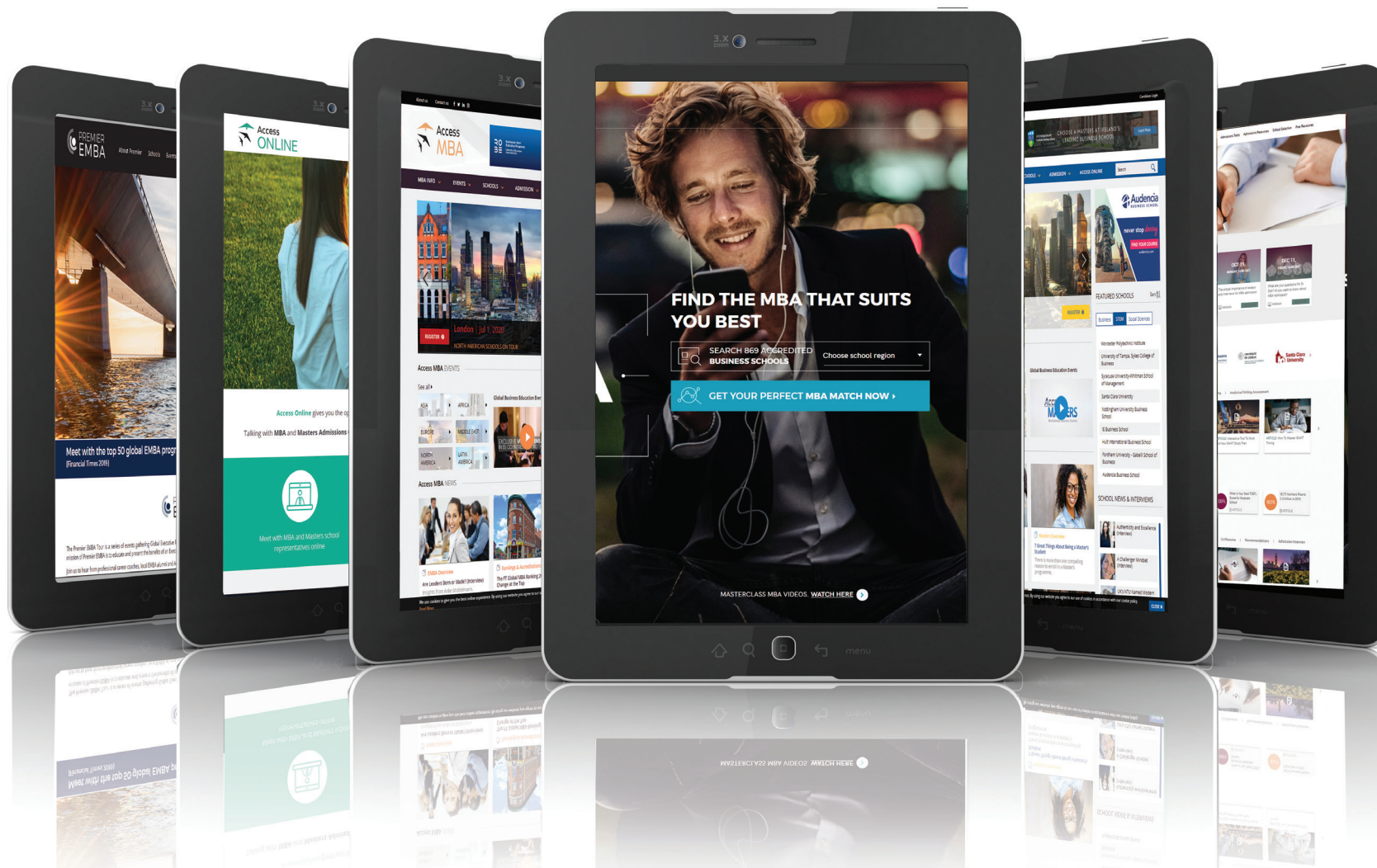
2019

2020

Partner institutions total over 325 schools and universities
Access Digital grows to include higher education
marketing consultancy
Launch of Access Quants

Advent Group's portfolio includes six dedicated websites for Masters, MBA, and EMBA orientation, preparation, school selection and admission applications.

Each of our brands reaches out to a highly targeted and niche audience actively researching options for international MBA and Masters study. We attract an online audience over fifty times the size of our Access event registrants, and we keep them engaged via online interactive platforms for event attendee communication, virtual events, an array of social media channels and web search engines.



GLOBAL REACH & AUDIENCE

Advent Group
specializes in innovative
global outreach and promotion
for MBA and Masters programs.

Graduate Education Recruitment Event Leader

With global exposure and unique matching expertise, we connect motivated and qualified prospective candidates with top graduate programs and business schools at hundreds of international recruitment events annually.

Global Media Group

We build on our worldwide outreach to showcase international programs to a targeted audience of MBA and Masters across candidates an array of media and communication channels.



Annual Global Reach

Education Websites
4+ million
website visitors



Online Events
5 Online One-to-One events,
74 webinars



in 2020



Print & Digital Editions

Access MBA, EMBA, and Masters Guide



Business Education Events

Total of **177** MBA, EMBA, and Masters events

Global Media Reach

Over **4 million**
web visitors interested in MBA
and Masters degrees

323,000+
social media followers

Approximately **70,000**
fresh, detailed contacts every year

Distribution of over **55,000**
Access MBA, EMBA, and Masters guides

International Recruitment Events Reach

256 live & online events

5 continents

70,000
highly qualified candidates

54 countries

AUDIENCE SUMMARIES BY BRAND



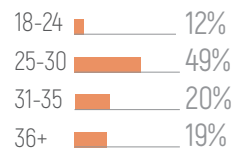
1.3+ million
visitors annually

87%
new to site

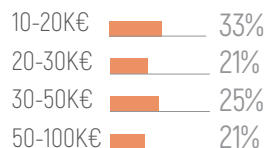
Access MBA connects the world's leading MBA programs with the most motivated and qualified candidates. In addition to highly targeted promotion in 75 cities in 54 countries and across 5 continents, www.accessmba.com reaches a global audience of over 1.2 million visitors per year.

In addition, the **Premier EMBA** website is designed for highly qualified executives and showcase our alumni and networking events for select EMBA programs.

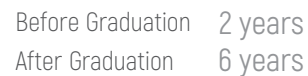
AGE



MBA BUDGET



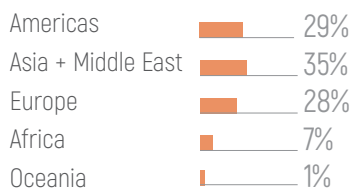
AVG WORK EXPERIENCE



PROGRAM FORMAT



GEO-LOCATION





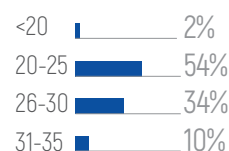
Access
MASTERS

1+ million
annual visitors

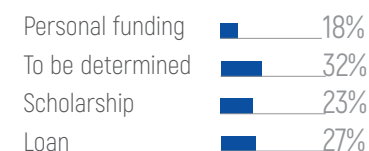
90% new to site

We engage a dynamic, younger audience with Access Masters media to promote the benefits of international Masters study in management, marketing, finance, international business, STEM, and more. Leading universities and business schools are featured in 38 countries on five continents.

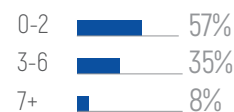
AGE



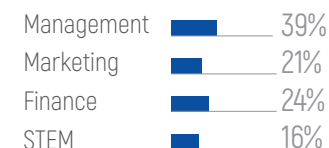
ACADEMIC FUNDING



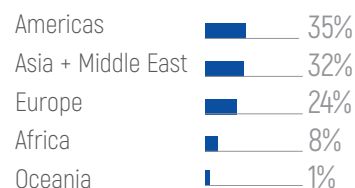
AVG WORK EXPERIENCE



AREA OF STUDY



GEO-LOCATION



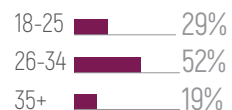
PrepAdviser

700,000
annual visitors

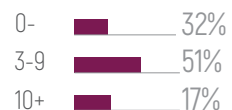
92%
new to site

Our global preparation platform for MBA and Masters applicants, **PrepAdviser** engages users who are preparing to apply or planning to take the GMAT, GRE, or language tests. Graduate and business schools reach out to these prospects to provide in-depth program presentations and admissions advice through online events and media channels.

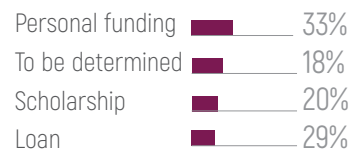
AGE



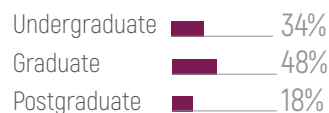
AVG WORK EXPERIENCE



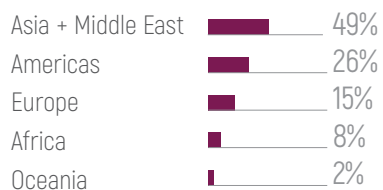
ACADEMIC FUNDING



HIGHEST DEGREE



GEO-LOCATION





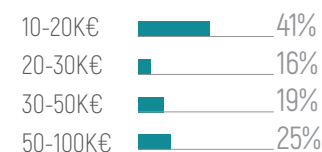
510,000
visitors

6,000
leads

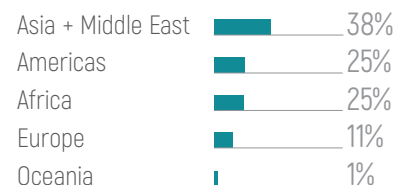
The pioneering MBA lead generation platform combines our AI Matching tool with human expertise. Unimy identifies the most suitable programs for MBA candidates out of the best accredited business schools in the world, using an automated matching algorithm and applying a cultural fit mapping developed from data science.



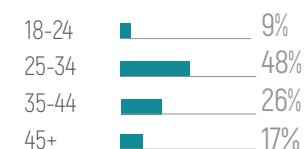
MBA BUDGET



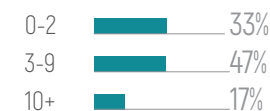
GEO-LOCATION



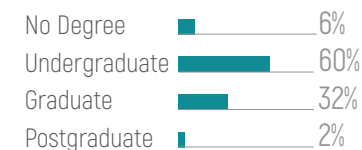
AGE



AVG WORK EXPERIENCE

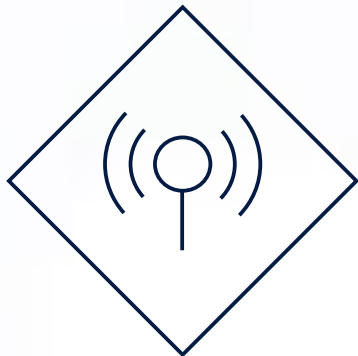


HIGHEST DEGREE



Delivering on Your Goals

Launching a new program? Seeking to boost recruitment in a new market? Whatever your goals are, we offer brands and products to help you meet them.



Brand Awareness

Boost your school or program's visibility—in specific markets or to desirable candidates.



Targeted Recruitment

Enhance your targeted recruitment to specific geographic areas, types of students, or more.



Market Expansion

Expand into new regions, countries or cities with focused marketing.



Lead Generation

Grow your database with fresh names and contact information for motivated candidates.



Program Launch

Use as part of your go-to-market strategy for launching a new program.



Rankings, News and Announcements

Share your new favorable rankings, dean or faculty appointment, recognize a research award, announce a new partnership, or highlight high-profile alumni and their accomplishments



Events Marketing Enhancement

Reinforce your participation at Access MBA, Access Masters, or Premier or Access EMBA Tour events with a featured profile or Access Digital package for truly enhanced marketing.


Look for these icons throughout the following pages to determine how each of our products can assist your marketing and recruitment plan.

The icons will be listed in varying sizes, from large to small, representing their primary and secondary purposes.



SCHOOL PROFILES

Promote your school to motivated, qualified, ready-to-apply candidates worldwide with its own dedicated, content-rich page on our highly visited websites.



The image shows a woman with curly hair and glasses smiling while looking at a laptop screen. A white line points from the text "Promote your school..." to the laptop screen, which displays the Access MBA website profile for the Rotterdam School of Management, Erasmus University.

The website profile for the Rotterdam School of Management, Erasmus University (RSM) is displayed. The page features a header with the Access MBA logo and navigation links. The main content area includes a video player with the title "RSM - a force for positive change" and a "Request a Brochure" button. Below the video, there is a "Welcome to Rotterdam" section with text about the school's history and location. The page also features a "Featured Schools" list on the right side, including institutions like École Polytechnique, York St. John University, and WU Executive Academy. At the bottom, there is a "School News & Interviews" section with a video titled "EU Business School Geneva Expands to a New City Campus Building".

Introduce your school with

Give candidates a detailed picture of what sets your program apart with basic information and rich media options in a dedicated profile page.

- School introduction
- Program details and admission requirements
- Student and alumni information
- 10+ campus photos
- Videos
- Links to school news and social media channels
- Contact information, including your Twitter feed with 'like' functionality.
- Placement in and promotion of Featured Schools website section

Booster School Profile

Maximize your school profile visibility with premier positioning and additional email and social promotion opportunities including:

- Extra visibility on the Featured Schools website section
- School insertion in quarterly Candidate Newsletters
- Premium positioning on the School Videos page and promotion on social media
- Bespoke ACCESS MBATUBE and ACCESS MASTERTUBE "5 Things You Need to Know" video for use in candidate communication, on mbatube.com or mastertube.com, and on social media channels

Booster School Profiles receive, on average, 2.1 times more unique page views than Featured School Profiles

Enhance your on-site presence

Appeal to candidates prior to Access Tour events. School Profiles are heavily promoted in advance of each on-site Tour event.

Expand your reach

- Be visible on each and every page of www.accessmba.com or www.accessmasterstour.com
- Benefit from our global online promotion of Featured Schools—our targeted campaigns pull visitors to your profile
- Be featured in email communication to registered Tour candidates

Introduce your School to **unimy** users

Unimy will become a major web service for orienting, consulting, and matching thousands of candidates with accredited and ranked business schools and universities. The platform allows schools to generate quality leads and visibility on a global scale. It combines Advent Group's extensive candidate orientation experience with AI school matching technology.

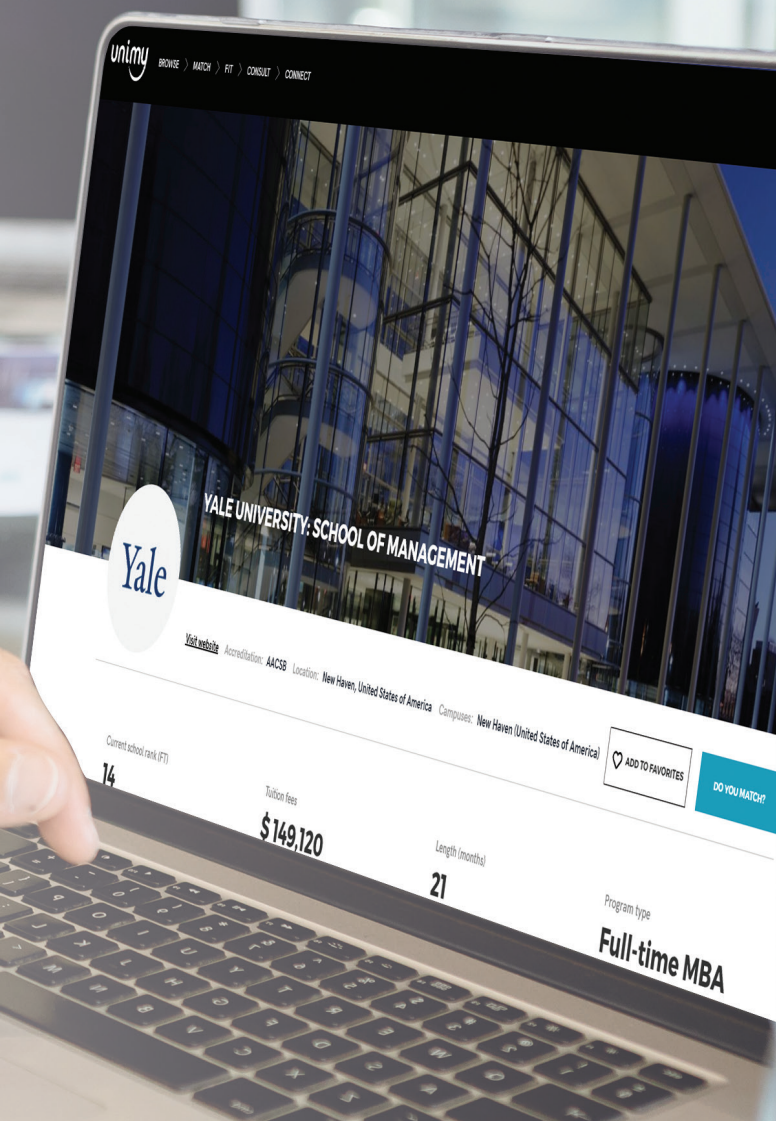
Listing of top programs

Unimy compiles 860 global accredited Business Schools appearing in The Financial Times and The Economist MBA rankings over the past 3 years and with AACSB, EQUIS, or AMBA accreditation.

School profiles contain program descriptions and admissions requirements as well as data about diversity and alumni. But the unique aspect of Unimy school profiles is the school value mapping. The cultural fit map combines best practices from organizational behavior studies and data science to determine if candidates would be a good fit for your school.

Go Premium with Unimy

A premium school profile on Unimy.com has the same features as the basic offer but for 2 school programs, in addition to extensive newsletter and marketing campaign promotion.



Our Recommendations



Optimize your school's visibility to Masters and MBA program applicants with a school profile on PrepAdviser. Your school will be prominently featured on the homepage as well as included in the popular School Finder.

Our PrepAdviser profiles display an interactive page design, school Twitter feed, rich video content, and a candidate lead generation form on which users can request your answers to frequently asked admissions and application questions.



Available for these brands:



CONTENT MARKETING

Establish your school or program as an expert in the field with content marketing placement - online or in print.

Access MBA/Masters Guide

Present your program to a worldwide audience with our annual print and online guide, distributed to all event registrants, through educational institutions and test-prep centers, as well as via download. The Guide serves as a reference for all candidates, containing valuable content on admission guidance and preparation and has a long life with thousands of motivated, qualified candidates around the globe.

Promotion Options

- School Profile Page
- Interview
- Full-page advertisement
- Two-page spread
- Full-page Interview + online interview option



Distribution & Reach

55,000+ print copies

At 177 events

60+ countries

120,000+ online views

250+ pages

Delivered online to all candidates after each event

Featured on Access MBA and Access Masters homepages and on candidate newsletters



Appeal directly to our vast database of qualified candidates with email outreach

Candidate Newsletter Insertion

Promote your school with an image and text insertion in one of our MBA or Masters quarterly email newsletters.

School News & Interviews

Personalize your program to our online audience via School News or a School Interview. A unique webpage published on the Access MBA or Access Masters sites for one year, the interview is also listed on the homepage as well as on the run-of-site school panel for a three-week duration. The news content or interview is also displayed to our audience via social media and on our candidate event app.



MBA Focus, Masters Focus

Engage your audience on our popular Focus web sections. We work with you to choose timely, on-trend topics aligned with candidates' interest to position your program effectively, and we give you the option to host a school-specific webinar on a specific topic. Content remains on our site for 12 months. Additionally, we promote MBA/Masters Focus content widely via our own digital campaigns to generate interest and traffic for you.

Among available focus topics:

- Entrepreneurship
- Leadership
- Career Growth & ROI
- Women & MBA
- Digital Transformation
- Study Abroad

Combine our Access MBA Focus with a PrepAdviser webinar for maximum exposure and engagement! See page 30 for more information.

Our Recommendations



Available for these brands:



DISPLAY ADVERTISING

Feature your school or program advertisement with premium positioning on our highly visited sites.

Reach and Engagement

Sample campaign metrics for a six-month run-of-site display advertising campaign on Access MBA:

650,236 impressions

1979 clicks

Leaderboard and Square banners

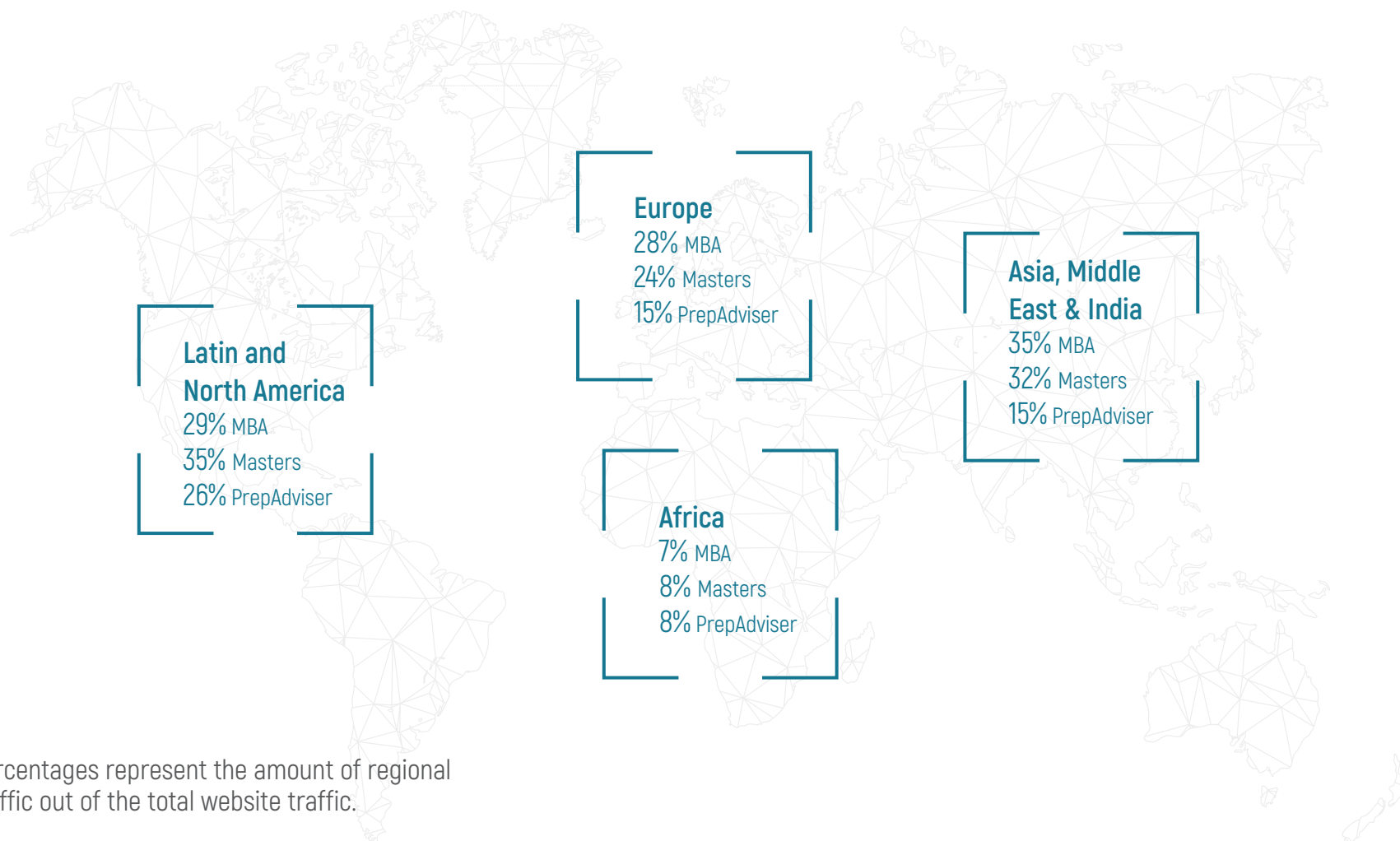
Leaderboard and square display ads are offered on six-month run-of-site terms. For our mobile sites, we offer mobile-adapted versions.



Target Strategically

Choose from Access MBA, Access Masters, and PrepAdviser.
Geo-targeting available for:

Our Recommendations



Percentages represent the amount of regional traffic out of the total website traffic.

Total website traffic 2019:

Access MBA	1,324,000
Access Masters	1,067,000
PrepAdviser	700,000

Available for these brands:



Launch more significant and effective digital marketing campaigns

We now share the strategies, techniques, and expertise gathered from advertising over 820 MBA & Masters events with our partner schools via Access Digital.

Our digital ad packages blend direct access to our online audience of website visitors, social media users, and event registrants with personalized marketing consultancy to ensure that your website reaches exponential growth on a global or regional level.


NEW! We consult with you to plan, build, and administer your campaigns in the most action-oriented manner possible. Using data from our own digital experiments and split testing, we design the most engaging business education campaigns on the net.



Display ads

Sort by: Impressions ▼

● Ad group 1



ESSEC - Executive MBA
Develop the business management and leadership skills you need to advance your career.

Ad	Impressions	Clicks	CTR
● Enabled	430,709	5,658	1.31%

Access Audience Ads

Remarketing uses cookie-based technology to follow our MBA and Masters audiences all over the web, on all devices and media

- Combines Facebook and Google Remarketing Services for maximum exposure
- Flexible campaign periods
- Measurable campaign data and attractive CPC

Reach and Engagement

Audience of **4+ million**

Sophisticated targeting by city, country, continent, age, interests and online behavior

Sample statistics

for 2-month remarketing campaign to our Access MBA audience aged 26-40 in select countries in Europe and the Americas:

- Total Reach: 3,645,000
- Total Engagement: 87,100
- Average CPC: €0.06

Access Digital Packages: combine display and content marketing

Maximize your marketing with full-scale integrated campaigns designed to drive action.

Our multi-channel and multi-touchpoint approach is the most effective way to put you in front of a targeted audience of prospects actively engaged in the school search or application process. Our team optimizes your campaign on a regular basis to ensure maximum results, and provides expertise in terms of scheduling, targeting, ad creatives, and content strategy.

Audience
Ads

School News &
Interviews

Candidate Newsletters &
Direct Email Marketing

Social Media
Engagement

Reach and Engagement Statistics

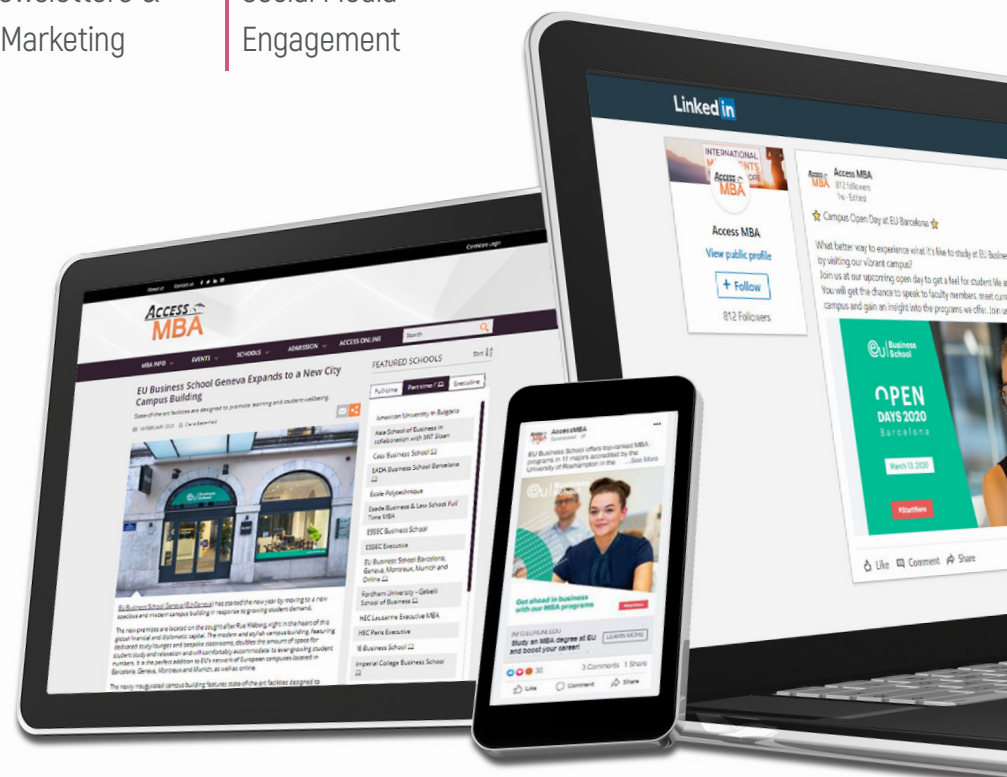
Audience of **8+ million**

Sophisticated targeting by city, country, continent, age, interests and online behavior

Sample statistics

for 6-month campaign to our Executive MBA audience aged 30-45 in select countries in Europe and Africa:

- Total Reach: **6,185,024**
- Total Engagement: **120,459**



CHOOSE YOUR PLAN:

	EMAIL MARKETING	SOCIAL MEDIA	CONTENT MARKETING	AUDIENCE ADS DURATION	AUDIENCE AD CAMPAIGNS	EXPERT SESSIONS
AUDIENCE ADS	—	—	—	2-3 MONTHS	1	—
MULTI-CHANNEL PREMIUM	1 NL OR 1 DEM	10 POSTS/ SHARES	SCHOOL NEWS OR INTERVIEW	3 MONTHS	2	—
MULTI-CHANNEL EXPERT	2 NL AND 1 DEM	20 POSTS/ SHARES	SCHOOL NEWS OR INTERVIEW	6 MONTHS	3	3 EXPERT CONSULTING SESSIONS A/B TESTING ON AD VARIABLES
MULTI-CHANNEL EXPERT PLUS	2 NL AND 2 DEM	30 POSTS/ SHARES	2 SCHOOL NEWS OR INTERVIEWS	9 MONTHS	3	3 EXPERT CONSULTING SESSIONS A/B TESTING ON AD VARIABLES

Our Recommendations



Available for these brands:



ONLINE EVENTS

Engage with MBA and Masters prospects online

Connect with qualified MBA and Masters candidates from around the world on our online platform through a virtual booth, meetings, and events. The platform is custom-made and includes an event calendar, video chat, and visitor tracking and reporting.

Global Online Events Reach and Engagement

Annual platform audience of

250,000+

5 continents

57 countries

Regional One-to-One Event

Attendance **1,500**



Access Online Platform Features and Events

Our Recommendations



Branded booth

Feature your program in a virtual booth that includes your logo, program details, brochure, and video content. Reply to interested candidates with built-in communication tools, including chat, email, and scheduling features.



Candidate orientation sessions

Hear Access Online moderators present your school to candidates during regional webinars to ensure interest in your school booth.



One-to-One Meetings

Meet with highly qualified, pre-selected candidates in One-to-One Meetings—made simple with built-in audio/video. Online meetings can take place during an Access MBA/Masters physical event or in the two weeks following the event.



Regional One-to-One Events

Meet with candidates from specific areas of the globe on our online platform. Extend your recruitment to a diverse group of candidates who could not attend in-person events, and participate in Online Events organized for specific demographics.

NEW!

MBA Masterclass Day

A series of school-specific masterclasses for candidates in Northeast Asia - June 2020

RETURNING!

Women & MBA Online event

Female-focused series of MBA presentations by business schools - November 2020



Showcase your school to a captive audience of prospective students from around the world on PrepAdviser and Youtube.

Lead a 90-minute live online session with a presentation and Q&A for highly interested candidates.

- One-month event promotion via multichannel marketing—web, social, and email
- Premium positioning on homepage; website news article and social media event postings
- Webinar published on website and YouTube
- Follow-up article with full video recording
- Hosts receive leads and reports, including registration and attendance

Additional Marketing

Interested in a School Profile, display advertising, or direct email campaigns to our audience? We offer them all. See pages [14-15](#), [22-23](#), [24-25](#), or contact your account manager.

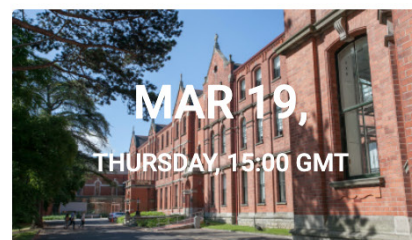


Alumni Talks: Maastricht School of Management



WEBINAR

REGISTER



Accelerate your leadership career – get admitted to the UCD Smurfit MBA



WEBINAR

REGISTER



Boost Your Speed in GMAT Verbal Reasoning



WEBINAR

REGISTER

Our Recommendations



Webinar Participants and Engagement

Platform audience of **3 000+** candidates

142 countries represented

250-800 registrations per webinar

325 average registrants and **60** average attendees

40 webinar questions from candidates on average

Europe
15%

Asia +
Middle East
49%

Africa
8%

Oceania
2%

Americas
26%

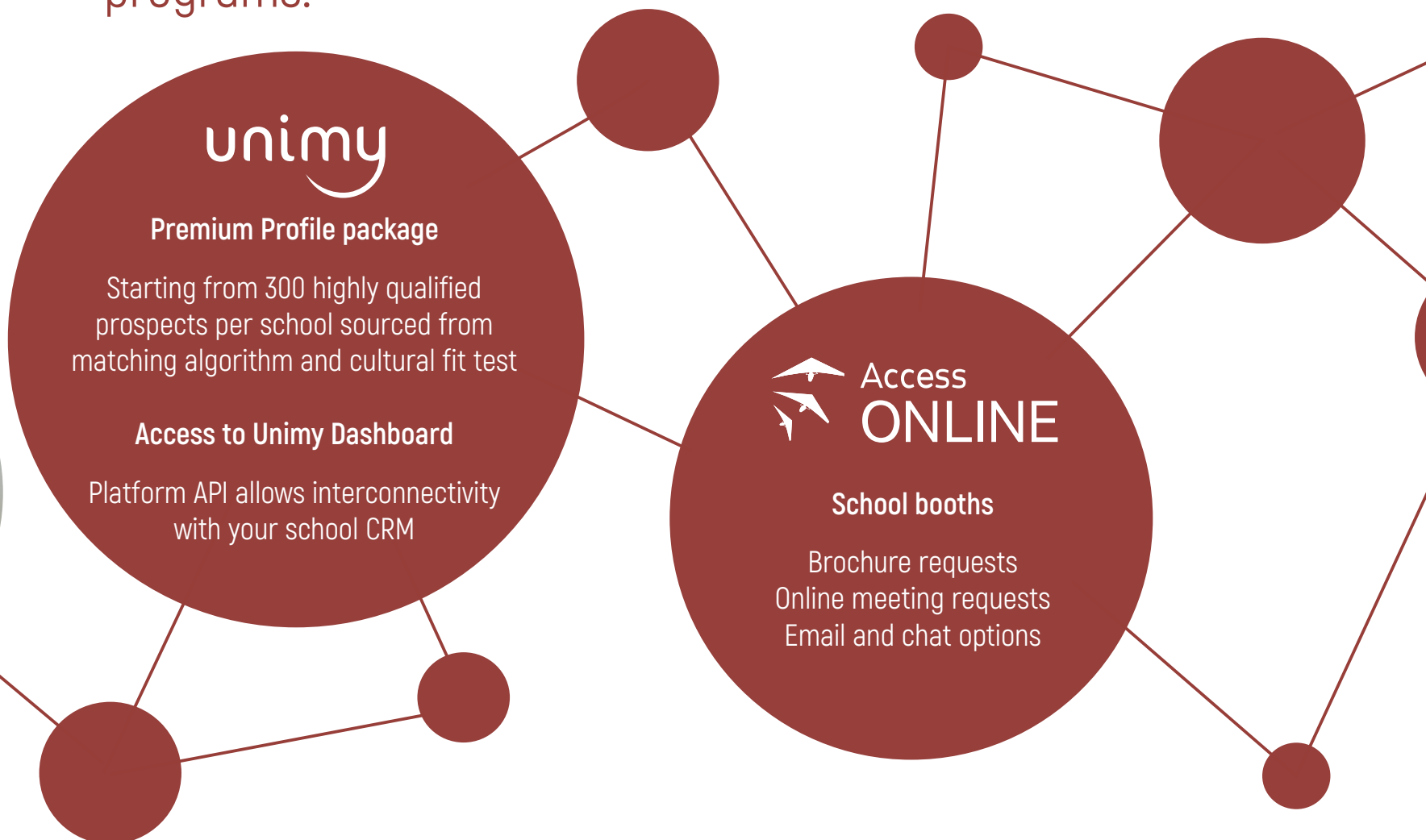
Available for these brands:



PrepAdViser

LEAD GENERATION

Appeal directly to our vast database of qualified candidates and gather qualified leads for your international graduate programs.



PrepAdViser

Webinars

250-800 leads per event



Access
MASTERS

Program Launch

Marketing campaign for new
specialized programs

Targeting 10-20 applications

Virtual Open House event

Estimated 100-200 leads



NEW! Let Advent Group ensure that your new Masters program is sure to have the right number of students in its inaugural cohort. We use data analysis from our Access Masters events and website to design a bespoke, full-scale marketing campaign for the program launch. Leads are generated from a dedicated landing page and invited to an online Open House event to meet with their future professors and program directors.

Available for these brands:



Access
MBA



Access
MASTERS

unimy

PrepAdViser



Unimy is the major platform for connecting thousands of MBA prospects with top business schools

Unimy combines Advent Group's extensive candidate orientation experience with AI school matching technology. This enables 870 accredited business schools to generate highly qualified prospects on a global scale.

UNIQUE PROPRIETARY TOOLS

AI MATCHING

personal ranking of business schools for each prospect, thanks to an automated matching algorithm based on

200,000+ candidate profiles

600+ events

16 years' experience

THE MBA CULTURE MAP

organizational behavior research identifies common practices and beliefs within your business school

100+ top business schools participating to date

6 cultural dimensions measured

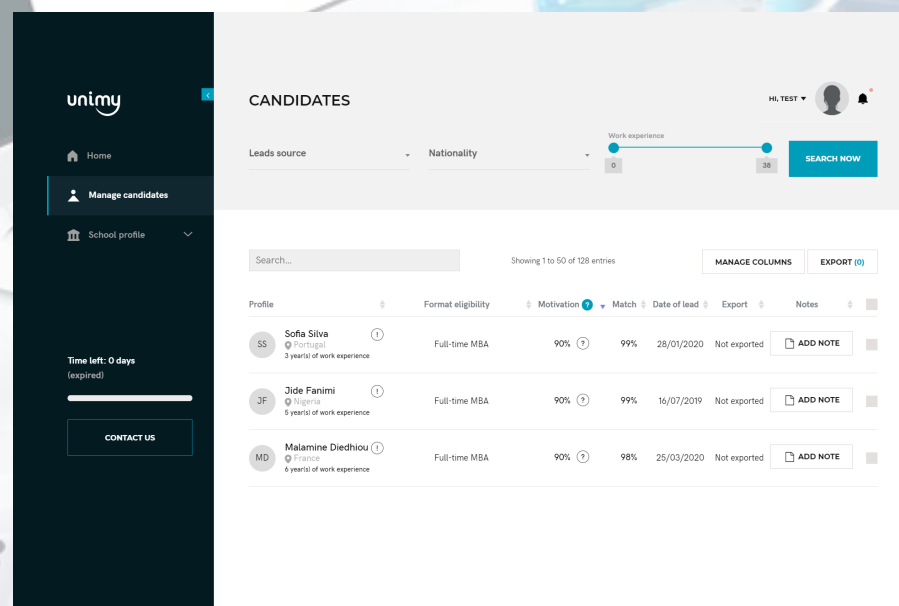
3 years' research

Access to Unimy Dashboard

- Keep track of all your highly qualified prospects generated on Unimy
- Send personalized emails to your prospects using our email system
- Transfer prospects directly to your school's CRM using our platform's API

Motivation index - identify the prospects who are most likely to apply

We calculate your prospects' motivation index based on their AI matching results and type of interaction with your school profile.



25 clients chose Unimy within its first six months of going live

Official partners



"Unimy's dashboard is intuitive and the cultural match result is a useful recruiting tool. Since I'm in marketing, I've seen a few other lead sources' tools and I'm happy to say the data quality and the service we receive from Unimy is outstanding.

The team at Unimy is extremely motivated and are great partners to work with!"

Anna Patterson, Marketing Manager,
Vienna University of Economics and Business - WU Executive Academy

unimymasters To be launched in September 2020

- 30,000 Master's programs from universities all around the globe
- Diverse program fields including Business, STEM, etc.
- AI Matching & MBA Cultural Map ensuring highly qualified prospects for your Master's programs
- Various subscription options depending on number of Master's programs

Data science for your recruitment strategies

Determine which MBA applicants are most likely to apply to your school, where they are located and what information they seek so you make better marketing decisions.

Our data scientists produce a detailed report based on your school's specificities.

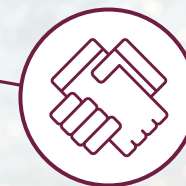
Source of data analysis

200,000
candidates

from 70
countries

60,000
meetings

with 350
business schools



Our Recommendations



Step 1) Data-driven Recruitment Strategy

Which candidate profiles are a good fit for your school, and where they are located



Targeted Recruitment Speech

What should be your principal sales pitch in correlation with the lead prototype features and location

Step 2) MBA Candidate Lead Prototype

Including the proportion of more than 40 candidate variables as well as a quantified list of cities where you should concentrate your recruitment efforts for maximum ROI



Benchmarking

Compare the geo-location of your lead prototypes to those of one competing business school based on its own data

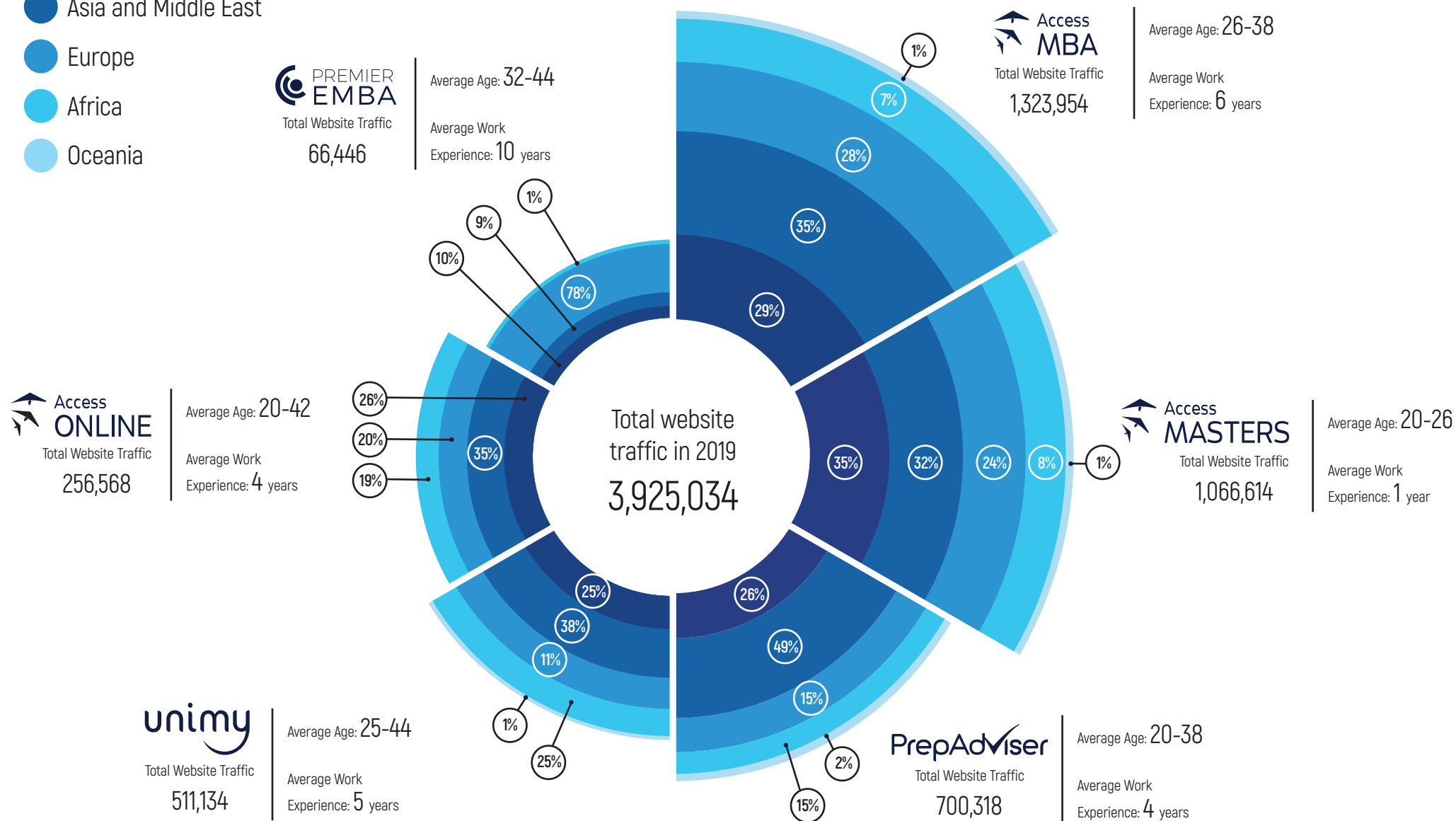
Available for these brands:



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- Asia and Middle East
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