

# Mastersbooking

Eduniversal World Convention  
November 10th





MASTERS  
BOOKING

# APPLY HERE, STUDY ANYWHERE!

**APPLY  
NOW**

to over 2,400 Master's,  
MSc & MBA programs  
all over the world!

- + Free of charge
- + A single, universal application file
- + 7-day-response



DUBAI 2017  
November 8-12

# Key elements

- One-of-a-kind standardised system for online application to University programmes.
- The platform helps schools in their selection process, making it more efficient by filtering the list of potential candidates interested in the institution and its programmes.

## For Schools

- Provides schools with motivated candidates interested in a programme.
- Direct access to students.
- Expands the world to students, offering quality education and interesting programmes all around the world.

## For Students

- Simple: One unique application profile to have access to all the programmes in the platform.
- Affordable: Your first five applications for free.
- Fast: 7-day response time guaranteed!

# Performance and results

## Traffic

954.716 visitors in the platform  
17% of visitors have opened an account on the platform  
1 of every 2 are referred from our ranking websites

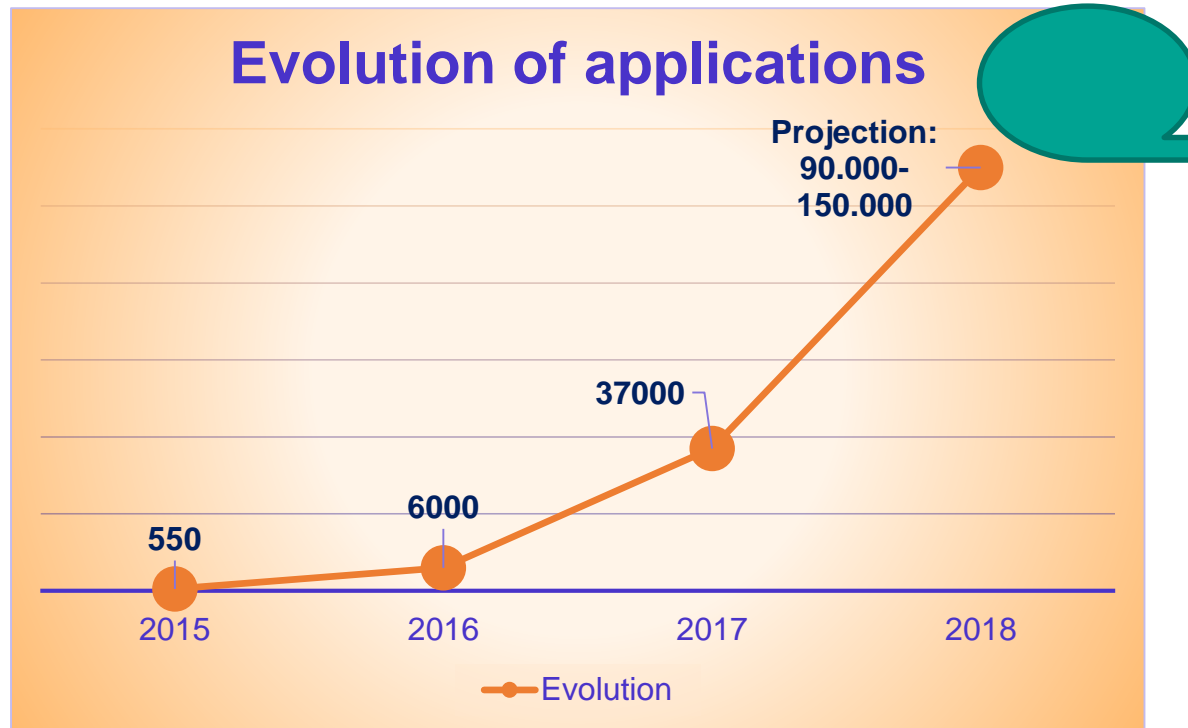
## Origin

User of 200 different nationalities have used the platform  
Top 5 school destinations: United Kingdom, Ireland, United States, France, Belgium  
Top 5 visiting nationalities: India, Philippines, France, Greece, Italy.

## Applications

3,8 is the average number of candidatures per user.  
+50.000 applications submitted from the platform.  
58% of students pre-accepted by institutions featured in the platform.  
80,2% of students that have applied through the platform have been accepted to at least one programme of their choice.  
73% of students applied with the guidance of the coaching team.  
*(Only for French schools).*

# What have been the results for the past years?



# What are schools saying?

## Experience with the platform:

Our profile has been active for a short period, but since now it has brought quite good results.

## Main advantage of the site:

The fact that the platform is a sort of a middle ground between a recruitment agency and an online study portal.

## Misconceptions about the platform beforehand:

We did not have any particular misconception about Mastersbooking, and the platform has responded to our expectations.

## Would you recommend the platform to other schools:

Yes! As said previously, it is a great tool halfway between a recruitment agency and an online study portal.

## Any further comments:

The platform is really innovative. The only thing I would point out is to have one single person of reference, as we have already changed the contact person three times.



Università  
Ca' Foscari  
Venezia

- Ambra Ferrarese, International Office – Relations Unit



# What are students saying?



## Jonathan, 24. MBA 1 - Sport Management School

A passionate of sports, Jonathan changed his cursus towards sport management. Thanks to mastersbooking, he found an apprenticeship programme (alternance), giving him the theory and the implementation of his knowledge inside a company. He was attracted by the site, which he considers user-friendly and simple to understand.

*"The site helped me a lot, because it oriented me towards the cursus I wanted to follow. I applied with a single CV. I really appreciate the ergonomics offered by the site; it is really easy to access and the reactivity is one of its strongest points."*

## Max, 25. Student in Logistics and Supply Management – SKEMA Business School

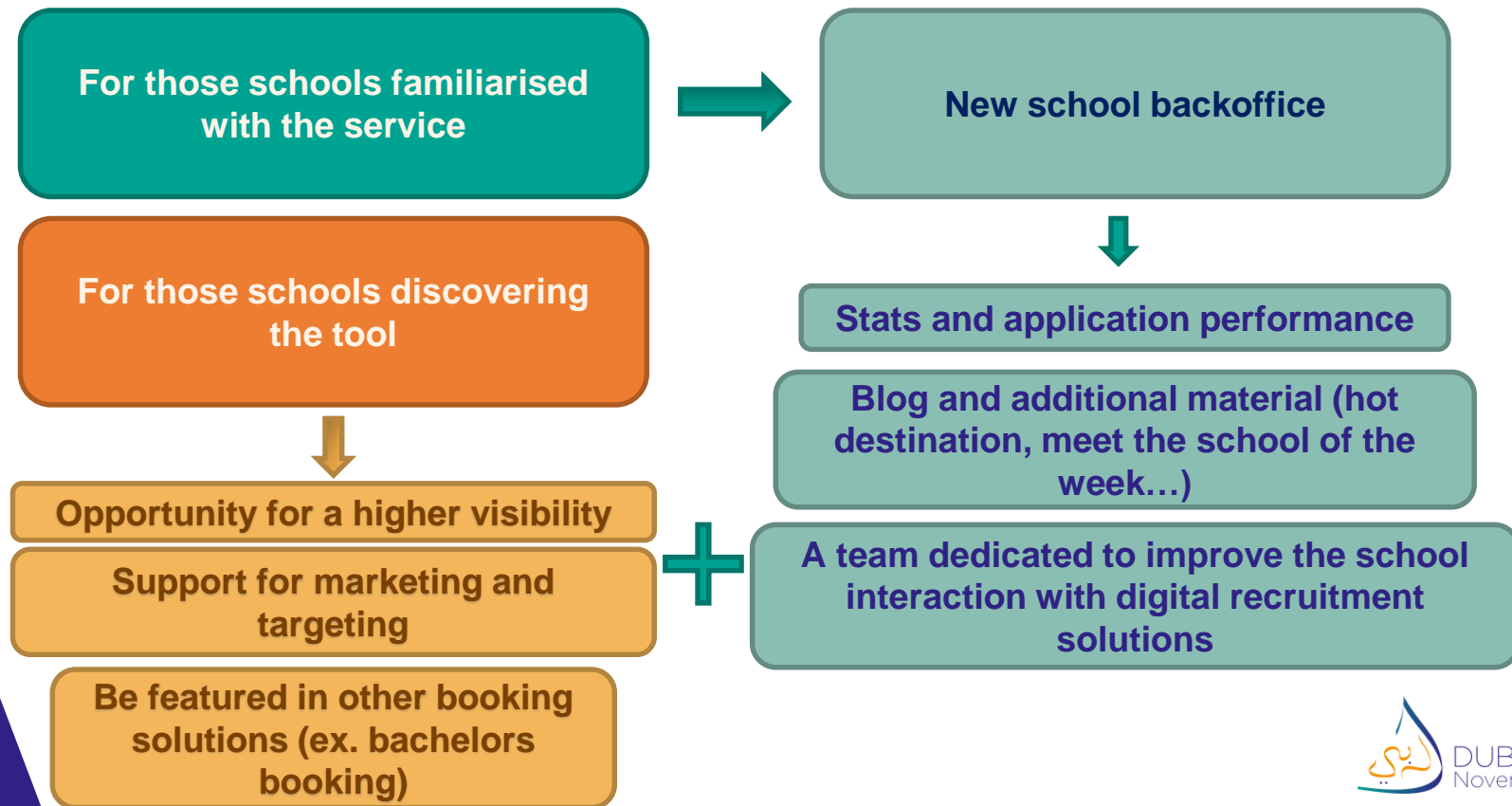
Max decided to continue his education towards business management and supply chain. Already holding a master in sustainable development for business, he wanted to go deeper into the linkage between sustainable development and sales, exploring the ethical aspects of providers and supply chain.

Max discovered mastersbooking while in the metro, attracted by its innovative presentation. It was easy for him to find a tool that centralise the information and made more efficient the recruitment, which took three weeks in total.

*"The site allowed me to be very efficient with my research; I was seeing in real time the spots available in a specific school and programme. It really speeds up the [research and recruitment] process for students".*



# What are the advantages for schools?







**Thank you for your attention. Any questions?**