



## 2013 Fall Tour

### MBA EVENTS

**SEOUL**, South Korea

**SHANGHAI**, China

**BEIJING**, China

**PARIS**, France

**BRUSSELS**, Belgium

**LONDON**, UK

**LISBON**, Portugal

**ROME**, Italy

**VIENNA**, Austria

**GENEVA**, Switzerland

**MEXICO CITY**, Mexico

**GUADALAJARA**, Mexico

**ST. PETERSBURG**, Russia

**MOSCOW**, Russia

**ALMATY**, Kazakhstan

**TASHKENT**, Uzbekistan

**BAKU**, Azerbaijan

**TBILISI**, Georgia

**BUCHAREST**, Romania

**BUDAPEST**, Hungary

**PRAGUE**, Czech Republic

**SOFIA**, Bulgaria

**ATHENS**, Greece

**ISTANBUL**, Turkey

**RIYADH**, Saudi Arabia

**DUBAI**, UAE

**KUWAIT CITY**, Kuwait

**DOHA**, Qatar

**MANAMA**, Bahrain

**BEIRUT**, Lebanon



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## Advent Group Facts and Figures

Founded in 2004

Number of worldwide events since 2004: 347

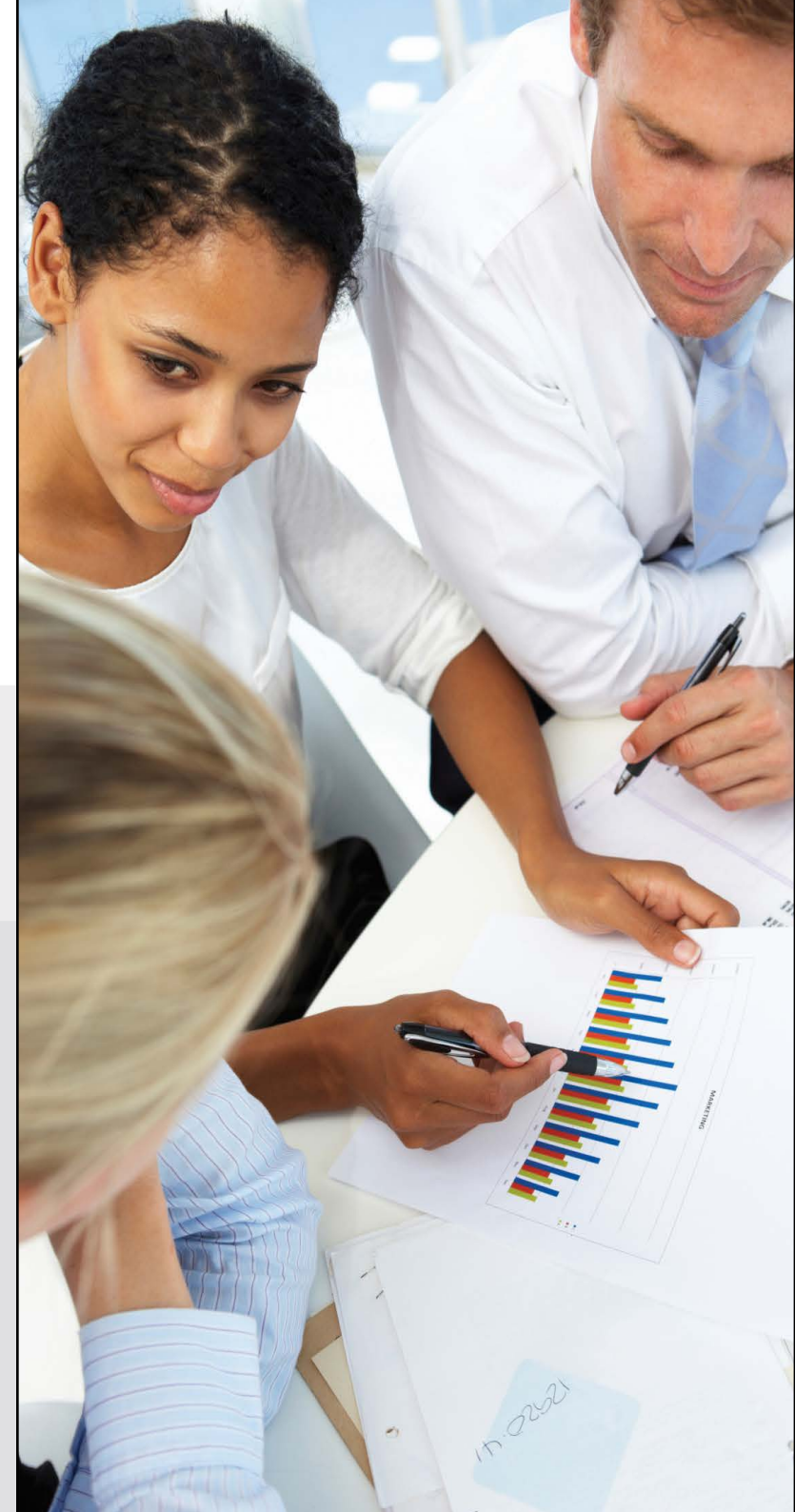
Educational events planned for Fall 2013: 32

Continents of expertise: Europe, the Middle East, the Americas and Asia

Total participating business schools since 2004: 238

Percentage of accredited MBA programmes per event: 90%

Average percentage of participating business schools ranked among the top 100: 80%



<b>PARIS</b>	Sept. 28	<b>ROME</b>	Oct. 7
<b>BRUSSELS</b>	Sept. 30	<b>VIENNA</b>	Oct. 9
<b>LONDON</b>	Oct. 2	<b>GENEVA</b>	Oct. 12
<b>LISBON</b>	Oct. 5		

<b>ST. PETERSBURG</b>	Oct. 17	<b>TASHKENT</b>	Oct. 23
<b>MOSCOW</b>	Oct. 19	<b>BAKU</b>	Oct. 26
<b>ALMATY</b>	Oct. 21	<b>TBILISI</b>	Oct. 28

<b>SEOUL</b>	Sept. 10
<b>SHANGHAI</b>	Sept. 12
<b>BEIJING</b>	Sept. 14

<b>ISTANBUL</b>	Nov. 13
<b>RIYADH</b>	Nov. 21
<b>DUBAI</b>	Nov. 23
<b>KUWAIT CITY</b>	Nov. 25
<b>DOHA</b>	Nov. 27
<b>MANAMA</b>	Nov. 29
<b>BEIRUT</b>	Dec. 2

<b>MEXICO CITY</b>	Oct. 14
<b>GUADALAJARA</b>	Oct. 16

<b>BUCHAREST</b>	Nov. 2
<b>BUDAPEST</b>	Nov. 4
<b>PRAGUE</b>	Nov. 6
<b>SOFIA</b>	Nov. 9
<b>ATHENS</b>	Nov. 11

Spanning over 60 cities on five continents since 2004

- |           |            |              |                |
|-----------|------------|--------------|----------------|
| Abu Dhabi | Caracas    | Johannesburg | Riyadh         |
| Almaty    | Casablanca | Lisbon       | Rome           |
| Amsterdam | Copenhagen | Lyon         | Santiago       |
| Athens    | Dublin     | Manama       | Shanghai       |
| Barcelona | Frankfurt  | Munich       | St. Petersburg |
| Beijing   | Geneva     | New York     | Tel Aviv       |
| Cairo     | Istanbul   | Prague       | Vienna         |

## One Event, Many Services

### + ONE-TO-ONE DUO AND SMALL GROUP MEETINGS

Access MBA's signature concept is a unique way of approaching MBA recruitment events by individualising the encounter between school representatives and MBA candidates. Business school Admissions Directors meet with qualified individuals during a series of individual meetings or workshops.



### + CANDIDATE ORIENTATION

Prior to meeting with business school representatives on the Tour, each registered candidate receives a personalised orientation session from a consultant, over the telephone before the event or on-site.



### + GMAT ADVISING

The GMAT exam is a standardised test required for entry to most MBA programmes. Access MBA provides admissions test preparation, information and counselling from the most reputed educational centres.



### + CONFERENCES & DEBATES

At almost every event, three representatives of elite business schools and an Access MBA moderator address a wide audience of candidates through interactive panel discussions about current issues affecting the MBA world.



*"The event confirmed why I should do an MBA and the orientation session with the consultant helped me to define my MBA project and go in the right direction." - Dubai Candidate, April 2012*

Associate your media with the most prestigious and fastest growing MBA tour in the world to achieve excellent visibility in dynamic markets.

## + BRAND RECOGNITION TO A POWERFUL MARKET BASE

> Gain privileged access to our MBA candidates and top business schools:

Our website users and event attendees represent thousands of the most mobile, informed individuals on the market: ambitious young business leaders poised on the edge of prestigious careers.

Our international business school clients have some of the largest advertising budgets in the field of education.

## + ADVERTISING OPPORTUNITIES

> Gain a distinctive approach to the most reputable business schools and universities in both domestic and global markets:

Our 150 clients trust Access MBA to promote their individual MBA programmes. Our growing client portfolio also relies on our expert media advice for their media planning across Europe, the Middle East, Asia and the Americas.

## + BRAND ASSOCIATION

> Prestige & visibility:

The event is open to a limited number of accredited and highly ranked Business Schools.

> Efficiency:

Unlike massive Fair events, our MBA candidates are matched to specific MBA programmes matching their criteria by our Candidate Managers. This service saves both our candidates and our school representatives time in their research and selection processes.

## + TAILOR-MADE PARTNERSHIPS

> Attentive to your needs:

At Access MBA, we privilege the most effective media sources, which correspond to our target audience, and establish long-term partnerships adapted to our partners' needs and marketing objectives.

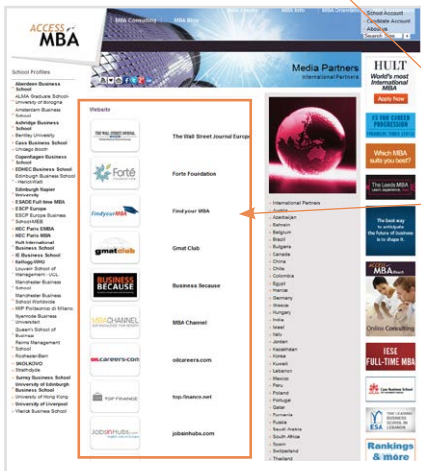
# Achieving Your Marketing Objectives

## Online Visibility



International users : 67,000 per month  
 45 % European  
 30 % Middle Eastern  
 10 % Latin American  
 10 % North American  
 95 % University Graduates  
 88 % With at least 2 years of work experience

Page Impressions : 210,000 per month  
 Website banner clicks : 2,000-3,000 per month  
 120 x 60 banner on internal pages



Logo placement & links on Event Pages and Media Partner Pages are complimentary to media partners

### + ACCESS MBA WEBSITE

> [www.accessmba.com](http://www.accessmba.com) is a leading international MBA portal that promotes over 300 MBA programmes.

### > Event Information Pages

All candidates must visit the individual event pages before registering for the event online.  
 All the links on online Access MBA promotion are directed to the individual event pages.

### > Media Partner Pages

Media partners are listed on these partner pages in the form of a logo and link.


### + DIRECT MARKETING POSSIBILITIES

> **Direct HTML Emailing** to the candidate database from the event.

> Logo and link on **Candidate Newsletters** sent to over 200,000 contacts every 3 months.

> Logo and link on **Business School newsletters**.

### + SOCIAL MEDIA MARKETING

- > Facebook 
- > Twitter 
- > LinkedIn 

## Print Visibility

### + LOGO PLACEMENT

> On Press Advertisements (in rotation)

Access MBA promotes its events through print advertising in prominent national and local newspapers and magazines.



> On Flyers and Posters

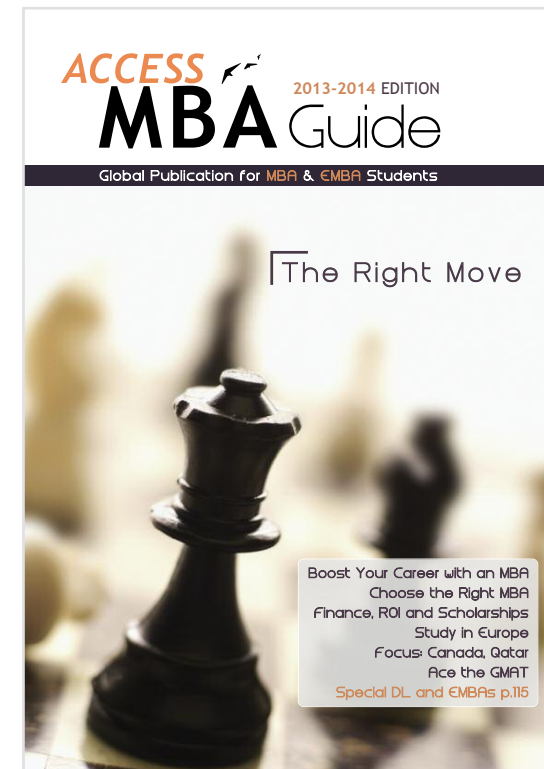
Flyers are distributed in Higher Education and Career Fairs as well as Business networking events.

Flyers and Posters are displayed in GMAT and Language Centres, Institutions, and Alumni Association Events.

Flyers insertion in the annual Guide.



### + ACCESS MBA GUIDE



> Published annually, the **Access MBA Guide** contains articles, programme listings, schools ranking and interviews of MBA candidates and Admissions Directors.

Over 60,000 copies are distributed at Access MBA events and in universities, educational centres and companies around the world each year.

# || Achieving Your Marketing Objectives

## Online Visibility



### + PROMOTIONAL MATERIALS

- > Reinforcing our media partners' proximity and relevance to business education in their country, Access MBA displays and distributes promotional material to our MBA candidates at each event.
- > Stand-up banners are positioned in heavy-traffic areas of the candidate welcome and waiting area for maximum visibility.
- > Access MBA hostesses distribute totebags, newspapers, magazines, and flyers to all candidates.



### + CLIENT NETWORKING

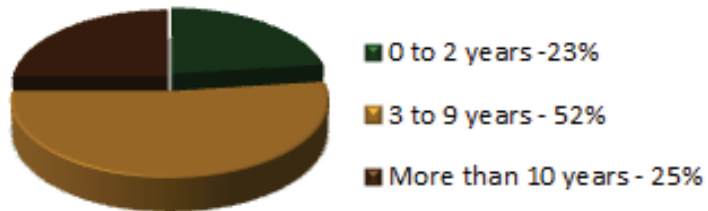
- > Possibility of client networking during Tour events and/or a short presentation during client briefing.
- > Co-branding of event material



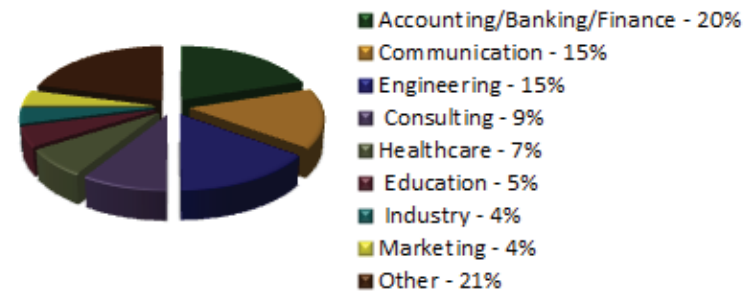


- **Current executives:** Qualified Candidates have over 3 years of work experience.
- ... **from various business sectors :** Finance, Consulting, Accounting, Sales, IT, Engineering, Manufacturing, Marketing and Communications.
- ... **with international profiles :** Fluent English-speakers who wish to work on an international level.

### Work experience



### Industry



### Age Structure



### Academic Experience



### Male/Female Ratio



### Managerial Experience



# Reaching International Business Schools

Collaborating with the Access MBA Tour includes the opportunity to obtain exposure and gain potential advertising revenue from our participating international business schools.

## AUSTRALIA

Melbourne Business School  
Murdoch University  
University of Wollongong

## AUSTRIA

Danube Business School  
Johannes Kepler University

## BELGIUM

Louvain School of Management  
Solvay Brussels School of Economics and Management  
Vlerick Leuven Gent

## BULGARIA

American University in Bulgaria  
City College (International Faculty - University of Sheffield)  
City University of Seattle

## CANADA

HEC Montreal  
Queen's School of Business  
McGill University  
Telfer School of Management, Ottawa University  
John Molson School of Business - Concordia University  
Rotman School of Management University of Toronto  
Schulich School of Business

## DENMARK

Copenhagen Business School  
Aarhus School of Business

## EGYPT

Elsca Egypt  
Université d'Ain Shams, Faculté de Commerce  
The American University in Cairo

## FRANCE

Audencia  
CELSA  
CNAM  
Edhec Business School  
ESCEM  
E.M. Lyon  
ENPC  
ESCP Europe  
Essec - Mannheim  
Euromed  
HEC  
HEC EMBA  
IAE Paris-Sorbonne  
IAE Aix en Provence Graduate School of Business  
INSEAD  
INSEAD EMBA  
PGSM Business School  
Reims Management School  
Rouen Business School  
Skema Business School  
Toulouse Business School

## GERMANY

EBS Germany  
Essec - Mannheim  
Kellogg- WHU

## GREECE

ALBA  
AUEB  
Deree, the American College of

Greece  
City College - Uni. of Sheffield  
International Hellenic University  
New York College of Greece

## HUNGARY

CEU Business School

## ITALY

ALTIS, Università Cattolica del Sacro Cuore  
Fondazione Campus-Edhec  
MIP - Pol. Di Milano  
SDA - Bocconi  
St Johns University

## KUWAIT

American University in the Middle East

## MEXICO

Egade

## NETHERLANDS

RSM Erasmus  
Amsterdam Business School

## PERU

Esan University

## PORTUGAL

AESE  
The Lisbon MBA  
EGP, University of Porto Business School

## ROMANIA

CEU Business School  
City College (International Faculty - University of Sheffield)

Maastricht School of Management  
Romania Russia  
Moscow School of Management  
Skolkovo

## SAUDI ARABIA

Al Yamamah University  
College of Business & Administration

## SCOTLAND

Robert Gordon University  
Strathclyde Business School  
Edinburgh Business School, Heriot Watt University

## SPAIN

ESADE  
European University  
IE Business School  
IESE GEMBA  
IESE

## SWITZERLAND

ETH Zurich  
HEC Lausanne  
IMD  
La Salle University  
Rochester Bern  
St Gallen

## UNITED KINGDOM

Ashridge Business School  
Cass Business School  
Chicago Booth School of Business  
Cranfield School of Management  
Durham Business School  
Henley Business School  
Lancaster University Management School  
London Business School

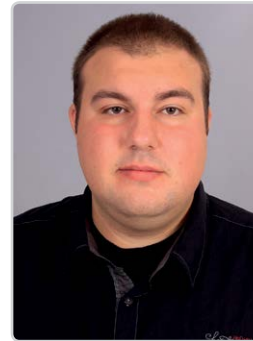
London School of Business & Finance  
Nottingham Business School  
Manchester Business School  
Manchester Business School Worldwide  
Salford Business School  
University of Sheffield  
University of Strathclyde  
Warwick Business School  
Liverpool University

## UAE

Edinburgh Business School, Heriot Watt University  
LBS Dubai  
Murdoch University  
University of Wollongong International Study Centre Dubai  
University of Leicester  
University of Wales

## UNITED STATES

Duke University, The Fuqua School of Business  
Fordham University  
Hult International Business School  
Kellogg  
La Salle University  
St. John's University  
SUNY, Stony Brook  
University of Chicago, Booth School of Business  
Thunderbird  
Wharton Business School  
Walden University  
Fisher school of Business, the Ohio State University  
USC Marshall School of Business  
The University of Maryland. Robert H. Smith School of Business  
University of Miami



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