

- YOU'RE LOOKING FOR FOREIGN STUDENTS
- YOUR PROGRAM NEEDS TO ENHANCE ITS INTERNATIONAL EXPOSURE
- YOU WANT TO HAVE ACCESS TO AN INTERNATIONAL DATABASE OF PROSPECTIVE CANDIDATES
- YOU WISH TO BE SEEN AND RECOGNIZED IN EMERGING COUNTRIES
- GET DYNAMIC EXPOSURE THROUGHOUT THE WORLD WITH JUST ONE CLICK !

### THE INSIDE ADVANTAGE

WorldStudent.com is the most comprehensive international studies website because :

- We do in-depth research on each country, school and program.
- We have journalists located around the world who report to us about each country's local education system, cost of living and studies, way of life, administrative information, housing, political and historical background, career opportunities and more.

### HOW IS WORLDSTUDENT.COM ORGANIZED?

- To make the search as convenient and helpful as possible, WorldStudent.com is organized into four sections :
  1. Magazine Section- Current news, issues, and topics of interest regarding International Education
  2. Study Abroad Section- All one needs to know on how to access the countries, schools, and programs of their choice
  3. International Career Section- Advice, offers, recruitment
  4. E-Learning Section- Information on distance learning, online programs and the tools to evaluate them.

WorldStudent.com is a free website where prospective international candidates have access to all the information they need in order to choose the right program in the right country.

### CONNECTING STUDENTS

More than a directory of international studies, WorldStudent.com acts as an advisor to help students gather all the necessary information needed to intelligently select the country, school and program of study.

- Thanks to WorldStudent.com students save time, are fully informed, and are prepared to cross international frontiers.
- Schools receive an international exposure and target the prospective international students responding to their admission criteria.

### FROM SOCRATES TO NASDAQ

WorldStudent.com gives access to all programs at all levels, from undergraduate to postgraduate, from language studies to business studies :

- We have divided the programs into 7 types: Undergraduate, Graduate, MBA & Masters, Postgraduates, Language Studies, E-learning and Test-Prep. Centers.
- When on the site the student will take three steps to reach your program :
  1. Select region/country of study
  2. Select type of program
  3. Select field (i.e. technical, business, finance)

### GET IN TOUCH WITH THE STUDENTS OF THE WORLD

We not only educate the market,  
we're in the market!

#### WHY SHOULD YOUR PROGRAM BE A PART OF WORLDSTUDENT.COM?

- To communicate directly with prospective candidates from around the world
- To be part of an international community and network comprised of the main actors of the education market: schools, students, faculty and the international media
- To gain international exposure and reach thousands of foreign students
- To have access to a unique worldwide database and take advantage of worldstudent's presence throughout the world.
- To conduct a specified selection of candidates via the worldstudent database.

#### WHY IS WORLDSTUDENT.COM THE BEST WAY TO REACH INTERNATIONAL CANDIDATES?

- Because we have acquired the trust and faith of students worldwide. Having spent time and effort listening to the students' needs, we know what they're looking for and what they expect. Taking into consideration the many options, desires and cultural differences, we've learned to build relationships with international students. Whether they're coming from Asia, South America, North America, Europe, the Middle East or Africa, we know how to approach them and respond to their expectations.
- Because we are an International Communication Agency. Expanding networks worldwide is our job! Our experience in undertaking communication and promotional strategies is internationally recognized and has been used for years by schools, universities and business programs.
- Because we have access to the best media and have built up partnerships with a selected number of local newspapers, magazines and websites. Media selections are made according to five criteria: Circulation, Target, Editorial Content, Former announcers, and Ratio Cost/Contact. We focus on three different types: General Newspapers, Economic Journals and Student Magazines.

#### THE WORLDSTUDENT GUARANTEE

- International involvement
- Comprehensive Content
- Effective Communication Strategy

### THE WORLDSTUDENT OFFER

#### WHAT WE OFFER YOU:

##### **A Dynamic Exposure to International Students**

• Thanks to the "School Profile Per Program" schools have the opportunity to present any or all of their programs to international students. The school profile per program is available until December 2002. Within this period changes & modifications can be made at any time.

##### **Access to WorldStudent.com Database**

• Once a member of WorldStudent.com you will be given a password that will give you access to the WorldStudent database. When in the database you may select the candidate profile according to age, country of residence, nationality, and/or academic and professional background.

##### **Selection and tracking of interested Candidates**

• You will receive on a daily basis the references of each candidate who looks at your program(s). We require candidates to fill out a background report before entering the program section of the site; this way you can track the candidates who correspond to your target audience.

##### **Editorial report in WorldStudent Special Features**

• Participant schools will have the opportunity to be referenced in all the Special Features published in WorldStudent.com: i.e. Special MBA, Special Masters, Special Technical Studies, Special Language Studies, etc. We strongly recommend that you send us your press releases, brochures, alumni contacts and any other relevant information so we can mention your program in the Special Feature section.

##### **Access to Overseas International Media database**

• The Overseas database gives you access to the best media throughout the world. Very helpful for schools who wish to undertake an international communication campaign, the database gives you information about Circulation, Editorial Content, Rates Card and Special features for each media.

#### HOW MUCH DOES ALL THIS COST?

- The package costs US\$5,000, but we are currently offering a special launching discount of 50%.

That means you can get all this for just US\$2,500!  
For more details see order form below.

#### HOW DOES IT WORK?

- After we receive your order form, we will send you a letter of instruction with the comprehensive school profile forms to fill out. Fill out the forms and then send them back to us; this should all take about 2 weeks. After validation the school profile per program is ready to be online.

#### WORLDSTUDENT AGENDA

- Schools can put their programs on line as of July 2001

## ORDER FORM

to be sent by Fax: +33145245509 or  
Email: sales@worldstudent.com

Name of the School \_\_\_\_\_  
Name of the participating program \_\_\_\_\_  
Director of the program \_\_\_\_\_  
Admission Officer \_\_\_\_\_  
Director of Communication \_\_\_\_\_  
Address \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

We want to be part of Worldstudent.com and wish to have the following program(s) available Online:  
Name and type of program :

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Commercial Offer:**

<input type="checkbox"/> 1 program	<input type="checkbox"/> 2 to 5 programs	<input type="checkbox"/> More than 5 programs
US\$2,500 per program	US\$2,300 per program	US\$2,000 per program
Total Number of programs _____ X 2500 Us \$		
Total Number of programs _____ X 2300 Us \$		
Total Number of programs _____ X 2000 Us \$		
Total _____		

VAT (19.6%) if applicable

**Terms of Payment:**

Payment should be received 15 days after confirmation and agreement of the information to be online.  
The school will have their presentation online after reception of payment.  
Payment should be sent to Overseas Communication

Date

Signature

Stamp

**Overseas Communication**

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