



smartedge

your pathway to success

an initiative of IIM-A alumnus

Target .. Attract .. Recruit your right MBA Talent !!



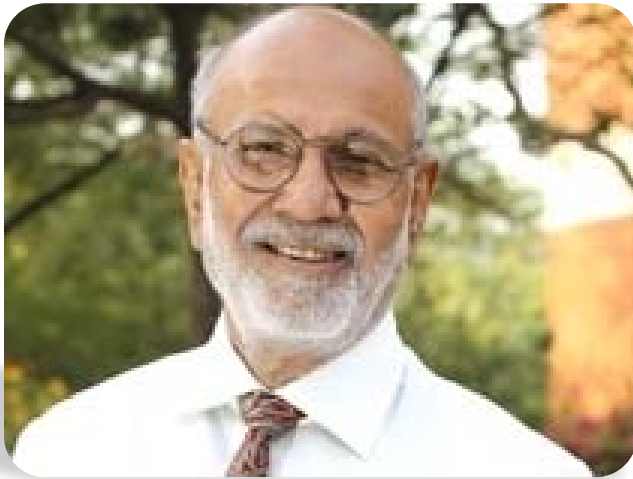
MBA.PGDM Education Fair 2012

Current situation in B-schools

- About **3000 b-schools** in India try to get a piece of the applicant pool's attention
- **Competition to intensify** with many of the Corporate Houses getting in
- Increased opportunities for '**placements immediately after graduation**'
- **Reduced student flows** from the feeder markets like Bihar, MP etc
- **Lack of awareness about PGDM** in vast number of potential students
- Negative connotation associated with the word '**DIPLOMA**'
- Tough regulations in usage of '**Tele & SMS Marketing**' for promotions



Why Branding?



“ You may have a great infrastructure, curriculum etc,
but if there is no branding, the product
will collapse.

I honestly and sincerely believe that a business school
should market well ”

- Dr Pritam Singh

Former Director of IIM-L & MDI, Gurgaon

Most Important Reality

For any institute –

ADMISSIONS = (THE ONLY) REVENUE

Everything else = COST



Smart Solution

- ❖ **SmartEdge** enables the partner institutes to cut through the clutter
- ❖ Provides a comprehensive range of **Promotion & Branding** activities to support B schools in their management program admission strategies
- ❖ Our **360-degree Solution** ensures that you –



...the right talent for your MBA Program

Why Us?

Team from India's Top B-Schools



“we know the student pulse better than anyone else”



**Strong network across
'Southern India'**



**Extensive experience in handling
“campus consulting assignments”**




**In-depth understanding on the
aspirations of the prospective students**

Smart Approach

- Focus on emerging cities/towns
- Promotions in more than 20 prospective colleges per location
- Direct promotion to more than 50,000 prospective students
- Quality leads to partner B-Schools 'free of cost'
- High decibel promotion campaigns
- 6 month long engagement in each location



Our Delivery

- 
- **Creating and Promoting awareness on B-Schools and PGDM**
 - **Establishing a platform to encourage quality interactions**
 - **Handholding the students in their decision making process**
 - **Organizing the event to promote your brand**
 - **Lead generation and distribution to partner colleges**
 - **Building a 'Supply Pipeline' in the emerging markets**



Promotion Strategy

- Direct promotions in 20 plus important colleges per location
- Knowledge based seminars
- Tie-ups with Test Preparation Coaching Centers
- 5000 magazines to be handed over to prospective students per location
- Daily e-Newsletters to prospective students
- Pages/Videos in Facebook, YouTube etc



Promotion Strategy – Continued..

- Student *helpline* numbers
- Web counseling through *web chat*
- Featured programs in *FM*
- Announcements & Interviews on *TV Channels*
- Personal invitations by *phone* and *email* to students



Pre-Exhibition activities

- Visits to leading colleges and coaching centers
- Magazines distributed to final year students
- Posters displayed at colleges
- Advertisements/Articles in leading newspapers
- E-flyers sent to a large student database
- Pages in Social Networking Sites
- Competitions/events for students
- Top banner ads in Local Cable TVs

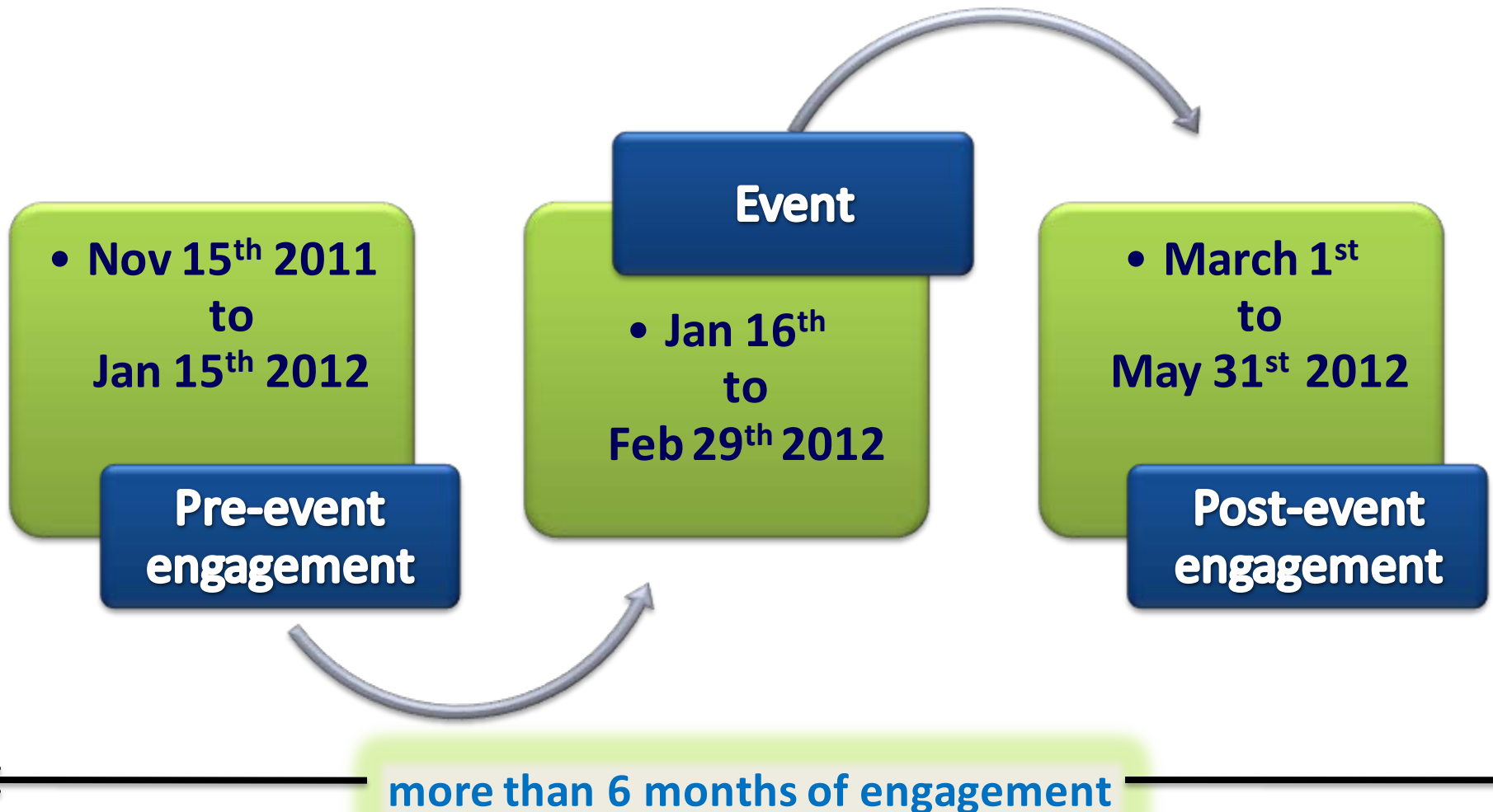


Why participate? : Cost effectiveness, Reach and Better Market awareness

- Highly cost effective opportunity to promote your institution in *'right places'*
- Well-planned *'pre-event promotion campaigns'*
- Highly targeted approach ensures well-informed applicants to the fair
- Best opportunity to directly reach prospects in emerging cities
- Insights through Quality Interactions with highly motivated, potential candidates
- This understanding helps in *'fine-tuning promotion activities'*



Timelines



SmartEdge Packages

Associate with us as a –

- Logo Partner
- Registration Card Sponsor
- Gold Package - 10 locations – Group A
- Platinum Package - 15 locations – Group A + Group B
- Special Package –Stand Alone Event Locations – Group C



Plan	Price	Per Location
Gold (10 locations)	INR 3.5 lakhs	INR 35 K
Platinum (15 locations)	INR 4.5 lakhs	INR 30 K
Special Package	INR 40 K per location	INR 40 K

Planned Locations

Location	Group	Location	Group
Tirupati	A	Khammam	B
Kurnool	A	Nizamabad	B
Kadapa	A	Eluru	B
Anantapur	A	Kakinada	B
Nellore	A	Srikakulam	B
Ongole	A	Hyderabad	C
Guntur	A	Vizag	C
Rajamundry	A	Vijayawada	C
Warangal	A	Bangalore	C
Karimnagar	A	Chennai	C

* More locations might be added depending on popular choices

** 20% possible variation in the locations mentioned above under each group

Smart Features

Feature / Benefit	Fair by Media Houses	Fair by other Event Organizers	SmartEdge
Average Price per Location	50 K	40 K	30 K
Assured Walk-ins (Quantity)	✗	✗	✓
Assured Walk-ins (Quality)	✗	✗	✓
Fair 'Exclusive' to PGDM Colleges	✗	✗	✓
Promotions at the Colleges	✗	✗	✓
Seminars at each Location	✗	✗	✓
Magazines to Students	✗	✗	✓
Pages on Facebook, YouTube	✗	✗	✓
Dedicated Website	✗	✗	✓
Post Event Support	✗	✗	✓

Please visit us at: www.smartsteps.in/smartedge.html

Join The Mega MBA Education Fair of South India - 2011
20 Emerging Cities



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About the Exhibition:

Smartedge is an independent and high quality information platform for B- Schools admissions. Our event emphasizes personal interaction between prospective MBA students and business school admissions representatives. Established by the professionals from top business schools such as Indian Institute of Management, Ahmedabad (IIM-A), Indian School of Business, Hyderabad (ISB), Faculty of Management Studies, Delhi (FMS) and Institute of Rural Management, Anand (IRMA)

Our Event Aims

- Showcase wide range of opportunities for the potential and prospective students from Tier-1 and Tier-2 cities
- Provide B-Schools with a platform for interacting, counseling and recruiting students
- Provide first-hand information to students exploring opportunities for studying PGDM programs
- Develop and strengthen links with local education providers and education consultants

Locations & Dates:

The event is scheduled to happen on the weekends starting from 1st week of December to middle of January across important, twenty (20) emerging cities in South India. By then, the students would have taken CAT & MAT and are free to explore programs offered by colleges

Client TESTIMONIAL

"I take this opportunity to express our sincere thanks to team smartsteps for making the education fair happen in places like Tirupati, Kurnool etc. We are quite happy to get six final admissions for our PGDM program. We herewith commit to associate with your team in all future events"

Partha Sarathy, Assistant Director, Emerald's School of Business >>

"smartedge was a very well organized and well promoted education fair. The organizers were very professional. The

SmartEdge Fair Gallery

MBA . PGDM
smartedge
Business Schools Education Fair

Venue: Hotel PLR GRAND (Behind RTC Bus Stand)
 Date: 14th May, 2011 (10am to 6pm)

List of B-Schools Participating

- EMERALD'S SCHOOL OF BUSINESS, TIRUPATI
- ALLIANCE UNIVERSITY, BANGALORE
- GURU NANAK BUSINESS SCHOOL, HYDERABAD
- ACHARYA'S BANGALORE B-SCHOOL, BANGALORE
- INDUS BUSINESS ACADEMY (IBA), BANGALORE
- SIVA SVANI INSTITUTE OF MANAGEMENT, HYDERABAD
- AURORA'S BUSINESS SCHOOL, HYDERABAD
- INDIAN INSTITUTE OF PLANNING AND MANAGEMENT (IIPM), CHENNAI
- VIGNANA JYOTHI INSTITUTE OF MANAGEMENT, HYDERABAD
- KARTHIKEYAN INSTITUTE OF MANAGEMENT SCIENCES (KIMS), WARANGAL
- ICBM-SCHOOL OF BUSINESS EXCELLENCE, HYDERABAD
- SAGAR GLOBAL BUSINESS SCHOOL, HYDERABAD
- UNITEDWORLD SCHOOL OF BUSINESS, HYDERABAD
- SMOT SCHOOL OF BUSINESS, CHENNAI

SmartStepConsulting Pvt Ltd, Hyderabad
 (an IIM-A Alumnus Initiative)
 visit us : www.smartsteps.in





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Our Esteemed Clients (last year)



Sagar Global Business School



Testimonials

	<p>I take this opportunity to express our sincere thanks to team smartsteps for making the education fair happen in places like Tirupati, Kurnool etc. We are quite happy to get six final admissions for our PGDM program. We herewith commit to associate with your team in all future events"</p> <p>Partha Sarathy, Assistant Director, Emerald's School of Business</p>		<p>This was a great event! The quality of the venue and programme were very good. We are hopeful of getting better response from the students, as a direct result of this event"</p> <p>Richa, Indus Business Academy, Bangalore</p>
	<p>smartedge was a very well organized and well promoted education fair. The organizers were very professional. The fair was well attended and there were good numbers of quality enquiries. The fair was an excellent investment. We would attend again"</p> <p>Dr WR Reddy, Chairman, Sagar Global Business Schools</p>		<p>I would like to congratulate the organizers who managed to create such a successful fair. Everything was professionally organized. Its truly amazing to see so many prospective students in places like Tirupati, Kurnool etc. We are happy to share that four students have joined our program exclusively from this event. Thanks</p> <p>Pavan, Guru Nanak Business School, Hyderabad</p>

Contact Us

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