



# Generation

# Web 2012

For two-thirds of potential students your website is their most important source of information when deciding where to study. Get it wrong and the next school is just a click away.

How good is your site? Is it fast? Does it have the right content? Is the content easy to find? How good are your competitors' sites?

And what about social media? Are you active or reactive? Do you need a strategy? What should it cost? And what returns can you expect?

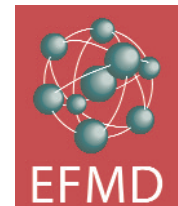
More than 80 business schools have used GenerationWeb over the past 5 years to improve their website.

Study commences: 1 March 2012  
Results available: May 2012

know  
more

# Booking Form

CarringtonCrisp work with partner organisations around the world and are grateful for their support.



**carringtoncrisp**

Please send your completed booking form to  
CarringtonCrisp Ltd, 34 Ladbrooke Square,  
London, W11 3NB, UK  
or fax to +44 (0) 20 7229 9310.

For more information, please contact us on  
+44 (0) 20 7229 7373 or by email at  
[info@carringtoncrisp.com](mailto:info@carringtoncrisp.com) or online at:  
[www.carringtoncrisp.com](http://www.carringtoncrisp.com)

We wish to participate in Generation Web. We understand that first degree students, MBAs, other business Masters and prospective students will take part in the research groups.

Name and address of Business School: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Our School's Survey Coordinator to work with CarringtonCrisp for GenerationWeb.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

School website address: \_\_\_\_\_

Please send me an invoice for the amount shown.

Signature of Lead Contact \_\_\_\_\_

Date \_\_\_\_\_

To participate in GenerationWeb 2012  
£3000/€3450

A discount of £500/€575 will be applied to all bookings made by 7 February 2012.

Schools hosting one of the interactive focus groups involved in data collection will receive a 10% discount on the price shown above.

All prices are exclusive of VAT which, where required, will be added at the applicable rate.

Data collection will take place in March and April 2012 and reports will be available for participating schools in May 2012.

Find out from this research:

- the strengths and weaknesses of your school website;
- about trends and best practice across business school websites globally;
- how prospective students use the web when deciding what and where to study, including use of online tools such as blogs and third-party sites;
- what site content helps students decide where to study;
- how to make the most of social media when attracting students and communicating with alumni.

"The CarringtonCrisp report on the performance of our web site has provided us with a wealth of invaluable information. It was a thoroughly worthwhile investment"

Professor Alison Preston  
Director, Curtin Graduate School of Business  
Each participating school receives:

A report on the strengths and weaknesses of your school website with recommendations for improvements.

A report on best practice on business school websites globally.

An on-site presentation of the findings from both reports for all staff involved with your business school website.

"We participated to see where we could improve our website and how we stacked up against other B-School websites. CarringtonCrisp did an outstanding job identifying the key areas of a business school's website. The report that was produced was detailed, easy to understand and more valuable than we had hoped for."

Alumni Relations Manager, Durham Business School