



GenerationWeb 2012



understand
what makes a
great business
school website



discover
tomorrow's
business
school

GenerationWeb

We wish to participate in GenerationWeb. 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 Generation Web.

Name: _____ Title: _____

Telephone Number: _____ Email Address: _____

School website address: _____

Please accept this completed application form and a cheque or send me an invoice for the amount shown below.

GenerationWeb £2700/€3000

To participate in the GenerationWeb study,

To receive a market wide report on best practice on business school websites,

To receive an additional report on the strengths and weaknesses of your business school website with recommendations for improvements, and

To receive an on-site presentation of the findings from both reports for all staff involved in your business school website.

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 June 2012.

Signature of Lead Contact _____ Date _____

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

For queries, please call on +44 (0) 20 7229 7373 or by email at info@carringtoncrisp.com

Supported by:



Find out from this research:

- the strengths and weaknesses of your business school website;
- about trends and best practice among other business school websites;
- how prospective students use the web when deciding what and where to study, including use of online tools such as blogs, video and social networking;
- what site content is key to helping students decide where to study;
- which business school websites are considered most effective by student audiences; and
- which third-party sites are used by students in their decision making.

"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

"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