



BUSINESS SCHOOL MEMBERSHIP

INFORMATION PACK FOR MBA ASSOCIATION BUSINESS SCHOOL MEMBERSHIP 2009/10



About the MBA Association of Ireland

The MBA Association of Ireland (MBAAI) is the 2000-strong representative body for graduates holding the degree of Masters in Business Administration (MBA) living and working in Ireland.

Its mission is to improve the practice of management through continuous learning, to which end it organizes over 30 events throughout Ireland each year. 80% of members are MBA graduates of less than 10 years standing; the average age group is 35 - 40 years, and members occupy middle and senior management positions within industry and commerce in Ireland.

***NEW FOR 2010* Business School Membership**

The MBA Association has always enjoyed excellent relationships with Ireland's leading business schools, and collaborates on many events and initiatives. From the academic year 2009/2010, we are offering business school membership to those institutions who provide MBA education within Ireland.

For a modest annual fee of 1950 euro, business schools and their academic and administrative personnel can enjoy a host of benefits.

In brief: Business School Membership benefits

- **Free student membership** for all of the Business School's MBA students for the duration of their study
- **Complimentary membership for 10 key personnel** - academic or management, for those holding MBAs and for those holding other business qualifications. (Regular membership costs 125 euro)
- **One full page in the "Choose an MBA School" section of MBA News Ireland** (live from late September) with links to school's website, downloadable application forms, or embedded video material. (Regular rate 500 euro)

- **Full stretch banner ad in MBA News Ireland.** (Regular rate 500 euro)
- **Opportunity to promote business events to MBA Association members** at discounted fee; promotion of these events through MBA News Ireland's online events guide.
- **Automatic entry for one business school team to the MBA Association's** annual business school challenge: The Inter-Business School MBA challenge. (Regular entry fee: 500 euro per team.)
- **Inclusion of Business School's MBA programmes** and contact details in all media releases issued by the MBA Association (around 12 per year)

MBA News Ireland: the online audience

Monthly editions of MBA News Ireland, the MBA Association's popular e-zine, are published online in the first week of the each month, and the content is updated regularly through the month. The MBA News Ireland e-zine is circulated to a growing 3,700 plus registered subscriber base. MBA News Ireland also enjoys a loyal and growing readership. Our recent Visitor statistics show that the site has:

- Average Page Views per month: 35,100
- Average Unique Visits per month: 8,500
- Average number of pages read per visit 4.4
- Average hits per month 150,000

The MBA Association website: the first stop for prospective MBA students

The MBA Association's website is in the **top Google search rankings for MBA Ireland** and MBA Courses in Ireland, so it is the first point of reference and research for anyone considering undertaking an MBA course in Ireland. As it represents all business schools, it will provide the most comprehensive overview of MBA business education in Ireland on one site, under its new **"Choose an MBA School"** area.

Fees and further information

An annual business school membership (1 September to 31st August) is 1950 euro and is payable via credit card, bank draft, cheque or online payment via PayPal.

Contact Christine Lewis, MBAAI Administrator for application - christine@mbaassociation.ie

TO ENROL FOR BUSINESS SCHOOL MEMBERSHIP, CONTACT 00 353 51 354301

www.mbaassociation.com

CONNECTING 8000 MBAs IN IRELAND - ONLINE