

bett

● A Hyve Event

ExCeL London
24 - 26 January 2024

The best education show in the world!

Make connections, exhibit and sponsor with Bett and partner events

We're proud to have the support of the UK's leading education organisations:



Mission

Bett is a unique and powerful resource for the education sector. We deliver real impact by bringing together educators, policymakers, EdTechs and industry changemakers to connect and collaborate.

Our mission is clear

To change the game for education worldwide by equipping education institutions and governments with the knowledge and tools they need to be effective users and buyers of technology.

Why change the game?
Because we believe in better.

**Better connections.
Better collaborations.
Better conversations.
Better together.**



Bett is the world's number one EdTech event since 1985:

30,000+
visitors

600
EdTechs

123
countries

7,000
meetings via
Connect @ Bett

7
Theatres
CPD accredited

400+
SPEAKERS

37%
Senior
Leaders

40+
Ministries of
Education



Stephen Bartlett, tech entrepreneur and Diary of CEO host interviewed by BBC reporter Amol Rajan, at Bett 2023.

Bett is changing...

For too long, the science of connections at events has been left to chance with people relying on luck to find that perfect partner. With time so precious, change so constant, and return on investment so critical, it's time to rewrite the manual.

Bett is the biggest and best education technology event in the world, and in 2023, we invested in groundbreaking new technology to create an even better, more valuable show for the global education community...and that's just the beginning!

Here's how we're continuing to rip the rule book up for 2024

1

Developing our Connect @ Bett meetings programme by making it even easier for the right people to connect with each other at Bett



2

Launching TableTalks and Tech User Labs! Our brilliant new programmes help educators better collaborate with peers and experts, all facilitated by our groundbreaking new technology platform



3

Helping educators upskill with even more opportunities to improve their usage of EdTech and their purchasing expertise

4

A greater focus on inclusive education with more on neurodiversity and special education needs and disability (SEND)



5

Tripling the size of Ahead by Bett, our destination for Higher and Further Education professionals, with a deeper dive into the impact of AI in Education



bett | C^onnect

• A Hye Event

Education's largest meetings programme: Connect @ Bett

Connect @ Bett is the groundbreaking tool transforming the way the EdTech community connects and collaborates by using data and technology to make critical connections between education decision makers and solution providers, fueling the EdTech sector.

Connect @ Bett empowers education decision makers to discover the right solutions for their learners, in a fraction of the time. And it allows technology providers to find the people within institutions that can unlock the potential of their tech.

In its first year, Connect @ Bett generated an astonishing



23k
mutual matches



7k
meetings



89%
meeting
satisfaction rate



Education buyers join the programme to:



Discover products and services, quickly and efficiently



Find solutions to their specific strategic, operational or pedagogical challenges



Uncover new and emerging products from a wide range of companies, big and small, local and international



EdTech companies join the programme to:



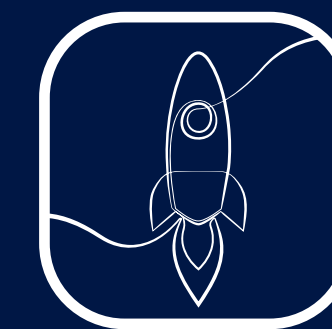
Generate qualified leads by meeting prospects from education institutions and governments that have specifically chosen to meet with them



Promote your company's profile to institutions that are seeking the solutions that you offer



Engage with new and existing buyers within current customer organisations to find future ways to work together



Launch new products and make announcements to thousands of qualified education buyers

bett | TableTalks

● A Hyve Event

Powerful things happen when educators come together to discuss their shared experiences, challenges and opportunities.

Bett's brand-new, innovative programme, TableTalks connects individuals from schools, universities and governments based on their primary topics of interest.

TableTalks will drive the pace and quality of innovation in education's key growth areas, from AI to SEND to cybersecurity.

How it works

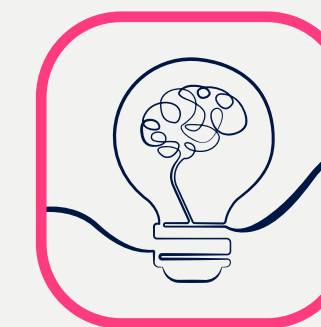
Using our groundbreaking technology platform, participants:



Select a primary topic in advance of the show



We then match peers using our advanced algorithm



5 - 10 peers are then connected for a 50 minute roundtable, onsite at Bett 2024



Prompts, questions and starters are given to begin a meaningful conversation

What's the power of TableTalks?

Learn from other educators and leaders who bring a variety of perspectives and experiences

Discuss, debate and share in a sponsor free environment

Grow your Professional Learning Network

bett

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**TECH
USER
LABS**

Making the most of institutions' technology is crucial.

That's why we're helping educators get the most out of their tech, with our brand-new Tech User Labs. These are brilliant new sessions for training, tutorials and working groups, where technology users will learn directly from the top education technology experts in the world.



Tech User Labs - NEW for Bett 2024!

Using our groundbreaking technology platform, participants will select the sessions that are most valuable to them in advance of the show, and workshops will run according to demand for 25 to 50 people each.

Limited Tech User Labs available for sponsorship, please inquire now!

Solution Providers run Tech User Labs to:



Drive renewals and usage from existing customers



Engage directly with end-users, building relationships and customer insight



Make announcements about new products and features.



Target specific groups of education technology users

Educators and leaders join Tech User Labs to:



Learn how to get more from their institutions' tech



Find solutions to their specific strategic, operational or pedagogical challenges



Connect with peers and experts

Get Ahead of the latest global trends and developments in Higher and Further Education with Ahead by Bett.

What's on the Ahead agenda?

How has the AI revolution changed Higher Education? Ahead by Bett will delve into the impact of transformative technologies, exploring how they reshape educational landscapes, empower faculty and learners, and enhance overall academic results.



4,200

HE and FE
Professionals



45

sessions across
2 content spaces



1,036

unique
institutions



71

countries



60

exhibitors



38

visitor
NPS

Our Audience

Every year, 30,000+ global educators and policymakers come to Bett UK on a shared mission to discover the latest innovations and trends in EdTech, access educational opportunities (including 100+ hours of FREE CPD) and to meet with likeminded individuals.

But who are they?

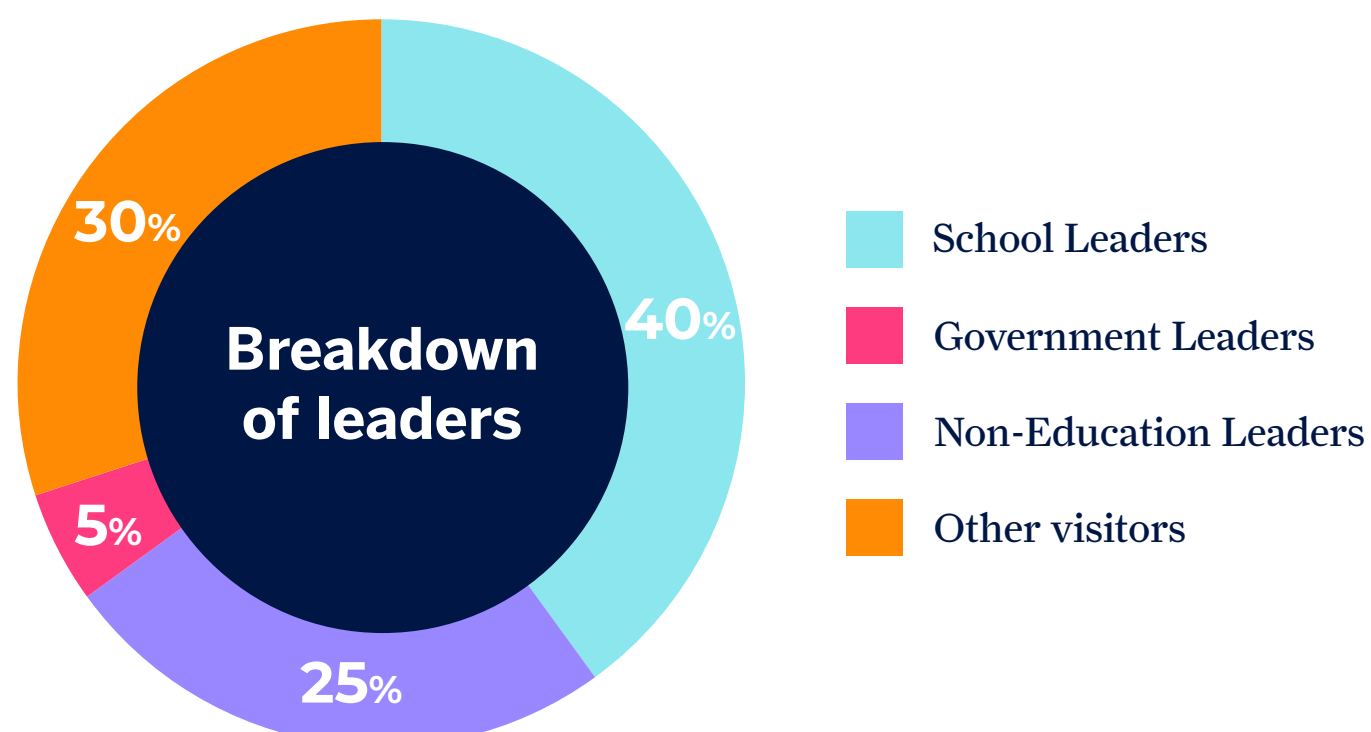
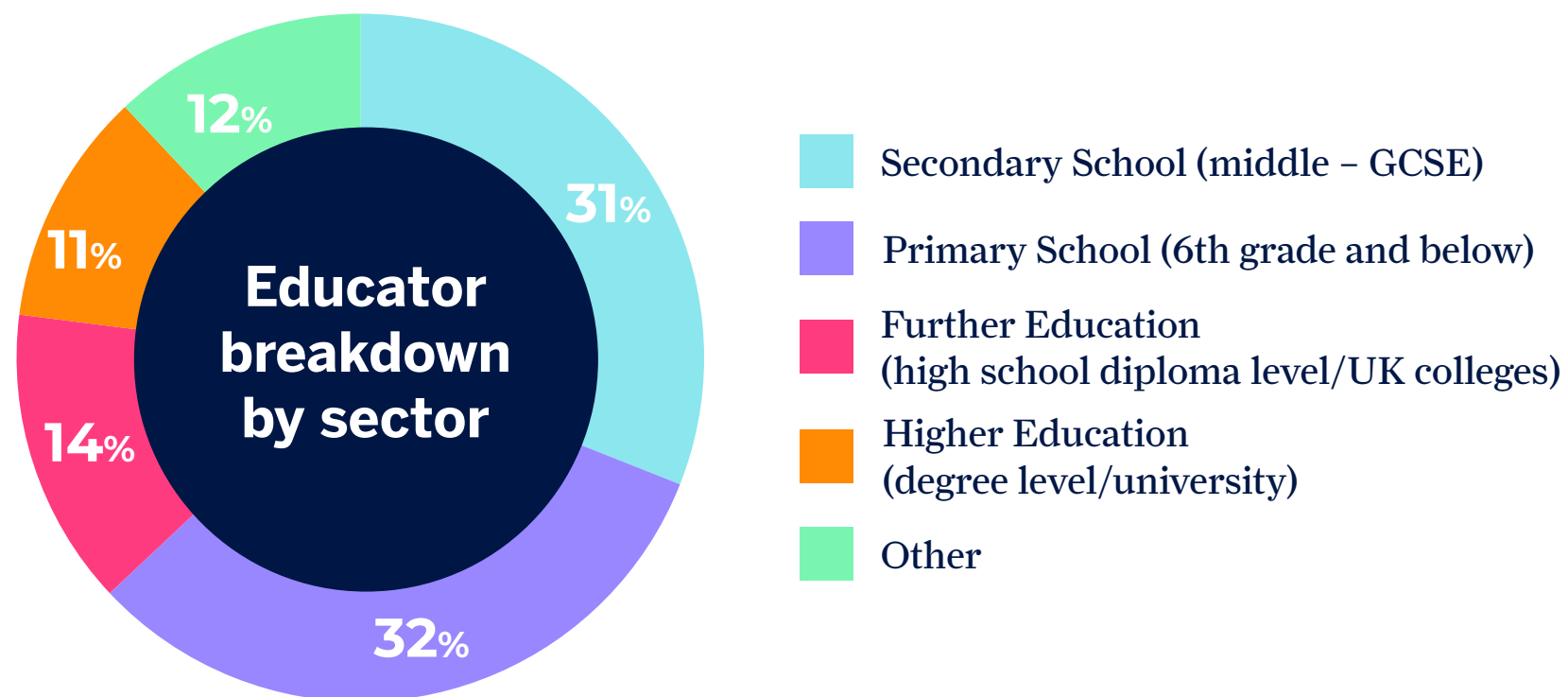


42%
International attendees



123
unique countries

Audience Breakdown



Top 5 reasons for attending

15471 Discover or Purchase Products, Services and Solutions

7815 Attend Sessions for CPD (Continuing Professional Development)

8567 Generate New Clients and Leads

7200 Peer Networking

5958 Build Brand Awareness

3 out of 10

people you will meet at Bett will be an education decision maker

Soundbites

“For anyone working in education and technology, Bett is where the magic happens.”

“It is always great to keep up with what’s new to find out what would keep students engaged and teachers enjoying what they are teaching as well.”

“Bett is my yearly milestone to take stock of my progress and to re-energise and challenge my practices. Every year I come away with new tools, new practical strategies, new peer and industry connections, and new ways of thinking that I cannot wait to share and develop with my team. You find so much more than just the tech on your shopping list.”

“From discussions on long term strategy to a focus on implementation, ‘Ahead by Bett’ is highly relevant for a variety of audiences from senior management to IT and teaching and learning specialists to lecturers.”

“It’s full of insights and thought-provoking discussions on how EdTech in Higher Education is being today and will used tomorrow.”

“Bett is the number one event to attend if you want to find the best and latest technology and products for your classrooms in your schools.”

Exhibit

Join 600 companies to showcase your solutions and technology, drive brand awareness and host clients from one dedicated spot at Bett UK. With our six solution zones, you'll be at the heart of the action, with thousands of educators looking for your products and services.

There are also opportunities to exhibit within **Ahead by Bett** which is the dedicated zone for Higher Education. See [page 8](#) for more information



Equipment & Hardware

The physical products that help transform all areas from the classroom to the canteen



Global Showcase

The hub of global industry bodies, associations, and ministries



Management Solutions

The software solutions required to run world-class institutions



Teaching & Learning Tech

The day-to-day software that improves teachers and learners lives



Education Show

All things non-ICT, needed to make every part of an institution successful



Bett Futures

The most innovative startups offering bright ideas and new transformation!

Within each zone is a theatre, or feature, offering visitors case-studies and product demos of the solutions showcased at Bett.

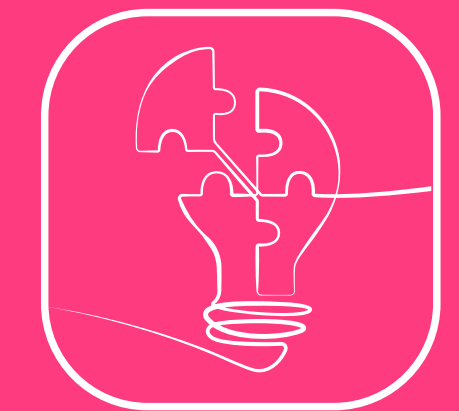
While lead generation is primarily achieved through Connect @ Bett, more than 600 companies will exhibit at Bett to:



Host clients, partners and prospects



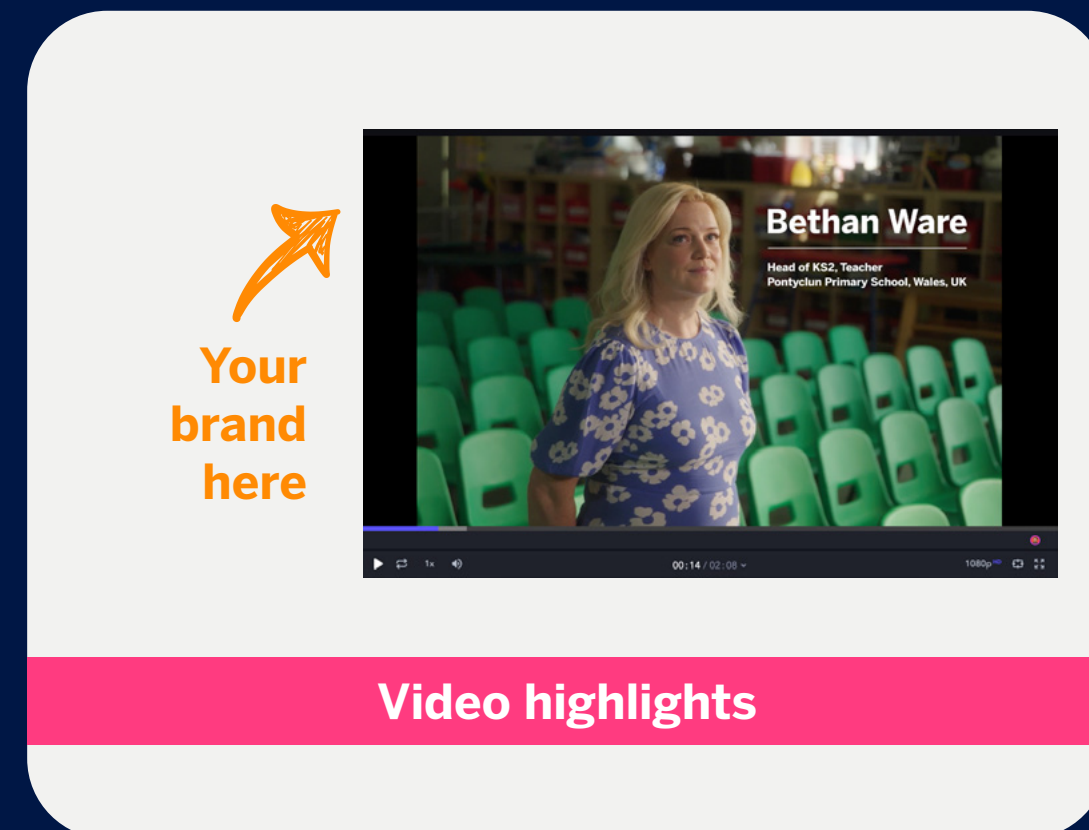
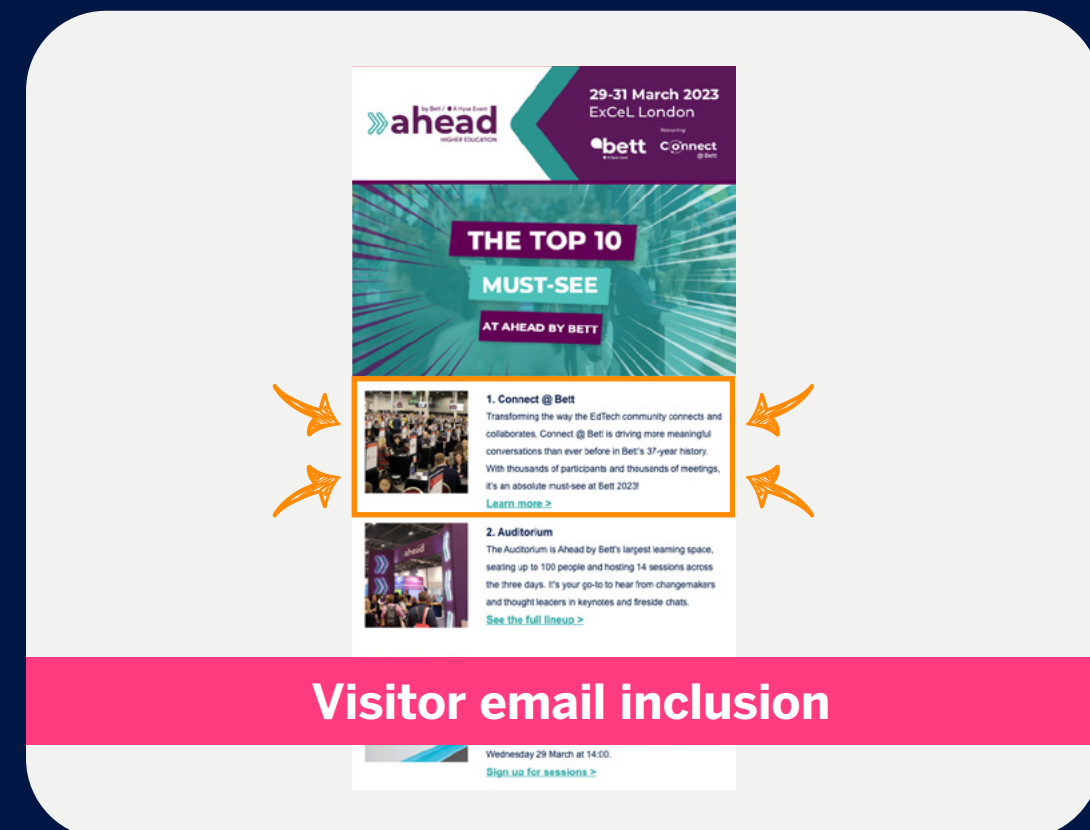
Raise brand awareness



Showcase solutions and technology

Sponsor Digital

The fun doesn't have to end at Bett UK. Keep your brand in front of 140,000 global educators all year round with our amazing digital opportunities!



Sponsor Onsite

Leave a lasting impression and place your brand centre stage at the world's biggest EdTech show. We have a range of opportunities for all budgets, designed for maximum exposure, putting your brand at the lead of visitor experience.



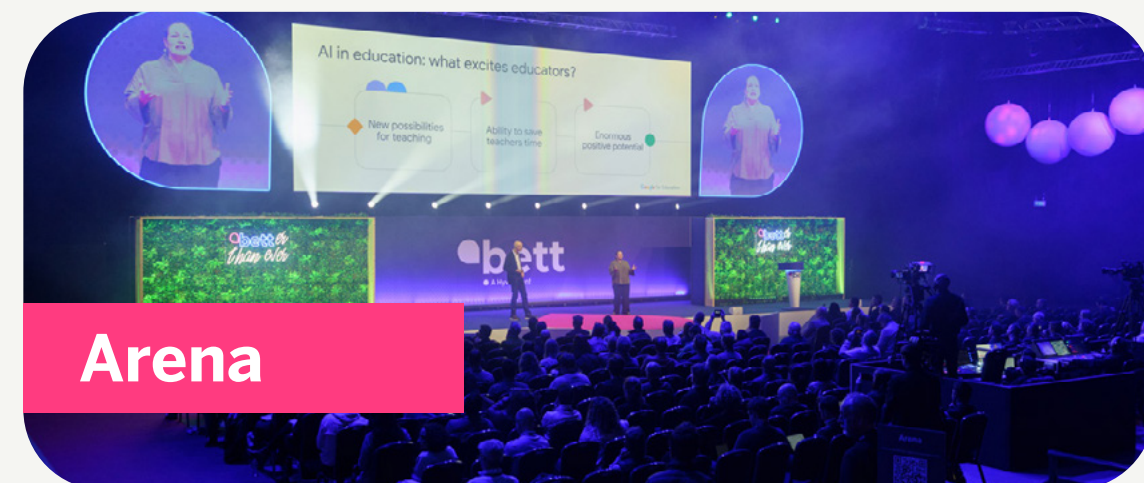
Content

Capture audiences attention and generate buzz at Bett UK with our world-class content programme! Celebrating the best and biggest names in education, with thought leadership, product demos, and more, you can champion your company to a captive audience.

Speaking slots including Q&A

Listing and details of your session on the Bett website agenda

Expert help from our content team in preparing, curating and delivering your content and presentation.



Meeting Space

From convenient places to meet existing customers, to a private space to present to partners, Bett providers the perfect location to achieve your goals.

On-show-floor Meeting Rooms

Purpose-built meeting rooms live on the exhibition floor, providing a convenient yet private space for those all-important conversations away from your stand.



ICC capital suites

The largest available meeting rooms with huge lobby areas, ample daylight and a private terrace, providing the flexibility to host events for up to 1,394 delegates.



Gallery Suites

Looking for a private space to host a workshop, board meeting or team presentation? Located just off the show-floor, our flexible gallery suites offer privacy and convenience.



Networking

Capture audiences attention and generate buzz at Bett UK with our world-class content programme! Celebrating the best and biggest names in education, with thought leadership, product demos, and more, you can champion your company to a captive audience.



Bett Awards

The prestigious Bett Awards bring the very best of the EdTech industry together for a night of celebration and networking. Whether you're wanting to reward the hard work of staff, recognise the loyalty of customers or simply widen your network and brand presence, the Bett Awards offer a variety of hospitality and branding packages, starting from £4,950.



Networking Receptions

Invite-only breakfasts, lunches and drinks receptions can be designed to suit your brand and budget.



Partnerships

We're proud of our partnerships, helping to build a better future for education, together.

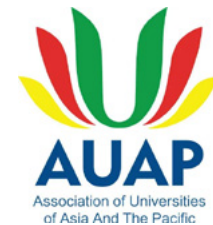
Worldwide Partner



Global Partners



Show and Media Partners



Got a particular topic you want to champion?



Let's explore a Partnership!

We're here to chat!

Whatever your objectives are this year, we can help create a bespoke package for Bett 2024 to suit your goals. Book a call with us and let's be gamechangers together.



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