

# A LEADER'S GUIDE TO DIGITAL TRANSFORMATION

**bett**

23-26 JANUARY 2019

LONDON EXCEL

# BETT 2019

## HIGHLIGHTS FOR LEADERS

FOR BETT 2019 WE'RE CREATING A LEARNING FOCUSED AGENDA TO SIT AT THE HEART OF THE SHOW AND TO PROVIDE PRACTICAL SOLUTIONS AND INSPIRATION IN EQUAL MEASURE. PULLING TOGETHER OUTSTANDING EXAMPLES OF PEOPLE, AND ORGANISATIONS, WHO ARE DOING AMAZING THINGS IN, AND FOR, THE SECTOR.

THE THEMES FOR BETT THIS YEAR ARE BASED ONLY ON THE NEEDS AND CHALLENGES OF THE EDUCATION COMMUNITY, BROUGHT TO LIFE THROUGH CPD ACCREDITED SEMINARS, CHALLENGE FOCUSED FEATURES, CASE STUDIES AND PRACTICAL SOLUTIONS.

### 21ST CENTURY SKILLS AND KNOWLEDGE

The next big challenge faced by teachers and leaders is helping their students be ready for an uncertain future. We'll be bringing to life all the skills that learners today will need to thrive tomorrow, and showcasing the best examples of institutions who are challenging their learners to become entrepreneurs and use their abilities to do exceptional things.

### SEN AND NEURODIVERSITY

The management of visible and invisible learning needs is becoming more of a challenge across all levels of education. Especially as more systems move towards integrated education which creates a more diverse learning space. Across Bett we'll showcase the products and solutions through trails and our new SEN area. Within the broader Bett seminar programme we'll share best practice and inspiring stories to help improve knowledge and learning of teachers, leaders and support staff.

### EXCEPTIONAL PEDAGOGY

There are remarkable things happening in learning spaces all over the world such as personalised and mobile learning. We'll be sharing the stories and insights behind that best practice in teaching and learning, with a dedicated space for you to network with your peers and share ideas and best practice.

### CLASSROOM TECH AND RESOURCES

Moving beyond the big shiny hardware on show at Bett is something that teachers have been calling for. We're going to highlight large and small examples of innovative tech and resources, especially in the run up to the show, that can help empower learning – many of which are free or work for schools on a budget.

### INSTITUTE TECH AND SOLUTIONS

Operating a school that uses data and analytics to drive improvements in student outcomes and operations is fast becoming a pre-requisite. Additionally, they help with the latest approaches to assessment and workload management. We'll highlight the examples, case-studies and best practice that can help Senior Leadership Teams and infrastructure management to make the right choices for their institution and make improvements to existing tech.

FIND OUT MORE

# ACCESS THE CPD WEBINAR SERIES

AVAILABLE FROM MONDAY 29TH OCTOBER

We're releasing three CPD-Accredited webinars on Monday 29th October in easy-to-digest, 30 minute sessions.



WITH OVER 150 HOURS OF ACCREDITED SESSIONS OVER 4 DAYS, BETT PROVIDES EASY ACCESS AND ENGAGING PROFESSIONAL DEVELOPMENT FOR EDUCATORS AT EVERY LEVEL.

EACH SESSION WILL FEATURE PRACTITIONERS SHARING THEIR EXPERIENCE AND KNOWLEDGE ON THE FOLLOWING SUBJECTS:

- DEVELOPING LEARNERS WITH 21ST CENTURY SKILLS AND KNOWLEDGE
- LEVERAGING AR/VR TO DRIVE ATTAINMENT
- WHAT IS AI IN EDUCATION?

The Bett Team will also be on hand on social channels to host a Q&A in the afternoon. We hope you'll find these valuable as part of your Autumn inset days or for staff training at their convenience.

FIND OUT MORE

# VISIT THE ED TECH SURGERY

On the evening of Thursday 24th January, at the ExCeL, we are hosting an interactive session featuring a panel of three edtech specialists, expert in pretty much all areas, including creating ecosystems and teaching and learning workflows, flipped and blended learning approaches, digital parenting and well-being, AR/VR and AI, and new innovative growing trends in education within the digital landscape.

Our hosts will be inviting the audience to share their digital challenges, questioning them on current issues or asking how to develop solutions to their challenges. This evening session will be followed by an opportunity to network with other leaders in education.



REGISTER AND BE PART OF THE SURGERY

# THE WHY? WHAT? & HOW? OF DIGITAL TRANSFORMATION

THE GENERAL CONSENSUS, FROM FEEDBACK THAT LEADERS AND EDUCATORS HAVE SHARED WITH BETT, IS THAT ALL CHANGE IS DRIVEN BY CIRCUMSTANCES, BUT ITS SUCCESS OR FAILURE IS INTRINSICALLY LINKED TO EMOTION. INSPIRE AND NURTURE THE RIGHT EMOTIONS AS PART OF A CHANGE AGENDA AND YOU CAN EXPECT A FANTASTIC RESULT. THE INITIAL STEPS TO CREATING DIGITAL CHANGE FOR SUCCESSFUL IMPLEMENTATION ARE DRIVEN FROM THE WIDER COMMUNITY.

## 1. UNDERSTAND WHY YOUR INSTITUTION NEEDS TO TRANSFORM

Understanding 'why' must be at the heart of your work, and this requires a consultative phase where you need to work with your colleagues, learners, parents, and stakeholders to understand their needs and views.

### A. ASK THE RIGHT QUESTIONS

- > WHAT'S THE BIGGEST CHALLENGE?
- > WHY IS IT CAUSING A PROBLEM?
- > WHAT WOULD IT LOOK LIKE TO BE ON THE OTHER SIDE?
- > WHO NEEDS TO BE INVOLVED IN THIS PROCESS?
- > WHY SHOULD THEY BE PART OF IT?
- > WHAT MIGHT STOP THEM FROM SUPPORTING AND ASSISTING WITH THE CHANGE?
- > WHAT WILL THE IMPACT ON LEARNING BE BY HAVING CHANGE?
- > WILL IT MEASURABLY IMPROVE AN ASPECT OF THE INSTITUTION?
- > HOW ARE THINGS BEING DONE NOW AND WHY IS IT THAT WAY?
- > IF A DIFFERENCE IS TO BE MADE CAN IT ENHANCE THE AMOUNT OF TIME SPENT TEACHING?
- > WILL IT ADD TO ANYBODY'S WORKLOAD, IF SO THEN WHAT CAN BE TAKEN AWAY FROM THEM?



### B. GATHER EVIDENCE FROM ALL RELEVANT SOURCES INCLUDING STAFF, PARENTS AND GOVERNORS.

### C. SURVEY YOUR LEARNERS AND THEIR PARENTS IF YOU NEED TO QUANTIFY YOUR EVIDENCE BASE

This multi-layered approach uncovers whether things are indeed a problem for everybody. The act of consulting also brings everyone on board, helps them to prepare for change and crucially feel part of it.



## 2. UNDERSTANDING WHAT YOUR INSTITUTION NEEDS TO DO TO TRANSFORM

Working with a much smaller group now, look at exactly what needs to change. It could be practices, introducing new technologies, or improving existing versions of each.

This group, ideally led by yourself, needs to appoint a systems and technologies lead and a learning outcomes director.

Avoid simply looking at this solely from a technology angle. By taking time to decipher the 'why', you'll have uncovered a 360-degree view of what needs adapting or changing, and will also have an understanding of the emotional reactions that need to be managed or shifted. And finally, to relate that to an audit of technology and capability in place, which will help you define your buying needs for Bett.

## 3. UNDERSTANDING HOW YOUR INSTITUTION NEEDS TO TRANSFORM

This third stage should allow you to create a comprehensive plan and timeline of how and when you want to achieve the change by, along with an outline of who needs to be involved and their roles and responsibilities.

Most importantly, you'll have a clear idea of **why** and **what** you're doing so when you speak to a technology provider or any other type of supplier, you'll be able to share this vision with them, ideally in the form of a *Request For Proposal* (this is a document typically used by suppliers to generate a quote and project plan and evaluate their responses against your objectives).

Don't forget to set measures of success. Is it improving grades or making things faster? etc. Factoring in how you evidence this across every part of the project will help you to demonstrate success to stakeholders. Now you have a project plan and a team to guide it through, you need to create a communications plan to go with it.

An essential part of success at this stage is to ensure you put in place comprehensive training and CPD for all staff and have a set of champions drawn from across the institution whose job it is to help implement the change. Empowering them to lead this aspect can be a great way to ensure your change is adopted and embedded and more likely to lead to a successful outcome.

For further reading, the government has provided extensive support around the area of buying. Access this at [www.gov.uk/guidance/buying-for-schools](http://www.gov.uk/guidance/buying-for-schools).

# THE EDUCATION COMMUNITY WELCOMES TWO SHOWS UNDER ONE ROOF

WITH A FOCUS ON SCHOOL EFFICIENCY, THE EDUCATION SHOW IS MOVING TO LONDON FOR 24-25 JANUARY 2019 TO SIT ALONGSIDE BETT. TOGETHER WE WILL HOST THE WORLD'S LARGEST GATHERING OF THE EDUCATION COMMUNITY. ALL PRACTITIONERS WILL BE GIVEN FREE ACCESS TO BOTH SHOWS, WITH JUST ONE BADGE.

With both events under one roof we are aiming to **save you valuable time** by being able to gather school essentials in one place. For 2019 the Education Show is extending its offering to incorporate **Policy, Pedagogy, and School Management**. It has everything you and your team need to make your school a success, from classroom resources, furniture and outdoor equipment to professional services.

ONE DESTINATION, TWO SHOWS,  
JUST ONE BADGE.

"AS A SENIOR LEADER IN EDUCATION THE MOVE OF THE EDUCATION SHOW TO BE ALONGSIDE BETT, AND TO PUT THE NEEDS OF SCHOOL LEADERSHIP TEAMS FIRST, IS A VERY WELCOME CHANGE. IT WILL RESULT IN MORE EFFECTIVE USE OF THAT MOST PRECIOUS COMMODITY A SCHOOL LEADER HAS, NAMELY TIME! I'M PERSONALLY DELIGHTED TO SUPPORT THE MOVE AND I LOOK FORWARD TO MEETING MANY OF MY COLLEAGUES IN LONDON IN JANUARY 2019 AT EXCEL."

CARL WARD, CHIEF EXECUTIVE  
OF THE CITY LEARNING TRUST  
AND PRESIDENT OF THE ASCL



LET'S MAKE SCHOOLS

# THRIVE

24-25 JANUARY 2019

EXCEL LONDON



#EdShow19

# THE BUSINESS CASE FOR ATTENDING BETT

## FOR YOUR SENIOR LEADERSHIP TEAM:

- > A SINGLE DESTINATION TO TAKE CHARGE OF YOUR INSTITUTION
- > CONNECT WITH SUPPLIERS AND PEERS TO FIND THE RIGHT SOLUTIONS
- > FIND PRACTICAL SOLUTIONS TO REDUCE TEACHER WORKLOAD AND IMPROVE SCHOOL EFFICIENCY
- > PERSONAL AND PROFESSIONAL DEVELOPMENT

## FOR YOUR TEACHERS:

- > CONNECT THE CURRICULA WITH CREATIVITY
- > LEARN EFFICACY FRAMEWORKS FOR IMPLEMENTING TECH
- > FIND PRACTICAL SOLUTIONS TO IMPROVE SEN OUTCOMES
- > 150 HOURS OF CPD ACCREDITED CONTENT



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