

Promethean®

BIGGER AND BETTER



THE BACKGROUND

Promethean has been exhibiting at Bett for 20 years now. But in 2019, Promethean wanted to go one step further, and make the four days of Bett the true highlight of their year – reaching and meeting every stakeholder, partner and customer at the show, as well as attracting new ones.

Here's how they did it.

THE CHALLENGE

To make Bett the big event of the year, the main challenge was to make sure the right stakeholders turned up, and most importantly found their way to the Promethean stand. This required an original, vibrant and expanded physical presence at the show – not just in size but in substance too.

Plus, Promethean is a global brand with a far-flung customer base, so a key business objective was to gain more international customers. With 44% of Bett's visitor base attending the show from overseas, bringing them to the stand was a key focus.

“Since first exhibiting at Bett around 20 years ago, we've built on our presence year-on-year – every time striving to deliver a bigger and better experience for our customers, prospects and partners. As a global education company, Bett is an international stage where we can strategically position our offering and provide an important focal point for all of our activities across the world.”

Ian Curtis,
Head of EMEA & APAC
Markets

“As a manufacturer who sells through distribution partners, Bett is the ideal opportunity to engage directly with teachers, school leaders and ICT managers. We’re able to showcase our offering to a captive audience and then often signpost these to some of our key reseller partners who also exhibit at the show. This dovetail approach has consistently proven an effective sales and marketing strategy.”

Alistair Hayward,
Head of UKI & ANZ
Markets

THE SOLUTION

Promethean achieved these objectives by bringing its full marketing firepower to Bett – and they designed a stand to match. Two separate branded stands faced each other over an aisle, with Platinum Suite sponsorship allowing all stakeholders to gather under one roof (or two!)

Once this expanded stand presence had attracted the visitors, on-stand creative activities kept them there. The #ClassroomStory campaign featured educators talking about what inspires them in their profession, while one of the participating teachers in the Grandmaster Challenge showcased how Promethean solutions can enhance learning.

All this took serious work starting a matter of weeks after the previous year’s show; Promethean’s international field marketing team led the planning and delivery of the brand’s presence at Bett, with substantial support from other functions.

THE RESULTS

This turbo-charged Bett presence delivered results against every performance metric, meeting all the pre-show objectives.

The expanded stand presence delivered strong return on investment, with a 30% increase in footfall to the Promethean stand across the event. International visitor traffic was also up – the first day alone saw more overseas visitors than the whole of the previous year’s event. They represented 32 countries in total, giving Promethean a truly global reach and delivering on a vital pre-show goal. All in all, 11 months of preparation was time well spent.

The lesson? When it comes to Bett, you get out what you put in.

The logo for Bett, featuring the word "bett" in a white, lowercase, sans-serif font inside a purple oval shape, which is centered on a dark blue rectangular background.