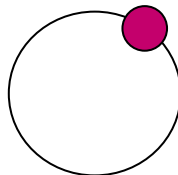
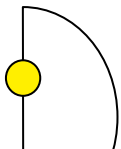
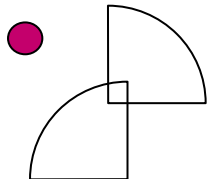


# HOSTED LEADERS PROGRAMME 2022

Halls S1 - S2, ExCeL London  
23-25 March 2022



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Email [hosted@bettshow.com](mailto:hosted@bettshow.com) to get involved

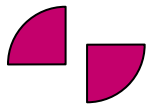
“

I'm excited to get the opportunity to meet with likeminded people from the community - with so many dramatic changes in education, the global nature of the community will be invaluable.

”

**John Short Ring**  
Deputy Head  
King's College  
School  
Wimbledon





# WHAT IS IT?

Our Hosted Leaders Programme matches school, university and government leaders with thoughtfully selected education solution providers to discover innovative new products and services, via 15 minute face-to-face meetings. Meetings will take place at designated times throughout 23-25 March 2022, alongside the Bett and Learnit events in the S1 and S2 Halls, ExCeL London.

Each meeting is based on both parties' mutual interest. We only match meetings where there is value for both the educator leader and the company. Participating educator leaders identify challenges they are trying to overcome and products and services they are looking to source, and education solution providers request meetings with leaders who are actively searching for the products and services they deliver. No random meetings or forced connections, just high-quality conversations between two parties who are perfectly matched to do business.

This invaluable initiative provides tangible ROI for all participants. Book now to discover a truly unique opportunity to start building productive, meaningful relationships with your future partners.



## SAVE THE DATE

### 23-25 March 2022

# WHO CAN TAKE PART?

## 1. Educator Leaders: K-12, HE or Government

The programme is open to anyone in a leadership position within a school, university, or education system (e.g. government or state). Each education leader must be responsible for buying or evaluating education products, services and/or technology. Applicants should apply via our website or email [hosted@bettshow.com](mailto:hosted@bettshow.com) for more information.

## 2. Education Solution Providers

The programme is open to all learning and technology companies that provide solutions or services to schools, universities and governments, both in the UK and internationally.

Email [hosted@bettshow.com](mailto:hosted@bettshow.com) to get involved



**Jo Gathern**  
School Business  
Manager  
**The Glebe Primary  
School**

“  
Thank you for letting me be part of the Hosted Leaders Programme, it was great! **It was like having a personal assistant to help set up the right meetings for me.** As a result we have already signed up with one of the suppliers – there is a good chance that I wouldn't have found them otherwise.  
”

# WHY TAKE PART?

As an education solution provider, what do I get?

- **Scheduled meetings with pre-qualified educator leaders** searching for your solution, product and/or service. Request meetings with leaders and showcase how your company can deliver the solution for their institution and overcome the issue they are trying to solve.
- **Choose your meeting package** and meet leaders that match your key customer profile. There are two meetings packages available on this programme:

1.

**Leader Plus;** 6 x 15 minute meetings with educator leaders who meet one or more of the following criteria:

- a. Responsible for budget across 6 or more institutions
- b. Budget of \$1 million (£720k) or more
- c. Work for a ministry of education at a federal, state or municipal level

- 6 meetings are £3,900 plus VAT. Additional meetings can be purchased at £650 plus VAT per meeting.

2.

**Leader;** 10 x 15 minute meetings with educator leaders who control budget and are seeking education products or solutions.

- 10 meetings are £3,500 plus VAT. Additional meetings can be purchased at £350 plus VAT per meeting.



**GENERATE  
LEADS**



**BUILD RELATIONSHIPS  
WITH SENIOR LEADERS**



# HOW IS THIS DIFFERENT TO OTHER PROGRAMMES?

## → Meetings are based on mutual interest

You decide who you want to meet. All meetings are double opt-in; both parties must agree to the meeting taking place. This means you meet with leaders where there is a genuine value for both of you. You also have the option to decline meeting requests from leaders where you don't believe a productive, meaningful relationship could develop.

## → Meet qualified buyers actively seeking new partners

We pre-qualify all educator leaders to ensure you meet with leaders who have direct responsibility for evaluating and purchasing products and services. They are serious buyers actively looking to meet and talk to suppliers and partners.

## → Select institutions that match your target customer profile

Decide which meeting package you want to purchase, Leader Plus or Leader, ensuring you meet institutions that match your key customer profile.

## → You don't need to be an exhibitor or sponsor to take part

The programme is open to all education solution providers.

## → Unfulfilled meetings are refunded

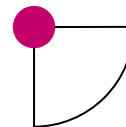
If a meeting is unfulfilled or someone doesn't show up to a meeting you have purchased, you'll be reimbursed on a per-meeting basis after the event closes.



# WHO HAS TAKEN PART PREVIOUSLY?

Previous participating education institutions include:

*Acorn Trust (UK), Al-Bayan Bilingual School (Kuwait), Aspire Academy Trust (UK), ASU Preparatory Academy (US), Baltimore City Public Schools (US), Benenden School (UK), Berlin Metropolitan School (Germany), British School in the Netherlands (Netherlands), Cardiff and Vale College (UK), Cidari Education Ltd (UK), Collège du Léman (Switzerland), DC Public Schools (US), Derby Diocesan Academy Trust (UK), Ebor Academy Trust (UK), Eton College (UK), Federal Institute of Education, Science and Technology (Brazil), First Federation Trust (UK), Forest International School, Paris (France), GEMS Education (Dubai), Hatching Dragons (UK), Kawartha Pine Ridge District School Board (Canada), King's College School Wimbledon (UK), Latymer Upper School (UK), Maharashtra International Education Board (India), Manor Hall Academy Trust (UK), Ministry of Education - Afghanistan, Ministry of Education - Chile, Nord Anglia Education (UK), Putney High School (UK), Scarborough College (UK), Solihull School (UK), Sotogrande International School (Spain), SPARK Schools (South Africa), Tecnológico de Monterrey (Mexico), University of California, Los Angeles (US), University of Cape Town (South Africa), University of Edinburgh (UK), Westminster Under School (UK), Wycombe Abbey School (UK), Yale University (US).*



**Peter Ashworth**  
CEO  
Cidari Multi  
Academy Trust



“

**The chance to meet new, emerging providers is particularly important in today's changing landscape, and I now know I can trust Learnit to introduce me to people I wouldn't have met otherwise.**

”

# WHO HAS TAKEN PART PREVIOUSLY?

Previous participating education solution providers include:





“

**You’re meeting with  
the people who  
actively want to talk to  
suppliers. So far it has  
been tremendous.**

”



**Catherine  
Oswin-Wilde**  
Sales Director  
Civica

## I want to see buyers before committing

- We don't release the list in full, however all meetings are based on mutual interests.

## 15 mins is too short for me to do a full demo

- This isn't a forum for you to do a full demo. You'll have detailed information on the person you are meeting with. This is an opportunity for an introduction where you have both indicated mutual interests. You can follow up afterwards to further develop a sale.

## What happens if you cannot match all the meetings I paid for?

- We only accept applications from companies we are confident we can provide meaningful matches for. If for any reason we cannot fulfil your allocation, you will receive a refund for meetings not scheduled/matched within 30 days after the event closes.

## What happens if I need to cancel my involvement?

- If you become unable to participate, you can suggest one or more substitutes from your company as your replacement in the programme. If you are not able to provide a substitute approved by us, you will not receive a refund.

## Do I get contact details for the people I meet with?

- Yes, once you have submitted your feedback after the event you will receive name, job title, company and email address for anyone you met with. Information will not be shared if the individual asks us not to share their information.

## What happens if the person I'm meeting doesn't turn up?

- All participants apply to take part, and complete T&Cs to ensure commitment to full participation. You will receive a refund for any meeting where the other person did not turn up.



# ABOUT US

## → About Bett

Bett in London is the world's largest education show. For over 36 years it has been there to connect the global EdTech and resources industry with educators, institutions and governments looking to learn, to trade, and to network.

Bett offers the chance to stand shoulder-to-shoulder with the biggest and brightest EdTech and resource providers, to demonstrate your commitment to innovation in front of the biggest gathering of education buyers and to generate the qualified leads that will set your business up for success into the future. As well as our world-leading exhibition, our digital solutions and omnichannel approach provide access all year round.

## → About Learnit

Learnit is the global community for educator leaders driving impactful change. We host intellectually honest conversations on the future of learning, and create meaningful connections between those affecting positive change for their learners.

Over 85,000 leaders receive the Learnit Memo every week. Subscribe to the Memo, listen to the Learnit Podcast, or sign up for our next event at **[www.learnit.world](http://www.learnit.world)**.

# GET IN TOUCH

Get in touch to discuss the programme in greater detail. The Hosted Leaders Programme is delivered in partnership between Bett and Learnit.

Email [hosted@bettshow.com](mailto:hosted@bettshow.com) to get involved

