

Bett UK 2023 'Reconnect, Reimagine, Renew' Video Requirements

Bett 2023 is the place to **reconnect** the education ecosystem, **reimagine** the potential of technology in education and **renew** our commitment to equitable learning for all.

Working to prioritise peer discussion and cutting-edge content, this year's Bett provides a place for the education community to congregate and tackle the plethora of business and pedagogical challenges faced by the sector. We're excited to come together this March with educators, senior leadership, EdTechs and innovators to explore new horizons for the education sector, giving students the greatest opportunity to overcome the challenges of tomorrow.

We would like to invite all speakers to provide a short video of themselves answering the question: **'What does 'Reconnect, Reimagine, Renew' mean to you?'** which will feature as part of the Bett 2023 social and digital campaigns and will set the tone for the overarching theme in the run-up to the show. You can view an example from last year [here](#).

Please see the video submission requirements below:

Contact Information

Please provide your name, job title and school/company.

Institution/Company Logo and Website URL

Please send a colour and black/white version of your institution/company logo. This may be used in Bett marketing/creative assets (we will be sure to confirm whether this is the case once we've finalised your video). File type can be .jpeg or .png.

Social Media

Please share with us your and/or your institution's social media handles so we can tag you and/or your institution/company.

Video Footage

Please supply a self-recorded 30-second video answering the question: **'What does 'Reconnect, Reimagine, Renew' mean to you?'**. Please then finish your video by saying: "See you at Bett!"

Feel free to be as creative as possible in your delivery – the more creative, the better!

Please note these videos will be posted on Bett's social media channels and used as marketing materials (website, collaterals, etc).

Technical requirements for video

- Recording devices can be laptops or PCs (Mac – Quick Time player, Windows – Camera), iPhone or DSLR cameras.
- **Please ensure that you film in landscape mode.**
- Always record and export files in high resolution as HD clips / 720p or 1080p as mp4 or mov file
- Record yourself with good sound quality / via webcam or external/internal mics
- You can record your statement in your school or other location of your choice
- Please use lighting that highlights your face if the room is dark
- Please ensure your file name is clearly labelled

Please share your video via a OneDrive/Google/Dropbox link to the following emails:

emily.colyer@bettshow.com

elle.monaghan@bettshow.com