



London
29-31 March
2023

a Hyve event

Content Overview Bett 2023





Overview

- 2023 Theme
- Global Themes
- Audience
- Research
- Session Format
- Bett Theatres

Mission Statement

Bett is the meeting-place for the global education community, 365. We spark ideas and provide opportunities for discovery, connection and trade to empower educators and learners to fulfil their potential.

Bett UK 2023 Overarching theme



We're delighted to announce that our overarching theme for our 2023 show is

Reconnect

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.

Reimagine

Renew



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Global Themes



Leadership

- Driving an economically and environmentally sustainable digital strategy
- Ensuring cybersecure and streamlined infrastructure and management systems
- Harnessing meaningful partnerships to benefit the whole education community



Futures

- Driving the Sustainable Development Goals through policies, practices and the curriculum
- Championing emerging EdTech innovators and technologies
- Harnessing future facing technologies to drive learner outcomes



Inclusion

- Ensuring equitable access to education
- Providing of range of assistive technologies and practices
- Creating a truly inclusive and representative school community and learning experience



Wellbeing

- Engaging the student voice to shape strategy and practices
- Embedding knowledge to support mental wellbeing practices across school communities, staff, learners and families
- Rebalancing workload and improving retention through a focus on staff wellbeing



Skills

- Harnessing technology to help students develop critical skills for the future of work
- Professional development for empowered, skilled and confident staff
- Reframing assessment to recognize and nurture lifelong skills



Innovation

- Fostering collaboration and sparking curiosity through online and physical learning environments
- Creative approaches to strengthen learning in and beyond the classroom
- Rethinking curriculum and pedagogy to reflect the accelerated use of technology

Bett 2022 in numbers



16,400

Number of unique attendees



22,600

Total footfall



31,000

Total number of pre-registration



394

Total number of exhibitors



394

Speakers



549

Total number of Government attendees



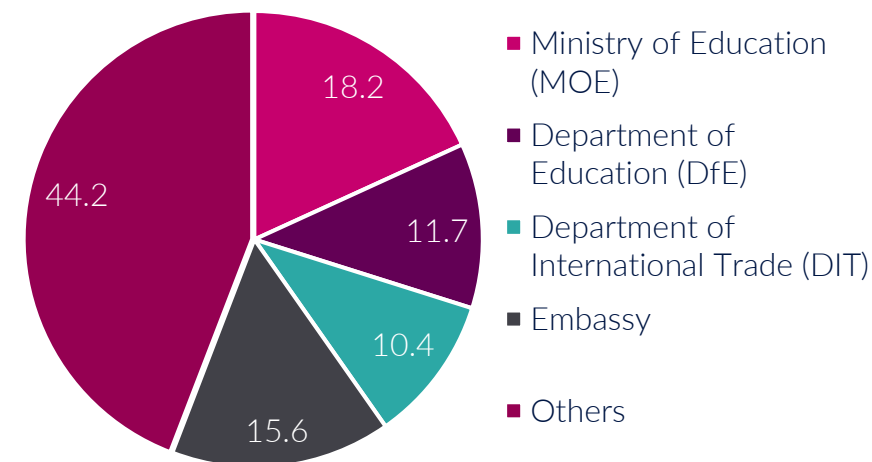
104

Total countries represented

Top 10 countries in attendance

| | |
|--|-------------|
| | UK |
| | Netherlands |
| | Norway |
| | Spain |
| | Slovenia |
| | Denmark |
| | Hungary |
| | France |
| | Brazil |
| | Ireland |

Government Representatives **549**



31%

International



69%

UK

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Our audience personas



Tech Lead (System)

Chief Information Officer, Head / Director of Transformation, Integration Officer, Head of Digital Literacy, ICT Director, Director of Technology, Chief Technology Officer, Digital Innovation Specialist, Head of Digital Strategy, Director of Innovation, Network Manager, ICT Operations Manager



Business/ Finance Lead

Principal, Head of Teaching and Learning, Head of School, Headteacher, Academic Development Officer, School Business Manager, Administrator, Governor



Tech Lead

ICT Director, ICT Manager, Head of IT, Head of Digital Strategy, Head of Computing, Computing Subject Lead, Digital Innovation Lead, Director of Digital Learning, IT Coordinator



Educator/ Lecturer

SEND Teacher, Teaching Assistant, Education Welfare Officer, School Librarian, Safeguarding Lead, Training and Development Officer, ICT Technician, Sports Coach, MFL/EAL, Primary school teacher, Secondary school teacher, Quality and Student Services, Inclusion Lead, Careers Adviser



Government

Ministers/Secretaries (Vice/Under), Education, Planning and Development, Ambassadors, Trade Officers, Director General, Education Technology, Pedagogy, Vocational Education/Skills Development, Innovation, Science & Research Groups, Implementers, Regulators and Advisors



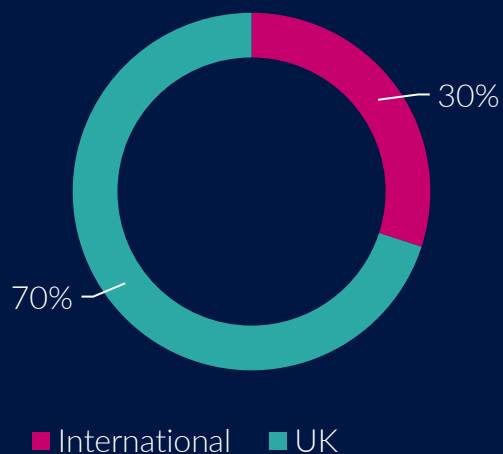
Resellers and distributors

CEO, Managing Director, Commercial Director, General Manager, Category Manager, Education Buyer, Head of Education Business, Product Manager, Education Sales Manager, Business Development Director, Director of Education Solutions, Technical Director

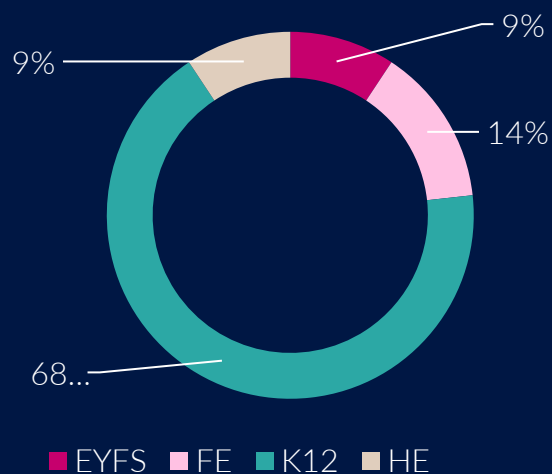
Research Findings

From June – August 2022, 75 research calls were conducted with a cross-section of roles from across K-12, FE and HE to understand the sector's priorities and to help us tailor our content to address their challenges.

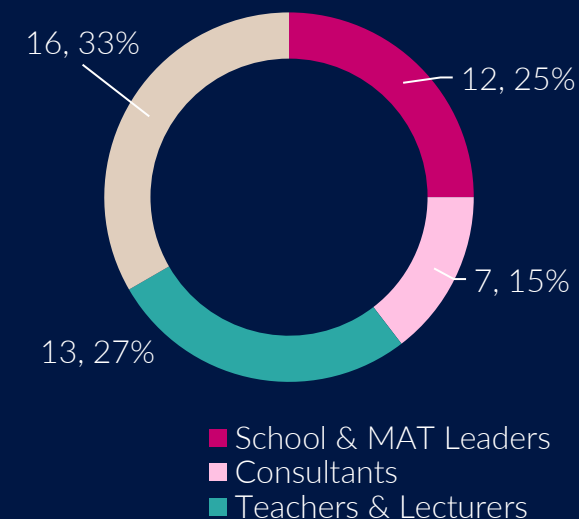
Geography



Sector



Audience personas



Hotness Poll

The research found that the following subjects were of most importance across all persona groups

| Subject | Mentions |
|---|----------|
| Management & strategy: driving a sustainable and agile digital strategy | 61 |
| Professional development & peer to peer learning: CPD and building a shared practice to support teachers, administrators, leaders and parents | 58 |
| Pedagogy: the why, when and how of using tech to support teaching & learning | 33 |
| Accessibility: removing barriers to learning | 29 |
| Wellbeing: embedding a whole-school/institution wellbeing culture | 26 |
| Skills & employability: critical skills for the future workforce Diversity, equity and inclusion ensuring access for all learners and equitable opportunities for learners and educators | 22 22 |
| Cybersecurity: ensuring robust and secure infrastructure, network and data management | 20 |
| Budget challenges: Looking at best ROI and impact for limited budgets and other sources of income | 19 |
| Climate & sustainability in the curriculum and across the school strategy | 18 |
| Long-term device strategy: sustainable plans for the long-term use of 1:1 devices | 16 |
| Future emerging technology: AI and the Metaverse; discovering emerging startups and innovators | 16 |
| XR: meaningful use of AR and VR in the classroom | 16 |
| Assessment: Reimagining assessment purpose, content and delivery | 13 |
| Parent & community engagement: Building closer ties with parents and the local community and supporting parents' increased involvement in the education process | 12 |

Session Formats

As institutions around the world embrace new approaches to teaching and learning, we're encouraging our speakers to embrace more interactive styles of content. At Bett, we're committed to hosting diverse and representative experts and content. We hope you'll support us in this mission when inviting speakers to participate.

Panel Discussions

1 moderator
Up to 4 panellists

- A discussion led by a moderator on a particular theme
- Different perspectives and groups across the education sector
- Slides discouraged
- Audience Q&A Optional

Fireside Chat

1 moderator
1 guest interviewee

- A relaxed conversation with an expert in a particular field to draw out deeper insights
- Most suited to the Arena, Leaders, T&L
- No slides
- Audience Q&A Optional

Keynote

Solo presenter

- Delivered by a highly regarded expert in the field
- A macro-thought leadership piece designed to inspire
- Most suited to the Arena
- Slides and video optional

Presentation / Co-Presentation

1 or more presenters

- A presentation on a topic or theme that shares knowledge, best practice and resources
- Slides recommended
- Audience Q&A optional
- Suited to all theatres

Lightning Talks

1 moderator
3-6 speakers

- 5 – 10 minutes each
- Quickfire presentations (max 5 slides)
- Clear, direct presentation of ideas
- Suitable for all theatres
- No Q&A

Case Studies

1 or more presenters

- Identifying and analysing a solution to a specific challenge
- Sharing of knowledge and best practice
- Slides optional
- Suitable for all theatres
- Audience Q&A Optional

Talk & Tour

A talk followed by a tour of the show floor to visit relevant exhibitors

E.g Deliver a talk on AR capabilities, followed by a tour to visit AR tech providers

The tour will be hosted by the speaker and their team and included stands are at their discretion.

Please consider the maximum audience number and be prepared to divide the tour into smaller groups

Tech Demo

1 or more presenters

- A live demonstration of a product
- Identifying the challenges and demonstrating how the solution addresses these
- Ideally delivered by a teacher
- Slides optional
- Most suitable for the Tech in Action Theatre

Bett UK 2023 Theatres

The Arena

**Leaders
@ Bett**

**Teaching &
Learning**

**Esports @
Bett**

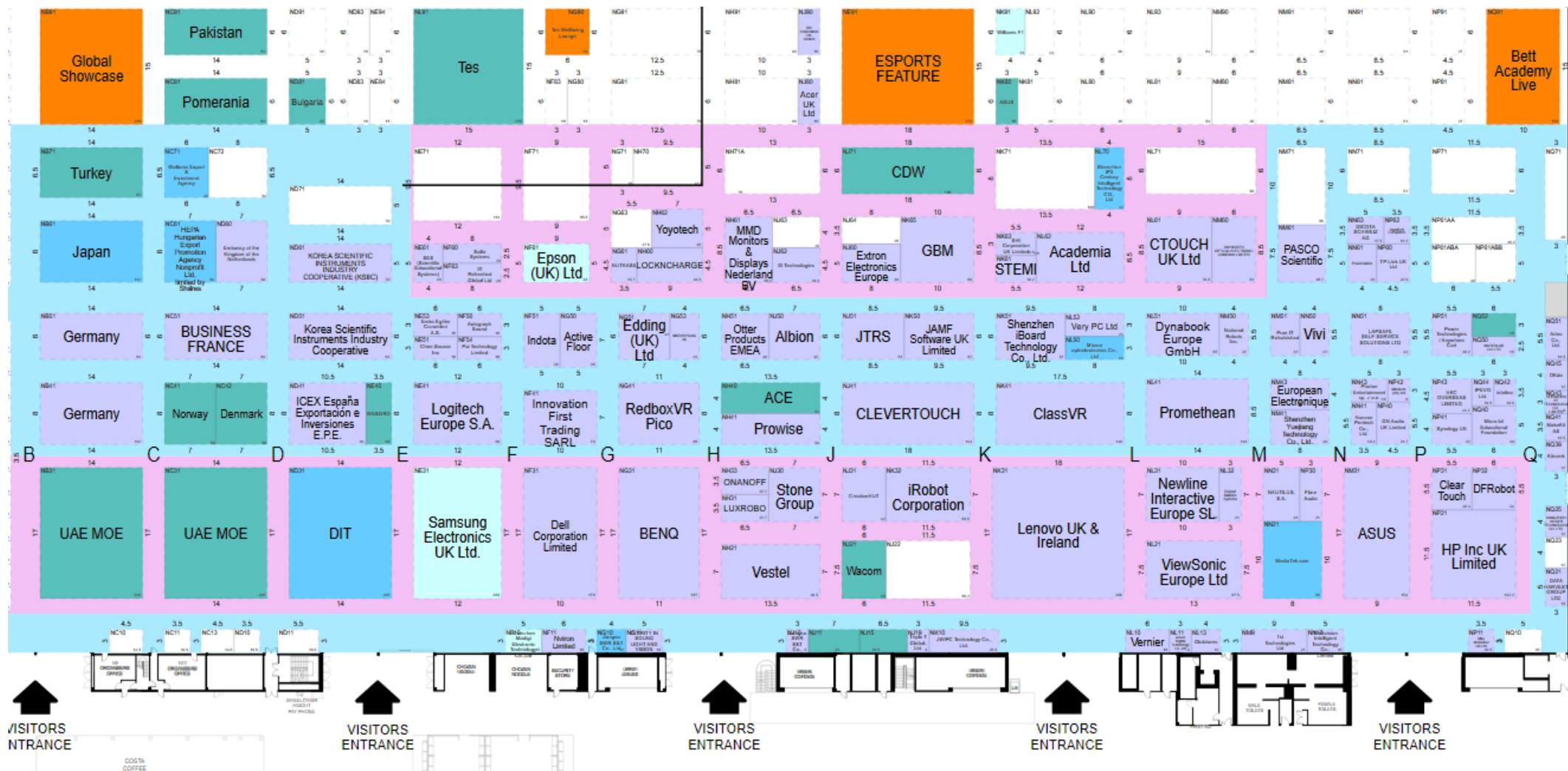
**Bett
Academy
Live**

**Tech in
Action**

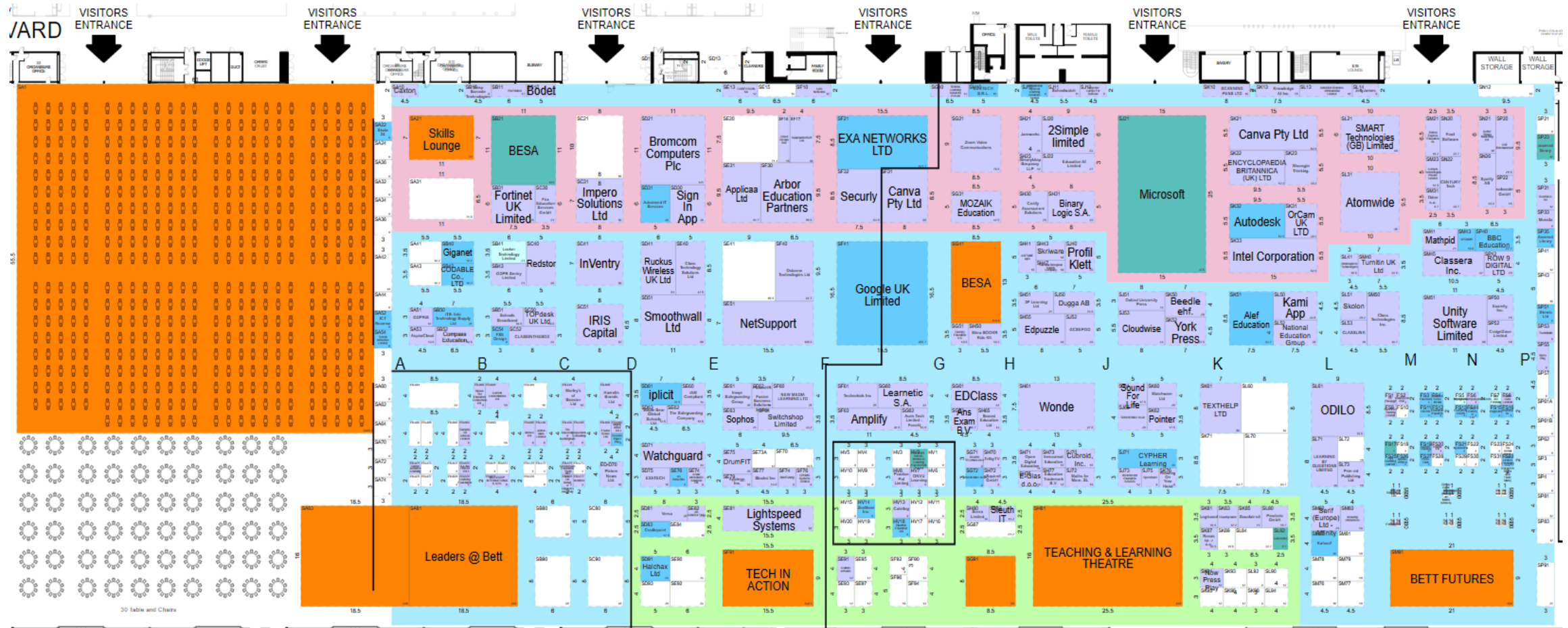
Futures

**Global
Showcase**

North Hall



South Hall



ExCeL Centre

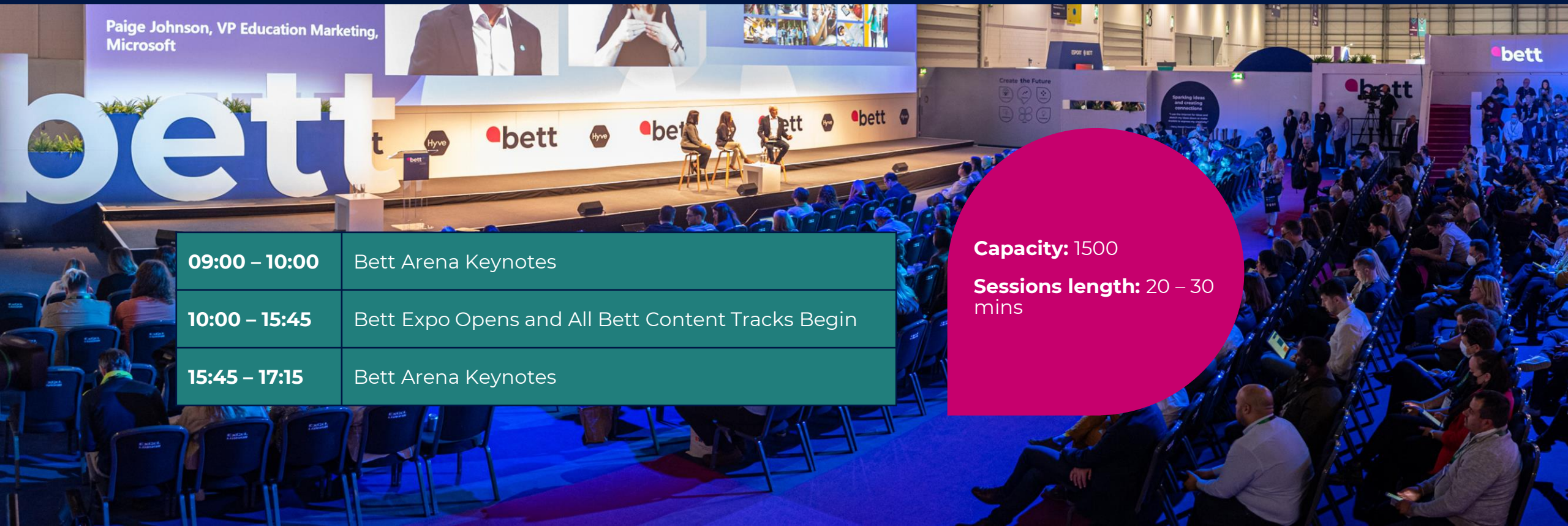


Bett Arena

Brand new for Bett 2023, we'll be restructuring the way we schedule content to ensure the Bett Arena becomes a must-attend, can't-miss destination, featuring the most important voices in education along with some stardust surprises.

In its brand new, sound-proof home off the show floor, we'll host morning and late afternoon Arena sessions designed to not clash with our other stages or our meetings programme, ensuring our audience won't miss out on our headliners!

We'll be dedicating our **Friday afternoon** Arena sessions to showcasing student voice, featuring the ever-popular Kids Judge Bett, alongside the launch of our inaugural Design4SDGs Design Challenge.



| | |
|---------------|---|
| 09:00 – 10:00 | Bett Arena Keynotes |
| 10:00 – 15:45 | Bett Expo Opens and All Bett Content Tracks Begin |
| 15:45 – 17:15 | Bett Arena Keynotes |

Capacity: 1500

Sessions length: 20 – 30 mins

Leaders @ Bett

The Leaders @ Bett theatre is the place for policy, digital strategy, whole-school management, FE transformation and more. Sessions are led by institution leaders and their teams.

- **Capacity:** 180

- **Audience:**

- Group/Trust leaders
- IT leaders
- School/College/Institution leaders
- Digital learning leaders

- **Session length:** 30 mins

- **Content Lead:** Emily



Teaching & Learning

The Teaching & Learning theatre is where we celebrate the best use of technology for engaging all students, demonstrating creative learning experiences that enhance teaching and enrich learning across the curriculum.

- **Capacity:** 250
- **Audience:**
 - Digital learning leaders
 - School teachers and staff
- **Session Length:** 30 mins
- **Content Lead:** Emily



Esports @ Bett

Esports @ Bett, hosted in association with British Esports, will showcase how schools and universities can harness this growing industry to engage students, support teaching and learning objectives and identify future skills. Each afternoon will host a takeover tournament between schools Esports teams.



- **Capacity:** 75
- **Audience:** Secondary, FE and HE students, teachers and leaders
- **Session Length:** 20 - 30 mins
- **Content Lead:** Elle

Bett Academy Live

Modelled on our online series of Bett Academies, this theatre is the perfect place for educators and leaders to top up their CPD. We take a closer look at classroom practice with schools sharing best practice and expert bodies delivering practical advice and support.

- **Capacity:** 100
- **Audience:** teachers, leaders, IT managers and directors.
- **Session Length:** 30 mins
- **Content Lead:** Anna B





TECH IN ACTION NORTH

Tech in Action

The Tech in Action theatre is the place for practical product demonstrations to deepen understanding and evaluate efficacy of hardware and software solutions

- **Capacity:** 100
- Headphones for the audience
- **Audience:** teachers, leaders, IT managers and directors
- **Session Length:** 20 mins
- **Content Lead:** Anna B

Futures

The home of the startup where you can discover emerging innovations from EdTechs in the UK and around the world, at the start of their journey. Sessions are a mix of advice for start-ups, showcase pitches from exciting young companies and best practice case studies around evidencing impact.

- **Capacity:** 75

- **Audience:** Teachers, leaders, entrepreneurs, investors and EdTech consultants

- **Session Length:** 30 mins

- **Content Lead:** Anna B



Back for 2023!

Global Showcase

The stage where Bett meets the world. The Global Showcase Theatre will host case studies from Ministries of Education, explore methods of entry into regional markets, and present key opportunities for international resellers looking for new products and partners. These sessions will support those looking to build an international network and develop their import/export strategy.



- **Capacity:** 50

- **Audience:**

International leaders, government officials, trade bodies, NGO's and companies

- **Session Length:** 30 mins

- **Content Lead:** Anna D

Connect @ Bett

For Bett 2023, we are transforming the way our community connects and collaborates by launching Connect @ Bett – a completely new, tech-enabled meetings programme that will drive more meaningful conversations than ever before in Bett's 37 year history.

Connect @ Bett will enable thousands of education buyers to meet directly with 300 EdTech companies for over 5,000 15-minute meetings as part of Connect @ Bett.



Connect @ Bett

Connect @ Bett empowers education buyers 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.

Education buyers join the program to:

- To ensure they are valuable, all Connect @ Bett meetings are double opt-in (both people want to meet each other) and scheduled based on each individual's availability.
- 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 program to:

- Generate qualified leads by meeting prospects from education institutions and governments that have specifically chosen to meet with them - these 15-minute meetings can be continued onsite or post-event by requesting a follow up meeting in our app
- Engage with new and existing buyers within current customer organisations to find future ways to work together
- Launch new products and make announcements to 2,000+ qualified education buyers

Connect @ Bett is available for free to anyone from Education Institutions or Governments that are involved in or have influence over purchasing decisions.

EdTech companies, from start-ups to major brands from across the global education industry are joining Connect @ Bett by purchasing meetings packages.

They are providers of: (1) Teaching & Learning Technologies, (2) Equipment & Hardware, (3) Management Solutions, and (4) Non-Tech.



Content Milestones

| Milestone | Start Date | Due Date |
|---|--------------------|--------------------|
| Session forms and speaker details forms to be returned to Bett | 16/12/2022 | 16/12/2022 |
| All AV requirements to be briefed to Bett content team | 20/01/2023 | 20/01/2023 |
| Briefing calls conducted (if required) with Bett content team | 06/02/2023 | 24/02/2023 |
| Draft presentations to be shared with Bett content team | 24/02/2023 | 10/03/2023 |
| Deadline for all speakers to have registered to attend the show | 03/03/2023 | 03/03/2023 |
| Deadline for all presentations to be uploaded to Dropbox | 5pm GMT 27/03/2023 | 5pm GMT 27/03/2023 |

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