

Navigating Disruption in Higher Education

with Ahead by Bett



About Ahead by Bett

Higher Education institutions around the world are working at great pace to adapt to new approaches to learning, accelerate digital transformation, and take advantage of new business models recently introduced to the sector. With tech companies eager to pitch in on what is predicted to be a \$40bn market by 2024, how can we ensure we are providing senior leaders in Higher Education with the right tools to move forward?

To support universities and solution providers through this process and in response to emphatic demand from the Higher Education community, from the organisers of Bett, we have launched Ahead by Bett.

Ahead by Bett is a dedicated offering for the Higher Education community to come together with their peers and the world's leading education technology suppliers.

Our Founding Partners

Our Founding Partners are our key collaborators for the Ahead by Bett content programme. They work alongside us to provide a sounding board for our plans and ideas for the show, as well as helping us shape the programme to ensure we are meeting the needs of our visitors and exhibitors.



The launch of Ahead by Bett



In 2022, Ahead by Bett launched at ExCeL London alongside Bett. Across three days, we welcomed 1000+ institution leaders and educators from across the Higher Education landscape along with 20+ solution provider to learn, network and trade all within one space dedicated to Higher Education.

2022 Sponsors and Solution Providers

Worldwide Partner

Headline Sponsors



Supporters



Solution Providers and Sponsors



2022 Attendee Snapshot

» 1,100
Visitors



Attendees included

- CFO
- Chief Executive Officer
- Chief Commercial and Innovation Officer
- Chief Digital Officer
- Chief Innovation Officer
- Chief Operating Officer
- Co-founder & Chief Growth Officer
- Digital Technologist
- Director - Operations
- Director of Governance, Quality & Technical
- Director of Networking & Partnerships
- Director of Digital Strategy & IT
- Director of Education & Experience
- Director of Information Services
- Director of Innovation
- Director of IT & Estates
- Director of Social & Cultural Curriculum
- Director of Learning Innovation
- Head of Creative & Digital Learning
- Head of Cyber Security
- Head of Data & IT
- Head of Finance
- Head of Innovation and Learning
- Head of Integrated Technologies
- Head of IT Services
- Head of Learning & Teaching Transformation
- Head of Library Services
- Head of Technology Enhanced Learning
- Pro Vice-Chancellor (Partnerships)
- Pro-Vice-Chancellor
- Vice President - Qualifications

From leading institutions



Inspiring content

We delivered inspiring content across our three spaces:

» The Auditorium

The heart of Ahead by Bett and a key platform for changemakers, innovators and leaders in Higher Education.

» The Sandbox

An opportunity to experience innovation in practice and get hands-on with new technologies.

» The Collaboration Space

The central hub for peer-to-peer learning through curated networking sessions and in-depth roundtable discussions.

Speaker highlights

Over three days, we were delighted to welcome 100+ innovators and experts to discuss the future of Higher Education including:



» Prof Diana Laurillard

Professor of Learning with Digital Technologies, UCL Institute of Education



» Dr Jonathan San Diego

Senior Lecturer in Educational Technology, King's College London



» Julie Greenwood

Vice Dean for Education Initiatives, Arizona State University



» Prof Liz Bacon

Deputy Principal and Deputy Vice-Chancellor, Abertay University



» Matthew Syed

Writer Journalist and Broadcaster



» Prof Rose Luckin

Prof of Learner Centred Design, UCL Institute of Education

Session highlights



Is professional development the new frontier of Higher Education?

Speaker: Prof Diana Laurillard
Professor of Learning with Digital Technologies, UCL Institute of Education



Matthew Syed on mindset and high performance in Higher Education

Speaker: Matthew Syed
Writer, Journalist and Broadcaster



Using Artificial Intelligence to see the bigger picture in student data

Speaker: Julie Greenwood
Vice Dean for Educational Initiatives, Arizona State University



Student Recruitment 4.0: Exploring EdTech disruption and the recruitment revolution

Moderator: Patrick Hayes
Chief Development Officer, Times Higher Education



Redesigning assessment practices for a digital age

Speaker: Sarah Knight
Head of Learning and Teaching Transformation, Jisc



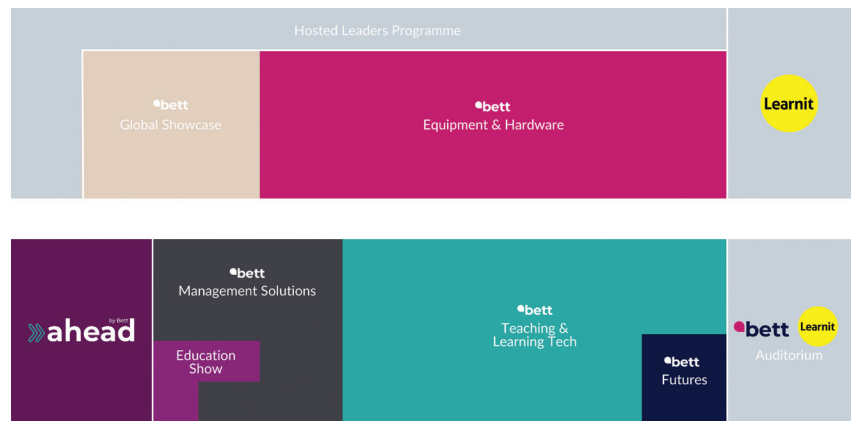
The Role of Women in 4IR: Developing a truly diverse and inclusive workforce

Speaker: Prof Liz Bacon
Deputy Principal and Deputy Vice-Chancellor, Abertay University

Ahead by Bett 2023

Join us for the biggest week in education

Ahead by Bett will be back 29-31 March 2023 alongside Bett and Learnit for the biggest week in education and will be the dedicated space for the Higher Education community.



Building on the success of 2022, we are expanding our offering to attract visitors and companies from across the globe.

» Increase show floor to offer stand space to 60+ exhibitors

» Expand our content programme and increase the offering to 4 theatres dedicated to Higher Education

» Expand show themes, content programme and target audience for a truly global show

» Provide further opportunities for solution providers to take part in content and features

Ahead by Bett floorplan



Target audience 2023

»» 4,000

Expected number of visitors

»» 60+

Partners, sponsors & exhibitors



Target job titles and breakdown of the audience for 2023

»» Senior Leadership Teams

Chancellor, Dean, Registrar, Chief Information Officer, Chief Operating Officer, Vice-Chancellor, Provost, Rector, Bursar, Head of Procurement

»» Technology Leads

Chief Information Officer, Chief Security Information Officer, IT Director, IT Procurement Lead, Head of Innovation, Head of eLearning, Head of Service Integration, Director of Transformation, Head of Digital Literacy, Director of Technology, Chief Technology Officer, Head of Digital Strategy, Estates & Building Management, Learning Technologist

»» Faculty Leads

Head of Faculty, Dean, Head of Department, Head of Subject, Director of Studies, Disability Adviser, Head of Student Success

»» Educators

Learning Technologist, IT Manager, Digital Learning Manager, TEL Officer, Student Officer, Professor, Lecturer

Showcase your solutions with Ahead by Bett

No matter what your objective, at Ahead by Bett we are here to provide the solutions that meet your needs. Across our brand, we have a number of opportunities to help you with:

» Lead Generation

» Branding

» Thought Leadership

» Networking

Stand and Space Opportunities

Be in the heart of Ahead by Bett 2023, and join us as one of our 60+ exhibitors. The Higher Education community will get the opportunity to interact with your brand and solutions in-person.



Prices start from £627 p/m² for space only or £660 p/m² for shell scheme.

To enhance your presence with Ahead by Bett both at the show or all year round, further opportunities that we'd be happy to discuss with you include:

- Digital Opportunities - webinars, website branding & solus emails
- Meeting Spaces
- Networking Receptions
- Show branding including floor tiles and hanging banners
- ExCeL Signage



For more information on these please contact Max Oliver or John Baldwin

Content Opportunities



» The Auditorium

The Auditorium is the site for academics, innovators, industry and leaders in Higher Education to discuss the future of the sector. Commercial sessions should prioritise high quality content drawn from experts and explore topics such as the business of Higher Education, largescale transformation and new pedagogies for an evolving student experience.

Our content team will help you to choose appropriate themes, talking points and speakers.

Sessions will consist of a range of case studies, keynotes, panel discussions and a potential ministerial opening.

Former speakers on this stage include:

- **Matthew Syed**
Writer, Journalist and Broadcaster
- **Suki Fuller**
Analytical Storyteller, Miribure
- **Helen Papagiannis**
Augmented Reality Pioneer, Author, and Designer

Opportunity:

25 minute keynote plus 5 minute Q&A

Space Capacity:

400

Quantity Available:

11 x 25 minute session

» The Collaboration Space

Our Collaboration Space gives you the opportunity to take part in curated networking sessions and in-depth roundtable discussions. We offer 60 minute roundtable sessions consisting of 4 tables of roughly 10 participants.

We recommend you provide a representative from a customer

or partner HE institution to drive discussion on each table. Our Community Manager will recruit a minimum of 5 targeted attendees in order to ensure a valuable conversation takes place.

We propose that each Collaboration Space session is focused on a single topic, with attendees grouped according to job function on each table.

Opportunity:

60 minute in-depth roundtable

Space Capacity:

40

Quantity Available:

7 x 60 minute session

» The Sandbox

The Sandbox is your opportunity to share your solutions with the Higher Education sector. Each morning we'll be running a 45-minute interactive session, which provides a great opportunity for you to demonstrate the benefits of your products and services. Later in the day we'll feature 25-minute Snapshots to share the latest and greatest stories of innovation in Higher Education.

We encourage you to invite Higher Education representatives to help

demonstrate the transformative benefits of your solutions through case studies.

Former speakers include:

- **Prof Diana Laurillard**
Professor of Learning with Digital Technologies, UCL Knowledge Lab
- **Matt Wingfield**
Chief Executive, The eAssessment Association
- **Alex Denley**
Director of Innovation and Transformation, London South Bank University

Opportunity:

45 minute interactive demonstration or 25 minute Snapshot takeover

Space Capacity:

200

Quantity Available:

3 x 45 minute session

10 x 25 minute sessions



New for 2023

» Flexible Takeovers

Flexible takeover space showcasing new features for the show via 30-minute sessions, including:

Student Corner - The hub for student-led achievements, case studies and topics at Ahead by Bett. We'll be highlighting the student voice, providing HE leaders with a true reflection of the student experience.

EdTech Innovators in HE - Opportunity for start-ups focused on Higher Education to test out new ideas and explore their target audience, or, showcase research from universities.

Partner Takeovers - Panel discussions hosted by Ahead by Bett's key partners which target specific groups within Higher Education senior leadership teams, i.e. HR, Finance, Estate Management.

Sessions have the potential to break out of the box in this space, including more interactive and dynamic session formats. Our content team will help you choose the right setting for you.

Opportunity: 30 minute session

Space Capacity: 120

Quantity Available: 7 x 30 minute session

New for 2023

» Esports in Higher Education

Esports has proven an essential growth market for Higher Education, with a strong portfolio of skills for jobs of the future and a diverse student population.

Our esports stage will provide gaming demonstrations alongside content sessions to explore how this subject challenges traditional approaches to Higher Education by bringing alternative learning models to the fore.

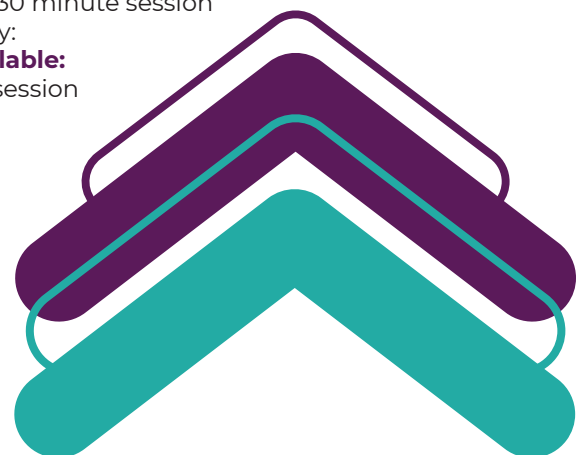
Sessions in this space will be split into two categories, with first being traditional session formats such as case studies, keynotes and panel discussions and the second being interactive gaming demonstrations.

Opportunity: 30 minute session

Space Capacity:

Quantity Available:

1 x 30 minute session



Hosted Leaders Programme

Learnit

Connecting global educator leaders and technology companies through curated 1:1 meetings.

Our Hosted Leaders Programme, matches universities along with school and government leaders with thoughtfully selected technology companies to discover innovative new products and services, via 15 minute face-to-face meetings.

Delivered in partnership between Bett and Learnit, meetings are curated by our dedicated online matching platform, to ensure both parties see those who best meet their interests and needs. All meetings are double opt in and we only match meetings where there is value for both parties. All unfulfilled meetings are refunded.

Launched at Learnit in 2019, the programme has significantly grown scale, including a virtual programme delivered in March 2021. With over 1000 meetings taking place at the ExCeL in March 2022, be sure to stop by and witness these meetings taking place. The buzz is electric!

Meeting packages start from £3,500, with various options available. Take part to discover a truly unique opportunity to start building productive, meaningful relationships with your future partners.



As spaces are limited and we reach full capacity early in the show cycle, be sure to book your place when securing your wider contract for 2023. You can register your interest by contacting sam@bettshow.com or by speaking directly with your account manager.

We look forward to a future of meaningful matches together!

Get in touch



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Scan to book
a meeting with us:

