bett | ExCeL London
22 - 24 January 2025

● A Hyve Event

CELEBRATING **40** YEARS

Visitor Guide

Connect @ Bett, Tabletalks & Tech User Labs Guidelines:
Educators, Investors, Resellers & Distributors

8-minute read

Connect @ Bett, TableTalks and Tech User Labs are returning bigger and better in 2025!

As an Educator, Investor or Reseller and Distributor, you can join:

1. **Connect @ Bett:** empowers education buyers, (including investors, resellers and distributors) to discover the right solutions for their learning communities, in a fraction of the time. And it allows technology providers to connect with the people within institutions that can unlock the potential of their tech.

2. **TableTalks:** unparalleled peer-led roundtable discussions for 5-10 educators that will inspire change and spark new ideas on key topics facing the Education community. TableTalks empower educators to collaborate openly and connect deeply with like-minded individuals in the education space.

3. **Tech User Labs:** training, tutorials and working groups from the world's leading EdTech companies where technology users will learn how to get more out of their existing tech, and find out about new features and developments.

Here's how it all works. Don't worry, we'll help you each step of the way (including reminders of key dates).

If you don't get an email, check spam (from donotreply.bettuk25@eventpt.com), then let us know at registration@bettshow.com.

	You must	Takes you	Starts on	Your deadline is
1	Register for Bett before the Deadline	5 mins	Now	Mon 16 Dec
2	**Connect @ Bett:** • Review Exhibitor Profiles • Check Out Exhibitors Reasons to Visit Stands & Announcements • Add Exhibitors to Your Schedule	30 mins	Mon 6 Jan	Thurs 16 Jan (recommended deadline)
2(b)	**TableTalks:** Select Your TableTalks	5 mins		Fri 10 Jan
2(c)	**Tech User Labs:** Select All Tech User Labs You Want to Attend	5 mins		
3	**TableTalks:** Accept Your TableTalks	5 mins	Mon 13 Jan	Wed 15 Jan
4	• **Connect @ Bett:** View Your Schedule • **TableTalks:** Accept Calendar Invites • **Tech User Labs:** Accept Calendar Invites	5 mins	Fri 17 Jan	-
5	**Attend Bett!** • Visit Stands You Added to Your Schedule! • Join Your TableTalksJoin Your TableTalks! • Join Your Tech User Labs	-	Wed 22 Jan	Fri 24 Jan

Until 16 December

Register for Bett (takes 5 minutes)

Register for Bett before the Monday 16 December at 5:00 pm GMT deadline to participate in Connect @ Bett

- We've added some new fields to registration as part of Connect @ Bett–these will help exhibitors better understand you and your organisation to determine if their products are a good fit for you. Your contact details are not shared with exhibitors (unless they scan your badge onsite).

- **Share the love!** Once you're registered, log in using the link in the confirmation email and click **Post on Social** to tell your followers and LinkedIn contacts that you're coming to Bett and participating in Connect @ Bett! While you're doing that, add your profile photo.

Jan 6 Onwards

Connect @ Bett: Review Exhibitor Profiles, Reasons, Announcements, etc., and Add Exhibitors to Your Schedule (takes 30 minutes)

Bett is just 2 weeks away and it's time to prepare for your visit! Review exhibitor profiles and create your schedule of stands to visit (Connect @ Bett), select your TableTalks and select the Tech User Labs you want to attend.

You get all the information you need to decide if you want to visit an exhibitor's stand, and ensure that you don't miss someone you should visit--making this the most efficient way to plan your time onsite. It's never been easier to find the right EdTech solutions for your institution and learners. We recommend you add exhibitors to your schedule by **Thursday 16 January,** but you can Schedule Visits to Exhibitor Stands until the end of Bett (Friday 24 January).

- **Review Exhibitor Profiles, Reasons, Announcements, etc.**
  - » Browse the list of 600+ Bett exhibitors, and use **Filters** and **Predefined Lists** and Search to find the ones you're interested in.
  - » To help you decide, you can view a summary as well as a detailed Profile (on desktop click 🔗 , on mobile app ➡) for each exhibitor, including all the information you need to decide if you want to visit their stand.
  - » You'll also get the scoop on **new product launches and other big news.**
  - » Exhibitors have already reviewed visitor Profiles, and you can now see which exhibitors have provided you with personalised reasons for why you should check out their stand.

- **Schedule Visits to Exhibitor Stands from Monday 6 January.**
  - » You can schedule visits to every exhibitor you're interested in!
    - Your schedule will be on the Bett mobile app, desktop and we'll also send you calendar invites so the details are on your calendar.
    - You'll also be able to see "Peak" and "Off-Peak" times for each Exhibitor to help you decide when to visit them.
    - Time slots to add exhibitors to your schedule are at 30-minute intervals.
    - You can view exhibitor locations and exhibit floor sectors, so that you're able to reduce the amount of walking in between stands.
  - » If you add an exhibitor to your schedule, we'll let them know so they can prepare for you to stop by and you can get straight to business. Your contact details are not shared with exhibitors (unless they scan your badge onsite).
  - » You can browse the exhibitor list, **Filter,** take notes and **Schedule Visits to Exhibitor Stands** until the end of Bett. You can also reschedule your planned visits to stands, or cancel visits from your schedule.

- **Unsure Which Day You're Attending? Use the Bookmark Functionality!**
  - » If you are unsure on the exact day you will be visiting Bett 2025 you can use the **Bookmark** tool to save the Exhibitors you're interested in visiting
    - Don't forget to schedule visits to these Exhibitors stands once you know which day you're attending!

Keep reading for Jan 6 onwards...

TableTalks: Select Your TableTalks (takes 5 minutes)

Start Your TableTalks Selections on Monday 6 January, and complete them by **Friday 10 January at 5:00 pm GMT.**

- **TableTalks are 45-minute peer group roundtable discussions with 5-10 Educator peers on key industry topics. They're held at:**
  - » Wednesday 22 January: 11:00 am - 11:45 am GMT & 2.30 pm – 3.15 pm GMT
  - » Thursday 23 January: 11:00 am - 11:45 am GMT & 2.30 pm – 3.15 pm GMT
  - » Friday 24 January: 11:00 am - 11:45 am GMT

- **You can view details of all TableTalks topics you're eligible for, tell us which topics you're interested in, what questions you'd like discussed and your availability for TableTalks**
  - » When providing your availability, only select the days you will be onsite at Bett

Tech User Labs: Select Your Tech User Labs (takes 5 minutes)

Select Tech User Labs: Starting Monday 6 January, you must select all Tech User Labs you want to attend, and complete your selections by **Friday 10 January at 5:00 pm GMT.**

- **You can view details of all Tech User Labs Activities you're eligible for, including location, description, sponsor (if any) and time slots**
- **Selecting a Tech User Lab does not guarantee you'll be scheduled for it (scheduling depends on availability), so we recommend you select all Tech User Labs you would attend**
  - » When selecting Tech User Labs, **only select Tech User Labs on the days you will be onsite at Bett**

- **If you're scheduled for a Tech User Lab, you will receive a calendar invite on Friday 19 January**

---

13 - 15 January

Accept your TableTalks (takes 5 minutes)

Accept Your TableTalks Assignments: You'll get your TableTalks assignments on **Monday 13 January** and you must accept them by **Wednesday 15 January at 5:00 pm GMT.** TableTalks is where it's at if you want to discuss and debate key topics with Educator peers!

---

17 January

View your Bett Schedule (takes 5 minutes)

- **View Your Connect @ Bett Schedule:** On **Friday 17 January** you'll be able to view your Connect @ Bett schedule of stands to visit.
  - » You can browse the exhibitor list, **Filter,** take notes and **Schedule Visits to Exhibitor Stands** until the end of Bett. You can also reschedule your planned visits to stands, or cancel visits from your schedule at any time.

- **View Your TableTalks and Tech User Labs Calendar Invites:** On **Friday 17 January** you'll receive separate calendar invites for your TableTalks and Tech User Labs. Please accept each calendar invite by **Monday 20 January by 5:00 pm GMT.** The only change we can make to your TableTalks or Tech User Labs assignments is to remove you from the ones which you are not able to attend.
  Important note: We won't know if you decline a calendar invite! So email us at **registration@bettshow.com** if you really can't make it to a TableTalk
  - » If you really can't make a Tech User Lab you should cancel your attendance using the platform (desktop or mobile app)
  - » You can view your TableTalks and Tech User Labs in "My Schedule" on desktop or the Bett Mobile App.

Bett 2025: Visit Stands on Your Schedule, Attend Your TableTalks and Tech User Labs

- **Visit the Exhibitor Stands on Your Connect @ Bett Schedule:**
  - » If you can't make it to an exhibitor you added to your schedule, just reschedule or cancel it at any time. Alternatively, you can drop by their stand whenever you'd like.
  - » You can browse the exhibitor list, **Filter,** take notes and **Schedule Visits to Exhibitor Stands** in the Bett mobile app (or desktop) until the end of Bett.

- **Join Your TableTalks:**
  - » Check your calendar invite or the Bett mobile app for time and location details for your TableTalks. Each TableTalk is assigned a table number (check your calendar invite or the mobile app for the table number).
  - » **How do we start the discussion?** Each discussion will have a randomly assigned "Starter" who will kick off by introducing themselves. Each participant should do a short intro (60 seconds max.) and then call on another to introduce themselves. The last participant to do an intro should read the first of the suggested questions to start the conversation, then everyone should help move the conversation along.

- **Attend your Scheduled Tech User Labs:**
  - » You should attend all of your scheduled Tech User Labs. Since we've optimised scheduling for all Tech User Labs and attendees, failing to attend any of your scheduled Tech User Labs will mean other attendees have missed out.
  - » Check your calendar invite or the Bett mobile app for time and location details for your Tech User Labs. If you need help finding a Tech User Lab, use the map in the mobile app or ask a team member.

If you're no longer planning to attend Bett, please email **registration@bettshow.com** to let us know.

bett | ExCeL London
A Hyve Event | 22 - 24 January 2025

CELEBRATING **40** YEARS