

bett
● A Hyve Event

ExCeL London
24 - 26 January 2024

IMMERSIVE LEARNING

AVENUE

Bett UK 2024 Official Preview Guide

Worldwide Partner



In partnership with





ITN

Welcome to Bett UK 2024!

Join us at the EdTech event of the year! A unique opportunity to reconnect with friends and partners in the education technology community, reimagine the way that technology will impact the lives of teachers and learners and renew our commitment to learning equity.



Louisa Hunter
Portfolio Director

We are more excited than ever to connect you with the amazing people and organisations that will make a real difference to you.



Bett's digital transformation empowers education decision makers 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.

We are bringing you the tools you need to be brilliant technology users, buyers and solution providers. Don't miss Bett's new **Tech User Labs, Connect @ Bett,** and **Education Leaders Programme.**

See you in January for better connections, collaborations, and conversations.

We're #BetterTogether

Download the App!

EDTECH: INNOVATING TEACHING AND LEARNING

A news style programme looking at organisations who are aiding the EdTech revolution, by helping to transform teaching and navigate education in the digital age.

Hear more about the programme on Friday 26th January at the Teaching & Learning stage from 3.30pm - 4pm, with a panel event and highlights of the programme.

Presented by Georgie Barrat

The full programme will launch on the ITN Business hub from 9am on Wednesday 24th of January at business.itn.co.uk



Things you should know

As the world continues to grapple with rapid changes and unprecedented challenges, the role of education in shaping resilient and adaptable individuals becomes more crucial than ever. That's why, this year's theme is Teaching to Thrive in Fast Changing Times. From AI to game-based learning and inclusion, Bett explores how education technology can empower educators and learners to not only navigate uncertainty but to thrive in the face of it.

Times

Wednesday 24 January

Arena doors open at 08:30
Show closes at 18:00

Thursday 25 January

TableTalks opens at 8:15
Arena doors open at 08:30
Show closes at 18:00

Friday 26 January

Arena doors open at 08:45
Show closes at 17:00



Planning Ahead

Make sure you have registered for the show and printed off your badge before arriving. This is crucial as there will be limited opportunities for you to do this onsite.



Accessibility

Just as accessibility and inclusion in the classroom are key priorities for the EdTech community, we too are committed to providing meaningful learning experiences for all visitors at the show.

[Click here](#) for more on accessibility at Bett UK 2024.

How to make the most of your experience!

How can I join?

Five things to make the most of the event



Download the app

The Bett UK 2024 app is full of useful information and planning tips to make the most of your event experience.



Connect @ Bett

Using data and technology we make critical connections between education decision-makers and solution providers, all in a fraction of the time.



TableTalks

Collaborate openly and connect deeply with like-minded individuals in the education space.



Tech User Labs

Training, tutorials and working groups, where technology users will learn directly from the top education technology experts in the world.



8 - 12 January

Mark these dates in your diary! You need to be registered and signed up to take part in the new opportunities for 2024.



Bringing your class?

Planning to bring your class?

If your pupils are under 18 years old, register your interest and we will contact you to discuss your visit.

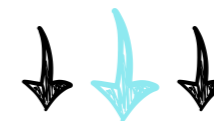
[Click here](#) to register your school group

bett | Cōnnect

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Watch last year's highlights video!



A groundbreaking connections programme for 2024

Connect @ Bett is transforming the way our community connects and collaborates by using data and technology to make critical connections between education decision makers and solution providers, fueling the EdTech sector.

At Bett 2024, the second iteration of the programme will deliver thousands more connections and significantly improve the return on time invested by solution providers and participants.

In its first year, Connect @ Bett generated an astonishing



23k

mutual matches



7k

meetings



89%

connection satisfaction rate



Step 1

Register as an educator with purchasing influence for Bett UK 2024.



Step 2

From 8-18 Jan, **log in here** and add exhibitors to your schedule at Bett UK 2024.



Step 3

From 19 Jan view your schedule for Bett UK 2024.



Step 4

Attend your scheduled connections at Bett UK 2024.

NEW
for 2024!

bett | TableTalks

● A Hyve Event



TableTalks empowers educators to collaborate openly and connect deeply with like-minded individuals in the education space.

Brand new for 2024, TableTalks, connects groups of 5-8 educators from schools, universities and governments to discuss their primary topics of interest. TableTalks drive the pace and quality of innovation in key growth areas, from AI to SEND to cybersecurity.



TableTalks topics

You can only sign up to one TableTalk at Bett, so make sure you select the topic most interesting to you!

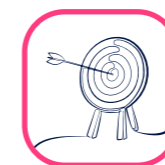
- Artificial Intelligence
- Digital strategy and growth
- Strategy/Leadership
- Diversity and equity
- Teacher wellbeing
- Student wellbeing
- Inclusion leadership
- Sustainability
- Cybersecurity
- Higher Education



How it works

Using our groundbreaking technology, you can sign up in four simple steps...

[View the full agenda](#)



Step 1

View the 10 topics on our agenda.



Step 2

From 8-12 Jan, [log in here](#) and select the TableTalk that you wish to join.



Step 3

From 15-17 Jan, [log in](#) to accept your assigned TableTalk and confirm your space.



Step 4

Attend your TableTalks onsite at Bett (catering provided).



Learn from tech experts in our free, hands-on training sessions - Tech User Labs!

Making the most of technology is crucial! Tech User Labs are brilliant new sessions for training, tutorials and working groups, where technology users will learn directly from the top education experts in the world.

How to sign up

Step 1

View the available sessions on the Bett agenda.

Step 2

From 8-12 of Jan, **log in here** and sign up for the Tech User Labs that are most valuable to you

Step 3

Attend your Tech User Labs onsite at Bett.

Why join Tech User Labs?

Educators and leaders will join to:

- Learn how to get more out from their institutions technology
- Find solutions to their specific, operational or pedagogical challenges
- Connect with peers and experts



Attend training sessions from:



[View session here](#)

NEW
for 2024!

ISTE at bett

bett | Education Leadership Programme
● A Hyve Event



Join an international group of 300+ leaders from education and government institutions worldwide for this exclusive session.

In collaboration with US professional learning and membership organisation, ISTE, and co-founding partner, SMART, you will join a select group of global education leaders as we take a deep dive into becoming better buyers, users and implementers of technology within education.

[Click here to secure your spot!](#)

Sign me up

Where is it?

Tuesday 23 January
(the day before Bett UK 2024)
09:30-14:00
ExCel London - Platinum Suites

What to expect

A highly targeted programme starting with a morning of immersive content before practical workshops in the afternoon.



Time	Session
09:30-10:00	Arrival and coffee
10:00-12:00	Session 1 Getting clear on your vision and leading in the age of AI
12:00-13:00	Buffet lunch
13:00-14:30	Session 2 Current trends in EdTech, challenges and what makes a product teacher ready?

What are the benefits of attending?

1
Gain valuable insights into rapidly developing technology.

2
Free access to SMART's EdTech Assessment Tool to test your digital strategy.

3
Share experiences and learn best practices from a community of peers facing similar challenges.

THE EDUCATOR MAGAZINE UK

In association with
 Promethean



The essential magazine for Teachers

www.the-educator.org • Follow us on X @EducatorMagUK

CompTIA.



Take your IT and Digital Curriculum to the next level

Book a platform demo and get 12 months FREE classroom access.

CompTIA unlocks the potential of Computing Teachers and IT Instructors to prepare the next generation for careers in Data & AI, Cloud Computing, Cybersecurity and more.

An all-in-one teaching tool with...

- Cutting-edge simulated and live virtual labs (worth £75,000)
- Multi-format learning materials adaptable to different learning styles
- 'Teach-Me' and 'Show-Me' videos
- Performance-based quizzes and assessments
- Student reporting & analytics tools
- Lesson plans & schemes of work
- Fast setup, training, & LMS integration
- Custom exam builder



Need this in your classroom? Book a 20 Minute Demo at Stand SK66
REDUCE WORKLOAD | BUILD CONFIDENCE | MAKE LEARNING FUN



Bett Global Themes

Bett's themes and agenda are shaped by you. Each year we hold hundreds of hours of ... community, ensuring Bett is a powerful tool for the education community to learn and grow together.

Our Bett 2024 show theme:

Education is an ever evolving landscape. With rapid changes and challenges happening daily, Bett UK 2024 dives into the theme of teaching to thrive in fast-changing times.



Diversity & Inclusion

Ensuring equitable access to education.

[Find out more](#)

Global theme partner



Innovation

Fostering collaboration and sparking curiosity through online and physical learning environments.

[Find out more](#)

Global theme partner



Sustainability

A commitment to sustainability at our events and the industry as a whole.

[Find out more](#)

Global theme partner



Wellbeing

Engaging the student voice to shape strategy and practices.

[Find out more](#)



The Arena

The Arena is a must-attend destination featuring the most important voices in education along with some stardust surprises. Open from 8:30am daily, in its brand new, sound-proof home off the show floor, the Arena will host earlier morning and late afternoon sessions, ensuring no one misses out on our headliners.

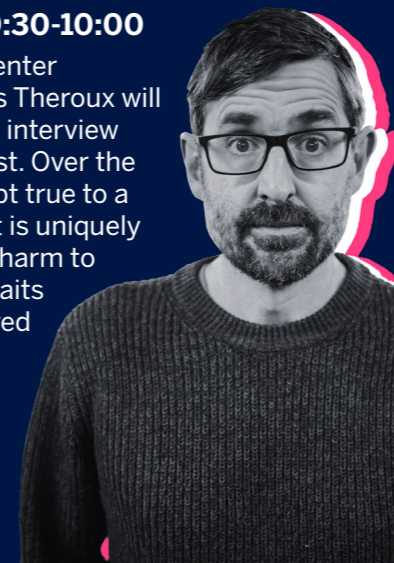
Sessions not to be missed

Louis Theroux

Weds 24 Jan: 09:30-10:00

Documentary presenter extraordinaire Louis Theroux will take to the stage to interview a VERY special guest. Over the years, Louis has kept true to a way of working that is uniquely his own, using his charm to offer rounded portraits of the people involved in complex social issues and human dilemmas.

[Find out more](#)



Thrive with AI: Lead like a Scientist

Jaime Teevan, Chief Scientist and Technical Fellow - Microsoft

24 Jan 2024
10:00 - 10:30

[Find out more](#)

Untap the power of game-based learning to help social-emotional development

Namya Joshi, Student - Sat Paul Mittal School

25 Jan 2024
10:30 - 11:00

[Find out more](#)

Kids Judge Bett

Featuring a special guest appearance from Writer and Poet Michael Rosen!

26 Jan 2024
15:00 - 16:00

[Find out more](#)

The Stages

Our incredible line-up of over 300 visionary speakers, industry experts and innovative thinkers span 7 exciting stages and 140+ hours of content - in just 3 inspiring days! Discover the stages you can visit at Bett.



bett

The Arena

The star of the show at Bett 2024 where the biggest and best names will take to the stage - you don't want to miss it!



bett

Global Futures

A global take on our long-running and popular startup home, this is where you can discover emerging EdTech startups and explore international education markets.



ahead

Auditorium

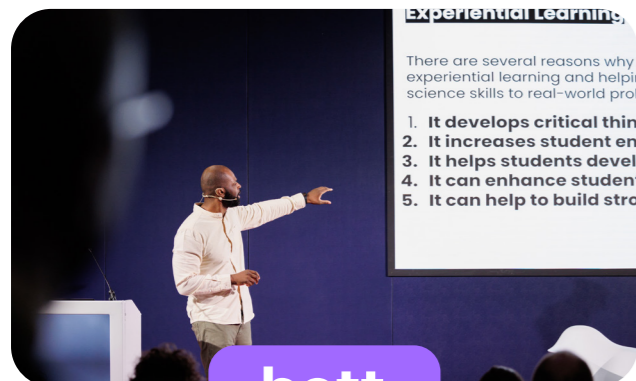
The main stage for academics, innovators, industry and leaders in Higher Education to discuss the future of the sector.



ahead

Sandbox

Explore tech-based case studies and products within Higher Education. Helping you evaluate the efficacy of solutions and inform future purchasing decisions.



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Teaching & Learning

Celebrate the best use of technology for engaging all students, demonstrate best practice in the classroom, explore policy, digital strategy, whole-school management, transformation and much more.



bett

Esports

Inspiring and enabling educators on the role of esports in education. With workshops, insightful sessions and live tournaments.



bett

Tech in Action

The place for practical product demonstrations to deepen understanding and evaluate new hardware and software solutions!











Find out more about our stages:

Click through to our website to read more about the event

[Find out more](#)



Legend

-  Access Point
-  Cafe
-  Family Room
-  Information
-  Multi-Faith Prayer Room
-  Quiet Space
-  Toilets
-  Wheelchair & Mobility Scooters
-  Train Station
-  Water Refill Station



GESAwards Finals Event

Join the largest global
EdTech event of the year!

Thursday, January 25th, 2023 | 4:30 pm (UK Time)
Bett UK, ExCel London

The GESAwards community connects over **8,000** startups and **40** organizations worldwide, bringing together key players in the global EdTech industry and significant innovators.

At the event, thoroughly selected EdTech startups, representing all regions of the world, will showcase their products and compete to be crowned the best in the world at GESAwards Finals 2023.



MATA is a growing community of now 520+ Member Trusts after just over 2 years of been active, completely free for Trusts...
Our advisory board of MAT Leaders steer the association to be a valuable resource to all MAT Leaders joining!

OUR 5 KEY PILLARS FOR 23/24



AI | Growth | Finance & Fundraising | Estates | People



Matt McDermott

Founder & Chair of Advisory Board
Multi Academy Trust Association (MATA)



+ 447365492598

matt.mcdermott@matassociation.org

www.matassociation.org

JOIN MATA



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Powerful user management you control

- Connect your MIS with Microsoft 365, Teams, Google Classroom and Active Directory
- For Schools, Academy Trusts and Colleges

Take Control of Data Protection



Stand SC51 | gdprsentry.com

Solution Zones for a successful Bett

With our six solution zones, you'll be at the heart of the action. Discover where you need to go and who you want to meet. Our dedicated Solution Zones make it easier for you to find the products and solutions that you are looking for.



Equipment & Hardware

The physical products that help transform all areas from the classroom to the canteen.

Global Showcase

The hub of global industry bodies, associations and ministries.



Management Solutions

The software solutions required to run world-class institutions.

Teaching & Learning Tech

The day-to-day software transforming the lives of teachers and learners.

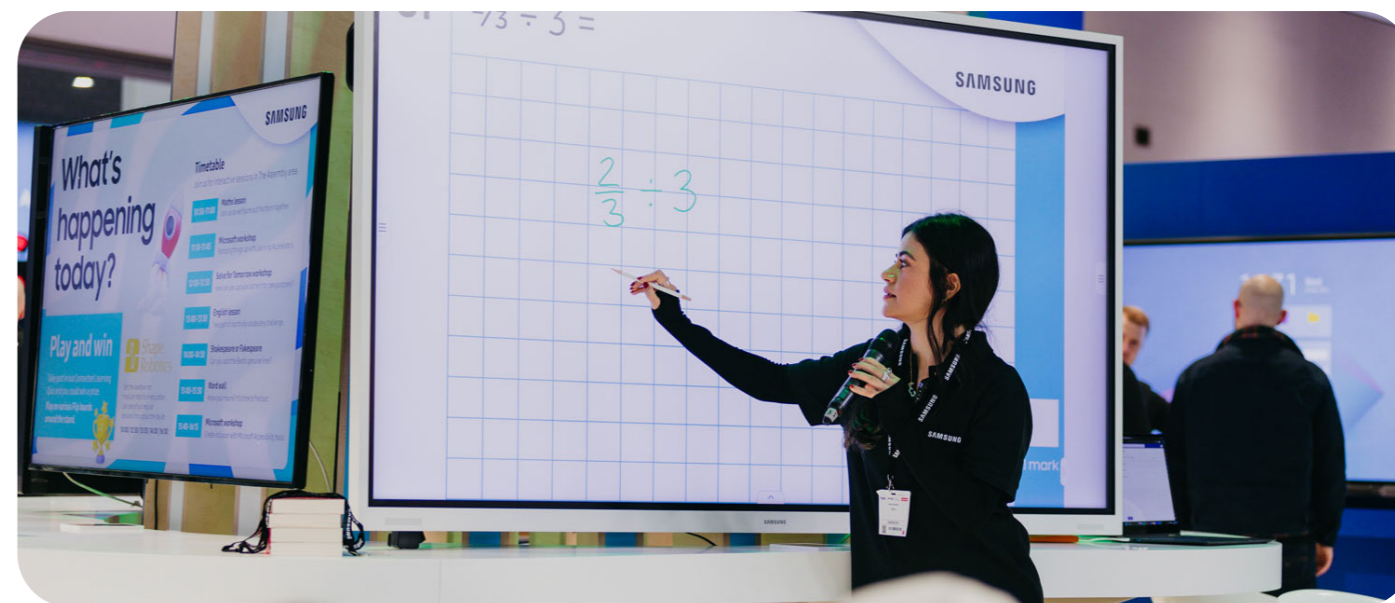


Education Show

All things non-ICT, needed to make every part of an institution successful.

Bett Futures

The most innovative startups offering bright ideas and new transformation!



Equipment & Hardware

Searching for new hardware, replacing old equipment or expanding on what you already have? This could be the solution zone for you! Drop in at Bett 2024.

[Find out more](#)



What technologies will you find here?

Home to over 120 excellent exhibiting companies, each showcasing the latest and greatest EdTech equipment and exciting new releases!

[Meet your next supplier](#)

Which theatres are in this zone?

This zone is home to our interactive esports arena and Bett Futures. An incredibly popular destination you don't want to miss!

[Find out more](#)



Global Showcase

A truly global zone, showcasing best-in-class international solutions. You'll find global industry bodies associations, companies from around the world and Ministries of Education, all in one incredible space!

[Find out more](#)



Zone Sponsor



UNITED ARAB EMIRATES
MINISTRY OF EDUCATION

Read more from our zone sponsor!

The Ministry of Education, UAE, stands at the forefront of educational evolution, orchestrating a transformative symphony of innovation. Committed to sculpting a future where learning transcends conventional boundaries, we proudly unveil our presence at Bett 2024. Within our curated space, we proudly sponsor and incubate the visionaries of EdTech startups, emblematic of our commitment to tomorrow's educational landscape. As we showcase cutting-edge technologies, we invite you to join us in shaping a narrative where education seamlessly intertwines with the future. Let's embark on a journey where each student's path is illuminated by the radiance of technological advancement.

What countries will be here ?



Management Solutions

Explore over 80 companies showcasing tech that supports your needs and helps solve operational challenges.

[Find out more](#)



Zone Sponsor



Read more from our zone sponsor!

Sign In App is the smart and safe way to sign in visitors, employees, students and contractors. Providing flexible tools to make your visitor and employee sign in processes seamless, including features for health & safety, data compliance, MIS integration and a free smartphone app for employee sign in. With add-on solutions, you can also easily maintain your Single Central Record, streamline your appointment scheduling process and offer desk and meeting room booking. Sign In App is trusted by over 14,000 sites across the globe, including over 4,000 schools, colleges and universities - signing in millions of guests each year.

Which theatres are in this zone?

[Find out more](#)

Tech in Action is the hub for practical product demonstrations. You can find a full programme here.



Teaching & Learning Tech

It's the small, everyday changes that make a big impact on the lives of teachers and learners. This is the largest zone of the show bringing over 13 companies together including Microsoft, Google and more.

[Find out more](#)



Education Show

The non-ICT resources and services needed to make every part of your institution successful. You'll find supporting services, recruitment, furniture, SEND solutions, PE and wellbeing services and more.

[Find out more](#)



Zone Sponsor

SMART®

Read more from our zone sponsor!

SMART is a world leader in education technology, providing interconnected solutions to help every person discover and develop the greatness within them. The first SMART Board launched in 1991, and has continued to innovate through SMART Notebook®, the world's most popular collaborative learning software, and through Lumio, the award-winning, free to use, cloud-based learning software. With a full range of products used by millions of educators and students around the world, SMART creates connections that matter.

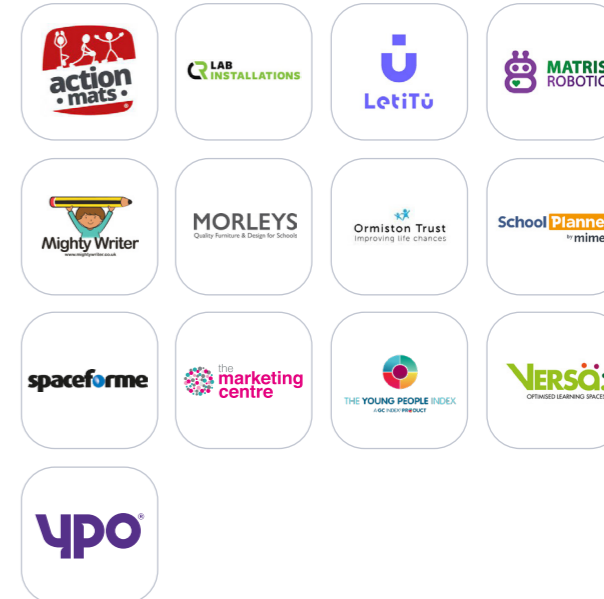
Which theatres are in this zone?

Teaching and Learning Theatre demonstrates best practice in the classroom, explores policy, transformation and more.

[Find out more](#)

Check out our exhibitors & sponsors!

While we love tech here at Bett UK, we also acknowledge the important role that non-ICT products play in education.



[Find out more](#)

Register now



Bett Futures

A global launchpad for start-ups!

Start-ups of every age and stage, give your business the kickstart it deserves at Bett 2024. With EdTech enthusiasts actively searching for innovative new solutions, this could be your one way ticket to success!

[Find out more](#)

Sessions not to be missed

Introduction to the state of EdTech in Southeast Asia

24 Jan 2024
16:30 - 15:15

This panel discussion will explore the key factors driving development, covering the entrance of new product categories and sustainability imperatives, as well as the best uses of AI and other trends.

[Find out more](#)

Bridging the new frontier: Latin America in the global EdTech spotlight

Latin America is emerging as a region of unparalleled potential. This session delves into the heart of this diverse region, with presentations from two companies and regional leaders.

24 Jan 2024
14:45 - 15:50

[Find out more](#)

From pixels to pedagogy: How esports can uplevel your STEM academic programs

A panel discussion to explore the current and future impact of AI on language learning and how teaching and learning is being transformed.

25 Jan 2024
15:30 - 16:00

[Find out more](#)

Register now

Register now



ahead

by Bett / • A Hyve Event

Meet new people, discover valuable organisations and create incredible connections that result in positive changes for you, your organisation and your learners. Ahead by Bett brings together HE leaders, educators and solution providers to connect, collaborate and transform the industry as we know it.

[Find out more](#)



Why should you visit?

As we look towards a new landscape for Higher Education, key stakeholders across all core functions of universities must consider the right path forward amongst business model disruption and increased pressure to demonstrate value.

[Find out more](#)



Which theatres are in this zone?

The Auditorium - the heart of Ahead and the main stage for academics, innovators and leaders.

The Sandbox - best place to explore tech-based case studies, products and solutions.

[Find out more](#)

Register now

LendED

Your EdTech lending platform



Connecting you with the education technology solution that will make a difference in your school

- Free online lending platform featuring over 400 products
- Every product is supported by case studies, offering evidence of impact
- Try before you buy
- Free to use
- All supplied by BESA members

Visit LendED.org.uk



Find out more on stand SD20 at Bett!

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**BRITISH
ESPORTS**

bett | ESPORTS

• A Hyve Event

The power of play!

Launched in 2022, this feature at Bett has inspired and enabled educators to take steps to launch esports facilities in their own learning environments. Following the success of the feature, we're excited to announce the return of Esports @ Bett in 2024 with a brand-new look!

What to expect at Bett 2024

Attendees can expect discussions on the role esports plays in education, opportunities to connect with fellow educators, a front-row seat to the latest tech solutions, and back by popular demand, Rocket League tournaments.

Download the App!



Register now



Insightful workshops, networking sessions, discussions from leading professionals and the chance to check out the best esports solutions.

Sessions not to be missed

Live Rocket League Tournaments

24-25 Jan from 15:30

Come and see esports LIVE as student teams battle it out in the ultimate knock out Rocket League tournament. Our tournaments are always a highlight and not to be missed!

**ROCKET
LEAGUE**

[Find out more](#)

Levelling the playing field: How accessibility in gaming enriches lives

Join Harry Nelson and Jacob Holden from SpecialEffect to learn about the how accessibility in video games enables, encourages, and enriches development and well-being in the lives of gamers.

**24 Jan 2024
13:30 - 14:00**

[Find out more](#)

From pixels to pedagogy: How esports can uplevel your STEM academic programs

Play = Learn. Join students and educators as they show how esports can boost learning and engagement while building STEM skills for the digital age. In collaboration with Intel

**25 Jan 2024
12:00 - 12:30**

[Find out more](#)

Register now

Register now



Empower every student to achieve more with Microsoft Education

Microsoft Education recognizes that every school's most precious resource is its students. Come visit us in **booth SH20**, join a workshop in our **Learn Live Classroom (ICC Suite 8)**, or attend one of **our sessions in the Bett theatres** and discover ways we're providing teachers with AI-powered, one-on-one coaching tools to engage individuals with tailored lessons and create more time for class instruction.

Our **AI-powered solutions** help make learning more equitable by putting every student at the centre of the equation, so educators in every school have easy access to the tools they need to **empower every student to achieve more.**

We look forward to seeing you!



Check out the full
Microsoft Programme

Click here for your guide
to Microsoft at Bett

Find out more

Register now



Don't miss the latest on AI in our Learn Live Classroom!

Attend a Microsoft-led hands-on session to discover new tools and strategies to explore AI in education, improve efficiency and cybersecurity, and prepare students for the future with the power of Microsoft's Learning Accelerators, Copilot, Flip, Minecraft, and more.

ICC Suite 8

Open daily from 10:00 during Bett

Click here to start your AI learning journey with us at Bett >



Register now



Kids Judge Bett

26 January 2024
The Arena, 15:00

Calling all learners, the power is in your hands!

A Bett favourite for anyone that loves technology and learning.

Kids Judge Bett returns for the 9th year! Join us in the Arena at Bett UK on Friday 26 January, to see our brilliant judges announce the winners live on stage and hand out the coveted chocolate trophies to the worthy winners.

Featuring a special guest appearance from Writer and Poet Michael Rosen!

“To win a ‘Kids Judge Bett Award’ means so much to us, it’s a wonderful idea and to be judged and awarded by the children is the ultimate recognition. School environments can be noisy and distracting places. We’re so happy to have developed a solution to offer relief for children who struggle with sound, and help them manage the negative impacts of auditory overwhelm in learning environments.”

Naomi Roberts - Flare Audio Co-Founder

#KidsJudgeBett

Register now



bett | AWARDS

• A Hyve Event

24 January 2024
The Brewery, London

Get rewarded for your fantastic achievements at the Bett Awards 2024! A fun-filled celebration of the inspiring creativity and innovation that can be found throughout the education technology and resources sector. Produced in association with BESA, being a Bett Award-winner is the best way to help your organisation stand out with an accolade of educational excellence.

Who are the innovators on the Bett Awards Shortlist?

[See the shortlist](#)



“It’s a real honour and it’s a real testament to the hard work that goes in behind the scenes at the team at Light Speed everyone lives for a moment like this where we see that that hard work really pays off and be recognized by our peers.”

Lightspeed Systems – Lightspeed Alert

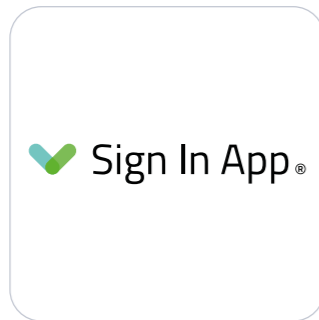
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GLOBAL THEME & EVENT PARTNERS



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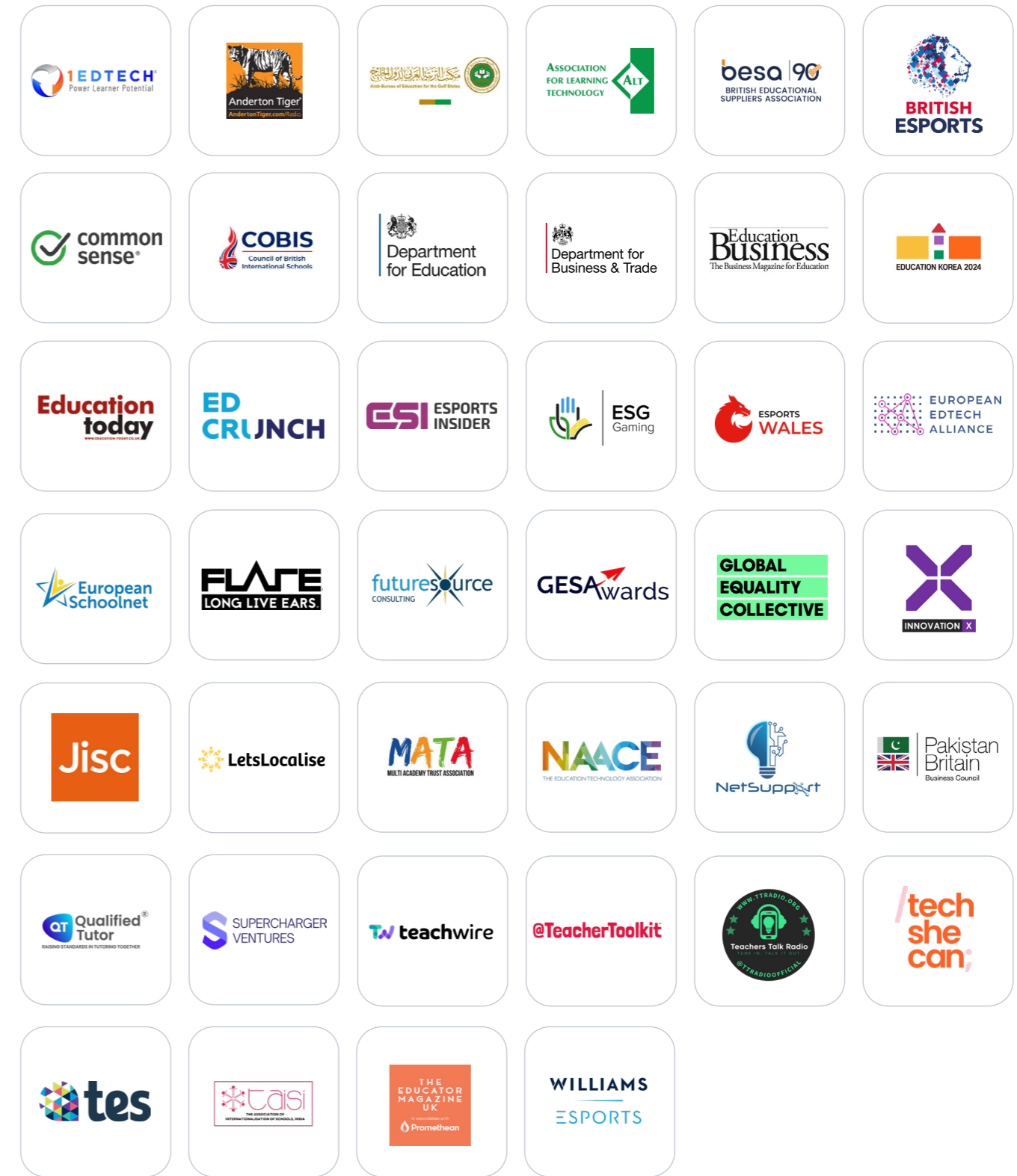
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[View the full list of exhibitors](#)



[Check them out](#)



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