Facts & Figures
Attendance data and audience demographics

Better connections. Better collaborations. Better conversations. **Better together.**

About Bett UK

Bett UK is the world leading EdTech event, bringing together over 30,000 educators, policymakers and solution providers to make education better, globally. 2025 will be our 40th anniversary, held at the ExCeL, London from 22-24 January 2025. The key facts and figures in this document come from the Bett UK 2024 registration platform.

Bett UK 2024 in numbers	**46,694** visitors	**7,522** unique institutions
129 countries represented	**34,000m²** of event space	**400+** speakers

Exhibiting at Bett

616 exhibitors and sponsors

71% of exhibitors in 2024 were returning exhibitors

14,000 buyers responsible for 65+ million learners

42% international audience

Previous speakers at Bett UK

Louis Theroux
BBC Documentarian

Jason Arday
Professor of Sociology at Education, University of Cambridge

Baroness Floella Benjamin OBE
Children's Author and Member of the House of Lords

Professor Brian Cox
Physicist

Sugata Mitra
Professor Emeritus at NIIT University

Dan Fitzpatrick
Founder, the AI Educator

Maggie Aderin-Pocock
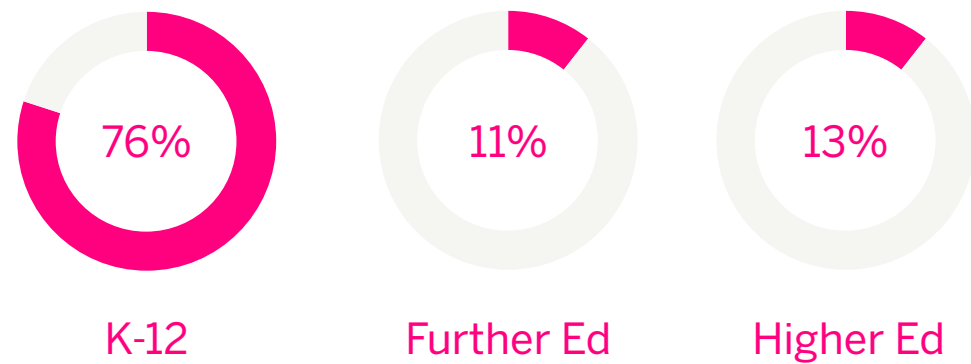Chancellor, University of Leicester
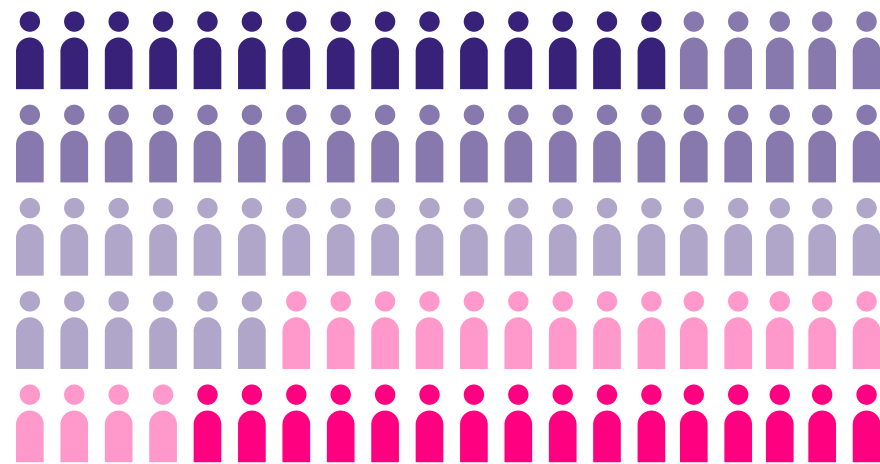
Steven Bartlett
Entrepreneur and Speaker

> **168 sessions** on 7 stages across AI, Innovation, Diversity and Inclusion, Leadership, Skills, Sustainability and Wellbeing

> **World-leading exhibitors** like Microsoft, Lenovo, Canva, Intel, SMART

> **Tech User Labs:** 1,628 attendees across 14 sessions; Over 14,000 attendees registered interest

> **TableTalks:** 130+ tables over 3 sessions, 739 institutions, 1,000 educators

> **Connect @ Bett:** 23,255 connections made by buyers
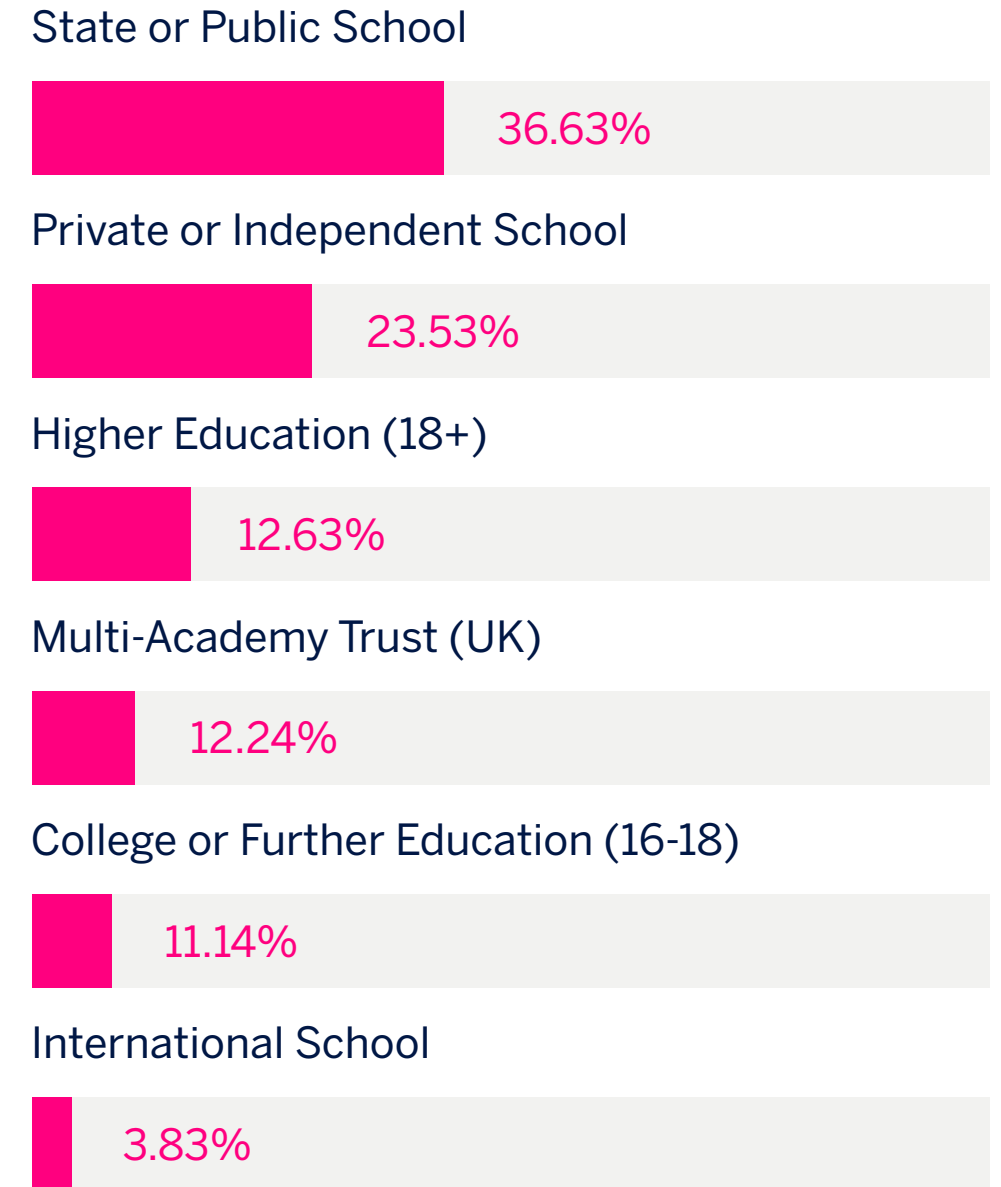
Who attends?

Institution type

K-12: 76%
Further Ed: 11%
Higher Ed: 13%

Age of learners

- 0-5 years: 15%
- 5-11 years: 25%
- 11-18 years: 26%
- 16-18 years: 18%
- 18+ years: 16%

Attendees in 2024

15,187	Educators
10,768	Educators with purchasing influence
1,222	Government representatives
7,332	Exhibitors and sponsors
4,150	Solution providers
1,313	Resellers & Consultants
1,383	Charities
158	Media
781	Young adult students (over 18)
108	Investors
1,791	Pupils (18 and below)

Attendees by institution

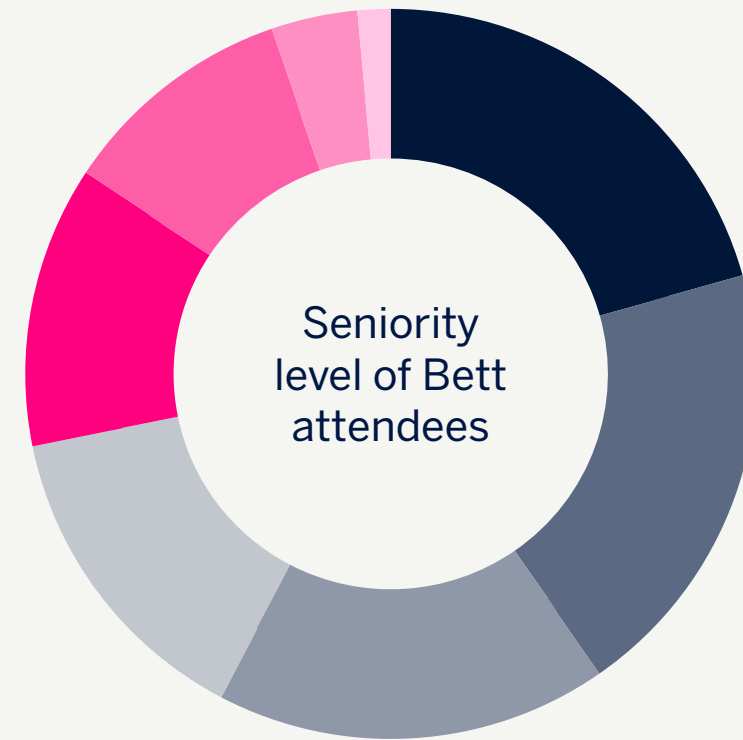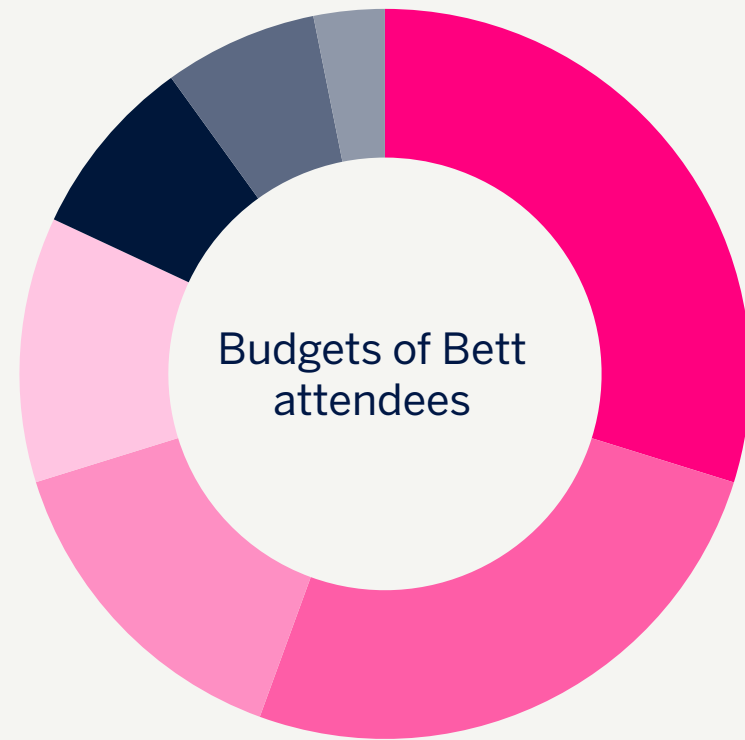| Institution	Percentage
State or Public School	36.63%
Private or Independent School	23.53%
Higher Education (18+)	12.63%
Multi-Academy Trust (UK)	12.24%
College or Further Education (16-18)	11.14%
International School	3.83%

"It's been a huge crowd here and it's really exciting to *see their faces light up* when they see what the technology can do."

Kris Astle
Strategist, SMART Technologies

Spending power at Bett UK

Budgets of Bett attendees

- Up to £10,000 — 29.82%
- £10,000+ to £50,000 — 25.75%
- £50,000+ to £100,000 — 14.64%
- £100,000+ to £250,000 — 11.75%
- £500,000+ to £1 million — 8.10%
- £250,000 to £500,000 — 6.80%
- More than £1 Million — 3.14%

Seniority level of Bett attendees

- Teaching Staff — 20.64%
- Manager Level — 19.69%
- Head of Department or Director Level — 17.33%
- Senior Leadership Team or VP Level — 14.15%
- Support Staff — 12.48%
- Head of Institution, C-Level or Founder — 10.42%
- Other — 3.82%
- Student — 1.46%

Top job titles of attendees

1. CEO
2. Director
3. Governor
4. Headteacher
5. Principal
6. Deputy Headteacher
7. Assistant Headteacher
8. Director of IT
9. Head of IT
10. IT Manager
11. Project Manager
12. Senior IT Technician
13. Network Manager
14. Lecturer
15. Computing Lead
16. IT Technician
17. Class Teacher
18. Teacher

I would really recommend exhibiting at Bett because of the fantastic foot traffic of educators and potential resellers. We've seen *a return on investment from previous years,* so for us it's a no-brainer."

Harry Van Der Veen
NUITEQ

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22 - 24 January 2025

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