

BETT 2020 SHOW PREVIEW - SPECIAL FEATURES AND ZONES

Published by Education Today

There is no arguing the fact that Bett is a large show and it can be easy to become overwhelmed when walking the hall. In a bid to help visitors navigate the show more effectively – and based on feedback last year about the types of technology visitors are looking for – Bett has for 2020 created six new zones aimed at helping delegates to find quickly the resources and seminars they are looking for. The six zones will provide practical tips and sessions focused on each particular area of ed-tech.

Zone 1: Learning Tech

Exhibitors in the Learning Tech Zone are focused on student-based technology and will host technologies to support learning in the classroom, from interactive applications for early years, to e-books for primary schools or virtual reality content for secondary schools.

Zone 2: Teaching Tech

This zone will host the latest technology to help reduce teacher workload and revolutionise pedagogy. This will include products that make teaching, monitoring and assessments easier for teachers and enhance learning outcomes and improve student engagement. Other topics might include distance learning, monitoring learning, and management technologies. SMART Technologies is sponsoring this zone and visitors will be able to get hands-on with the resources.

Zone 3: Equipment and Hardware

This zone hosts those companies who provide physical hardware and equipment solutions. These include physical, tangible and day-to-day goods that are used in a school – from the classroom to the canteen and the computer room. This might include AV and projection multimedia equipment, screens, furniture and monitors, laptops, tablets, augmented reality/virtual reality headsets, printers and so on.

Zone 4: Global Showcase

This zone welcomes representation from nearly 150 countries and will give visitors the chance to discover the latest

development in from across the world. The Global Showcase will also feature associations and non-profit organisations, including accelerators and international collectives as well as global brands such as Microsoft, HP and Adobe. There will also be several country pavilions offering insights into education technology in places like Egypt, France, Korea, Russia, Spain and Norway.

“The Bett Award winners and shortlisted companies across the 20 award categories are often worth a visit during the show.”

Zone 5: Management Solutions

This zone will host companies providing products and services relevant to the school as a whole – to help with its running and management. These might include IT managed services, data management and storage, attendance management, management information systems (MIS), security and risk-management, connectivity/communication solutions, or school visitor management.

Zone 6: Education Show

For the first time in 28 years, the Education Show has moved to sit inside the Bett Show in its own dedicated zone. This area will feature non technology resources and products focusing on pedagogy.

Bett Radio

With so much going on during Bett, it is important that there is an opportunity to hear voices and views from across all sections of the show's varied attendees.

To this end, Bett Radio will provide an interactive forum for visitors to explore, debate and reflect on the show's themes.

NetSupport has been chosen as the official broadcaster of Bett 2020 and will be working with Anderton Tiger Broadcasting and host (and Bett legend) Russell Prue.

Bett Radio will broadcast daily at 3pm throughout the show. Visitors can get involved by sharing their “best of Bett” thoughts via Twitter using #NetSupportRadio and #BettShow throughout the four days.

SHOW PREVIEW

Special features and zones

Every year, the show floor at Bett has a number of special features and themed zones. We look at what is planned for 2020



There is no arguing the fact that Bett is a large show and it can be easy to become overwhelmed when walking the hall. In a bid to help visitors navigate the show more effectively – and based on feedback last year about the types of technology visitors are looking for – Bett has for 2020 created six new zones aimed at helping delegates to find quickly the resources and

“The Bett Award winners and shortlisted companies across the 20 award categories are often worth a visit during the show.”

Making waves: Al Kingsley, MD of NetSupport, which will be running the Bett Radio feature during this year's event

scientist and professor of computer science at Durham University

Dr Ger Graus, global director of education at KidZania

There will also be a student takeover with

Show attendees are also encouraged to visit the radio station at Stand NL44 for a chance to feature on the show.

Educators, leaders, and ed-tech pioneers featuring on Bett Radio this year include:

- Nicole Ponsford, award-winning digital educator, CEO and co-founder of the Gender Equality Collective.
- Dr Sue Black, award-winning computer scientist and professor of computer science at Durham University.
- Dr Ger Graus, global director of education at KidZania.

There will also be a student takeover with children from Westwood with Iford School running the station on the Friday (January 24) at 2:15pm.

Visitors can download the NetSupport Radio app to their smartphone to listen live. The app also features pre-Bett podcasts and regular features throughout the year.

Bett Futures

Returning to Bett 2020 will be the increasingly popular Bett Futures feature, which is designed to showcase the best ed-tech start-ups. It has become one of the most visited areas in Bett and features three levels of company – start-ups, companies transitioning, and companies starting to see real growth. For more on Bett futures and other Bett exhibitors, turn to pages 22 and 23.

Ed-tech awards

For the first time, Bett will host the finals of the annual Global EdTech Startup Awards (GESA). The world's largest ed-tech start-up competition, the awards have provided a showcase for identifying and recognising some of the most innovative start-up companies from across the world. Visitors to Bett can join the awards presentation in the Bett Arena after hours on Thursday, January 23.

And of course the winners of the annual Bett Awards will be unveiled on the Wednesday evening (January 22). The Bett Award winners and shortlisted companies across the 20 award categories are often worth a visit during the show – and the shortlist has already been published.