

BETT 2020: CREATING A BETTER FUTURE BY TRANSFORMING EDUCATION

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On 22-25 January, the 36th edition of Bett will bring together people from more than 146 countries in the global education community under one roof at the ExCeL London. With 800 leading companies, 103 exciting new edtech startups and over 34,000 attendees, Bett UK is a must-attend show in the event calendar for the global edtech market.

A speaker agenda like no other

For the 36th edition of Bett UK, we've put together an unrivalled guest speaker agenda to ensure that you hear from educators and thought leaders within the edtech space. The first wave of international figures taking the stage at Bett 2020 include:

- Brian Cox OBE: physicist, professor and author of *The Quantum Universe*
- Linda Liukas: author of *Hello Ruby* and tech evangelist
- Arjana Blazic: teacher trainer, Croatian Ministry of Education
- Dr Sue Black: professor of Computer Science, Durham University, and tech evangelist
- Jos Finer: co-director, head of organisation & staff development, Sumac Project Lead, CAPOD, University of St Andrews
- Carol Allen: education advisor for ICT and inclusion
- Bart Verswijvel: senior advisor, EUN Partnership.

Keep an eye out as we release updates on our speaker line-up.

Exploring the new zones

With so many edtech innovators and exhibitors under one roof, we want to ensure navigation is as easy as possible. This is why, with your feedback, we've created new exhibitor zones that encapsulate the top six solutions educators want to see in every institution:

- Learning Tech
- Equipment & Hardware
- Teaching Tech

- Management Solutions
- Global Showcase
- Education Show

The Escape Room Experience is back!

Why should kids have all the fun? Once again, Bett is teaming up with teacher training organisation Tablet Academy to bring you something completely different, The Bett Show Escape Room Experience.

The Escape Room Experience is designed to provide you with the opportunity to engage with classroom technology solutions in an exciting and brain-taxing way, solving a series of challenges using the very technology you can deploy in your classroom.

Off the back of such a great success last year, the Escape Room brings the following updates:

- Bigger space for the Escape Room challenges
- Navigate your way through a series of three rooms
- 'Crystal Maze'-style challenge that you can work with your colleagues.



"Over 800 suppliers and exhibitors will be at Bett to showcase the products and services shaping the future of education."

Must-see exhibitors

Over 800 suppliers and exhibitors will be at Bett to showcase the products and

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Bett 2020: Creating a better future by transforming education

Registration for Bett 2020 is now open, giving you the chance to hear from educators, leaders and edtech pioneers from all over the world



services shaping the future of education.

These pioneering brands will be at Bett 2020 to deliver content, innovative ideas and global insights into edtech practices in the UK and around the world. Schedule meetings on Connect@Bett to find your next supplier.

Eleven theatres of quality content

With quality content at the heart of what we offer at Bett UK, we have 11 theatres dedicated to providing presentations, panel discussions and more over the course of this four-day event. The Bett Seminar Programme for 2020 is full of CPD-certified sessions designed to inspire, educate and inform audiences from across the education community. Some of the sessions you will find this year are:

- Barefoot Computing: 22 Jan, 16.00–16.30
- Financial Planning for the Future: 24 Jan, 12.30–13.00
- Learning to Teach Code: 22 Jan, 13.30–14.00
- Captivating your Class with World-Class Video content: 23 Jan, 13.10–13.30
- Governance for MAT Leaders: 23 Jan, 14.00–15.30.

One of the highlights of Bett 2020's programme is the theme of SEND (Special Educational Needs and Disabilities) and Inclusion. Bett has programmed a series of talks with a SEND and inclusivity focus across the week. There is a particular focus on Friday, where there will be a concentration of CPD sessions and keynote talks, covering primary education through to higher education and beyond. Experts and educators will speak on the challenges giving practical advice, case studies, inspiration and useful information.

The Education Show at Bett

For the first time in 28 years, we will be fully integrating the Education Show inside the North Hall. There will be hundreds of suppliers under one hall roof, showcasing essential products to improve the health and wealth of global educational institutions.

Why the move? We wanted to ensure our focus for Bett 2020 is on greater audience quality. When we moved the show to sit alongside Bett in 2019, we saw an increase of 27% of school leaders from the previous year. Now, with the Education Show inside Bett 2020, we'll bring you more than 330% more attendees. This means more key buyers and educators all in the one place at the one time.

As part of the Education Show, we can announce the following three sessions that are not-to-be missed when planning your time at Bett 2020:

Leadership: The importance of leadership in enabling schools to deliver high standards of education. This session, led by David Carter, executive director of System Leadership, Ambition Institute, will cover topics including structural solutions for leadership improvement in schools, strategies for managing organisational change, ways to inspire a workforce and get buy-in on school improvement models.

Keynote: Using dance fitness to improve student wellbeing. In this inspiring keynote from Dame Darcey Bussell DBE, DDMix, we'll look at the positive attributes of dance and how they've been proven to promote wellbeing in the mind and body. Darcey will be sharing how schools can implement dance into their curriculum as part of PE, as well as the ways it can improve student and teacher wellbeing.

Keynote: Examining how emotional involvement when learning significantly increases the chances of that learning being successful. Dr Andrew Curran, paediatric neurologist & neurobiologist researcher, Alder Hey Children's Hospital, Liverpool and Associate of Independent Thinking Ltd will be sharing the most up-to-date understandings about the working of the learning brain. This includes how learning happens, how memory happens, how motivation happens, and the role that emotions play in these things.

As well as these sessions, the Education Show will bring you:

- Best practice presentations
- Demonstrations from a range of suppliers to challenge your thinking
- An opportunity to discover new solutions.
- The practical tools to implement policy and manage school best practice.

Connect@Bett

To help you build the rich connections that will see you transform your educational institution in the years to come, the Connect@Bett app is back and available to download now. The app enables visitors to set up meetings with meetings with relevant exhibitors and fellow educators over the course of this four-day event.

On top of this, there will be another onsite networking opportunity in the form of the Staff Room. This is where educators can discuss content sessions they've experienced and reflect on what they found inspiring and informative.

Live radio with NetSupport Radio powered by Anderton Tiger

NetSupport Radio has been chosen as the official broadcaster for Bett 2020, providing an interactive forum for visitors to explore, debate and reflect on the show's themes over the course of this four-day event. You'll be able to have your voice heard and listen in as NetSupport Radio broadcasts a mix of interviews, analysis and debate on the biggest issues facing education.

Powered by Anderton Tiger and hosted by Bett alumni Russell Prue, visitors can share 'best of Bett' thoughts and insights via Twitter using #NetSupportRadio throughout the four days.

Al Kingsley, managing director of NetSupport, says: "This year, we are keen to welcome an even wider range of views and insight so that educators can make better decisions and technologists can understand better the real issues facing schools. I'd encourage all from across the sector to listen live, engage on social media and visit the station at stand NL44 to make their contribution – all are welcome!"

