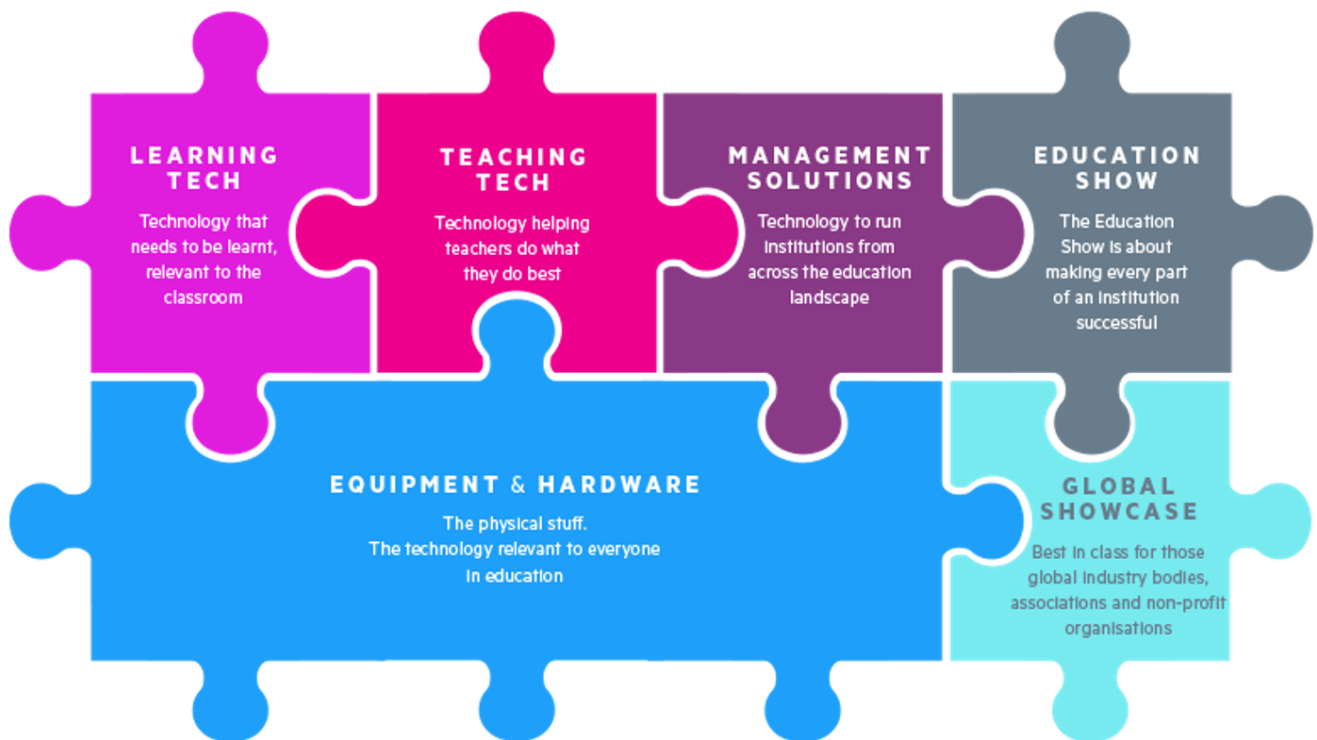


No Show Bett?

Many assistive technology companies have already decided that the Bett Show is no longer on their radar but we are promised that Inclusion, Social Mobility and SEND will be one of six content themes for Bett 2020. So, is it worth a visit?



new look Bett

Held at ExCeL London every January, Bett was one of the key events in the technology calendar but in recent years there has been little evidence of disability and assistive technology exhibitors. There used to be a Special Needs Village and a Fringe but these have long gone. Critics feel that technology that levels the playing field for those with physical disabilities or offers extra support for those with dyslexia or helps people with mental health issues secure and continue in a job has been so 'integrated' into the show that it is now invisible.

So is it worth attending Bett 2020? Ieva Stuikyte said: 'In 2019 we had over 180 SEN specialists attending Bett so for SEND companies in attendance this can be an effective way of getting in front of key influencers and decision-makers.'

At present there are several ways for companies to benefit from Bett:

- Companies that choose not to exhibit at Bett this year can set-up meetings with relevant attendees via Connect@Bett, a facilitated meeting tool that can provide a cost-effective way of networking
- BESA members who are new to Bett, or haven't participated in the past two years, can join the BESA Pavilion where they can exhibit in a plug-and-play pod and speak in the workshop area each day of the show
- All BESA members can benefit from a 5% discount on any stand at the show
- EdTech start-ups can join Bett Futures, a start-up zone with plug-and-play stand options as well as peer networking and support in the months leading up to Bett

Networking and finding customers

- Five solution zones at Bett 2020 to help attendees connect with relevant suppliers
- SEND will feature in each of these zones
- A Leaders' programme to help buyers and decision-makers 'find the solutions, ideas and contacts they need'
- Two new Professional Development theatres offering free CPD to educators at all levels
- Bett is partnering with the Global EdTech Start-Up Awards in 2020 and all start-ups and Bett Exhibitors can attend the awards in the Arena on the Thursday evening at no cost.
- This could be a good networking opportunity.