

bett

Bett Asia

March 4 – 5, 2020

Grand Hyatt Regency
Kuala Lumpur

2020 Update

Jacqui Dynowski

Director, Asia & LatAm



Agenda

1. Event Review
2. Content Themes
3. Event Team

The logo for 'bett' is a dark purple oval containing the word 'bett' in white lowercase letters. It is positioned in the top left corner of the slide, which has a light blue background with a white dotted pattern in the upper left corner.

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Event Review

Proposition

To segue the market to a more summit focused model, Bett Asia has re-weighted the current model, as illustrated below.

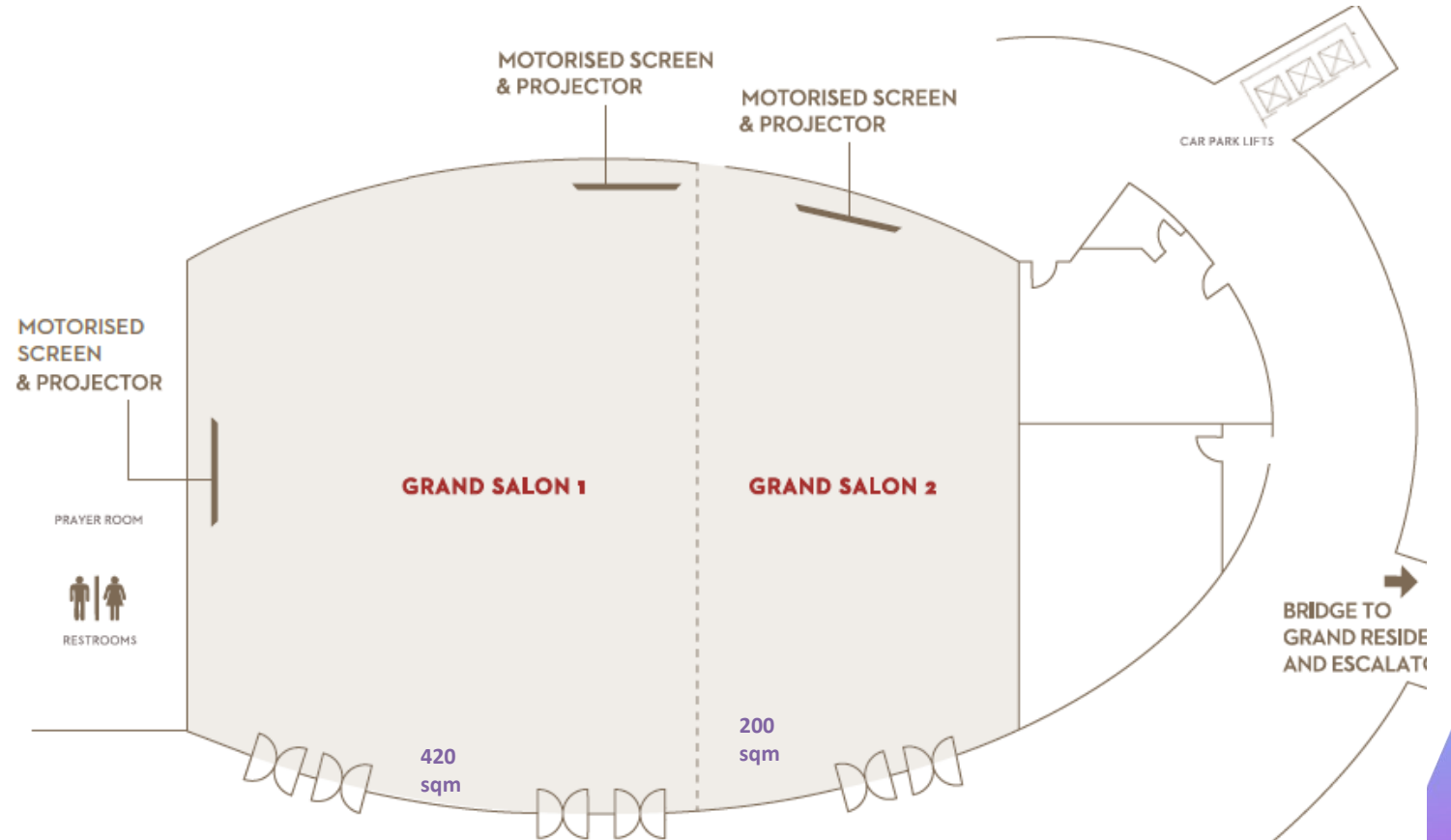
Leadership Summit	Tech in Action	
<ol style="list-style-type: none">1. Editorial content that cannot be sponsored2. Sponsored, but highly curated content that runs with the themes of the summit.3. The visitors will comprise of VIPs, decision makers from various educational sectors, and ministerial delegations.4. All leadership sessions to be CPD credited against relevant ILM/CMI management certifications.	<ol style="list-style-type: none">1. A classroom set up that helps to demonstrate various technologies with local partners and schools participating (where possible/ appropriate).2. A demo zone that comprises of pods and larger client designed space options. There will not be any shell scheme options available.3. A clear VIP tour route to be created for product and/or service introduction.	<ol style="list-style-type: none">1. Workshops and/or content sessions that are content led demos on client solutions.2. All sessions to be CPD credited against relevant educator qualifications.

Leadership Summit View

This room (all rooms are to be assumed to be the Hyatt Regency) is ideal for the leadership summit to accommodate for growth.

Grand Salon 1 & 2 = max capacity 750 people for plenary, thought leadership, keynotes, panels, and discussions. The room can be split.

*GS – Grand Salon



Tech in Action Zone

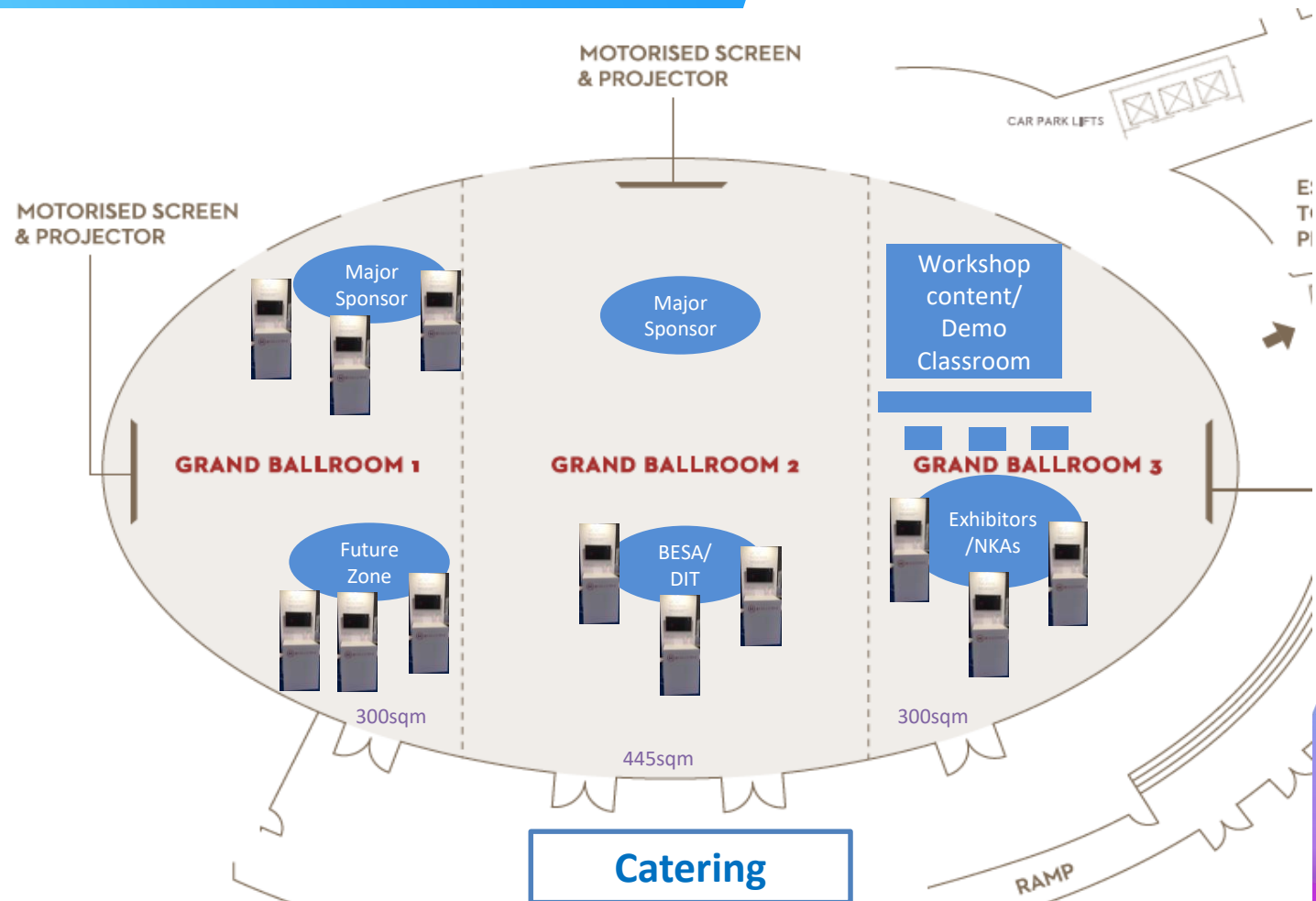
This room is ideal as a combination of demo area and curated workshop.

GB 1 & 2 = the demo area with specific zones around the area

1. Future zone – start-ups who might be looking for investors
2. All major sponsors and/or partners, and preferably associate sponsors/exhibitors need to present either within the demo/classroom or the leadership summit in order to get space, or a pod. This is however, negotiable dependent on experience and size of start-up.

*GB – Grand Ballroom

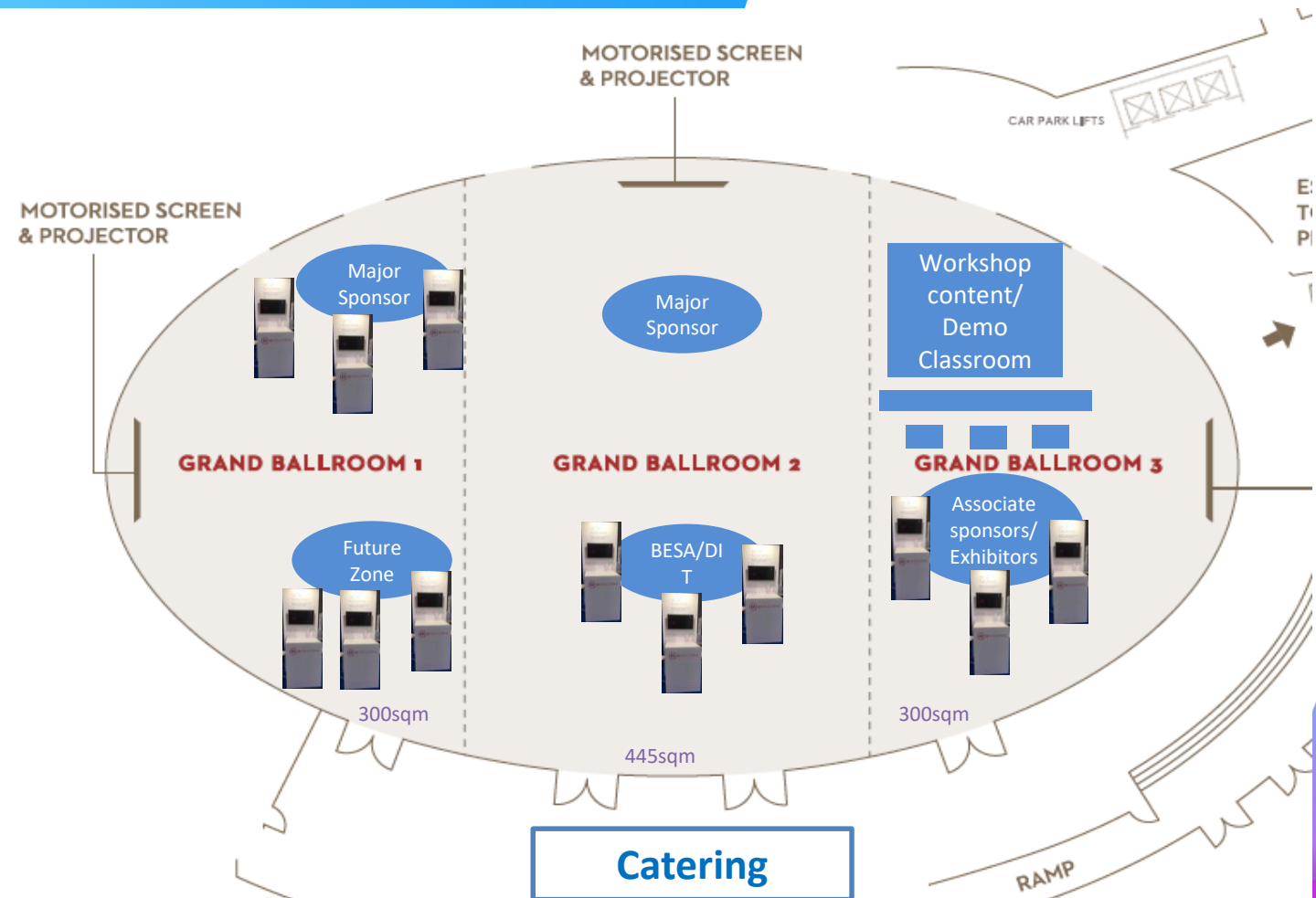
(Note: Motorised screen & projector come as part of the space but do not need to be used)



Tech in Action Zone

Associate Sponsors/ Exhibitors	Pricing/ pod	Content	USD\$\$
DIT/ Besa	£2,000	<i>ftba</i>	\$2,700

This price is eligible for any client who is going to be on the BESA/ DIT pavilion only.





Content Themes

Biggest challenges for Primary and Secondary Organizations



1. Best practice for the creation of a strategic vision and blueprint design to integrate technology across the school
2. Building a culture that enables change and encourages adoption of technology
3. Illustrating the impact of technology

1. Equipping teachers with confidence in use of technology
2. Encouraging a creative use of technology
3. Ensuring inclusion
4. Pivoting away from consumption to creating/making with technology
5. Assessment
6. Curriculum changes

Biggest challenges for FE and HE



1. Best practice for the creation of a strategic vision and blueprint design to integrate technology across the campus and within teaching
2. Leading transformation in tertiary education
3. Evolution of learning models – towards modular learning
1. Commercialising MOOCs
2. Building better bridges between industry and education with focus on teaching engagement & workplace skills
3. Cyber plagiarism and “contract” cheating
4. Better opportunities for life-long learning
5. Student recruitment



Event Team

Bett Asia Contact Details

Jacqui Dynowski
Director
Bett Asia & LatAm

T: +44 (0) 203 545 9543

M: +44 (0) 7870 269 245

E: jacqui.dynowski@ite-exhibitions.com

Michael Broughton
Global Commercial Manager
Bett Asia

T: +44 (0) 20 3545 9569

M: +44 (0) 78 4200 2890

E: Michael.broughton@bettshow.com

HEADLINE HERE

