



4-5 MARCH 2020

GRAND HYATT, KUALA LUMPUR

GROW YOUR BUSINESS WITH BETT ASIA

YOUR GUIDE TO THE MOST IMPORTANT
EDUCATION TECHNOLOGY GATHERING IN APAC



ABOUT BETT ASIA

IN 2020 WE WILL EXPECT:



2,600+

unique attendees



40+

countries represented



800+

VIPs/delegates



24%

increase in attendees to Bett Asia YoY



65+

government organisations represented



55+

press

AT BETT WE BELIEVE IN CREATING A BETTER FUTURE BY TRANSFORMING EDUCATION. OUR MISSION IS TO BRING TOGETHER PEOPLE, IDEAS, PRACTICES AND TECHNOLOGIES SO THAT EDUCATORS AND LEARNERS CAN FULFIL THEIR POTENTIAL.

Bett Asia is the region's leading education technology conference and expo, gathering senior education leaders, educators and innovators to share intelligence on how to improve learning in the 21st century.

For our upcoming 2020 edition, we will continue to build on our position as the leading EdTech thought-leadership conference in Asia, with an expected 2,600+ attendees, 100+ world class speakers, leading companies and inspirational start-ups.

WHO WILL YOU MEET?

EXAMPLES OF JOB TITLES:

- Director
- Vice President
- Director of Educational Technology
- CEO
- Chief Manager - Curriculum Designer
- Head of Global Competencies Research
- Regional Head of Education, South-East Asia
- First Deputy Minister
- Head of Department
- Deputy Minister and Vice-President of National Commission For Unesco
- Minister of Education
- Minister of Higher Education Advisor

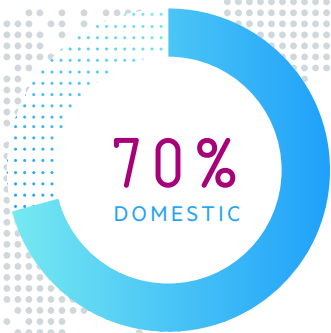
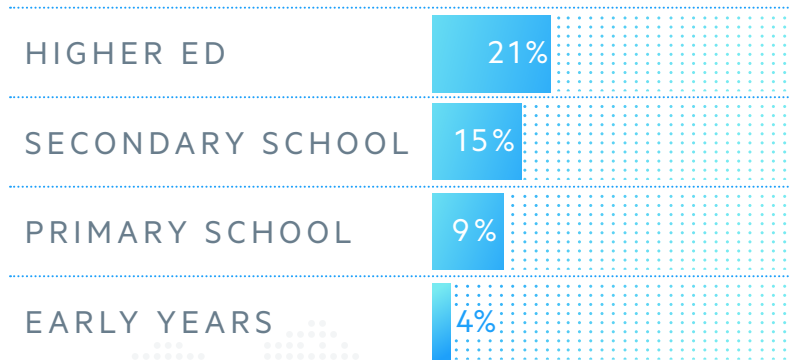
EXAMPLES OF ORGANISATIONS:

- Government of Punjab, Pakistan
- Ministry of Education and Sports
- Ministry of Education, Darussalam
- Ministry of Education, Malaysia
- Ministry of Higher Education
- The University of Malaya
- Ministry of National Education, Turkey
- Prime Minister's Office
- Ministry of Education, UAE
- Ministry of Education
- Gems World Academy PTE Ltd



WHO WILL YOU MEET?

SECTOR BREAKDOWN



COUNTRIES REPRESENTED

- | | | |
|----------------|----------------------|--------------|
| Malaysia | Sri Lanka | Ireland |
| Singapore | United States | Mongolia |
| India | United Arab Emirates | Saudi Arabia |
| Indonesia | Papua New Guinea | Denmark |
| Vietnam | Brunei Darussalam | France |
| Philippines | Cambodia | Greece |
| United Kingdom | Republic of Korea | Laos |
| Taiwan | Russia | Lithuania |
| Australia | Bangladesh | Maldives |
| Japan | Mali | Mexico |
| New Zealand | Poland | Oman |
| China | Myanmar | Portugal |
| Thailand | Sweden | Turkey |
| Hong Kong | Bulgaria | Venezuela |

HOW CAN BETT ASIA HELP YOU?



BETT ASIA WILL PROVIDE YOU WITH A PLATFORM TO:

- LAUNCH YOUR PRODUCT AND SHOWCASE YOUR BRAND TO THE MOST ENGAGED BUYERS AND SENIOR DECISION MAKERS IN EDUCATION
- PROVIDE ADVICE TO EDUCATORS ON HOW TO MAXIMISE THE IMPACT OF TECHNOLOGY IN THEIR CLASSROOM
- CREATE EDUCATION ADVOCATES TO EVANGELIZE YOUR TECHNOLOGY
- ESTABLISH A NEW ROUTE TO A MARKET THAT IS SURPASSING SILICON VALLEY WITH THEIR INVESTMENT IN EDUCATION TECHNOLOGY.

MAKE BETT ASIA 2020 PART OF YOUR BRAND MARKETING STRATEGY AND MEET YOUR TARGET MARKET IN PERSON

BREAKDOWN OF REGISTRATION



100+

SPEAKERS

VISITOR BUDGET BREAKDOWN



45%

OF DECLARANTS HAVE ANNUAL BUDGET OF £50,000 – £1 MILLION +



47%

OF VISITORS ARE LEADERS OR SENIOR LEADERS



113%

INCREASE YOY ON VISITORS WITH BUDGETS OF £500K-£1MILLION+

DECISION MAKER PROFILE:

JOINT RESPONSIBILITY

29%

ADVISORY

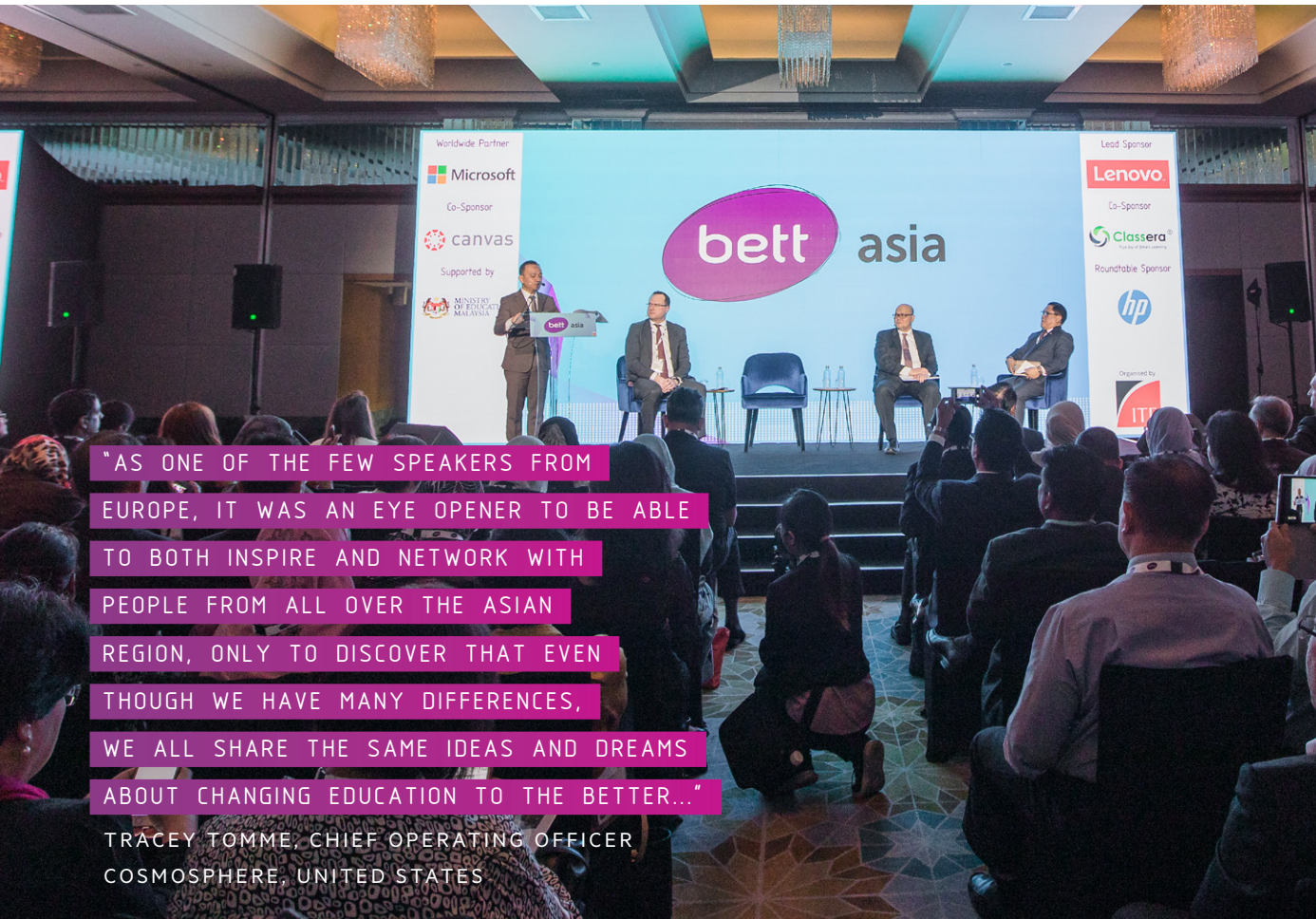
20%

SOLE

9%

CONTENT AT BETT ASIA

BETT ASIA HAS PRODUCED GLOBALLY ACCLAIMED CONTENT FOR OVER 5 YEARS AND CONTINUES TO DELIVER CPD CERTIFIED SESSIONS TO INSPIRE EDUCATION AND INFORM AUDIENCES FROM ACROSS THE APAC EDUCATION COMMUNITY.



"AS ONE OF THE FEW SPEAKERS FROM EUROPE, IT WAS AN EYE OPENER TO BE ABLE TO BOTH INSPIRE AND NETWORK WITH PEOPLE FROM ALL OVER THE ASIAN REGION, ONLY TO DISCOVER THAT EVEN THOUGH WE HAVE MANY DIFFERENCES, WE ALL SHARE THE SAME IDEAS AND DREAMS ABOUT CHANGING EDUCATION TO THE BETTER..."

TRACEY TOMME, CHIEF OPERATING OFFICER
COSMOSPHERE, UNITED STATES

IN 2020, THERE WILL BE 5 KEY THEMES STRUCTURING THE CONFERENCE:



INNOVATION



EMPOWERING
TEACHING & LEARNING



INCLUSION, SOCIAL
MOBILITY & SEND



FUTURE TECH &
TRENDS SKILLS



WELLBEING

2019 HIGHLIGHTS



100+

INTERNATIONAL
SPEAKERS



25+

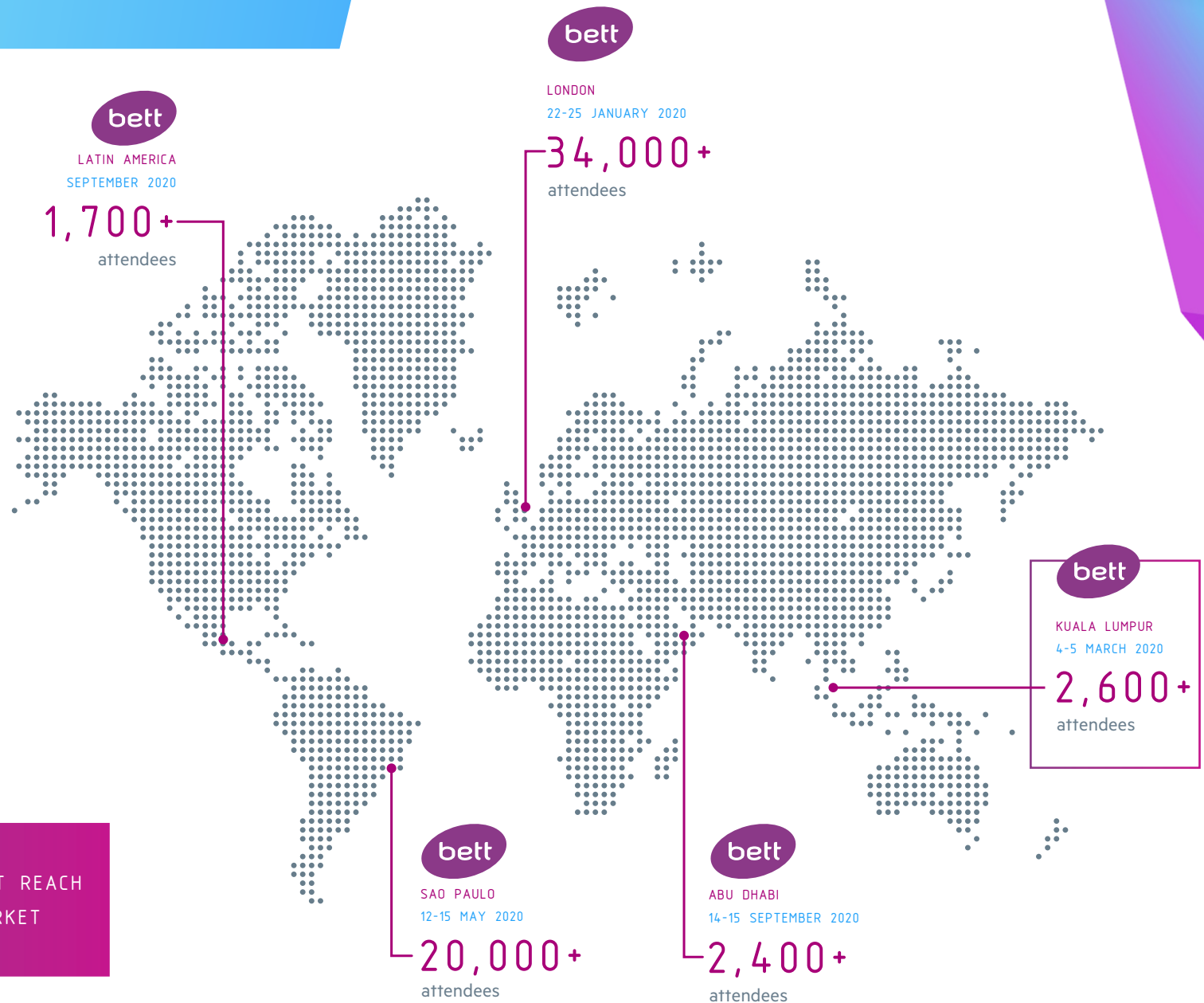
COUNTRIES
REPRESENTED

THE BETT GLOBAL SERIES

BETT HOSTS A SERIES OF WORLD-CLASS EVENTS PROMOTING THE DISCOVERY OF TECHNOLOGY AND KNOWLEDGE TO ENHANCE LIFELONG LEARNING.

Bett Asia is now in its 6th year and is an integral part of Bett's global series. Combined, the Bett global series attracts over 60,000 educators, leaders and practitioners, over 1,300 technology providers and over 600 influential speakers from across the globe.

BETT GIVES BRANDS THE GREATEST REACH IN THE GLOBAL EDUCATION MARKET



TALK TO THE TEAM

WHATEVER YOUR OBJECTIVES ARE FOR 2020, WE CAN HELP CREATE A BESPOKE EVENT EXPERIENCE WHICH PUTS YOUR COMPANY'S NEEDS FIRST.

FOR MORE INFORMATION ON HOW YOU CAN SHOWCASE YOUR BRAND AT BETT ASIA GET IN TOUCH WITH US:

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