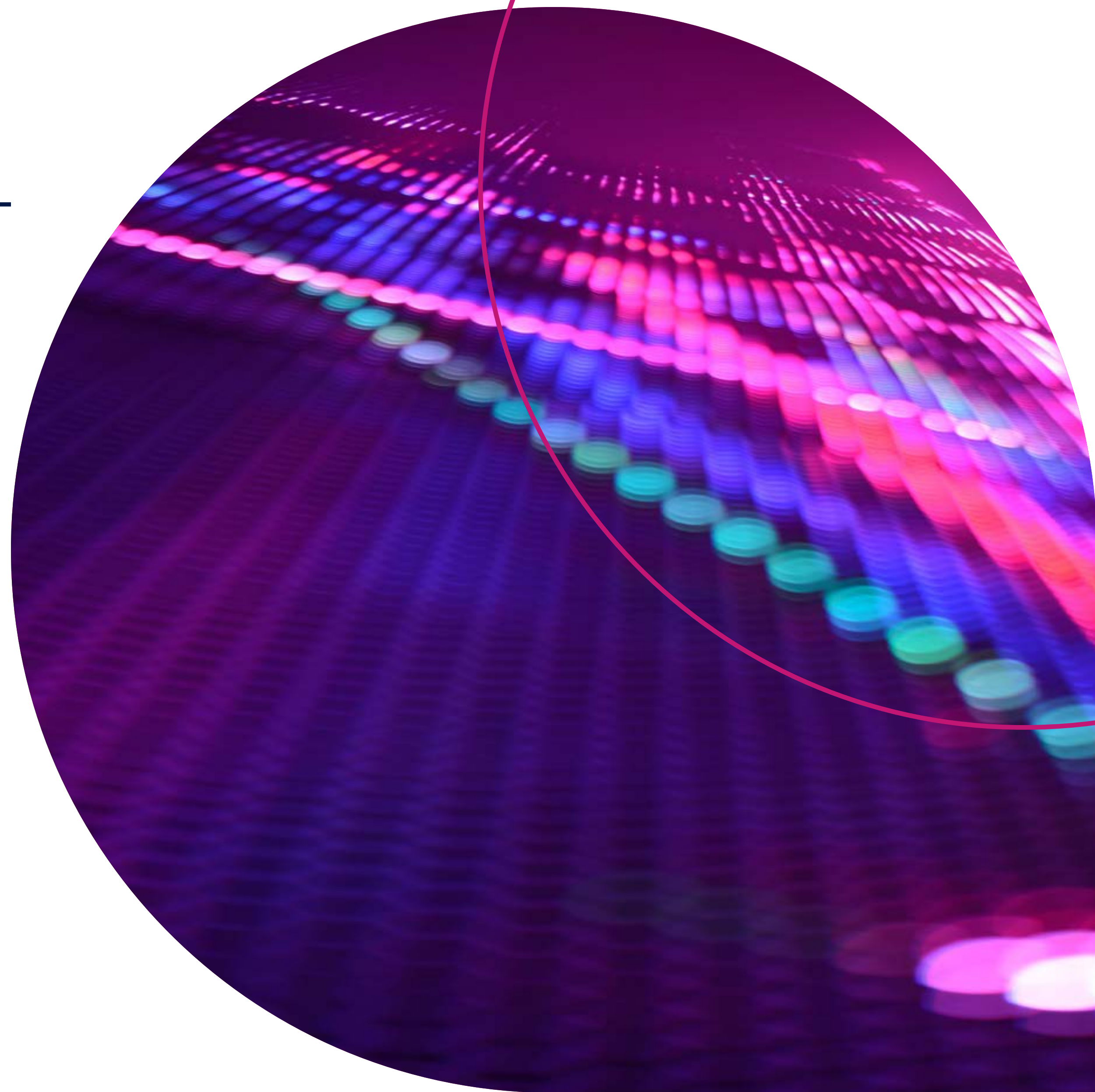
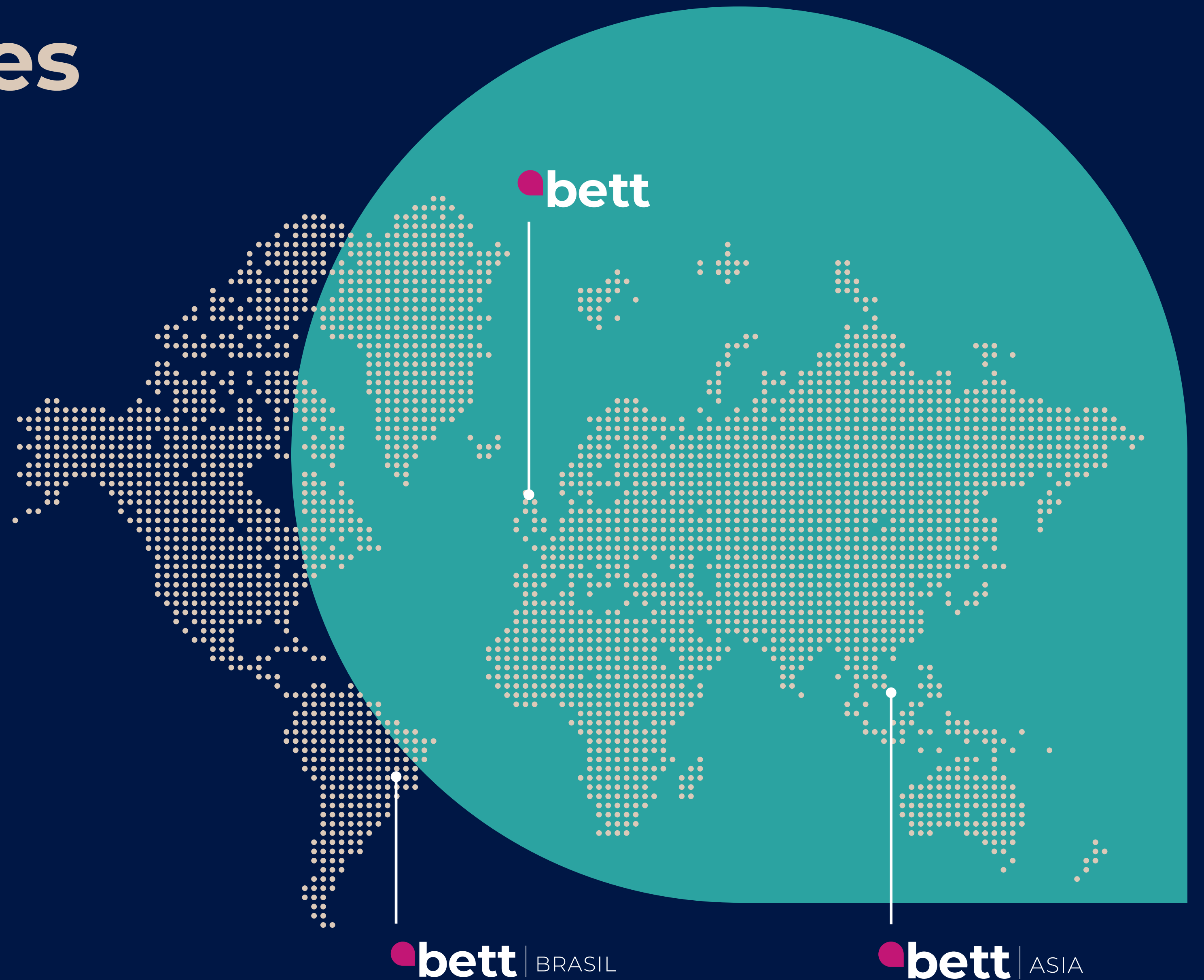


 **bett** | BRASIL



Bett Global Series

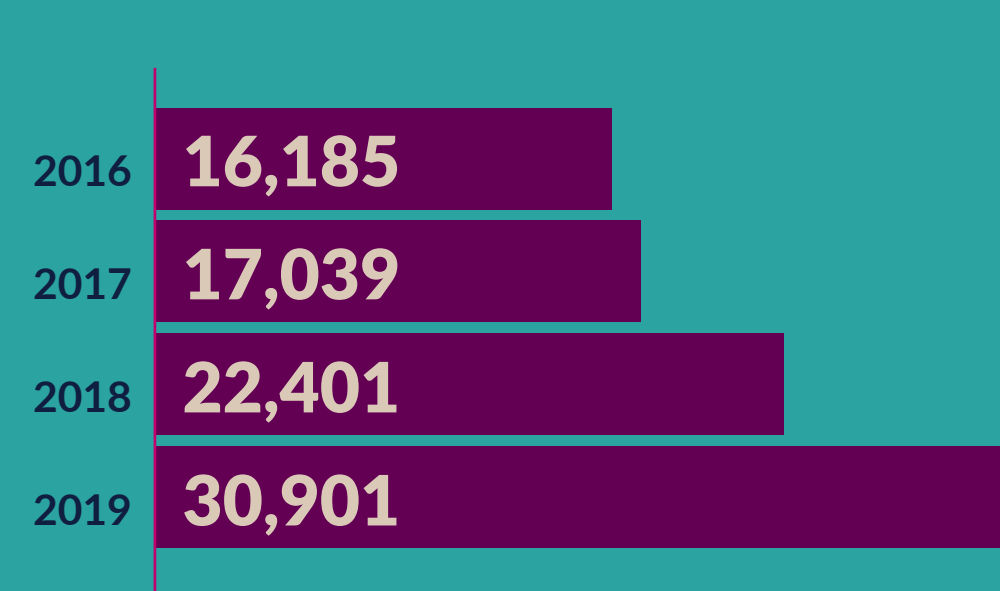
Bett is the global hub of the educational technology community. A reliable brand, with over 30 years of tradition, Bett is a worldclass hub in the educational sector, promoting the discovery of technology and knowledge to foster lifelong learning. It attracts over 60.000 educators, leaders and professionals, alongside over 1.255 technology suppliers from all over the world.



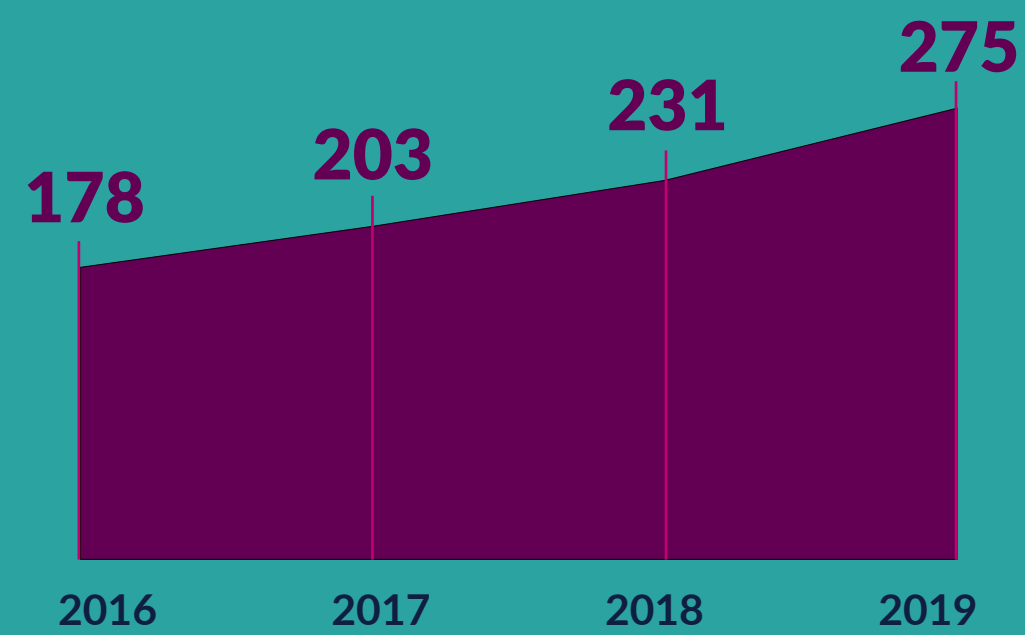
Bett Brasil On-site

General Figures

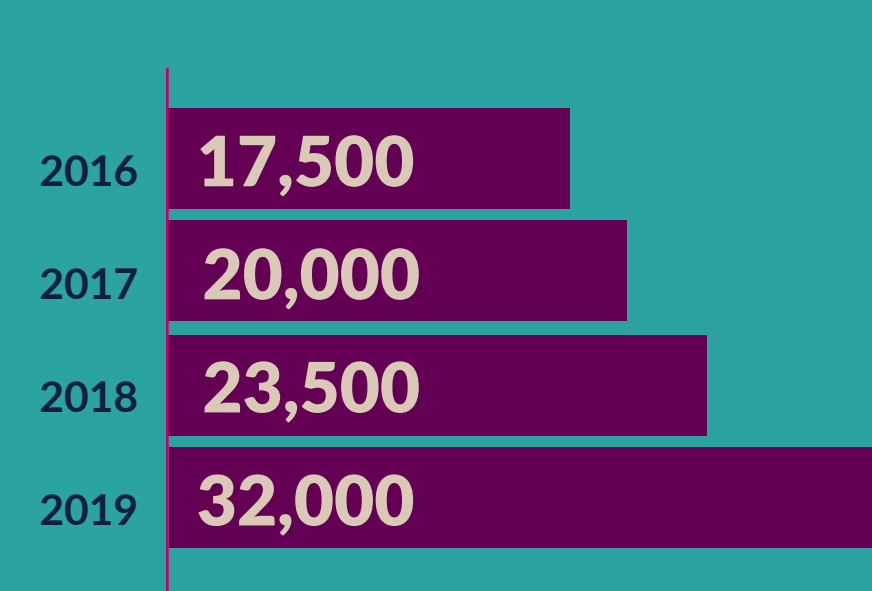
VISITORS



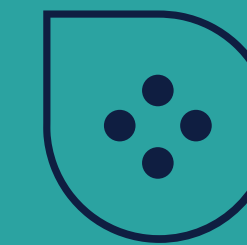
EXHIBITORS



EXHIBITION AREA (SQM)



+5,800
Conference
Members



70%
Educational Leaders and
Decision Makers



+30,000
Visitors



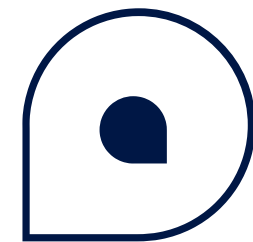
80%
of the visitors have influence
in purchase power



Leaders Forum

The Leaders Forum addresses all economic and social aspects of public and private teaching institutions from all over Brazil and in its last edition focused on best practises and new resources presented by BNCC and the Secondary School Reform. A unique environment gathering the main leaders of the sector.

ATTENDEES



26
Sessions



33
Speakers

Higher Education

YOUR COMPANY OFFERS DEDICATED SERVICES FOR HIGHER EDUCATION? JOIN THE DEDICATED AREA FOR HIGHER EDUCATION AT BETT BRAZIL:

- Advisory Committee
- Exhibition Area
- **Dedicated content** – 3 days of exclusive activities
- **Networking events** – lunches and cocktail parties
- Business Rounds

13% of the visitors are from the higher education sector

70%
Educational Leaders and decision makers

bett | STARTUPS

The Bett Startups space is based on the Bett Show initiative in London, to promote and give visibility to young companies and entrepreneurs in the educational sector.

This space creates opportunities for educational startups to foster their initiatives and exchange knowledge with a highly qualified audience.

In its 4th edition, Bett Startup has already promoted the rise of the largest Edtechs in the country, like: International School, Filhos Sem Fila, Edulabzz, Jovens Gênios, and others. This important space brings a lot of innovation, fosters entrepreneurship and creates a rich environment of networking and solution to face the biggest challenges in education.

30
Startups
participants

22
Content
sessions

Business Rounds

Bett Brasil organised a Business Meeting between exhibitors and buyers of the leading Educational Institutions in the country, with focus on Educational Technology solutions.

21
Companies

34
Purchasers

136
Meetings

R\$ 4,700,000
Business Volume



Active participation of the Public Sector and Government Authorities

SECTOR

78%

Private

18%

Public

4%

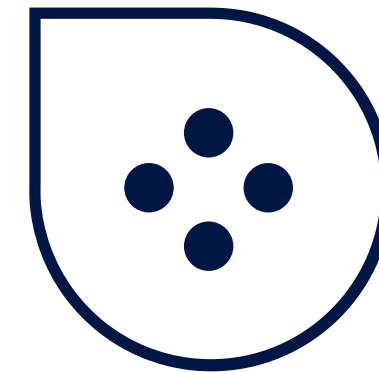
Third Sector

Government Level of the Public Sector

84% Local Institution

11% State Institution

5% Federal Institution



149

Government institutions



170

Government representatives



Gov Delegations

Bett Brasil initiative at Consed - Conselho Nacional de Secretários de Educação and Undime - União Nacional dos Dirigentes Municipais de Educação, to enable the participation of educational Secretaries and Officers of the whole country.

Bett Digital



28,728
followers

+500,000
Accounts achieved



11,321
Channel members
+6,3K–9,5K
Views per month



10,705
followers
+15,500
Prints
+3,600
Members



36,452
likes
38,800
followers
+800,000
Accounts achieved



Community
+80k
Education
professionals
in our community

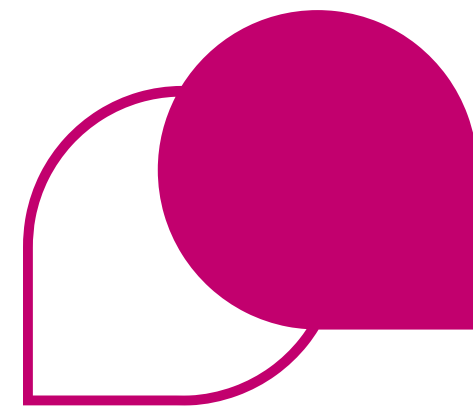
Website

+280k
Views in the last year
+40k
Views to Bett Blog
in the last year

Bett Online Events

In 2020 and 2021, Bett conducted a series of digital events to disseminate relevant information and qualify education professionals during the pandemic.

Unlike the on-site events, online events afford opportunities for educators and managers from all parts of Brazil to participate organically and democratically. Currently, Bett Educar's content is available to all.

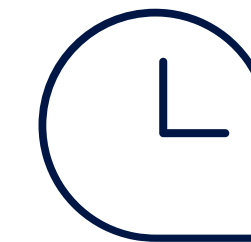


18 online events conducted

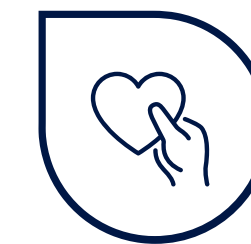
- 7 Bett Events
- 3 Partner events
- 8 Sponsored events



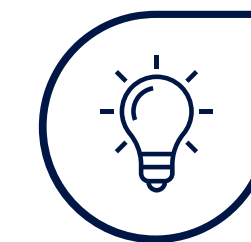
100 k members



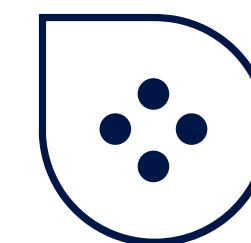
+90 content hours



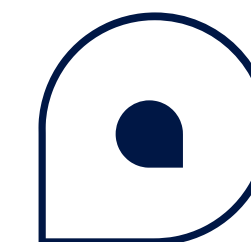
+200 K accesses



+50 sponsors



+70 lectures



+200 speakers

bett | BRASIL

See you **next year**



BRASIL
São Paulo
10 – 13 may 2022

a Hyve event

bettbrasileducar.com.br

P.: +55 11 3042-7784 | E.: contato@bettbrasileducar.com.br



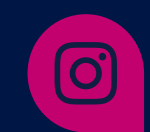
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