



Bett Asia 2022

BESA



About Bett Asia

2022 will see Bett Asia's first time running in Bangkok, Thailand at our new venue – The Athenee Hotel. We will be expecting:



2,500+
unique attendees



50+
countries represented



1,250+
leaders



10%
increase in
attendees YoY



50+
governmental
organisations
represented



10+
ministries of education in
attendance



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 2022 edition, we will continue to build on our position as the leading EdTech thought-leadership conference in Asia, with world class speakers, leading companies and inspirational start-ups.

Why Thailand?

- Full official support from Thailand Ministry of Education and Thailand Ministry of Higher Education, Science, Research and Innovation
- Rapid growth in international/private schools in Thailand – especially in mid-price sector
- Large regional Bett Asia partners/target partners HQ's in Bangkok (Unesco, SEAMEO, SEAMEO RIHED, AUAP, AUN)
- Excellent event infrastructure in Bangkok and full support of local industry (TCEB)
- Thai HE institutions actively looking for internationalisation
- Travel hub of ASEAN and easily accessible globally



Expected breakdown of registration

100+

Speakers

47%

of visitors are leaders

Visitor budget breakdown

78%

of visitors have buying power

113%

increase YoY on visitors with budgets of £500k-£1million+

2022 Asia Show Themes

- Driving an evidence-based, purpose-built digital strategy beyond crisis response
- Streamlining institution infrastructure across management systems, procurement and cybersecurity
- Harnessing the power of partnerships to engage the global education community

Leadership

- Redefining the education ecosystem for impactful, meaningful blended learning
- Reclaiming physical learning spaces to foster creativity and collaboration
- Harnessing AI, machine learning, personalisation and student data analytics to boost student engagement and performance and improve overall experience

Innovation

- Engaging the student voice to shape strategy, practice and culture
- Toolkits to ensure social-emotional development and digital safeguarding
- Strategies to prioritise staff wellbeing, develop resilience and rebalance workload

Wellbeing

2022 Asia Show Themes

- Providing equal access to high quality education so that all learners are able to fulfil their potential
- Ensuring a student-led learning experience through leveraging a range of assistive technologies and practices
- Delivering a truly inclusive and culturally responsive curriculum

■ Inclusion

- Transforming learning environments and facilities to develop future-ready institutions
- Rethinking curriculum and pedagogy to reflect the accelerated use of technology
- Alternative models of education employing future-facing learning design

■ Futures

- Creating a culture of self-directed study and creative thinking to develop lifelong learners
- Long-term professional development for empowered, competent and confident educators
- Reimagining assessment purpose, content and delivery to recognise lifelong skills critical to a viable future workforce
- Embedding the importance of sustainability to develop future-thinking global citizens

■ Skills

Bett Asia 2022: Education as a catalyst for change

- As the education community moves beyond the immediate-term crisis response to ensure that learning never stops, it is vital to come back to the 'why' of education and recognise the wider importance of education as the solution and driver for society and industry to thrive.
- Bett Asia 2022 will gather education leaders and policy and decision-makers to discuss how we should be investing in education so that it can act as a catalyst for change, developing the next generations of leaders and global citizens.
- Informed by conversations with our audience, Bett Asia's six themes will sit underneath the overarching theme of 'Education as a catalyst for change' and will structure the two full days of content at Bett Asia 2022, ensuring that education stakeholders across the region can address their most pressing challenges and priorities.

Confirmed partners

Worldwide Partner



Southeast Asian
Ministers of Education
Organization



Asian Development Bank



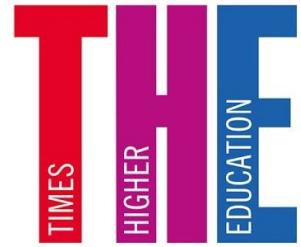
Department for
International Trade



Lenovo



Target partners



Ministry of Education and Culture,
Republic of Indonesia



BỘ GIÁO DỤC VÀ ĐÀO TẠO
MINISTRY OF EDUCATION AND TRAINING



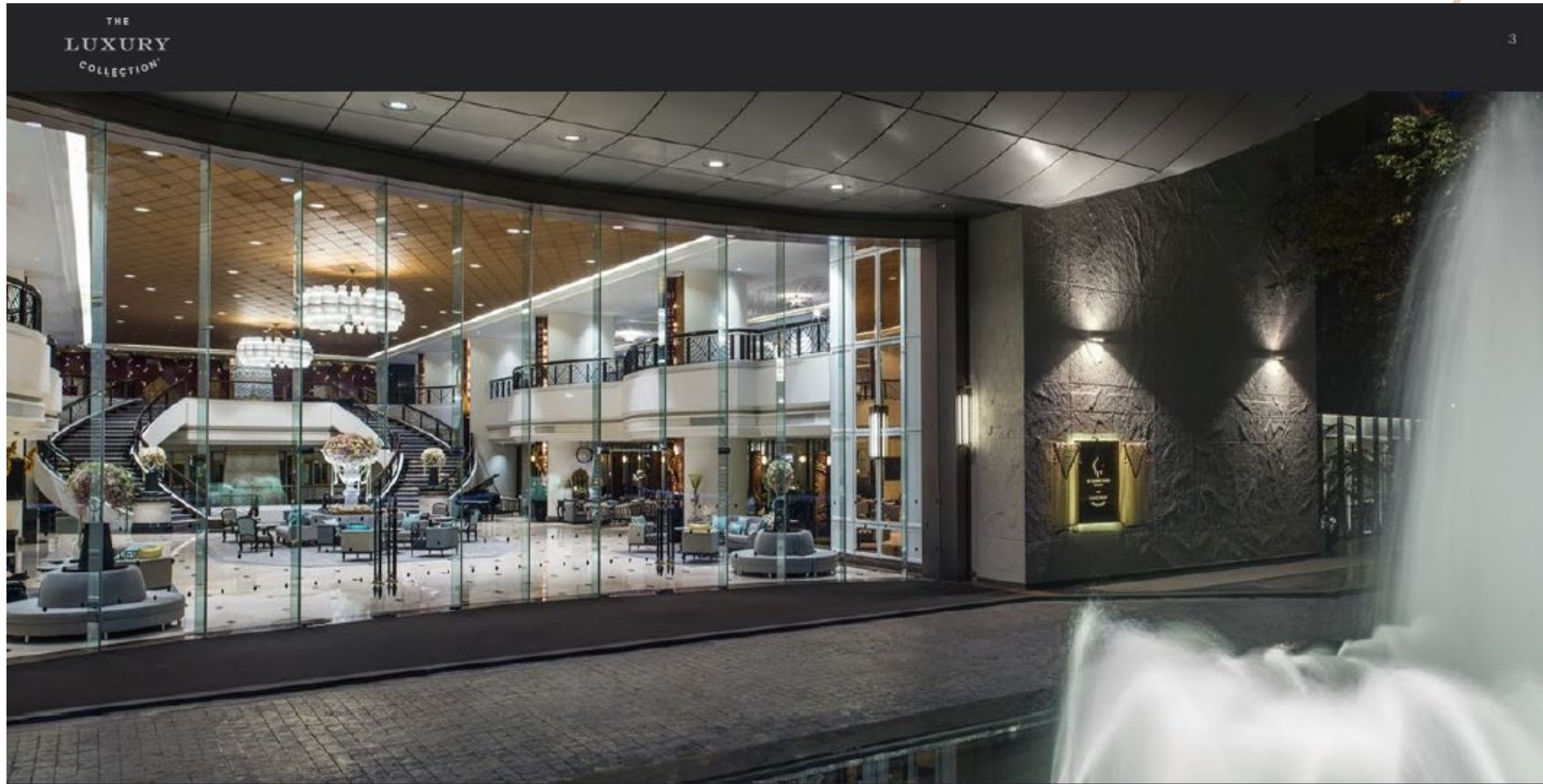
KEMENTERIAN PENDIDIKAN MALAYSIA



United Nations
Educational, Scientific and
Cultural Organization



The Athenee Hotel, Bangkok



Athenee – Grand Hall (Summit)

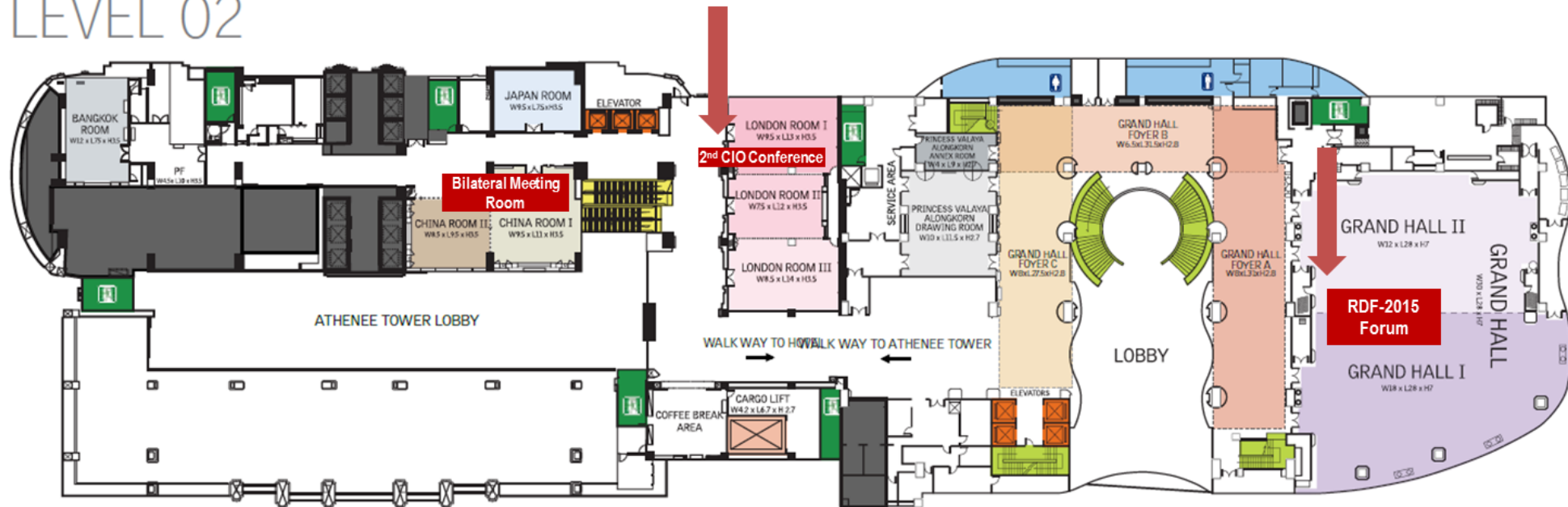


	Bett Asia 2022			
	Day 1		Day 2	
Time	Leadership Summit	Expo	Leadership Summit	Expo
08:00	Registration opens			
09:00	Keynote and plenary	Expo open Classroom Theatre runs with combination of editorial and sponsored content	Keynote and plenary	Expo open Classroom Theatre runs with combination of editorial and sponsored content
09:30				
10:00				
10:30				
11:00				
11:30				
12:00				
12:50	Networking lunch and expo		Networking lunch and expo	
13:00				
13:50	K12 and HE Stream sessions		K12 and HE Stream sessions	
14:00				
14:30				
15:00				
15:30				
16:00	Combination of editorial and sponsored		Combination of editorial and sponsored	
16:30				
17:00	Expo viewing		Expo viewing	
17:30				
18:00	End of Day 1	End of Day 1	End of Day 2	End of Day 2
18:30	Cocktail/drinks reception			
19:00				

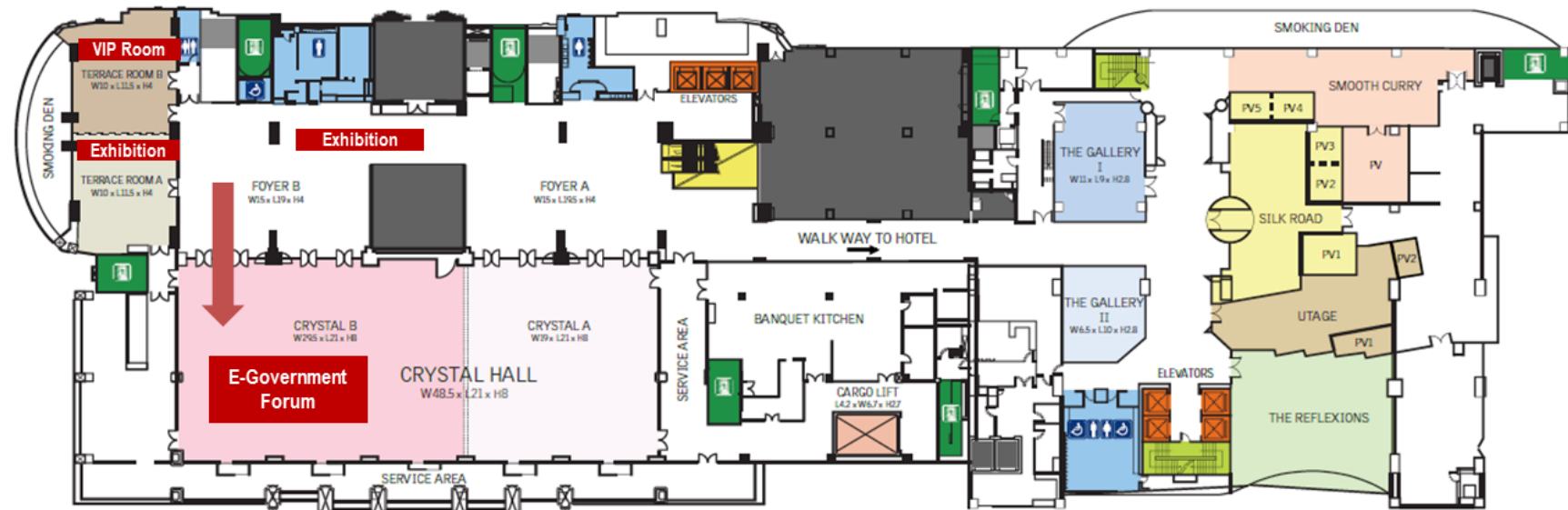
The Athenee – Crystal Hall (Expo)



LEVEL 02



LEVEL 03

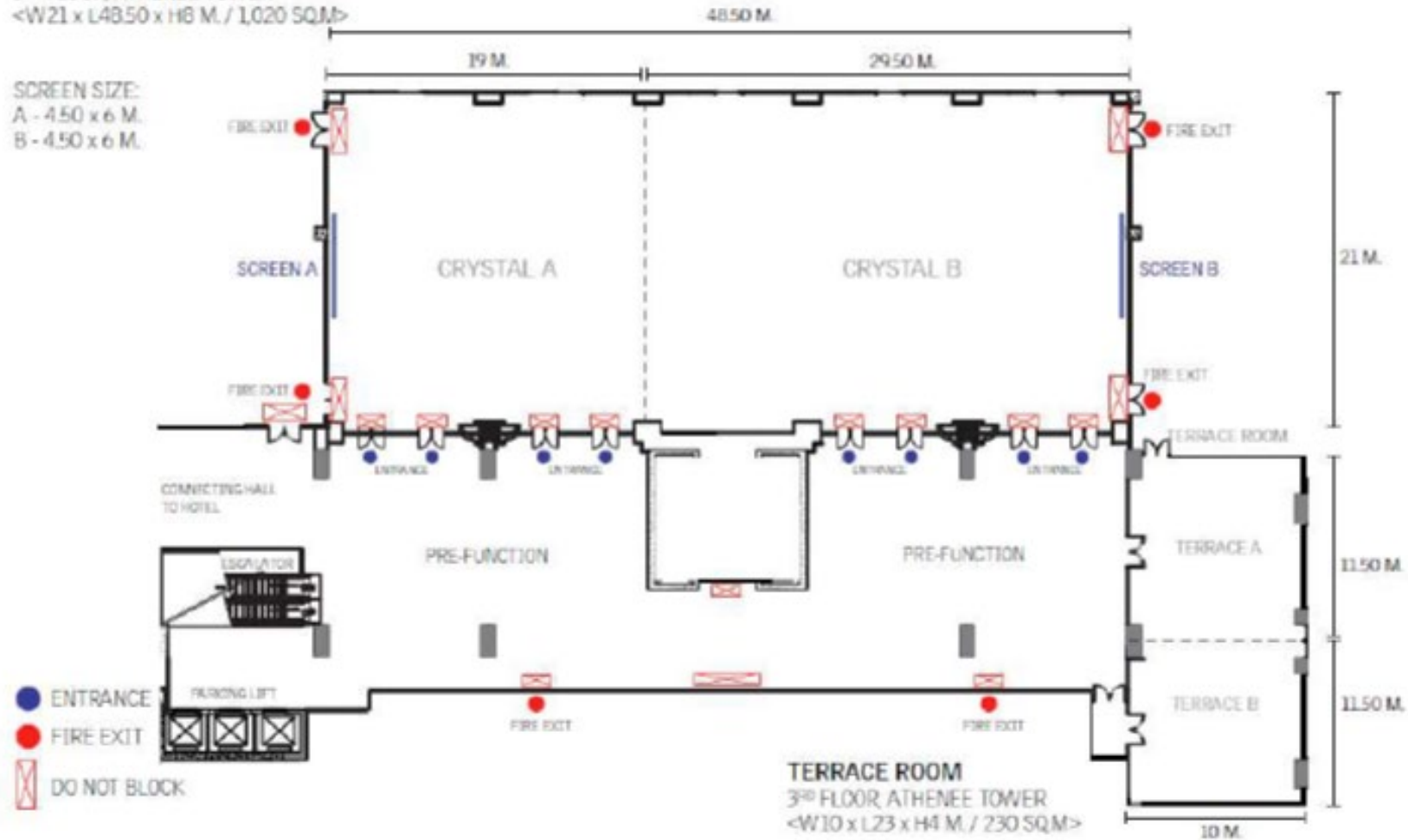


Crystal Hall - Expo

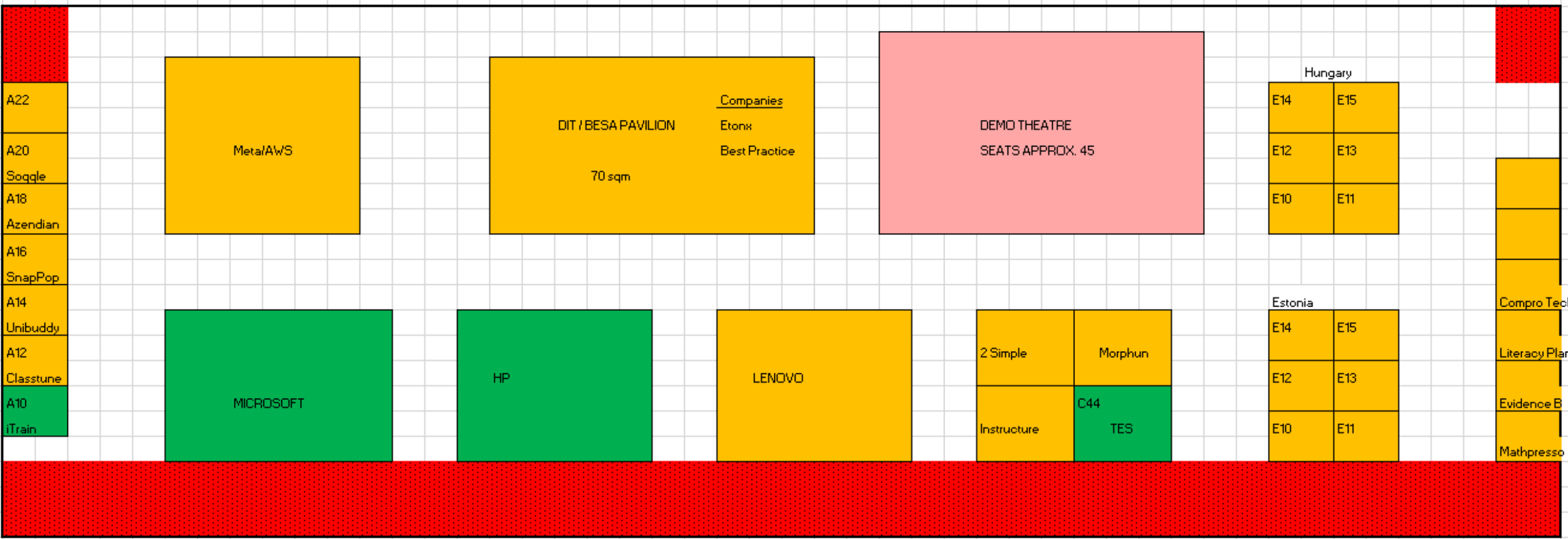
ATHENEE CRYSTAL HALL

3RD FLOOR, ATHENEE TOWER
<W21 x L48.50 x H8 M. / 1,020 SQ.M>

SCREEN SIZE:
A - 4.50 x 6 M.
B - 4.50 x 6 M.



Crystal Hall - Expo



Opportunities for BESA members

Pre-built stand - have a space on the show floor to showcase your transformative technology to all visitors

Package includes:

- 2m x 2m or 3m x 3m stand provided by Bett
- Space for equipment
- 1 counter, table, power socket, stool
- 50 word profile in the event guide
- Listing Bett Asia website
- Options to purchase additional graphics and furniture on request

2m x 2m total: £2,750* (£3,200 non-members)

3m x 3m total: £5,400* (£6,250 non-members)



*insurance not included £195

Opportunities for BESA members

Classroom Theatre session - have your brand at the forefront of the classroom theatre – located in the centre of the expo show floor and with seated capacity of 50, it offers the perfect place to show off your brand to an engaged audience of educators.

- Package includes:
 - 1 x 20 minute session in the Classroom Theatre
 - 1 social media post to promote your session
 - Opportunity to scan visitors who are exiting your session
 - Session promoted in the agenda online and in print
- Total: £2,500

