



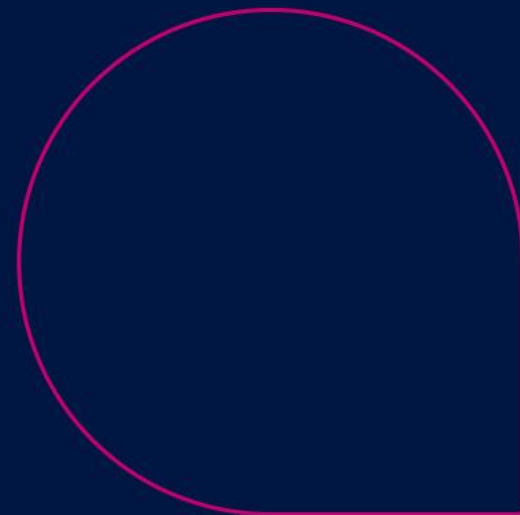
a Hyve event

**BRASIL**

São Paulo

10 – 13 de maio de 2022

# Post Show Report



# Bett Brasil 2022 has exceeded expectations and received **29,860** visitors in-person and online

The 27th edition of Bett Brasil held in a hybrid format, combining the best of both environments: In-person – at the Transamerica Expo Center and Digital – on the Bett Online platform. During the four days of the event, it exceeded the public expectation in the return of face-to-face events, and had **29,860** visitors from the educational sector, who participated in the event in person at the pavilion and online at Bett Online.



# congresso bett | BRASIL



## Opening Ceremony

## **Investments of R\$ 1.2 billion in the Educa Mais Norte e Nordeste Program – announcement made by Ministry of Education during the official opening of the event**

The opening of Bett Brasil was attended by the Minister of Education, Victor Godoy, who took advantage of the moment to announce Ministry of Education's investments in the Educa Mais Norte e Nordeste Program to promote the capacity to access education policies in the region.



“Bett Brasil is a unique opportunity to learn about innovations and make quality partnerships.” Minister of Education, Victor Godoy

**bett** | BRASIL

# ongresso **bett** | BRASIL

## Opening Ceremony

Also present at the opening ceremony were Luiz Miguel, president of UNDIME, Hélvia Paranaguá, secretary of Education at CONSED, Amábile Pacios, vice-president of FENEP and Jânio Macedo, manager of the Entrepreneurial Education unit at SEBRAE.



# Facts & Figures Bett Brasil

Bett Brasil in numbers



**29.860**

Attendees  
In-person and on-line



**6.023**

Delegates



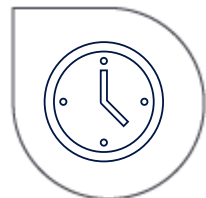
**262**

Speakers



**270**

Brand Exhibitors



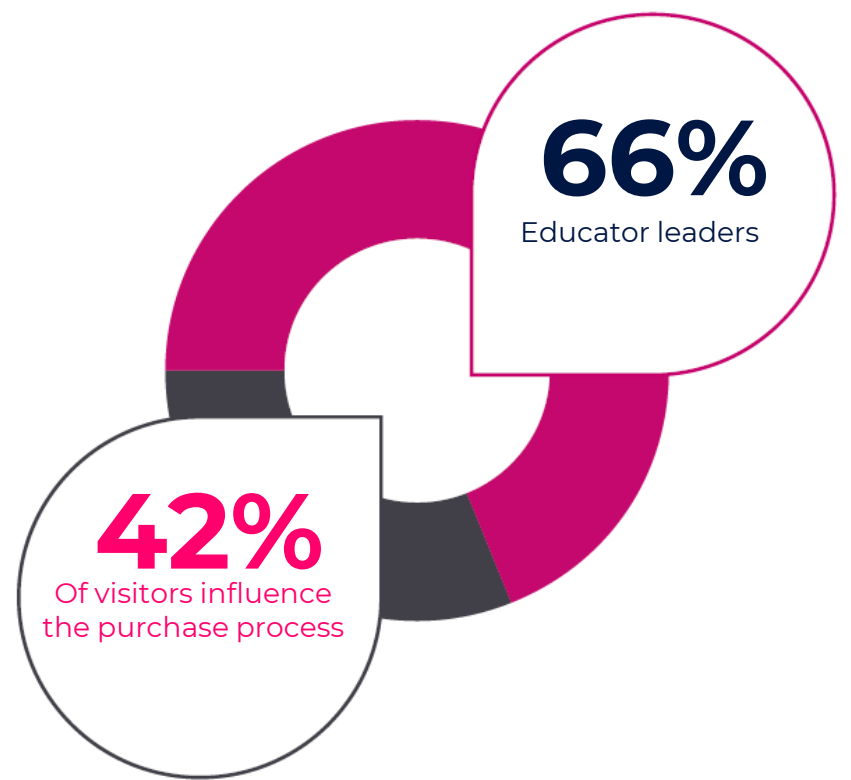
**134**

Content hours

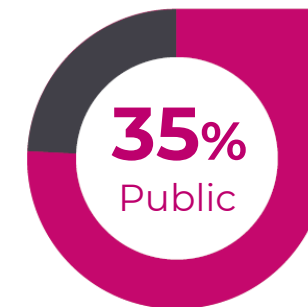


**27**

Hours of Live  
Streaming

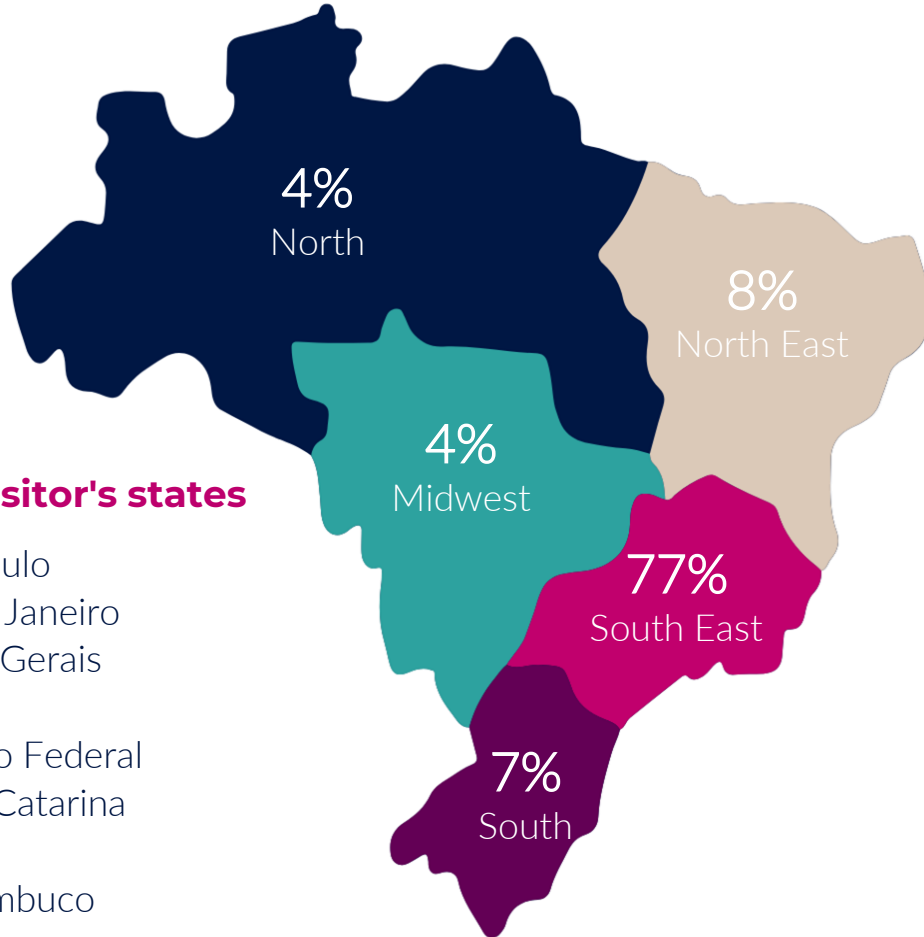


## Sectors



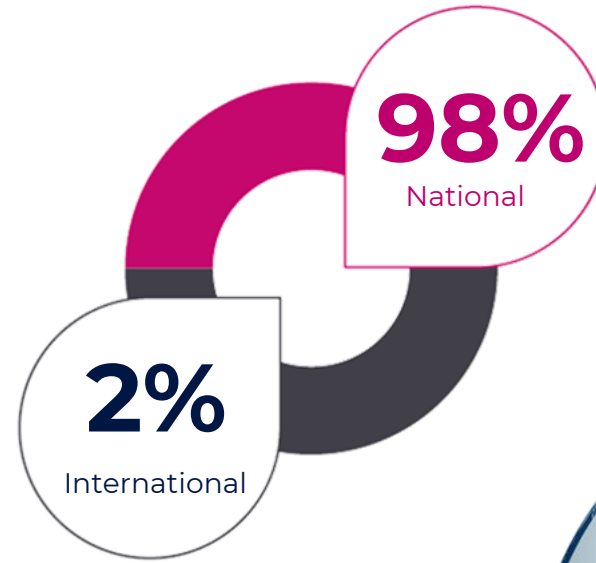
# Facts & Figures Bett Brasil

Bett Brasil in numbers



## Top 10 visitor's states

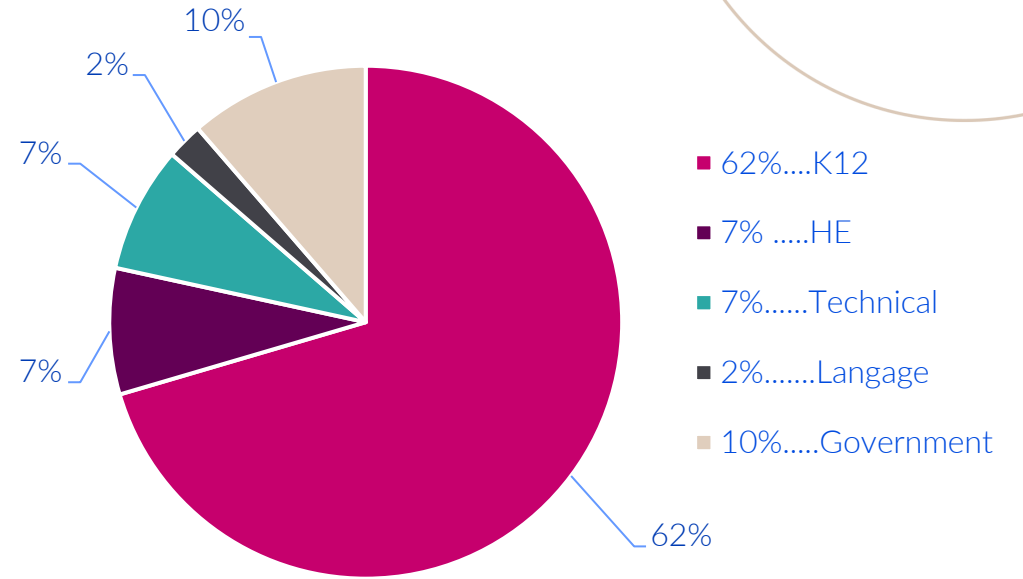
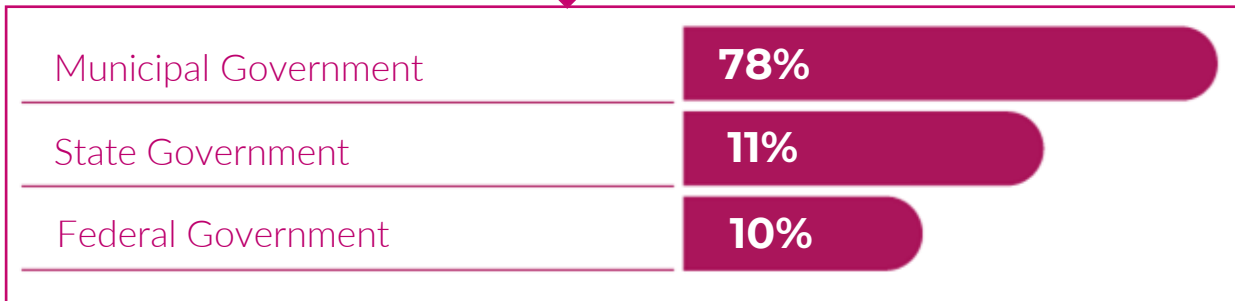
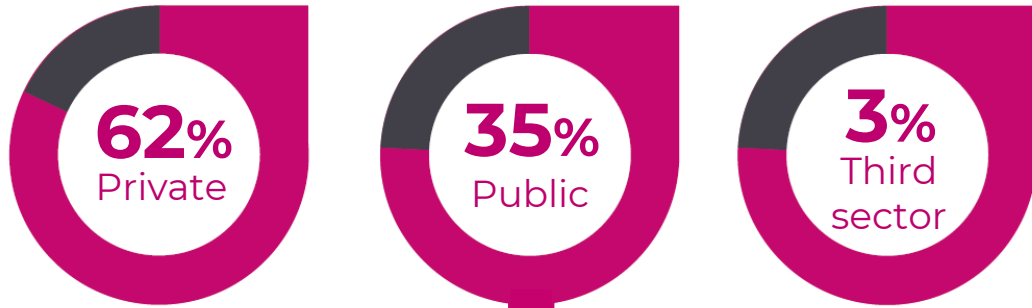
- São Paulo
- Rio de Janeiro
- Minas Gerais
- Paraná
- Distrito Federal
- Santa Catarina
- Ceará
- Pernambuco
- Pará
- Amazonas



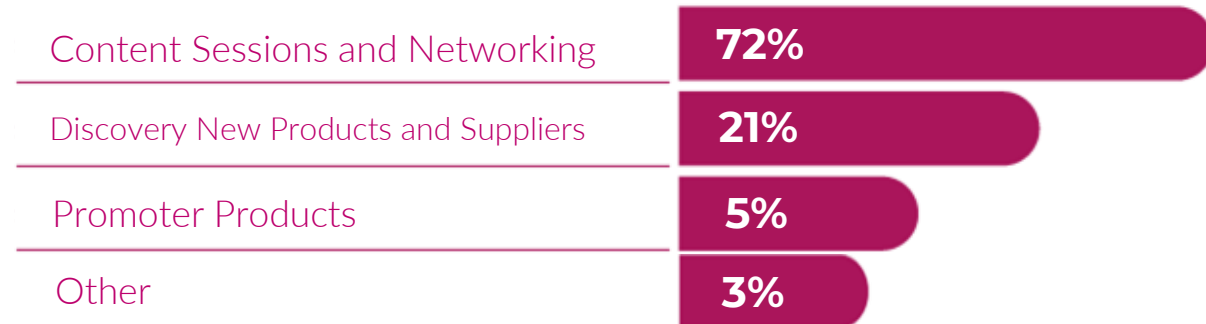
## Countries in attendance

- Argentina
- Canada
- Spain
- Paraguai
- Peru
- USA

# Attendee breakdown by sector



## Reason to visit



**81%**

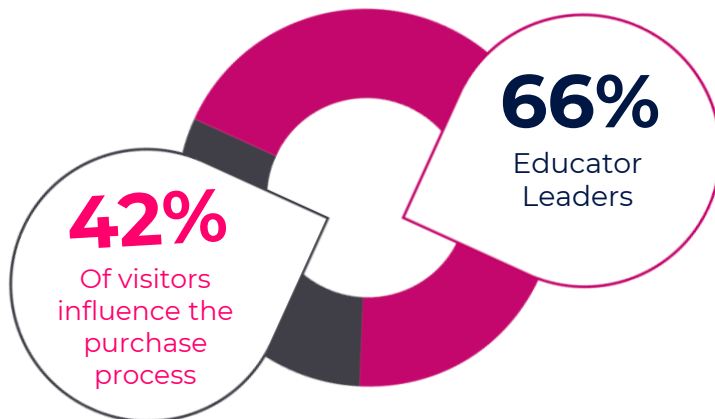
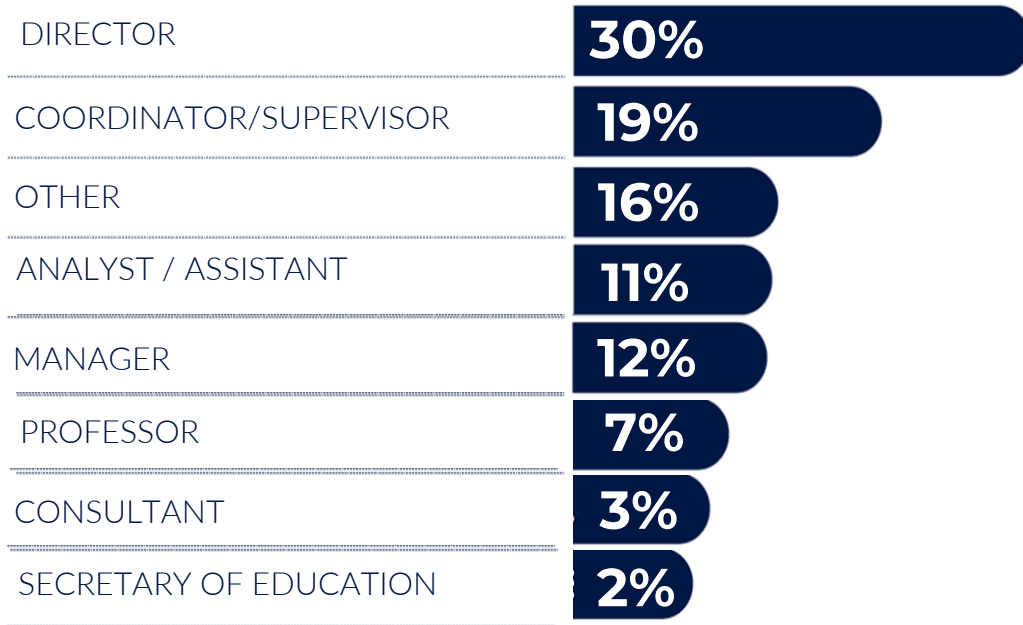
of participants say it is very important to attend the event

**77%**

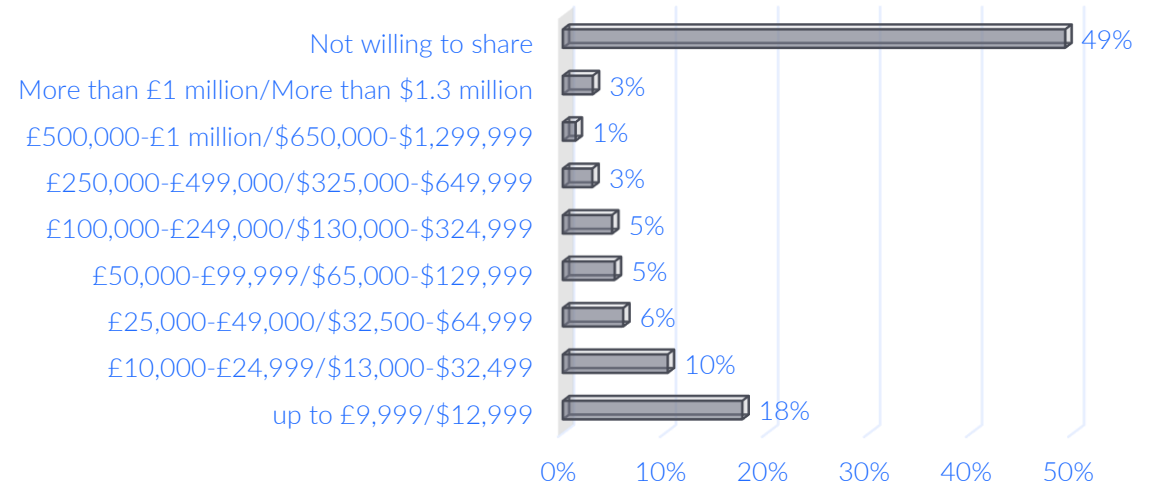
of attendees are satisfied with the event

# Attendee breakdown

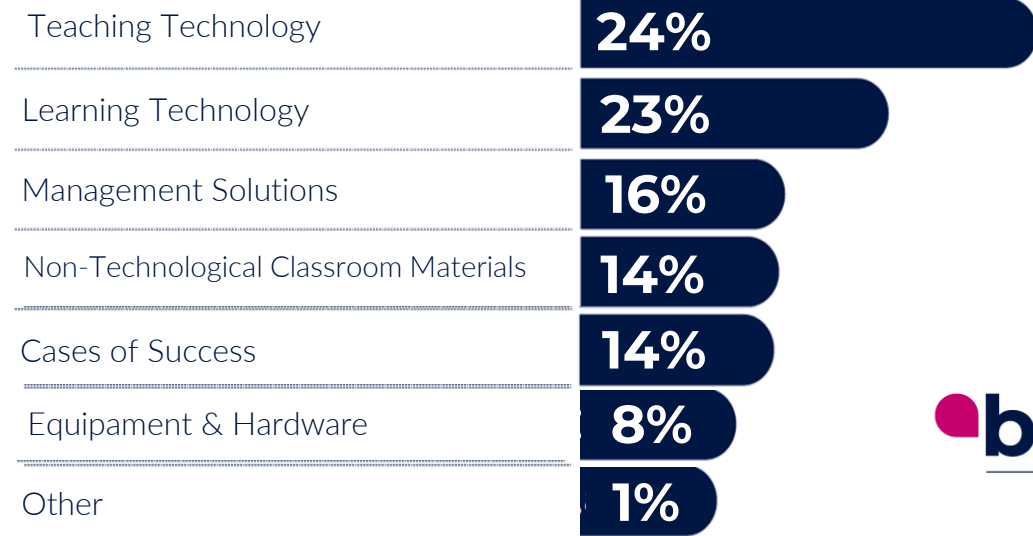
## Seniority Degree



## Visitor's annual purchasing budget



## Visitor's interest







congresso  
bett | BRASIL

Discuss. Connect. Dare to create the Education of the Future today.

## ● CONGRESS BETT BRASIL

All the activities of the Bett Brasil Congress were developed under the central theme “Co-creating the Education of the Future”. Allied to the central theme, four axes permeated the face-to-face and online debates: Inclusion and Diversity; Educational management; Socioemotional Skills; Innovation and Future Scenarios..

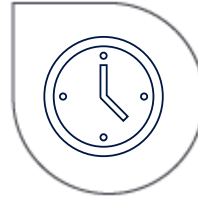
# congresso **bett** | BRASIL Numbers



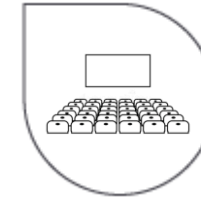
**6.023**  
Delegates



**262**  
Speakers National and International



**134**  
Hours of content



**5**  
Simultaneous auditoriums



**48**  
Panels



**18**  
Workshops hands on



**16**  
Inspiring Sessions



**bett** | BRASIL



## Leaders Forum

Directed to the maintainers and leaders of private and public and higher education institutions throughout Brazil.

Sponsorship





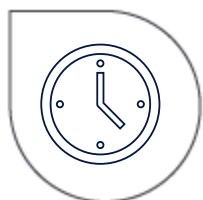
# Fórum de Gestores



**742**  
Leaders



**36**  
Speakers

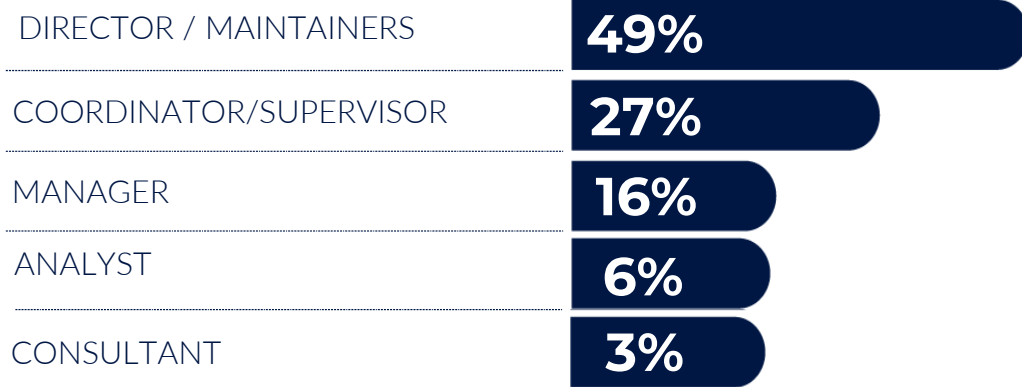


**16**  
Hours of content

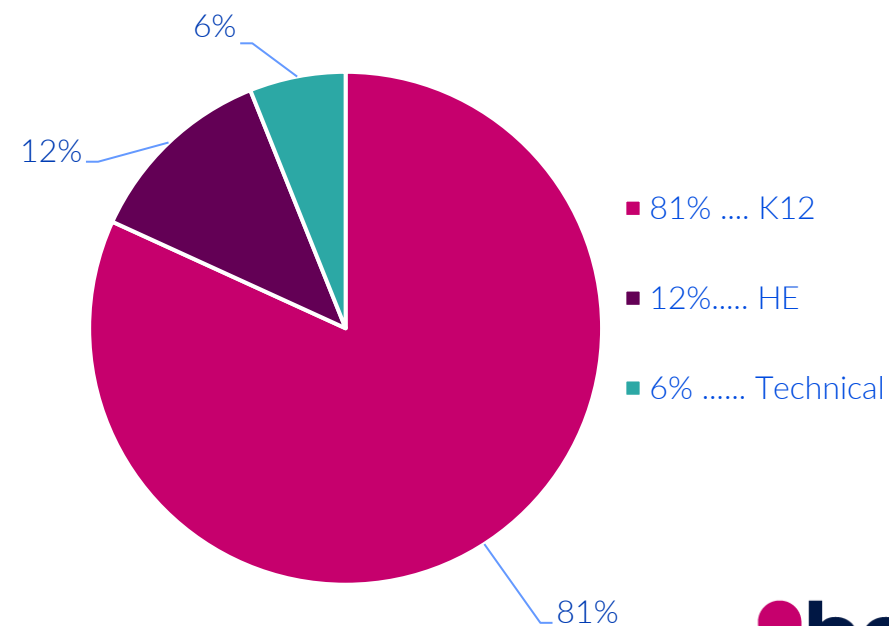
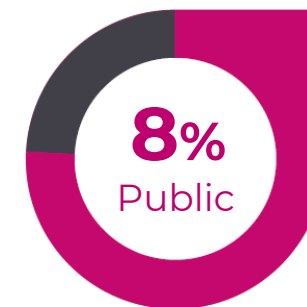


**12**  
Panels

## Seniority Degree



## Delegates by sector



# EXHIBITON

## Technological Showcase and Business Opportunity

Recognized as the largest and most important event in the educational sector for Latin America, Bett Brasil has become the best platform for launching products, solutions and technologies in an environment that provides experience and an intense experience between suppliers and buyers in the sector.

**270**  
Brand Exhibitors

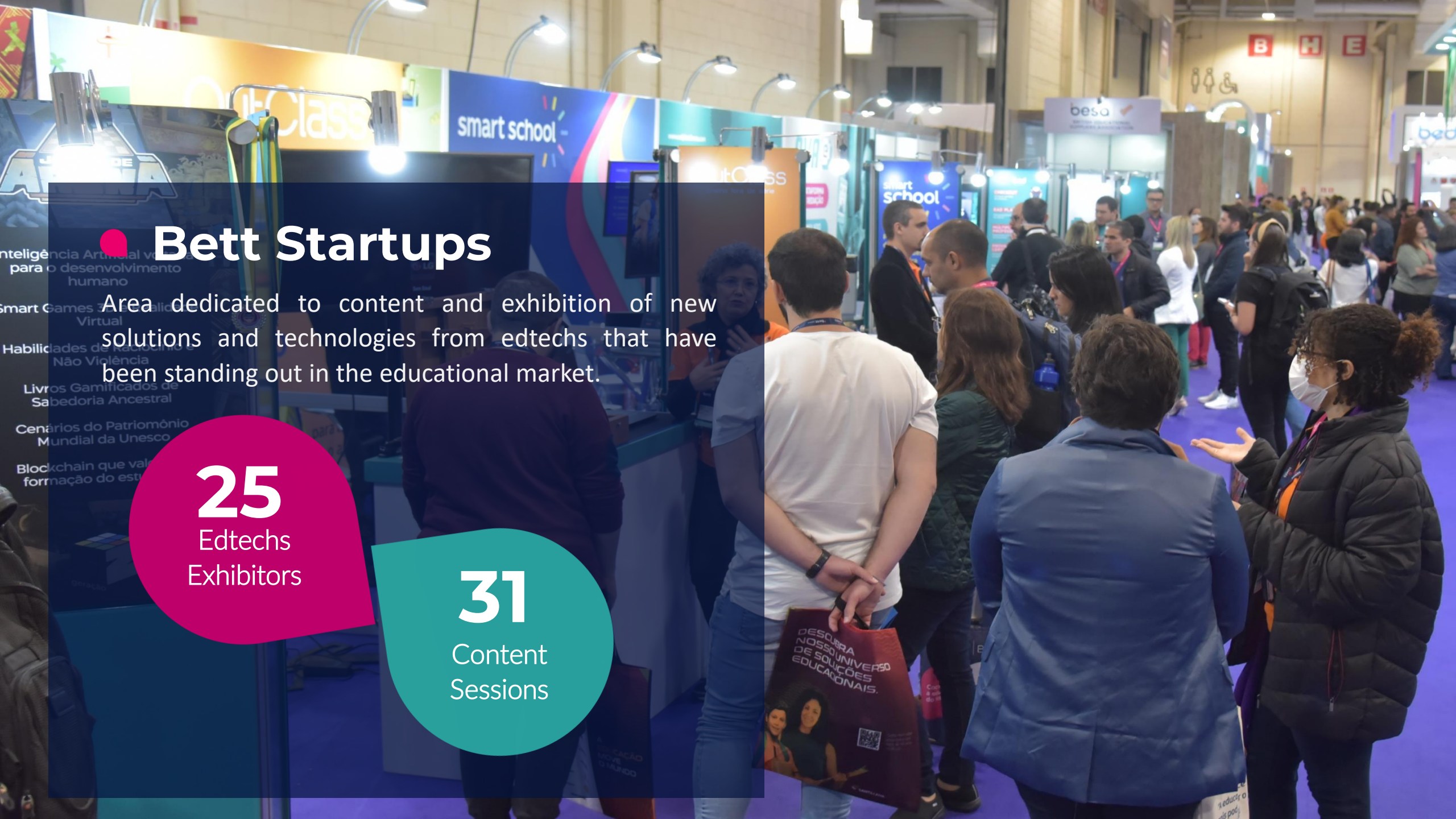
**72%**  
Of the exhibitors consider the event very important for their business

**82%**  
Of the exhibitors were satisfied with the event

**97%**  
Dos expositores têm interesse em expor na próxima edição

### Business Expectation for the next 12 months

21%	..... up to £9,999/\$12,999
23%	..... £10,000-£24,999/\$13,000-\$32,499
28%	..... £25,000-£49,000/\$65,000-\$129,999
13%	..... £100,000-£249,000/\$130,000-\$324,999
15%	..... More than £250,000



# Bett Startups

Area dedicated to content and exhibition of new solutions and technologies from edtechs that have been standing out in the educational market.

**25**  
Edtechs  
Exhibitors

**31**  
Content  
Sessions

# Bett Brasil hosted importante awards

## ● Transformer Teacher

Held by the Significare Institute, supported by Bett Brasil, with the objective of identifying, valuing and disseminating transformative educational experiences of teachers aligned with the BNCC.

**800** Projects  
Subscribers

**350** Projects  
Selected

**12** Projects  
Winners



## ● Entrepreneurship Education

The SEBRAE award recognizes and values teachers who have implemented creative and innovative practices to develop entrepreneurial skills in their students.

**700** Projects  
Subscribers

**15** Projects  
Winners



# ● INCLUSION INITIATIVE - BETT BRASIL AND PAE: Efficient Attendants Program

Bett Brasil's visitors were received by a group of seven smiling and attentive young people at the entrance of the pavilion, who were responsible for digitally reading the badges and delivering informative material for the event. All of them are part of an initiative aimed at training young people with Down Syndrome (T21) to work in service and reception functions at various types of events. The initiative is the result of a partnership between Almaroma and the non-profit institute PAE - Programa Atendentes Eficientes, with support from the Atento agency.





# Estúdio

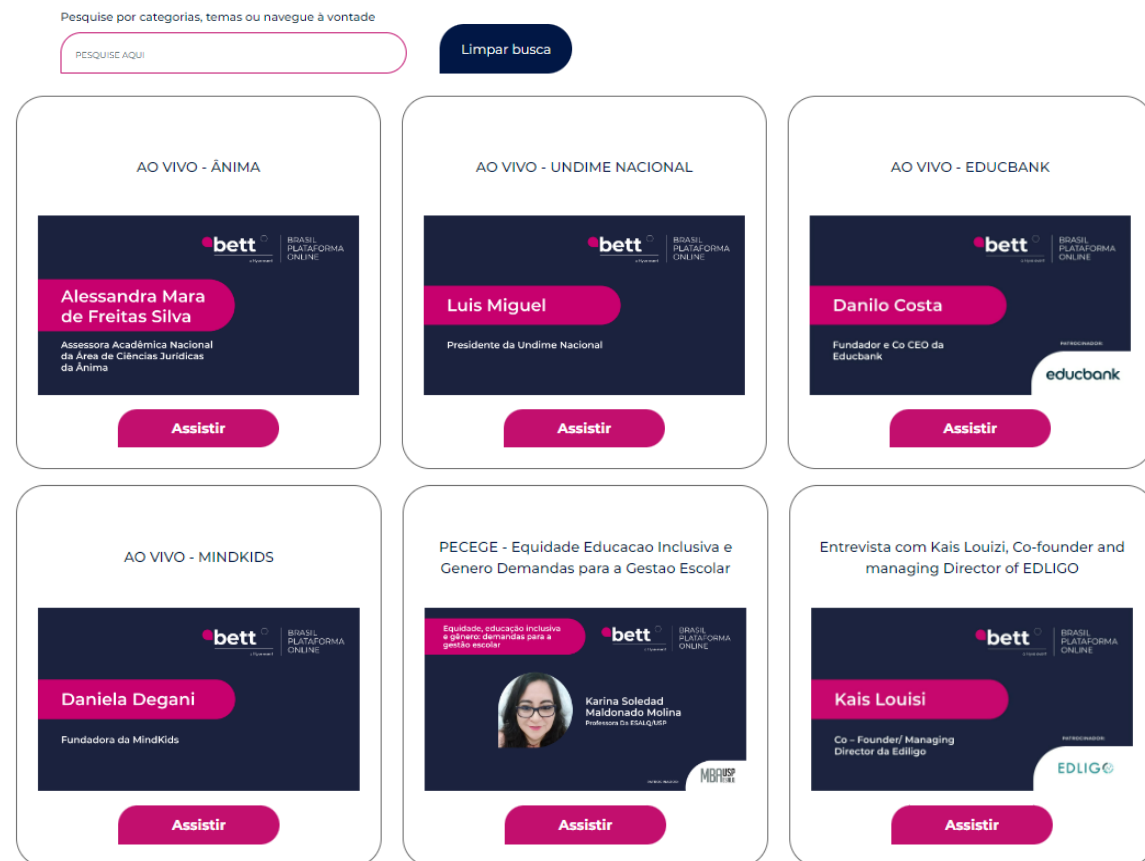
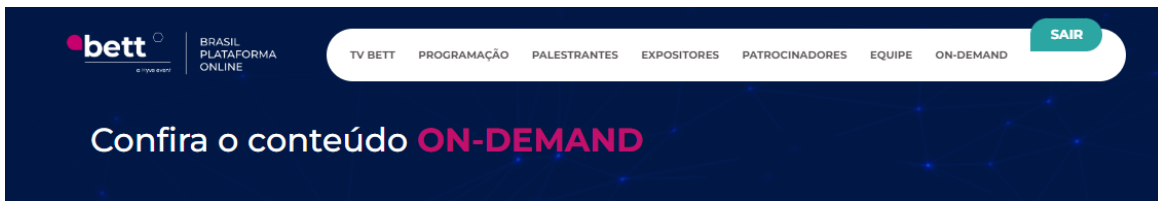
## ● Bett Online – Bett Brasil's digital platform with exclusive content

During the in-person Bett Brasil, a Studio was set up for TV Bett, from where content and live interviews were transmitted to the digital platform – Bett Online.

An integral part of Bett Brasil and with free access for all, Bett Online's lectures addressed topics such as self-directed learning, the new high school, augmented reality in learning, data protection, how to develop critical and creative thinking in students and others.

### Sponsorships





# ON-Demand

All content broadcast during the event on Bett Online is available in the “On-Demand” menu and can be viewed and reviewed by everyone who accesses the platform for free.

[Bettonline.com.br](https://bettonline.com.br)



# ● Bett Online in numbers



**1.786**

Online audience



**46**

Speakers



**3.932**

Pageviews



**9**

Sponsorships



**11**

Live Interview



**27**

Live streaming hours



**19**

Content Sessions





# PROMOTIONAL AND MARKETING CAMPAIGN FOR A QUALIFIED AND SEGMENTED AUDIENCE

Period: Jan-Ma 2022



## Promotional Campaign



**2,726.632**

People impacted by email



**17,085,268**

Previews of digital ads hired via programmatic media



**3,831,824**

Ad impressions hired to impact **1,554,432** people



**120,946**

Engagement in social networks



**1,257**

Publications on social networks



**120,721**

Unique contact  
In our database

## Social Media

Followers

**102,844**

Presence in

**6 Social Media**



**38,758**

Followers



**36,211**

Followers



**13,798**

Followers



**11,779**

Subscribe



**647**

Subscribe



**1,651**

Followers



**358,990**

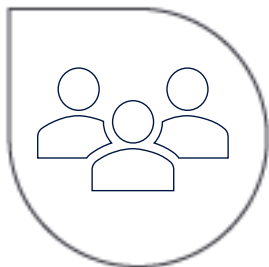


Views

## Website



**910,295**  
Pageviews



**715,085**  
Unique visitors

Audience acquisition

**89%**  
Brazil

## Bett Blog

**61,141**  
Pageviews

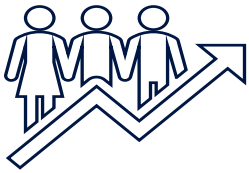
**50,704**  
Unique Visitors

**57**  
Article, E-books,  
Whitepapers  
published



Brasil.bettshow.com

## ● APP Bett Brasil

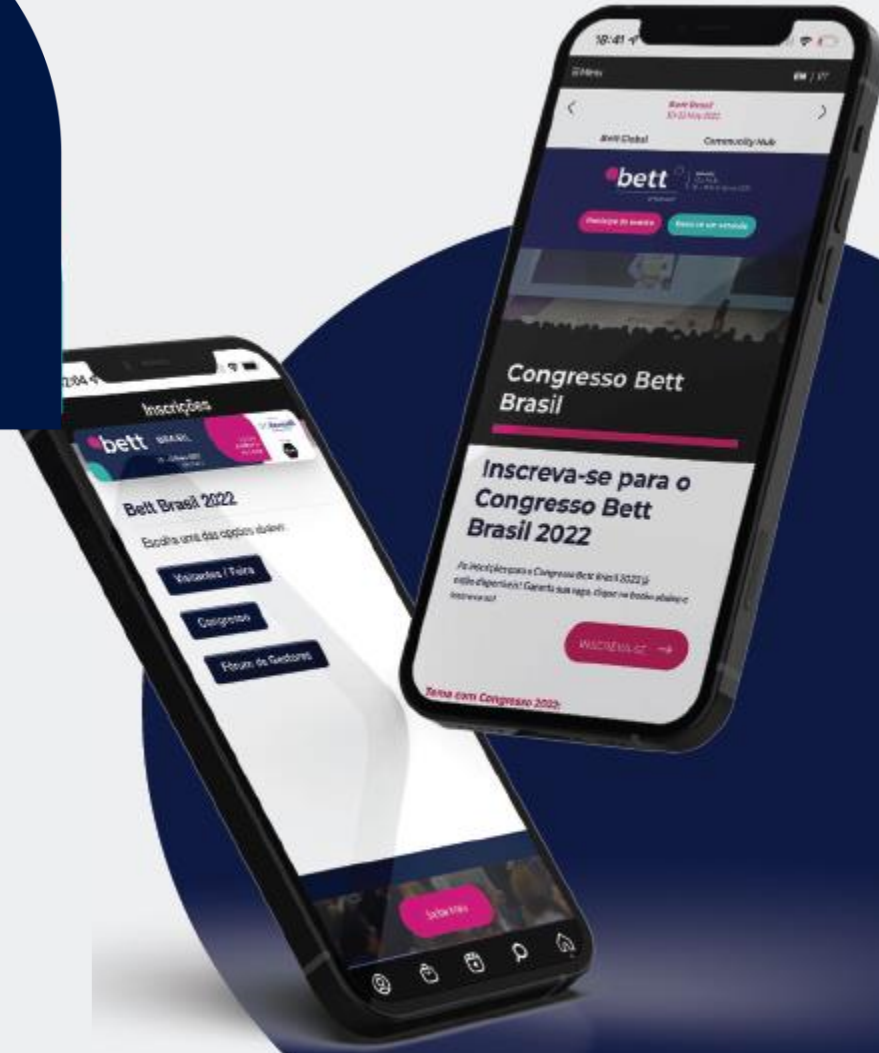


**132,284**  
Pageviews



**89%**  
Logged in Rate

**2,642**  
Downloads



## ● Bett Brasil in the Media



**371**

News Published by  
Press about Bett Brasil



**166**

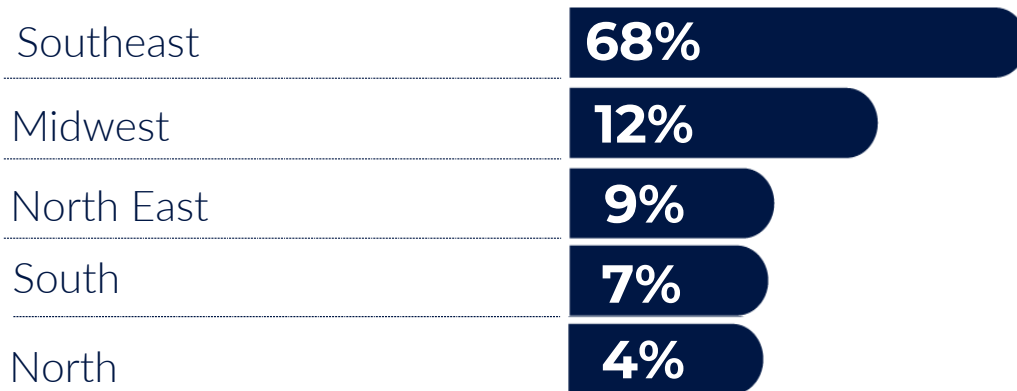
Journalists received at  
the event



**168**

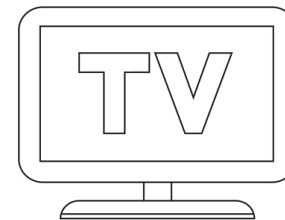
Press Officers  
received at the event

## ● Articles by Brazilian Region



**10**

Exclusive articles for  
specialized media



**5**

TV Stations



# Bett Brasil in the Media





**Worldwide  
Partner**



**Microsoft**

# Strategic Support



# Official Support



See you in 2023!



a Hyve event

**BRASIL**

São Paulo

09 - 12 de maio de 2023



a Hyve event

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