

An overview of the UK education and the EdTech marketplace

Tuesday 21 January, 9:30am – 3:00pm | Albert House, Old Street, London

Make the most of your visit to Bett with this briefing session hosted by BESA.

During this interactive session you will learn more about the current EdTech environment and the opportunities and challenges currently facing the UK market. Our industry experts will talk you through the latest developments, outline the structure and workings of the UK education system and give you the background information you need to make your visit to Bett a success.

There will also be the opportunity to meet the BESA team over an informal lunch and ask them any additional questions.

Agenda:

- 9.30am–10am Arrival and coffee
- 10am–11.15am Introduction to the UK education system
- 11.15am–11.30am Comfort break/ coffee
- 11.30am–12.30pm The UK EdTech Environment & doing business in the UK
- 12.30pm–1.15pm Sandwich lunch & networking
- 1.15pm–1.35pm Growing your business in London
- 1.35pm–2.15pm EdTech challenges, opportunities & spending priorities for UK schools – how UK schools buy
- 2.15pm–2.45pm How BESA can help support international companies doing business in the UK
- 2.45pm–3pm Q&A and discussion period

Cost: £150 per delegate
To book your place contact:
Eventsteam@besa.org.uk