

BETT 2008

Preview Information



Heads up – BETT brings them back for more

BETT 2008 was once again an undisputed success with over 28,740 visitors (ABC audit – add note to editors ref ABC) attending over four days.

Unlike the UK exhibition trend, BETT continues to attract a stable number of quality visitors year on year. Since 2001 visitors have increased a staggering 38.3 per cent.

Taking place at London Olympia, January 9-12, BETT 2008 attracted more visitors from senior positions than ever before. Head teachers and assistant head teacher visitors increased, 24 per cent and 4 per cent respectively. Also particularly pleasing was the increase in the number of local authority and directors of children's services – up 8 per cent on 2007. And for some, visiting once wasn't enough. A massive 37 per cent visited the show more than one day.

Not only did BETT prove to be a success with UK visitors, but more than 5,474 international visitors attended this year, to benefit from what is the 'key' educational event of the year.

Liz Steele, head teacher, Glemsford C. P. School, Sudbury commented: "I thoroughly enjoyed BETT this year and took along my ICT coordinator, so we were a lot more focussed in our search. There is no other place that provides you with the ability to see, review and discuss the breath of available learning resources. When you have been to BETT you really know that you have done your best to evaluate all the available options"

As education broadens so too does the type of visitor attracted to BETT. There was a whopping 34.5 per cent increase in early years visitors to BETT, who came to seek advice, view the latest innovations, witness examples of good practice and take away discounted products.

Briony Mansell-Lewis, director of exhibitions at Emap Public Sector explained: "Exhibitions like BETT do cater for existing audiences as well as market to new ones. We will be building on our relationships with BESA and industry to ensure that BETT continues to meet the demands of the changing world of education and reflects the need to learn through the use of effective ICT."

-Ends-

PR Information

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Further information on the exhibitors, seminars and feature areas can be found at www.bettshow.com

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