

Education Division Webinar: BETT and Abu Dhabi Trade Shows

September 18, 2013

Should you exhibit at BETT or Education 2020 or BOTH? Find out by watching this Global Series Webinar for SIIA Education members. The BETT Trade Show in London (Jan 22-25) is the largest ed tech exposition in the world. The Abu Dhabi Trade Show (Jan 29-31) boasts a very large and growing education market in the UAE.

Learn more about reaching each of these markets by listening to speakers representing each organization as they respond to these key questions:

- who will be attending the exhibition/conference?
- why should your company participate?
- what are the key deadlines for participating?
- what are your next steps if you are interested?

Speakers:

- Karen Billings, VP, Education Division, SIIA (moderator)
- George Debakey, President, Debakey International
- Lynn Nolan, CEO, Global Education Solutions
- Dominic Savage, Director General, BESA, British Educational Suppliers Association
- Caroline Wright, Director, BESA, British Educational Suppliers Association

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