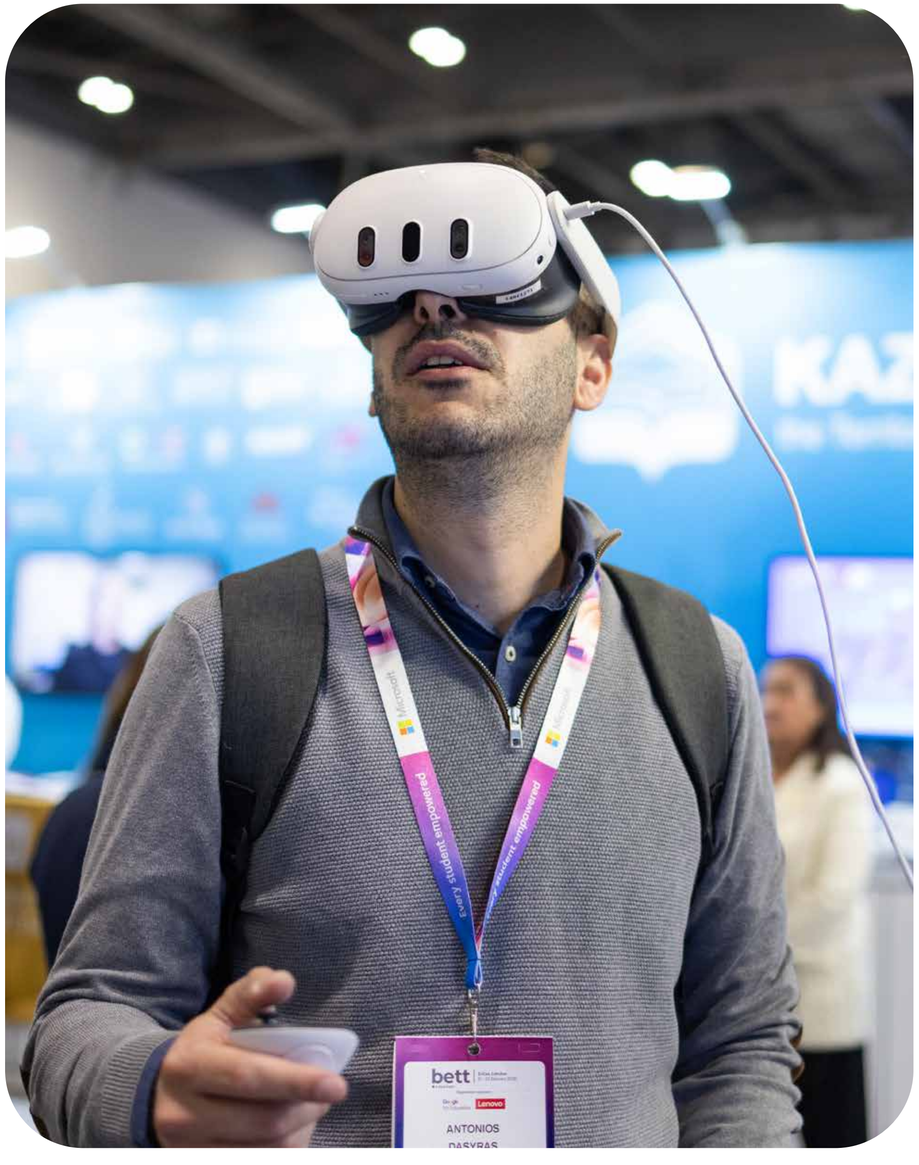


BETT UK EDUCATION PRIORITIES REPORT

bett
A Hyve Event

ExCeL London
20 - 22 January 2027

What educators and decision-makers are looking for

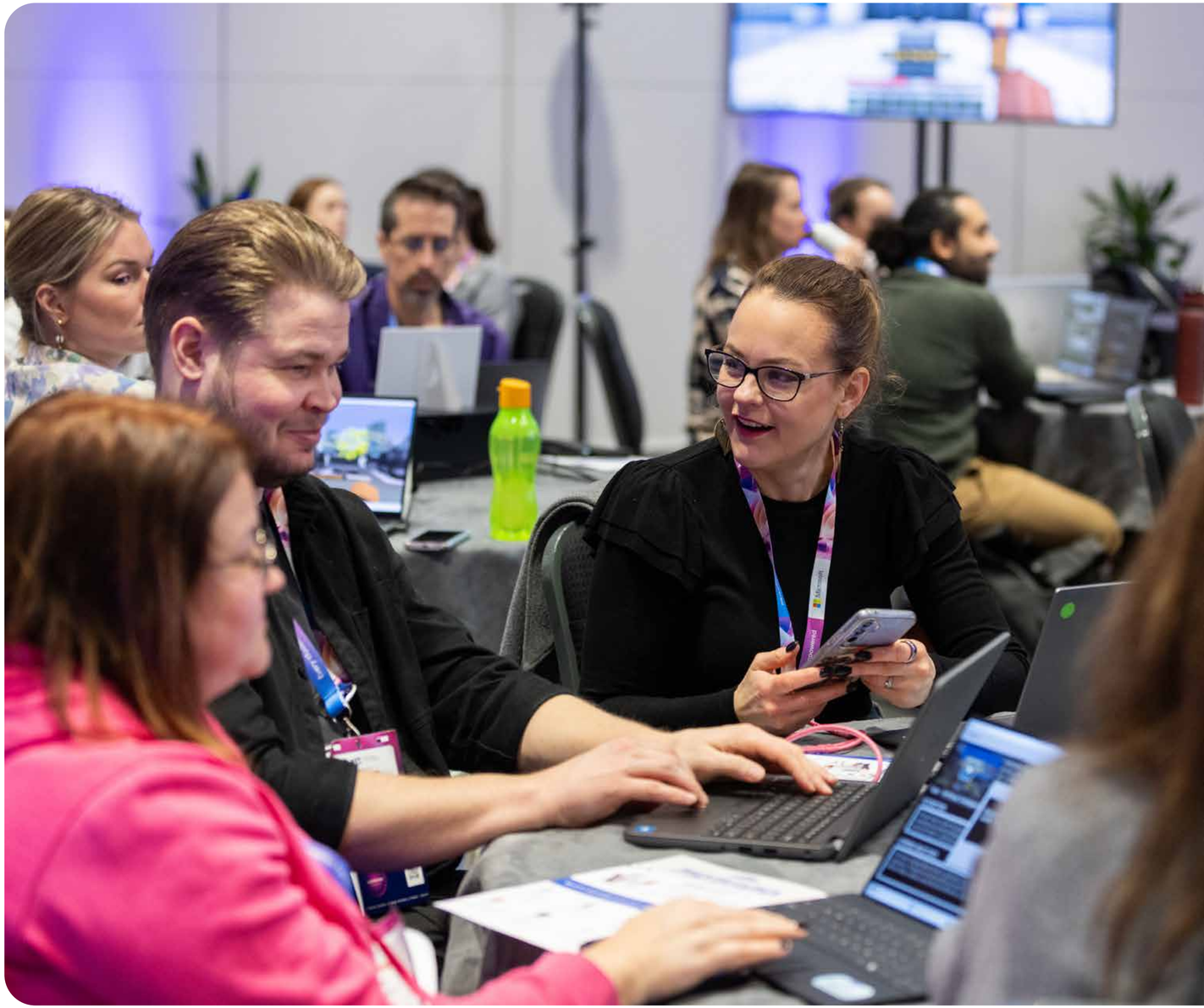
The priorities shaping Bett UK conversations

Insights gathered from 17,500+ educators and decision-makers attending Bett UK 2026 identified six key priorities shaping conversations across the education sector.

The data reveals a widening gap between UK and international education priorities, with AI adoption, future skills and cybersecurity driving the biggest shifts.

Key findings at a glance

- **60%** of educators identified AI as a top priority
- International educators prioritise AI more than UK audiences **(66% vs 56%)**
- Future skills engagement jumps from **24%** in the UK to **42%** internationally
- Multi-Academy Trusts (MATs) show the strongest concern around cybersecurity **(42%)**
- Higher Education institutions place the highest emphasis on EdTech evidence and measurable impact
- Staff CPD priorities are twice as high in the UK than internationally



Gen AI Integration & Policy

AI emerged as the dominant conversation across Bett UK, with **60% of educator attendees** selecting AI as a key priority.

- AI engagement remained consistently high across UK schools, colleges, Higher Education institutions and international schools, with Multi-Academy Trusts (MATs) also showing strong engagement at **60%**
- International educator audiences showed even stronger AI prioritisation than UK audiences **(66% vs 56%)**
- Outside the UK, AI engagement was particularly strong among Further Education providers **(77%)** and Higher Education institutions **(75%)**

Educators are increasingly exploring how AI can support teaching and operations while balancing governance, safeguarding and implementation concerns.

The trend aligns with expanding UK Department for Education guidance around responsible AI adoption and growing implementation of the EU AI Act across European education markets.

Curriculum & Assessment

39% of educator attendees highlighted curriculum and assessment transformation as a major focus area, with engagement remaining highly consistent across UK and international audiences **(39% vs 40%)**.

- International schools demonstrated particularly strong engagement around curriculum transformation **(45% overall / 49% outside the UK)**
- Growing interest in AI literacy, digital capability and flexible learning models continues shaping curriculum discussions globally

Institutions are increasingly reviewing how curriculum and assessment models can better support evolving learner expectations and digitally supported learning delivery.

Future Skills & Careers

Future skills and workforce readiness showed one of the largest differences between UK and international educator audiences.

While **24% of UK educator attendees** prioritised future skills and careers, this increased significantly to **42% among international educator audiences**.

- Strong engagement internationally was seen across Higher Education institutions **(44%)**, Further Education providers **(43%)** and private schools or independent schools **(42%)**
- The data reflects growing emphasis on employability, digital competencies and AI-driven workforce transformation globally

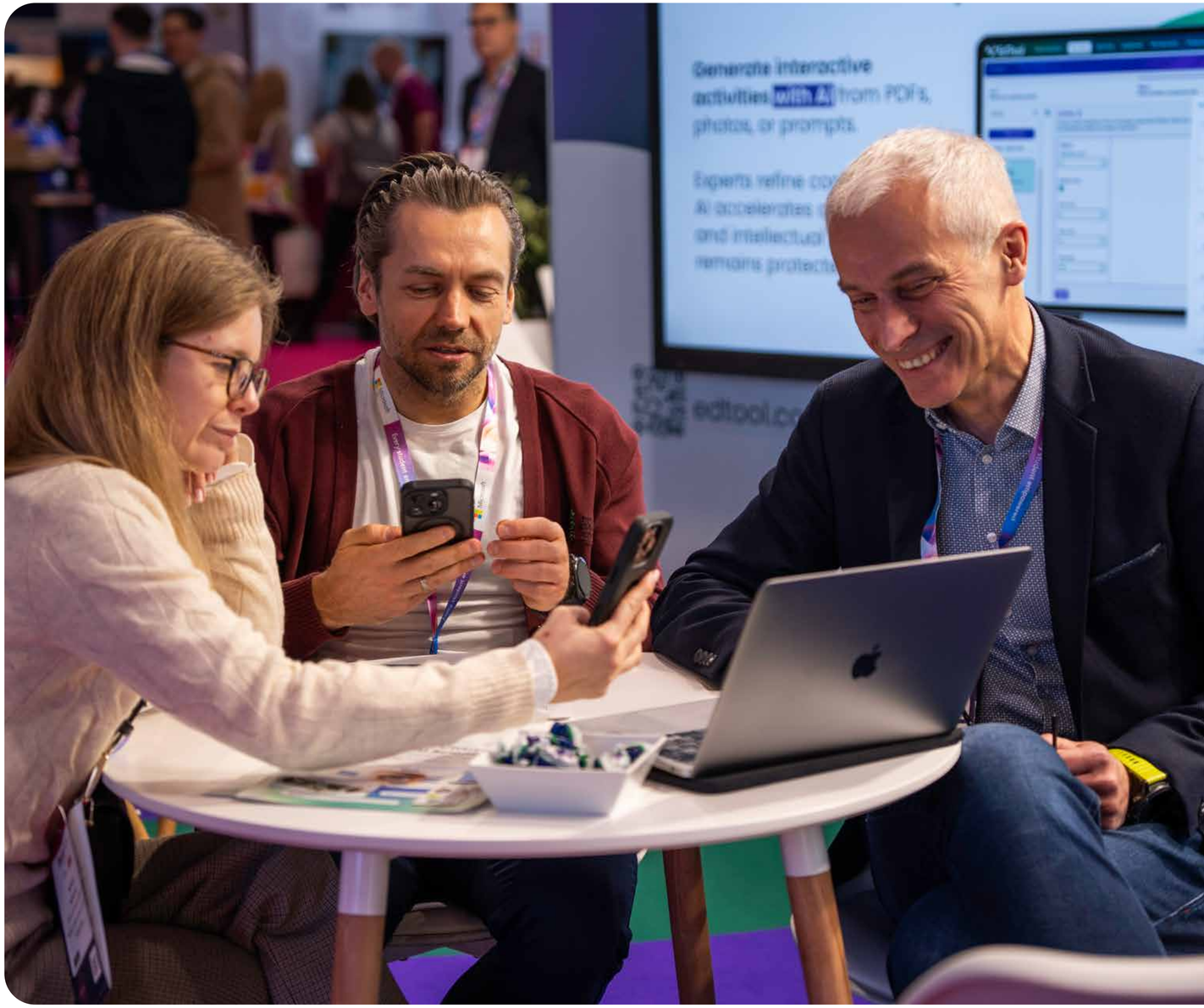
The trend also aligns with increasing focus on workforce readiness and future-facing skills across global education systems.

EdTech Evidence

26% of educator attendees highlighted measurable impact and implementation success as increasingly important when evaluating technology solutions.

- Interest remained broadly consistent across UK and international audiences **(24% vs 29%)**
- Higher Education institutions showed particularly strong focus on implementation evidence and long-term institutional value **(33% overall / 36% outside the UK)**
- International schools **(30%)** and private schools or independent schools **(28%)** also demonstrated strong interest in measurable outcomes and implementation success

Education systems are placing greater emphasis on accountability, measurable outcomes and evidence-informed technology adoption.



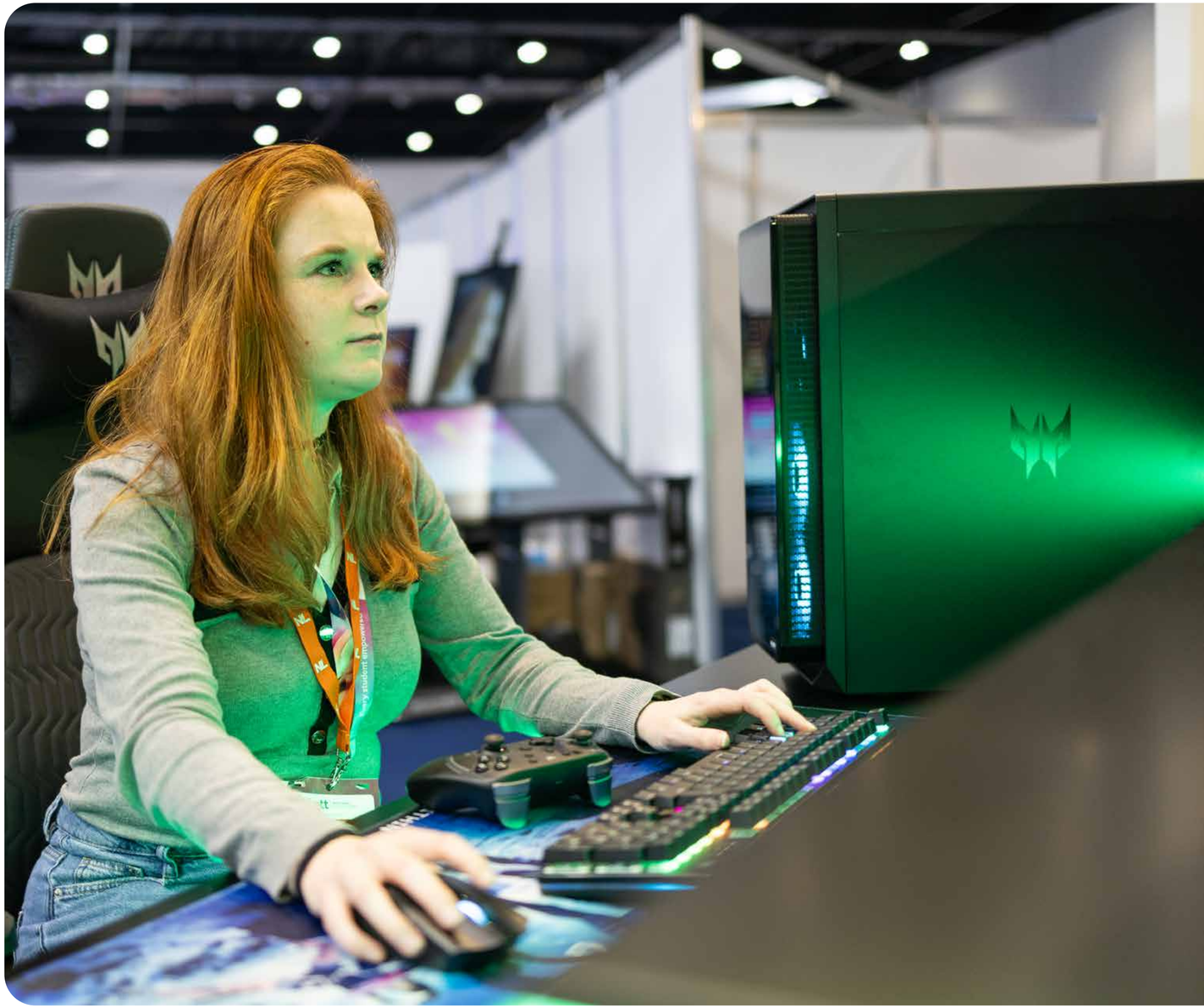
Data & Cybersecurity

Cybersecurity and safeguarding concerns were significantly stronger among UK educator audiences.

While **28% of UK educator attendees** prioritised cybersecurity and safeguarding, this fell to **20% among audiences outside the UK**.

- Multi-Academy Trusts (MATs) demonstrated particularly high cybersecurity engagement **(42%)**
- Institutions continue increasing focus on safeguarding, compliance and infrastructure resilience as digital and AI-enabled learning environments expand

Growing concern around AI-enabled cyber threats is continuing to drive demand for secure and compliant digital infrastructure.



Staff CPD

Staff CPD and digital capability showed the largest gap between UK and international educator audiences.

While **28% of UK educator attendees** prioritised staff capability and digital development, this dropped to **14% among international audiences**.

- Strong engagement from UK Further Education providers **(35%)**, state schools or government schools **(30%)** and Multi-Academy Trusts (MATs) **(28%)** highlights growing focus on implementation readiness and AI literacy
- Institutions increasingly recognise that successful technology adoption depends on long-term staff capability and confidence

AI adoption and digital transformation continue increasing demand for teacher capability development and workforce readiness.

What this means
for education suppliers

Bett UK Education Priorities Report shows that institutions are increasingly prioritising AI readiness, measurable impact, workforce preparation and secure digital transformation, although priorities continue evolving differently across UK and international markets.

For suppliers exploring Bett UK 2027, these insights highlight where education institutions are concentrating investment, procurement and transformation priorities, and where the most commercially relevant conversations are taking place across the global education market.

If you're exploring how to approach the market and maximise your commercial opportunities through Bett UK 2027, our team would be happy to discuss the opportunities available and how your business could align with current buyer priorities.

START THE CONVERSATION

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