



NEW TECHNOLOGIES
IN EDUCATION 

**GENERAL
INFORMATION**

NEW TECHNOLOGIES IN EDUCATION | THE BASICS

So what is this all about?

New Technologies in Education is an annual show about the use of information and communications technologies (ICT) at all levels of education.

This is a multifaceted event that includes:

- conference programme
- exhibition / fair
- workshops
- policy dialogue roundtables
- hackathon
- business-to-business events.

Why are we doing this in the first place?

The aim of the event is to:

- improve the quality of education in Serbia and the wider region
- bridge the gap between the ICT industry and education sector
- raise awareness about why we need new technologies in education
- provide professional development opportunities for teachers, school personnel, policy makers and other stakeholders in the education systems.



EVENT ID



Conference + fair + side events



Belexpocentar, Belgrade



Every February, after the BETT show in London and before Mobile World Congress in Barcelona

➔ *The first New Technologies in Education event was held in February 2014.*

NEW TECHNOLOGIES IN EDUCATION | SUMMARY 2015



over

2,500

registered event visits
from 12 countries

approx.

2,000

live stream viewers following
the lectures online



more than

100

lectures covering a range of topics
in the area of ICT in education

more than

50

Serbian, UK and other
international speakers



over

1,500

square meters of
exhibition space

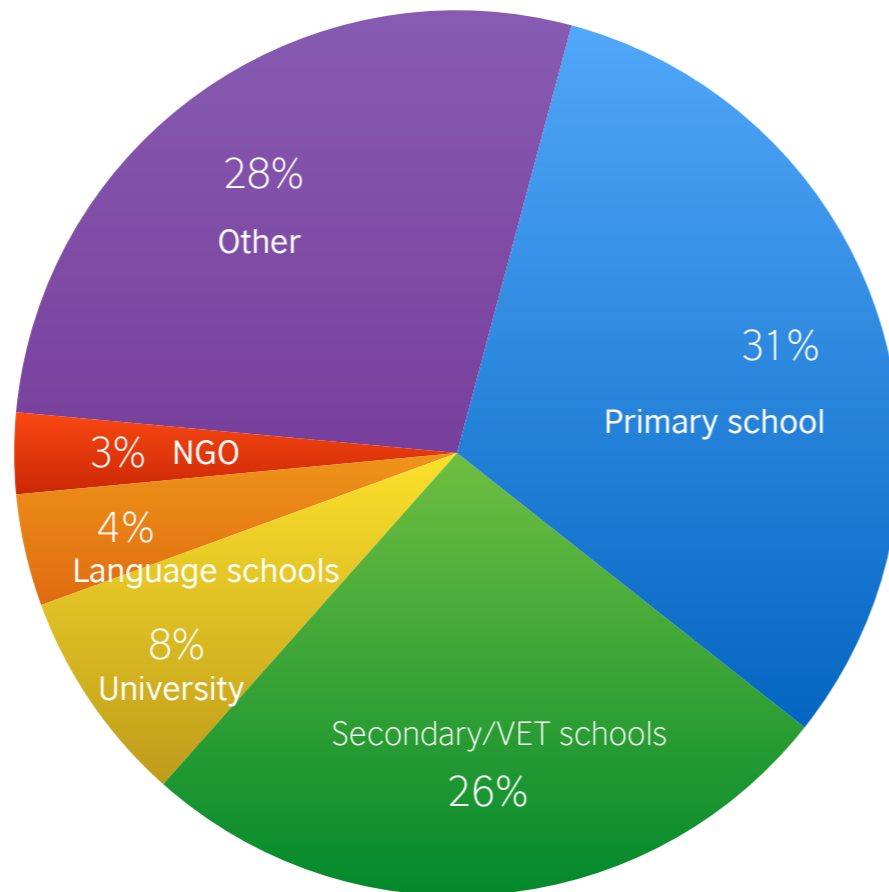
more than

40

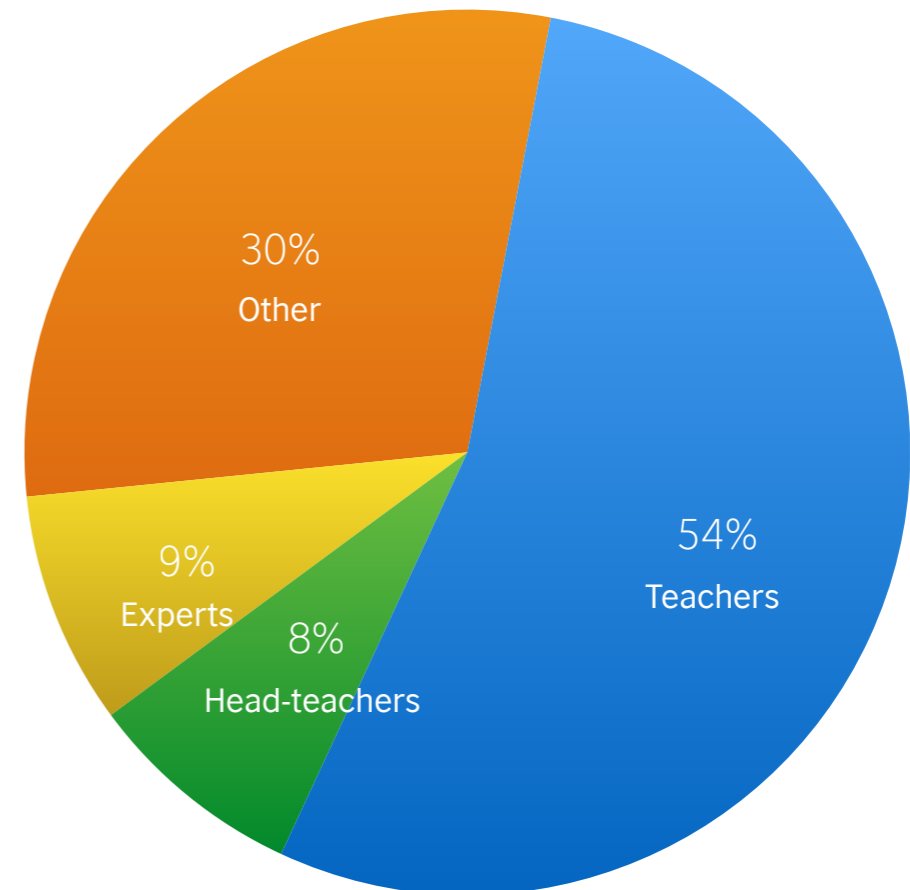
ICT companies, publishers,
schools, universities and other
educational institutions at the fair

AUDIENCE | NUMBERS AND PROFILE

Organisation type



Position



over

2,500

registered event visits
from 12 countries

53%

claim they can influence
ICT equipment procurement
decisions in their institutions

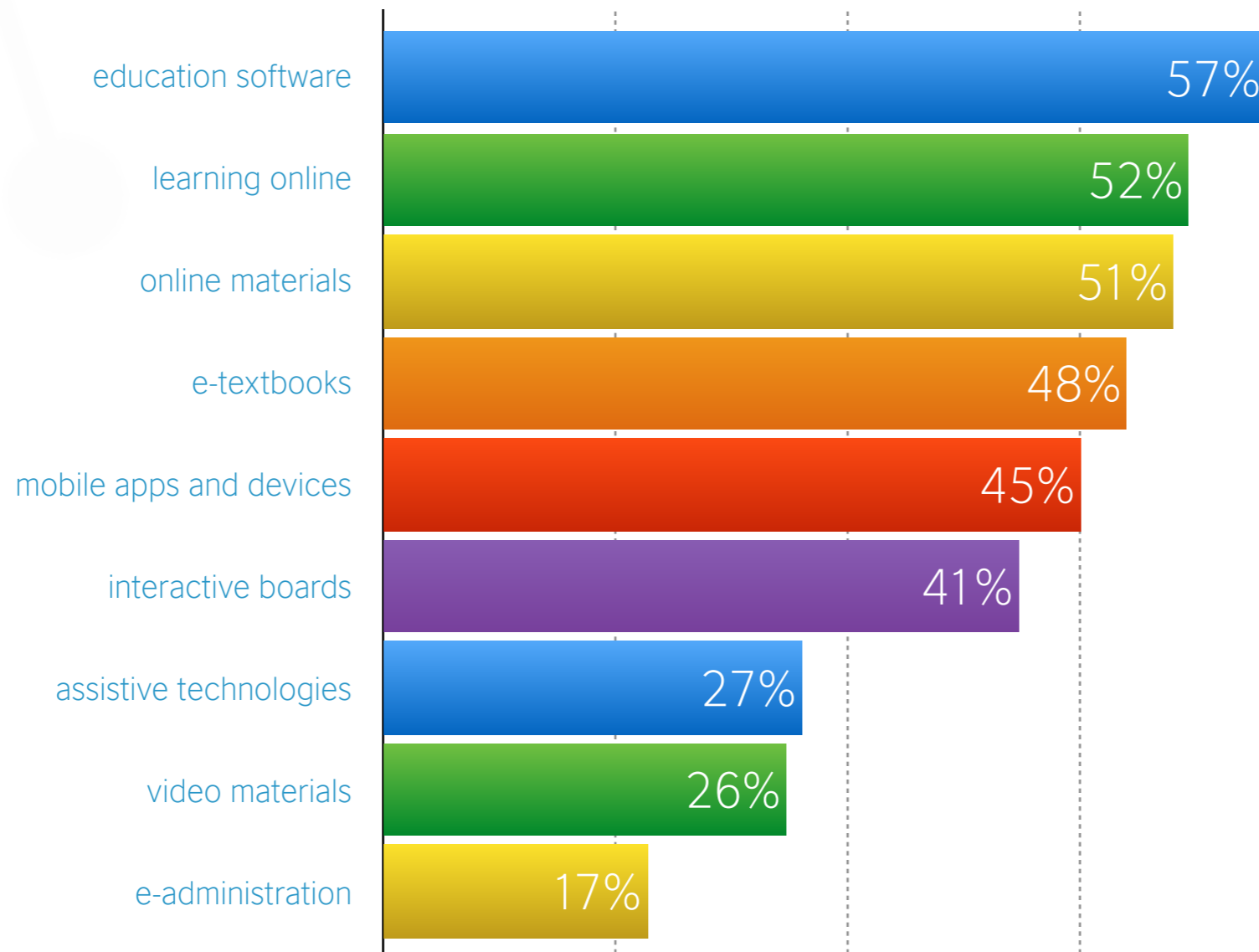
29%

claim to have advisory
responsibility to purchase
equipment

AUDIENCE | INTERESTS

MEASURING THE AUDIENCE RESPONSE ON THE SPOT

Participants interested in relevant ICT in education topics



8.4/10

average audience rating
of all lectures in 2015

8.7/10

average audience rating of
lectures by UK speakers in 2015

CONFERENCE | OVER 100 LECTURES IN TWO DAYS



“ Every lecture either gave me a concrete idea or indirectly inspired me to think further.

– Private Language School Director

FAIR 2015 | MORE THAN 40 EXHIBITORS

Over the two-day event, more than 40 ICT companies, publishers, schools, universities and other educational institutions presented their state-of-the-art computer and audio-visual equipment, mobile devices, software, applications, digital textbooks and other products that may contribute to the increased quality of education.

79%

surveyed exhibitors reported they have established new business partnerships during the event

71%

surveyed exhibitors reported they have secured direct sales during the event



“ A lot of people came to our stand, and they were all very interested. You have invited exactly those people we were looking for.

FAIR | MORE THAN 40 EXHIBITORS



“ We have doubled the number of our clients thanks to New Technologies in Education.

– Coprix media (exhibitor in 2014 and 2015)

FAIR | UK EXHIBITORS

In partnership with the British Embassy in Belgrade and UK Trade & Investment, we have enabled ten UK companies to present their ICT products and services that can be used in education to Serbian and wider regional audiences.



British Embassy
Belgrade



Hugely successful event: It was informative, inspiring and perfectly organised. The contacts we made are even more promising than we had expected.



We found the event to have been worthwhile and will surely attend next year.

ORGANISERS | PARTNERS 2015

The event core organising team is led by the British Council. Other organisers include the British Embassy Belgrade, Ministry of Education, Science and Technological Development, Ministry of Trade, Tourism and Telecommunications, Social Inclusion and Poverty Reduction Unit and Serbian Chamber of Commerce.



Some of the leading ICT, publishing and media companies have joined the pool of project partners in 2015.

