



Promoting One Globe Kids at Bett London

LONDON, UK – Jan. 20, 2016 – From Wednesday January 20th to Saturday January 23rd, the Globe Smart Kids team will be at the world’s leading education and technology event in London to promote our One Globe Kids education materials.

Globe Smart Kids has been selected as one of 16 SEED start-ups to set up shop in the Bett Futures section. You will find us at BSF8@Hall.

From the Bett website: *“Futures was launched in 2015 as the new, purpose built home for the world’s most inspiring ed-tech start-ups, right in with the action on the BETT show floor. The area has been introduced to celebrate brave thinking, new products and education ‘game changers’.”* (<http://www.bettshow.com/Content/About-Bett-Futures>)

Besides meeting co-founders Anne Glick and Sanny Zuiderveld and exploring the education materials live online or in app, there is more to learn about One Globe Kids:

Thursday 21st – On stage 12:30

Co-founder Anne Glick will present on the Bett Futures stage on Thursday the 21st between 12:30 and 13:00. Come hear what she has to say about teaching spiritual, moral, social and cultural development (SMSC) with the help of technology.

Friday 22nd & Saturday 23rd - Research behind the technology

One Globe Kids education materials align with the latest in imagined contact research, a new and powerful approach to tackling prejudice that has been found to be especially effective with children. Globe Smart Kids is partnering with the University of Kent to study how digital media can be used to reduce prejudice in children. For those interested in the details and updates of what we are working on, come meet Dr. Lindsey Cameron, researcher and lecturer in developmental social psychology.

Daily - FREE promo codes

Each day at Bett, we will give away 2 promo codes for the ‘Globe Smart Education 1’ app (£14,99) to Globe Smart people that we meet that day. Interested? Leave your contact details at our stand or tweet including @oneglobekids and #globesmart and @Bett_show.

Globe Smart Kids (www.globesmartkids.org) is the maker of One Globe Kids education materials (www.oneglobekids.com) which are created to make the foreign feel familiar by letting young children explore the world from the safety and comfort of their living/class room. With new technology, One Globe Kids helps them move beyond prejudice towards openness, mutual liking and friendship with those from outside their daily bubble, both near and far.

#globesmart #maketheforeignfeelfamiliar #smc #bett