BIMA 100

2024 Entry Pack

About BIMA 100

The BIMA 100 programme seeks to recognise the individuals who are shaping the future of Britain's digital industry across 11 categories, allowing us to honour a well-rounded list of the individuals really nailing it in our industry right now.

They are thought leaders, change-makers, rising stars, disruptors, and pioneers. They're established figures within the industry who continue to be at its vanguard, or they are 'ones to watch', making everyone else sit up and take notice.

Entry Requirements

- Only members can nominate, but they can nominate non-members as well.
- Members can nominate themselves.
- Nominations must reference recent achievements (past 12-18 months).
- Nominations are completely free.
- Previous winners can be nominated or nominate themselves.
- Judges can still enter the BIMA 100 and nominate themselves.

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Entry process

- Stage One:
  Give your entry a title - this is the full name of the person being entered. And, if possible, upload an image of the person you are nominating. This is not mandatory, and should the nominee make it to the final 100 we will ask for a preferred image.
- Stage Two:
  Select the category you wish to enter. You can select multiple categories.
- Stage Three:
  Answer the questions. Judges will see this information and there are additional help notes for each field.
- Stage Four:
  Upload any supporting materials that will help the judges. **This is mandatory for the Creatives & Designers category.**
- Stage Five:
  Please check your entry information carefully before submitting.

Entry form questions

1. #Nominator Information# Your Full Name

2. #Nominator Information# Your email address

3. #Nominator Information# Your company

4. #Nominator Information# Your job title

5. Nominee's full name

6. Nominee's job title

7. Nominee's organisation/venture

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8. The organisation/venture they're most known for (if different from previous)

9. Their Twitter handle

10. Their Instagram

11. Their LinkedIn URL

12. Their email address

13. What is the nature of the candidate's role within the company or programme/initiative they are known for?

14. Tell us, in the last 12-18 months, how your candidate has driven innovation in their area, excelled in a particular field, done things differently or used their platform to make a real difference in the industry or wider society. (750 words)

15. If possible, please provide a testimonial from a fellow colleague, client, or fan, or examples of their work (e.g. blogs, videos, social posts etc) (150 words)

16. Tell us why your nominee is the worthy of winning this category (250-500 words)

Categories

- **Bravest Clients:**
  This category is there to show some appreciation to the brave clients who give out amazing briefs and encourage you to push the boat out and do something different, showcasing your abilities in new ways. Clients who commission fantastic work deserve to be recognised in digital and tech, and this is your opportunity to give them a spot on the BIMA 100.

- **CEOs & Leaders 5m+:**
  This category celebrates exceptional leaders leading companies with revenues exceeding 5 million pounds. These are people whose outstanding leadership within an organisation has created an environment where their people feel

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genuinely supported and able to excel at work, and where the company has made a significant step change under their command. Open to everyone from tech to creatives, consultancies to brands and beyond, this category recognises effective leadership in all its forms.

- **CEOs & Leaders -5m:**
  This category is dedicated to recognising exceptional leaders who have demonstrated outstanding leadership within organisations with revenues less than 5 million pounds. These are people whose outstanding leadership within an organisation has created an environment where their people feel genuinely supported and able to excel at work, and where the company has made a significant step change under their command. Open to everyone from tech to creatives, consultancies to brands and beyond, this category recognises effective leadership in all its forms.

- **Champions for Change: People:**
  BIMA champions a diverse, inclusive tech and digital world and these people are the changemakers finding new ways to make it a reality. This category is about giving the spotlight to the people who are using their professional skills or resources to achieve social good, to change industry cultures for the better, or to bring new and more diverse talent into our industry and give it the support it needs to flourish.

- **Champions for Change: Planet:**
  This category seeks to focus on the changemakers in our industry whose focus is on the planet. We all know about the climate crisis and the challenges we face in the coming years, and this year we want to recognise the people doing something about it. This category is open to anyone who is not only authentically championing sustainability in digital and tech but making a clear difference to the world.

- **Client Services & Project Management:**
  This category is for the people whose energy and ideas have led to new and different ways of working with clients or suppliers, delivering profitable growth for both parties. Nominations are welcome from either side of the

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client/supplier fence and may include anyone in a client services, client relationship or project delivery role.

- **Creatives & Designers:**
  This category is for everyone from digital designers to art directors, videographers, and copywriters, to UX and UI specialists; anyone who has developed products, services, campaigns or experiences that are challenging convention. Nominations in this category recognise the people whose combination of creative originality and exceptional execution has seen them push boundaries, deliver a category-defining moment, or surprise and delight clients or consumers.

- **Rising Stars:**
  Celebrating the future leaders of our industry. Nominations in this category are open to anyone aged 30 or younger. The BIMA 100's Rising Stars are 'the ones to watch' – earmarked for success because of the influence their ideas or work are having in their organisation or the wider world.

- **Strategists & Consultants:**
  Here we recognise the people who have applied digital insight and/or technological innovation at either an organisational or product/service level to shift perceptions, solve business problems or, in some cases, bring about complete organisational transformation.

- **Students & Apprentices:**
  Open to any student or apprentice who is studying full or part time or on an apprentice scheme. Nominees will be making an impact on the industry now, perhaps via the organisation with which they work, perhaps via their ideas or innovations. This isn't a recognition of potential – it's an acknowledgement of real achievement over the past year.

- **Tech Pioneers:**
  These game-changers are the people in our industry using technology to produce something new or to effectively solve existing problems. We're

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looking for developers, CTOs, and innovators; the backend people who aren't getting any spotlight even though the real talent is in the approach to doing something new, not the results.

==All BIMA 100 nominations must be submitted online via the BIMA 100 platform at== ==bima100.awardsmadeeasy.com==

Entry support

If you have any questions about entering the BIMA 100, please contact the team at awards@bima.co.uk.

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