



# THE FUTURE NEEDS LEADERS, THINKERS, CREATORS, PIONEERS.

OUR GREATEST CHALLENGES AND OUR BIGGEST THREATS ARE OUR GREATEST OPPORTUNITIES. WE ARE THE STATE OF THE ART TECH, DATA, CONVERSATION, INDUSTRY, REALITY. THE FUTURE IS WHAT WE CREATE. **LET'S CREATE IT TOGETHER.**



# BIMA CONFERENCE & AWARDS

22 SEPTEMBER 2020 | IET LONDON: SAVOY PLACE

BIMA Conference brings together a renowned roster of scientists, journalists, business leaders and futurists for inspirational keynotes, insightful masterclasses and practical showcases of the latest technology. Together with experts from across BIMA's councils and think tanks, they'll explore our greatest challenges and consider where the next opportunities in tech lie. On the same evening as the conference, the long standing BIMA Awards ceremony will also take place.


The prestigious BIMA Awards celebrate the best work in digital, work that is making a difference in business, culture and society, ultimately moving the game on and the digital economy forward.

You can be part of it.

**WATCH THE FILM**

**THE ONLY WAY  
TO LEARN WHAT'S  
REALLY NEXT**



A woman with long brown hair, wearing a patterned blazer over a black top, stands at a wooden podium with a microphone. She is speaking. The background is dark with a wood-paneled wall on the left.

“Every organisation needs to be a fast tech adopter. They need to be using the latest tools without thinking. They need to recreate things that are already being commoditised. And every organisation needs to be building their own digital skills, investing in their own human capital, so they have a workplace culture that can use this tech.”

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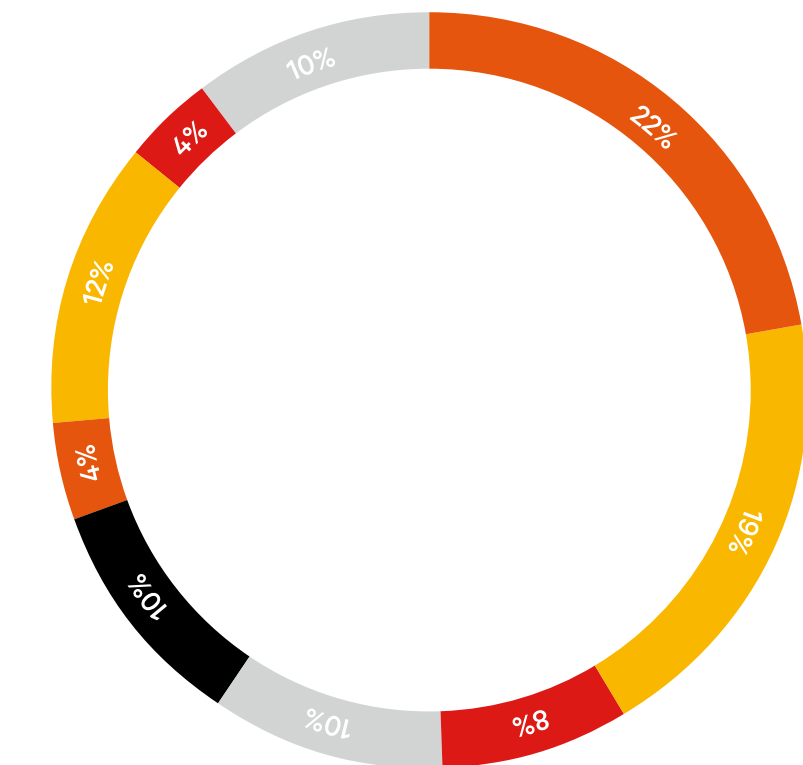
Cindy Rose, CEO, Microsoft UK  
BIMA Conference 2019 Opening Keynote

**BRAVE, CURIOUS, EDUCATIONAL,  
ENERGETIC, ENGAGING, ENLIGHTENING.  
EXCITING, INFORMATIVE, INSPIRING,  
INTRIGUING, MOTIVATING, POSITIVE,  
REFRESHING, RELEVANT, PROVOCATIVE,  
SCARY, STIMULATING, SURPRISING,  
THOUGHT-PROVOKING, UNEXPECTED  
TIME. WELL. SPENT.\***

\*2019 audience feedback

ATTENDEES

2019:  
Over  
**330**  
attendees  
with **130+**  
Founders  
MD/  
Director/  
CEO



22%	CEO / Founder	10%	Other
19%	MD / Director / Partner	8%	ECD / Creative Director
12%	Department leads	4%	Business Development
10%	CTO / Heads of Digital	4%	Account managers
10%	Marketers		

#BIMAConference  
**496,523**

#LFTF  
**355,400**

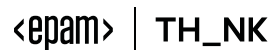
#BIMAAwards  
**463,022**

BIMA Twitter Impressions  
**100,000+**

“Conferences like this are really important. This is about setting the agenda for what technology might mean for society, for the workplace, for the entertainment industry and for education.”

Phil Stuart, Founder & Creative Director, PRELOADED

## Attendees and partners 2019



# You can be part of it



Grow brand awareness  
among 5,000 members  
from 300+ companies



Align your brand with the  
UK's largest digital and  
tech community



Engage and interact  
with senior leaders and  
decision makers



Gain a valuable continuing  
source of PR and social  
media content



Seize opportunities to  
engage and collaborate  
with tech innovators



Be associated with future  
facing and innovative  
content







To explore opportunities  
for your organisation,  
please contact:

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+44(0) 7841 476 582

#### About BIMA

BIMA drives innovation and excellence across the UK digital and tech industry. We are the connectors, thought leaders, champions and change makers determining the shape of what's to come.

As a BIMA member you are connected to a vibrant, innovative network of like-minded people. Gain immediate business benefit with member-only access to valuable events, awards programmes, talent initiatives and much more. And help raise the bar through getting involved in the leadership of one of BIMA's many powerful councils and think tanks - to set the agenda for your region or area of interest.