



2020 MEDIA PACK

LOUDER & STRONGER TOGETHER



JOIN THE COMMUNITY AND DRIVE THE FUTURE OF DIGITAL

Our members come from across the UK. They are brands and agencies, charities, tech companies, universities and more. They are involved in every facet of digital and tech, including creative, finance, technical and HR.

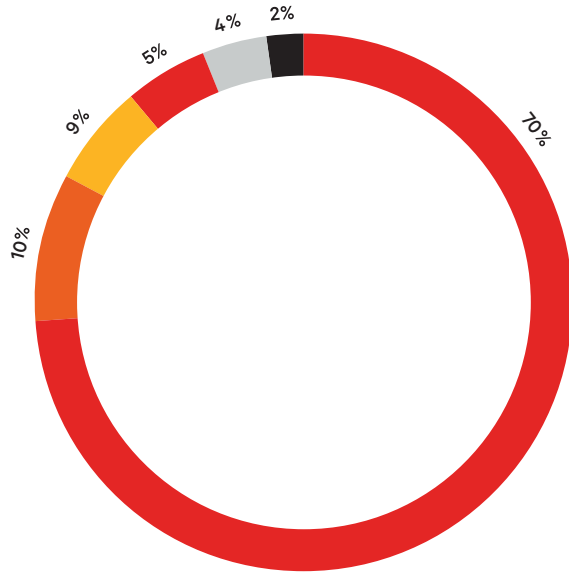
What we do connects members with each other, with their industry and with their communities. We reach further, with BIMA Conference and the BIMA Awards generating half a million Twitter impressions each. BIMA Digital Day reached 5.5 million.

When you want to get involved, set the agenda or start the conversation in your sector, we're the place to do it. Discover more about what we could do for you. Contact our Community Manager, Anthony on:

ANTHONY@BIMA.CO.UK

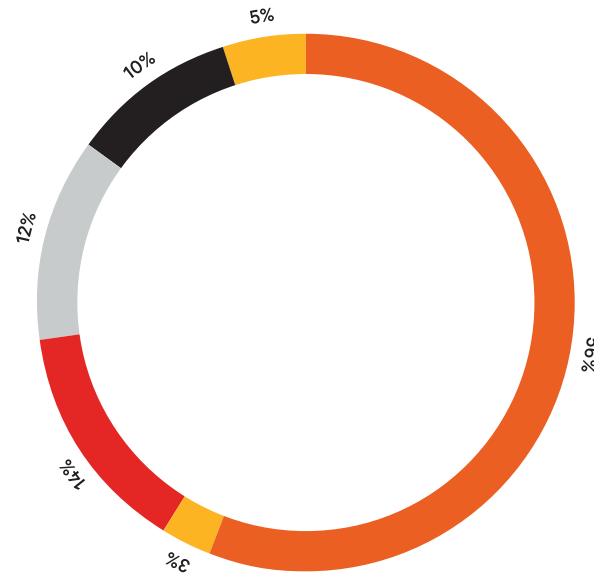
OUR AUDIENCE

TYPE OF BUSINESS



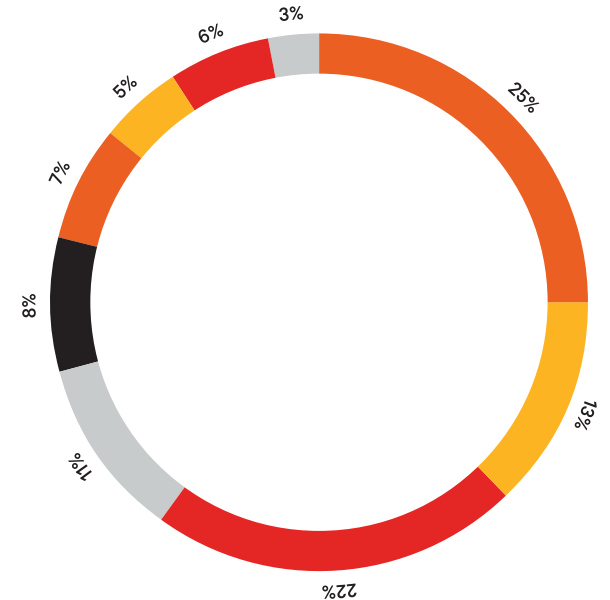
70% Agency / Consultancy
10% Technology Company
9% Brand
5% Charity / Not for Profit
2% University
4% Other

REGION



56% London
14% North West
12% Scotland
10% South East
5% South West
3% Other

JOB ROLE



25% Senior Leadership
22% Founder/MD/CEO
13% Creative
11% Finance
8% Account Manager
7% Technical
6% HR
5% Client Services
3% Strategy

“At BIMA you get a fantastic mix of learnings. Both for what we’re doing for our clients but also for our progression as agency folk. It’s brilliant.”

Grace Russell, Marketing and New Business Director, Rufus Leonard

PROGRAMMES AND EVENTS

In 2019 **BIMA** held over 95 Breakfast Briefings, Roundtables and Masterclasses across 9 locations - London, Edinburgh, Glasgow, Leeds, Bristol, Brighton, Liverpool, Manchester, Bournemouth.

3,744

Total attendees

560

Total companies attending

BIMA Beat, a celebration of incredible digital creativity held every quarter for 100 senior creatives.

58%

Directors/Founders/Senior Leads

22%

Designers/Creatives/Marketers

BIMA 100 Recognising the movers and shakers across the digital industry and we invite them to celebrate their achievements alongside new and existing members of our **BIMA Hall of Fame**.

175

BIMA 100 attendees

54%

CEOs/Founders/MDs/Directors

BIMA Digital Day saw 127 companies across 124 towns in the UK go back to school for the day to inspire the next generation of digital talent.

190

Schools participated

7,000

Students participated

500+ attended BIMA's biggest day of the year: the **BIMA Digital and Tech Conference & BIMA Awards** to learn what's next and how they can be a part of it.

41%

CEOs/Founders/MDs/Directors/Partners

32%

Department Leads/Marketers



FIND OUT HOW YOU
CAN BE PART OF IT.

**DIGITAL
REACH**

BIMA

BIMA NEWSLETTER

October 2019

Connecting our interested membership and industry supporters with news and events. Our monthly newsletters showcase our expert content and events.

6,000

Total newsletter subscribers

3,500

Membership

2,500

Industry supporters

40%

Open Rates

BIMA Awards 2019, and your winners are...

BIMA's biggest night of the year somehow felt bigger than ever at IET London. It was a brilliant night, and we'd like to thank everyone who made the night such a success. Huge congratulations to all our finalists and our amazing winners.

We have many pics from the night which you can view and download [here](#). We're also asking for those to attend to share their feedback, so that we can ensure an even better night next year. Please spare a few minutes and complete our survey [here](#).

Winners 2019

BIMA has an active online community who regularly engage by sharing and commenting on our members/partners content. These channels continue to grow month by month.

14,000

Twitter Followers

496,523*

#BIMAConference

1,400

Instagram Followers

5,334,479*

#BIMADigitalDay

4,000

Facebook Followers

463,022*

#BIMAAwards

3,500

LinkedIn Followers

1,200

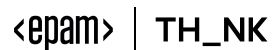
Slack Members

*REACH



STRONGER TOGETHER

Just some of the companies involved.





To explore opportunities
for your organisation,
please contact:

anthony@bima.co.uk