



# WP ENGINE

## SPONSORSHIP WITH BIMA

PACKED EVENTS

NEW STRATEGIC PARTNERSHIPS

NETWORKING WITH KEY INDUSTRY INFLUENCERS

In a range of ways, partnering with BIMA has been a big success for the WordPress experience specialists. Discover how we could help you.



## ABOUT WP ENGINE

WP Engine is the leading WordPress digital experience platform, giving their 4,300 agency partners, and over 130,000 customers of every size, the platform to drive their business forward faster.

## KEY COMMERCIAL OBJECTIVES

WP Engine partnered with BIMA to build its agency connections and foster new relationships in the agency community.

## PARTNERSHIP WITH...

Professionals from across the digital spectrum choose to work with WP Engine, so our partnership has been broadly targeted at full service agencies and individuals within organisations of 50+ working with brands, including:

- CTOs, CMOs and CDOs
- Heads of technology
- Developers
- Founders
- MDs
- Digital strategists
- Creative technologists
- System integrators
- Heads of interactive production

**“It’s our goal to be the partner of choice for agencies providing world-class digital experiences. Partnering with BIMA gives us direct access to a community of agency and marketing leaders helping to drive innovation across industries”**

Fabio Torlini - SVP & Managing Director, International.



## THE PARTNERSHIP SOLUTION

BIMA have hosted two events in partnership with WP Engine.

- The Great Equalizer explored how digital experiences can level the playing field for brands and agencies, giving businesses of every size the opportunity to leverage new technologies to drive revenue growth, profitability and global impact.
- In Entertain Me or Else, WP Engine experts examined how the online experience needed to change in light of Gen Z's expectations of authenticity, entertainment and personalisation.

Next up is A Marketing Model for the New Normal, in which WP Engine will consider how team dynamics, individual roles and WordPress need to combine to deliver marketing success post-pandemic.

And BIMA continues to support the promotion of the WP Engine Agency Summit via social media and direct to our membership via email.

Discover how sponsoring BIMA could benefit you

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## THE RESULTS

WP Engine describes the partnership as “Great!” Here’s why:

- A “wonderful” turnout at BIMA/WP Engine events
- High numbers of registrants to WP Engine’s EU Summit
- New relationships developed with many agencies, including new strategic partnerships with key agencies
- A “super valuable” ability to network with key industry influencers
- Multiple touchpoints created by the varied BIMA calendar

As events are now recorded, the latest and all future events will remain available as permanent sources of insight – continuing to attract global views and engagement.