



## BIMA 100 - Who inspires you?

That's what BIMA is asking as it launches its 2021 search for the BIMA 100, celebrating the industry's most influential people in digital and tech. As you might expect, CEOs, CTO's and leaders are in the mix. But so are Rising Stars, Students, Apprentices, Creatives and Designers and more.

The thing is, brilliance comes in many forms. BIMA wants to celebrate it all. So please take a look at the entry categories and if you know someone who should be on this year's list (and it could be you) then the only way to make it happen is to nominate them.

### 2021 Categories

1. Business Developers and Marketeers
2. CEO's and Leaders
3. Champions for Change
4. Challengers and New Thinkers
5. Client Services and Project Management
6. Creatives and Designers
7. Rising Stars
8. Strategists and Consultants
9. Students and Apprentices
10. Tech Trailblazers

[For submission criteria please click here.](#)

### FAQ's

#### Can anyone nominate?

Yes, anyone can nominate as long as they are a BIMA Member. You can nominate a colleague within your company, a client or you can nominate yourself. **Nominations MUST be individuals & not companies.**

#### How much is the entry?

IT'S FREE!!! You can nominate as many times as you like and the nominees don't have to be members.

#### How do I nominate?

It's simple. You will be asked to complete a short online nomination form. Each category is open to brands, charities, agencies, startups, academic institutions, tech companies and freelancers. [Here is the nomination form.](#)

#### Who are the judges?

We have a great set of judges from across our industry. They are selected based on their experience and knowledge of the digital and tech world. [You can read about the judges here.](#)

#### When is the deadline?

BIMA 100 is open for entries until 26 February 2021.

#### When will the winners be announced?

Those who have made the BIMA 100 list will be announced on 6 May 2021



## **BIMA 100 – Testimonials**

Making the BIMA 100 is a very special achievement. Here, some previous members of the '100 club' share what it meant to them:

“Being a part of the 2020 BIMA 100 was a celebration of the effort I put into building my career during my student years. To be acknowledged by such a prestigious organisation alongside so many heavy hitters in the industry was great reassurance that I was heading in the right direction!”

**David Friedmann, Interaction Designer at Else**

“I've been in the BIMA 100 a few times over the last decade. During this time I've met many other BIMA 100 members. Every single one of the people I've met have the same mentality - they are there to help other people. They all understand that not a lot matters in this world apart from making a positive difference. And to truly make a positive difference to their friends, family, colleagues, their peers, our industry, or even to the wider world, that we have to put others before ourselves.”

**Jonny Tooze, Group CEO at LAB**

“ Being a BIMA 100 alum exposed me to how big the industry really is. I was aware of a lot before BIMA, but it was when I went to the awards night that things really opened up. Being able to meet amazing, well accomplished people from all over digital around canapés and (a lot of) wine was amazing and showed me how much we're able to do in digital and creative.”

**Josh Akapo, Co-founder for Archtype**

If you have any further questions please email our Events Manager [alise@bima.co.uk](mailto:alise@bima.co.uk)