

BIMA & YOU

A guide to getting the best out of BIMA in 2021

BIMA

A MESSAGE FROM THE PRESIDENT

Never has BIMA membership proved quite so valuable as it has over the past year. And it needs to be, as never before have our members been quite so important to society at large.

With the mass digital adoption we've seen over the last 12 months we have the opportunity to create the future we want, one where technology is used to drive positive impact and where diversity and sustainability are built in. With your backing we can make that happen.

In 2021, we're dedicated to our mission and this document explores the many ways you can engage, learn, develop your brand or business and gain recognition for your achievements over the coming months.

I hope we'll be able to meet in person soon, but in the meantime please do continue to use BIMA as the platform, catalyst and hub for your team's learning, insight, collaboration and conversation.

Chris Mellish, CEO, TMW Unlimited & BIMA President

2021 COUNCIL GOALS...



“We're building on the momentum of 2020, embedding I&D as a strategic priority for members through our toolkits and working with key partners to impact the talent pipeline coming into the digital industry.”

Nancy Rowe, I&D Lead, Publicis Sapient & Chair of the I&D Council

“Running more online courses to help members become carbon negative companies as well as launching our new toolset to help members build sustainable digital solutions.”

James Cannings, Co-Founder, MMT & Co-Chair of the Sustainability Council

“Continuing to build a dynamic UK-wide tech community that appreciates inclusivity is the root of innovation.”

Alastair Cole, Founder, The Uplift Partnership & Co-Chair of the Technology Council

“Recognising the impact of COVID upon agencies ability to grow and win new opportunities including offering a series of drop-in sessions to share successes, learnings and pitfalls to members and producing a practical new business guide to enable members to benchmark how they are performing.”

Rebecca Crook, CGO, Somo & Chair of the Growth Council

“Focusing on increasing data literacy, enabling learning and inspiring experimentation, so everyone can benefit from and participate in the data-driven economy.”

Paul Moss, Experience Science Director, Rapp & Chair of the Data Council

[Take a look at the full list of BIMA Councils](#)

WHO ARE OUR MEMBERS?

BIMA members cover the breadth of the digital world. They are global brands and small niche brands. They are agencies and consultancies. They are charities. They are well established and well renowned, and they are just starting out. BIMA is where they all come together for the benefit of all.

62%
Agencies/
Consultancies

19%
Brands/
Charities

11%
Tech Companies/
SaaS

6%
Universities/
Academia

2%
Professional
Services

MEMBER NUMBER & SCALE



350

Company Members

Representing a workforce of

13,000

With a combined turnover of

£1.5 Billion

WHAT OUR MEMBERS SAY

“BIMA has been transformative for the business... It’s insane the amount of people you get to meet and be influenced by.”

Jonny Tooze, CEO, Lab Group

“Great value and a fantastic external relationship for all of us.”

Matthew Clark, Deloitte Digital

“BIMA groups have been an absolute lifeline for me & the team, especially at the moment.”

Jenny Kitchen, Yoyo

“We’re now trading with organisations we would not have met, if it wasn’t for BIMA.”

Ross Taylor, Hidden

“In order to stay ahead, it’s critical to share industry knowledge and develop new skills. We’re proud to contribute to the conversation.”

Thorunn Devoy, Contentful

Ways to Engage with BIMA in 2021

JOIN IN

Last year BIMA hosted dozens of Hangouts, Masterclasses and Roundtables. Here's an overview of what's in store this year. You can find the full list of upcoming BIMA events here and, most importantly, get involved.



LEAD

Our councils are what makes BIMA, BIMA. We are a community of communities that set the agenda in digital hubs around the country and help industry leaders and practitioners fuel the future. And there's probably at least one council that would benefit from your expertise.

[Find out more](#)



CONNECT

BIMA's Slack channel is a space for BIMA Members to assist, direct and speak openly about next steps within their teams and the wider industry.

[Email anthony@bima.co.uk to join the discussion](mailto:anthony@bima.co.uk)

SHARE

Our newsletter is never a one way conversation. It's a place for you to share your events, achievements and opinions. Have bigger insights to share? The BIMA blog is open to members or get in touch via

[Facebook](#), [LinkedIn](#) or [Twitter](#).

DRINK

Getting together, having fun and not necessarily having to talk shop has always been part of the BIMA experience. Join us each quarter for fine drinks and excellent conversation. When we can.

Ways to Get Recognition with BIMA in 2021

BIMA100

BIMA 100 seeks to recognise the individuals who are shaping the future of Britain's digital industry. You can nominate (or self-nominate) in any of 10 categories, with each category open to brands, charities, agencies, startups, academic institutions, tech companies and freelancers.

Nominations open:
11 January 2021

Deadline for Nominations:
26 February 2021

[Find out more](#)

BIMA AWARDS IS NOW BIMA10

The BIMA 10 celebrates the 10 pieces of work that have made a real difference, solved real challenges, created new opportunities or done something in a brave new way. It's not about the size of your agency or PR budget. It's not about the sector, format or channel. BIMA 10 is about original thinking, making an impact and making others wish they'd done it first.

We want to encourage your creativity, so there's a 2 stage application process that will keep questions to a minimum:

- 1. A short application form will focus on a detailed summary of your achievement.**
- 2. If your application is selected for stage 2 you'll have 3 weeks to supply more detailed information. At all stages, your application will be judged by the very best in the business.**

Launch date: 1 March 2021

1st entry deadline date: 19 May

Winners announced: 15 Sept

[Find out how to enter and the criteria](#)

BIMA BEAT

A platform for digital creatives to showcase their work, BIMA Beat is driven by BIMA's Creative Council, Sony Music UK's 4th Floor Creative and Spotify. Every month there's a new theme for creatives to approach.

Submit your new or existing digital-based work and we'll showcase the best at a quarterly event and on Instagram.

This quarter's theme is: NEXT LEVEL WEBSITES

[Find out more](#)

Ways to Grow and be Inspired with BIMA in 2021

BIMA

BIMA SPRINGBOARD SESSIONS

This May, our BIMA Conference gets a sister event aimed at digital professionals working in brands, agencies, tech providers and more. It's a springboard to launch you into the second half of 2021 armed with the latest insight about tech and consumer understanding.

6 May
2021



MENTORING

Are you ready to take the next step in your career? Or are you ready to pay it back and use your experience to build the talent and skills within our digital community? For mentees and mentors, BIMA Mentoring can be a brilliantly rewarding experience.

Closing date for next cohort: 29 April 2021

[Find out more](#)



BIMA ANNUAL CONFERENCE

The only way to find out what's really next, from digital's most enlightening, inspiring and provocative conference.

17-18
November
2021



SHARE YOUR EXPERTISE

If you're an expert in your field, don't keep it to yourself. Our conferences, masterclasses and hangouts need your expertise. And when you share what you know it's great personal development, and you build your profile and reputation too.

[Register your interest](#)



Ways to Learn with BIMA in 2021

HANGOUTS

Your regular online source of expert insight and opinion for digital-related business matters. Over the past year, topics have ranged from finding new business in a pandemic and Demystifying Martech to D2C eCommerce to finance and HR.

[Find upcoming Hangouts](#)

UPSKILL FOR FREE WITH FutureLearn

BIMA members possess a huge amount of industry expertise. Now that knowledge is accessible to all thanks to our partnership with FutureLearn. Browse the online courses in user research, CX, social impact and more and access your free places now (subject to availability).

[Browse courses](#)

MASTERCLASSES

The 3rd Tuesday of every month is the regular spot for BIMA's masterclasses, offering digital professionals new ideas to incorporate into their work. Kickstarting in February, this year's Masterclass topics will include business development, pitching, digital transformation, ecommerce, innovation, data, inclusive design, agile, AI and user research.

[Find upcoming Masterclasses](#)

INSPIRE THE NEXT GENERATION

10 Nov
2021

PLEASE
SIGN UP
NOW

Digital Day 2021 takes place on 10 November 2021 and we're hoping we'll be able to get back to the usual format of seeing hundreds of digital professionals head back to school for the day to inspire thousands of students. For that, we really need your support.

[Sign up as an Agency or brand](#)

[Sign up a School](#)

Ways to Develop your Business with BIMA in 2021

BIMA

PEER NETWORKS

BIMA's Peer Networks are places where the people who make a digital business tick get to share the experiences, challenges and solutions. Currently in Senior Leaders, HR, CS, Strategy, Finance, Marketing and New Business.

There's a peer network for you.

[Attend a Peer Network Roundtable](#)

SUSTAINABILITY

We all know about the climate crisis and the challenges we face in the coming decades. Digital businesses are particularly well placed to do something about them. And from going net carbon negative to managing a sustainable post-pandemic recovery, the BIMA Sustainability Council will help you.

[Find out more](#)

INCLUSION & DIVERSITY

Over the past two years BIMA's Inclusion & Diversity Council has shaped the debate about diversity in digital. With the ground-breaking Voices of our Industry report, masterclasses and toolkits, get practical help and advice to make your business more inclusive.

[Find out more](#)

BIMA EXPERTS RECOGNISED BY BIMA AS EXPERTS IN THEIR FIELDS

ForrestBrown[®]

R&D tax credit consultancy
R&D Tax Consultancy



Agency Customer
Experience Roadmap



Law Firm Specialising
in Tech & Digital Media

 **MOORE** Kingston Smith
Accountancy & Business

THNK!
Branding & design services

ingenuity
New Business & PR

2021 events calendar

BIMA

MONTHLY

- BIMA Hangouts
- BIMA Masterclasses
- Peer Network Roundtables

JANUARY

- 11th** BIMA 100 Open for Nominations
- 15th** Spring Mentoring Cohort Deadline

FEBRUARY

- 26th** BIMA 100 Deadline for Nominations

MARCH

- 1st** BIMA 10 Open for Entries

APRIL

- 29th** Summer Mentoring Cohort Deadline

MAY

- 6th** BIMA Springboard Sessions & BIMA 100 Winners Announced
- 19th** BIMA 10 1st Entry Deadline

AUGUST

- 26th** Autumn Mentoring Cohort Deadline

SEPTEMBER

- 15th** BIMA 10 Winners Announcement

NOVEMBER

- 10th** BIMA Digital Day
- 17th** BIMA Conference 17th & 18th
- 25th** Winter Mentoring Cohort Deadline