

# BIMA & YOU

## A guide to getting the best out of BIMA in 2022

BIMA

### A MESSAGE FROM BIMA HQ

We've all been through a lot of change in the last 2 years, and while the end of the pandemic feels like it might finally be within sight there are still lots of uncertainties ahead of us. That's why it's more important than ever that BIMA membership keeps you connected to friends, peers and a community of support. Our current purpose for BIMA recognises the opportunity the digital industry has right now, we are firmly in the driving seat of change and with that comes a business opportunity. But we have to balance that with the responsibility we all have to make sure the change we are driving forward is positive. Positive for society, business and the planet.

So while planning the 2022 agenda we're always mindful of the careful balance between opportunity and responsibility. BIMA is a unique place where you can have drinks with friends, discuss new business tactics while also reducing your carbon footprint! Happy New Year and here's to 2022.

### 2022 COUNCILS



While we have a packed agenda of events, training and awards, the heartbeat of BIMA is the collection of councils where experts in specific fields meet every month to discuss trends and explore opportunities. But most importantly of all they aim to provide valuable insights and advice back to the wider membership.

Here's a list of the councils for 2022, if you would like to put yourself forward to join a council just drop a note at [web@bima.co.uk](mailto:web@bima.co.uk).

#### Industry

- Charities
- Brands
- Sustainability

#### Craft

- Creative
- Client Services
- Data
- Technology
- Programmatic
- Future Growth
- Human Insights
- Inclusive Design

#### Think Tanks

- Artificial Intelligence
- Blockchain
- Immersive Technologies

#### UK Wide

- Scotland
- Northwest
- Southwest
- South

#### Talent & Diversity

- Apprenticeships
- Inclusion and Diversity
- Mentoring
- Education
- Wellbeing

[FIND OUT MORE](#)

## WHO ARE OUR MEMBERS?

BIMA members cover the breadth of the digital world. They are agencies and consultancies. They are charities. They are global brands and small niche brands.

But most of all BIMA is the people in those companies. People that are diverse yet like minded, people that care about the planet, society and each other. People that roll up their sleeves and get stuck in.

**67%**

Agencies/Consultancies

**8%**

Tech Companies/SaaS

**20%**

Brands/Charities

**5%**

Universities/Academia

## MEMBER NUMBER & SCALE



**350+**

Company Members

Representing a workforce of

**13,500**

With a combined turnover of

**£1.5 Billion**

We have hundreds of individual services and benefits for membership, to help you navigate it all we structure BIMA activity around the 3 key pillars:

Skills Gap

Culture

Growth

All underpinned by a strong purpose focussed around positive change. It balances business opportunity with responsibility and recognises this unique moment in time the digital industry is in. This is how we sum it up....

## WE BELIEVE: NOW IS OUR TIME

The world changed in 2020. The mass adoption of digital accelerated like never before – from how we shop, to how we order drinks, bank, work, and teach our children. We've passed the tipping point, and we believe digital will continue to drive positive change – for business, society, and the planet as a whole.

## WE EXIST: TO UNITE PEOPLE TO DRIVE POSITIVE CHANGE

Embarking on a journey of change is better with friends. BIMA brings the UK digital community together with the fundamental belief that by working collaboratively, we have the power to achieve more.

**BIMA helps by working to address the UK digital skills gap. It's only by doing this can we unlock our potential. We break this down into two key areas of attracting talent and ensuring your people have the skills they need to thrive.**



## ATTRACTING TALENT

It all starts with Digital Day. Every November we partner BIMA members with over 200 schools and inspire 10,000 students to think about a career in digital. In 2022 we are also launching a series of work experience opportunities and piloting parents evenings in the same schools. We then have an education council and an apprenticeships council to inspire students a little closer to full time employment to think about a career in BIMA member organisations. While we focus our efforts on helping members retain talent, there's always the BIMA jobs board to help fill existing talent opportunities.



## LEARNING AND DEVELOPMENT

Develop your existing team with company wide access to our skills based training and support. BIMA partner FutureLearn are designing digital skills courses and as a result all members get free access to the BIMA training on the FutureLearn platform. We also run regular masterclasses each month and have one of the most respected mentoring programs in the industry. There's also peer to peer learning with 6 peer groups meeting monthly from Finance and HR to Strategy and New Business.

**Promoting a diverse, inclusive, and responsible digital community in the UK.**

We're at the point of driving huge change in the world, and we have a responsibility to make sure the change is for good and for everyone.

**With a firm belief that technology and innovation can save the planet we're heavily focussed on sustainability.**

Our sustainability council meet every month and are working on an industry kitemark in 2022 for the sustainable build of digital products. We also have the amazing Greenpages which is a rich portal of information. BIMA members also have free access to our Carbon Net Zero course every quarter and the B-Corp Bootcamp workshops. Our Diversity and Inclusion council meet regularly and we're also launching a new wellbeing council in 2022.



**BIMA helps ensure organisational success for our members.**

We believe it's easier for our members to drive positive change if their business is in good shape – we don't hide from the impact a successful business model has on the talent and output of an organisation.

**Build recognition with our established awards.**



The BIMA10 celebrates the best digital first projects every year with a robust judging process and client judges reviewing the final shortlist. Our second awards programme celebrates the people in digital with the BIMA100. Each year judges select 100 superstars in digital and explore their stories throughout the year. Of course there's always the BIMA website and company listing that helps attract new business too.

We focus on the practicalities of running a successful business in digital with support and advice in our peer groups for finance, HR and senior leaders. A new business peer group focus on the tactical elements of attracting business and our growth council take a more holistic approach to support all areas of growth from overseas expansion to pricing.

In addition to the corporate support BIMA works hard to put your key staff in the limelight with exclusive speaking opportunities and thought leadership.

# 2022 event calendar

BIMA

## MONTHLY

- BIMA Hangouts
- BIMA Masterclasses
- Peer Network Roundtables

## JANUARY

- 12th** BIMA 100 Open for Nominations
- 28th** Spring Mentoring Cohort Deadline

## FEBRUARY

- 25th** BIMA 100 Deadline for Nominations

## MARCH

- 7th** BIMA10 Open for Entries

## APRIL

- 29th** Summer Mentoring Cohort Deadline

## MAY

- 11th** BIMA 100 Winners Announced
- 18th** BIMA10 1st Entry Deadline

## JUNE

- w/c 27th** BIMA Conference

## AUGUST

- 26th** Autumn Mentoring Cohort Deadline

## SEPTEMBER

- 15th** BIMA10 Winners Announcement

## NOVEMBER

- 9th** BIMA Digital Day
- 25th** Winter Mentoring Cohort Deadline