

## A MESSAGE FROM BIMA HQ

**BIMA means so many things to so many different people, and nothing brings this home more than planning for the year ahead and seeing the huge variety of activities we have in store.**

During 2024, we will continue to engage with everyone from people at the beginning of their career to CEOs, from Devon to Scotland. It's this wonderful eclectic mix of people that is our superpower and everyone has their own individual BIMA relationship. The one thing that binds us all is a desire to work and act in a way that cares about each other and the planet.

So, while there's more of the same, and of course lots of new initiatives in 2024 for you to jump in and engage with, our values remain the same. Let's use our talent and influence for good. That is why for every event or piece of content on Ai or other emerging tech, we have initiatives from the DE+, Wellbeing and Sustainability councils. It's the people behind the tech that matter and we are proud and thankful you are going into 2024 with us.

## 2024 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 2024, 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

- Brands
- Sustainability
- Wellbeing
- Future Growth
- Young Talent

### Craft

- Creative
- Client Services
- Data
- Innovation
- Programmatic
- Awards

### Think Tanks

- Artificial Intelligence
- Web3
- Immersive Technologies
- BIMA Perspective
- Inclusive Design

### UK Wide

- Scotland
- North West
- South West
- South
- Yorkshire

### Talent & Diversity

- Diversity, Equity & Inclusion
- Mentoring
- BIMA Bridge
- Education

**FIND OUT MORE**

## WHO ARE OUR MEMBERS?

BIMA is the voice of UK Digital & Tech. We drive innovation through knowledge sharing, showcasing best practice and nurturing talent.

We represent a community of business, charities and universities across the UK. At its heart, BIMA is about the individuals within these organisations. People that are diverse yet like minded, people that care about the planet, society and each other. Our mission is to empower these people to not only express their perspectives but also to contribute meaningfully, providing them with a platform to make a tangible difference.

**66%** Agencies/  
Consultancies

**12%** Tech Companies/  
SaaS

**11%** Freelancers

**4%** Coaching/Training/  
Wellbeing & Culture

**4%** Academia

**3%** Brands/NFP

## MEMBER NUMBER & SCALE



**375+**  
Company Members

Representing a workforce of

**13,500**

With a combined turnover of

**£1.5 Billion**

London  
**62%**

NW  
**11%**

South  
**9%**

Scotland  
**7%**

Other  
**7%**

SW  
**4%**

[FIND OUT MORE](#)

**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.**

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:

**Skills Gap**

**Culture**

**Growth**

# Skills Gap

BIMA



**BIMA plays a crucial role in tackling the digital skills gap in the UK. We approach this challenge by focusing on two main aspects: attracting talent and ensuring that individuals have the necessary skills necessary for success.**

## ATTRACTING TALENT



**It all begins with Digital Day every November, where BIMA members return to school for a day to inspire 10,000 students to consider a career in digital.**

Starting January 2024, we are expanding our impact by introducing Digital Day Parents Evenings in the same schools, aimed at educating parents about our industry.

In 2023, our successful BIMA Internship Programme provided opportunities for 4 interns to work at 4 BIMA Member agencies in the South. For 2024, we plan to extend these programmes to other regions.

Since its launch in 2022, the BIMA Bridge council has been diligently working to connect BIMA members interested in supporting or creating opportunities in UK Digital for individuals arriving in the UK as refugees, asylum seekers, and migrants.

## LEARNING AND DEVELOPMENT



**Develop your existing team with company wide access to our skills based training and support.**

In 2023, we partnered with Impact Futures, the UK's fastest growing training provider, to help BIMA Members invest in and grow their leadership teams. Through the BIMA Leadership & Management Academy, BIMA Members can access fully government-funded training to upskill their staff.

We also have one of the most respected Mentoring programmes in the industry, and we run regular monthly masterclasses and 6 peer groups meetings to discuss topics such as Strategy, HR, New Business, Marketing and more.



## 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 still heavily focussed on sustainability.

In 2023, our Sustainability Council launched the world's first set of open guidelines for developing low-carbon websites; and the council also worked to support the creation of the 'Marketing Declares a Climate Emergency' movement to call on the marketing industry to take collective action to limit harm, create change, and rejuvenate our planet, for the sake of our families and our future generations. We also have the amazing Greenpages which is a rich portal of information.

BIMA members also have free access to our Net Zero course every quarter, to lower their carbon footprint.





## BIMA helps ensure organisational success for our members.

We believe it is 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 BIMA Awards are the longest standing digital awards in the UK. Every year, we celebrate the projects that are making a difference in business, culture and society. Our second awards programme, BIMA 100, celebrates the people that are leading the way in digital. Our Awards programmes have a robust judging process and client judges reviewing the final shortlist.

Of course, there is always the BIMA website and company listing that helps attract new business too. And our Finance, HR, Senior Leaders, New Biz (and more) peer groups where members support each other in running a successful business in digital and attracting new biz and talent.

And then we have our annual flagship conference in London, BIMA Beyond, specifically curated for the whole community, from interns to CEOs and founders in membership; with carefully curated speakers guiding attendees through the bigger opportunity for all of us in digital.

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

# The BIMA Member Engagement Tracker

BIMA

**At BIMA, we are committed to providing our members with the utmost value and making sure you get the best out of your membership.**

That's why this year we launched our Member Engagement Tracker.

## **Keep tabs on your BIMA Membership.**

As a member, you have the power to monitor your involvement and see firsthand how you are making the most of your BIMA membership. BIMA Badges are awarded to our members who actively participate in our flagship programmes. Earn these esteemed badges and proudly display them as a testament to your commitment to your membership.

However, the Member Engagement Tracker goes beyond badges, providing you with a breakdown of your activity over the last 12 months across our three core pillars: Skills Gap, Culture, Growth; plus our Community section to celebrate the networkers of our community. Explore the tracker to discover how many from your company are attending our events, how many are council members or even how many are judges in the prestigious BIMA Awards. To access your engagement activity, just visit our members' directory [here](#). Simply, click on your company profile to see your involvement and celebrate the milestones you've achieved within the BIMA community.

See a string of zeros? Remember, it's never too late to dive into the world of BIMA and make your mark. Whether you are new to the community or have been a member for years, it's never too late to get more involved.

# 2024 events calendar

BIMA

## MONTHLY EVENTS

- BIMA Hangouts
- BIMA Masterclasses
- Peer Network Roundtables
- Networking Power Hours

## BI-MONTHLY EVENTS

- Breakfast Briefings
- Digital Dingers

### JANUARY

- 4th** BIMA 100 Open for Nominations
- 31st** Members Lunch

### FEBRUARY

- 16th** BIMA 100 Deadline for Nominations

### MARCH

- 20th** Summer Mentoring Cohort open for applications

### APRIL

- 3rd** BIMA Awards open for entries
- 24th** Summer Mentoring Cohort Deadline

### MAY

- 14th** BIMA Awards Early Bird entry deadline
- 21st** BIMA 100 Winners Announced & Ceremony

### JULY

- 10th** BIMA Awards entry deadline
- 24th** Autumn Mentoring Cohort open for applications

### AUGUST

- 28th** Autumn Mentoring Cohort application deadline

### OCTOBER

- 7th** BIMA Awards shortlist announcement
- 16th** Spring Mentoring Cohort open for applications

### NOVEMBER

- 4th** BIMA 100 Call for judges opens
- 13th** BIMA Digital Day
- 20th** BIMA Awards 2023 Ceremony

### DECEMBER

- 6th** Spring Mentoring Cohort application deadline

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# Our Team

BIMA



**Mary Keane-Dawson**  
Chair



**Matt Sullivan**  
Managing Director  
matt@bima.co.uk



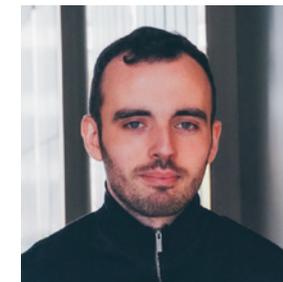
**Jess Hall**  
Finance and Ops  
Manager  
jesshall@bima.co.uk



**Chellsie Brooks**  
Events Manager  
chellsie@bima.co.uk



**Giorgia Andreano**  
Marketing Manager  
giorgia@bima.co.uk



**Anthony Boyle**  
Membership  
Development Manager  
anthony@bima.co.uk



**Chioma Abiaka**  
Membership  
Engagement &  
Data Executive  
chioma@bima.co.uk



**Lara Parry**  
Membership  
Administrator  
lara@bima.co.uk



**Ann Longley**  
South Community Lead  
annlongley@bima.co.uk



**Archie Mills**  
Scotland Community  
Lead  
archie@bima.co.uk



**Louise Lamb**  
North West Community  
Lead and Digital Day  
Coordinator  
louiselamb@bima.co.uk



**Matt Desmier**  
Bournemouth  
Community Lead  
mattdesmier@bima.co.uk

# Our partners and experts

BIMA

**We partner with some amazing companies and people. Our strategic partners' clout and credentials speak for themselves.**

And when we need help or advice, there are certain specialists – tech lawyers, accountants, R&D tax credit consultants and video production people – we trust again and again. They are our 'go-to' experts which we can highly recommend.

## Partners

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# BIMA Referral Programme

BIMA

**BIMA is growing, and the bigger our community, the better for all of us.**

So, when you send a new member our way, we will say 'thank you' with 10% off your membership. **This is unlimited, so the more you refer the cheaper your membership.**

Start referring today.

[FIND OUT MORE](#)

