

BIMA & You

A guide to getting the best out of BIMA in 2025

BIMA

A MESSAGE FROM BIMA HQ

2025 is a big year for BIMA. We're 40 years old so we're spending time reflecting on the past and looking into the future. We've come from teletext and LaserDiscs to AI in an exciting journey of innovation since 1985.

BIMA now sits firmly at the intersection of Creativity and Technology and this is an increasingly interesting space for the innovators and creators to come together. For 2025 we'll be packaging things up in our three main pillars of Attract, Inspire, Upskill... while always focussing on the wellbeing of our people and our planet.

But as always it's a personal relationship and everyone has their own BIMA journey. We offer a lot of things to a lot of people and our advice is to dabble across the vast menu of things we do and then find your own micro community within the organisation. Roll your sleeves up and get active.

Thank you so much to everyone that has played an active role. We're a not for profit organisation and because of you, we can add so much value to so many people.

2025 COUNCILS, STEERING GROUPS AND REGIONAL COMMITTEES

While we have a packed agenda of events, training and awards, the heartbeat of BIMA is the collection of councils, steering groups and regional committees.

BIMA COUNCILS

The BIMA councils are designed to ensure the community itself can guide the membership products and services. BIMA Councils exist to inspire and educate the community in areas at the intersection of Creativity and Technology, that we believe will create significant future value for the economy and/or society.

BIMA STEERING GROUPS

BIMA Steering groups exist to give advice and leadership to BIMA in order to maximise the value and impact of our key programmes and initiatives to the community.

Emerging Tech

- AI Council
- Web 3 Council
- Immersive tech Council

Craft

- Client Services
- Creative Council
- Data Council
- Future Growth Council
- Innovation council

Challenge

- Sustainability
- DE+I
- Inclusive Design Council

Steering Groups

ATTRACT

- Digital Day
- Work Experience
- Apprenticeship
- BIMA Bridge

UPSKILL

- Mentoring
- Training and Academies

INSPIRE

- Awards
- 100

- Young Talent
- Wellbeing
- SHIMA Advisory group (a community to support women in digital)

Regional committees

- South West
- North & North West
- Scotland

FIND OUT MORE

WHO ARE OUR MEMBERS?

BIMA is the voice of UK Tech & Creativity, a community where innovation thrives through knowledge sharing and where talent is nurtured. We represent a community of forward-thinking businesses, impactful charities, and leading universities from across the UK.

At its heart, BIMA is about the individuals within these organisations. Our members are a diverse yet like-minded group united by a passion for the planet, society, and each other. They're changemakers, collaborators, and innovators. 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.

64% Agencies/
Consultancies

10% Tech Companies/
SaaS

16% Freelancers

4% Coaching/Training/
Wellbeing & Culture

3% 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
63%

South
9%

Northwest
8%

Other
8%

Scotland
6%

Southwest
6%

[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:

Attract

Upskill

Inspire



BIMA works to ensure the industry attracts and keeps great talent. 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 12,000 students to think about a career in digital.

In 2022, we've launched BIMA Bridge, connecting members with opportunities to support refugees, asylum seekers, and migrants looking to enter the UK digital industry. And in 2023, we introduced our Internship Programme in the South, connecting young talent with leading agencies. In 2025, we're launching our new Work Experience Programme.

BEING A WELCOMING COMMUNITY



At BIMA, we believe that attracting and retaining talent starts with fostering a diverse, inclusive, and responsible industry community.

Our Young Talent Steering Group focuses on supporting younger people in the industry, while our Wellbeing Steering Group helps BIMA members take meaningful steps to improve mental, physical, and financial wellbeing.

Additionally, our HR Peer Group shares best practices to ensure members are progressive and supportive employers.

To further connect talent with the employers, we offer the BIMA Jobs Board, a platform dedicated to showcasing and filling roles across the industry.



BIMA aims to inspire the community to challenge itself and deepen its impact. We are not shy of a bit of healthy competition; we provide a platform for our members to promote themselves and their organisations.

THOUGHT LEADERSHIP



Our core councils exist to inspire and educate the community in areas that we believe will create significant future value for the economy and/ or society. Through our “Challenge Councils” we tackle societal challenges (Sustainability , DE&I, Inclusive design). Meanwhile our “Emerging Tech Councils” (AI, Web3, Immersive) ensure cutting-edge knowledge is shared more widely.

AWARDING INNOVATION AND CELEBRATING EXCELLENCE



Designed to reveal the future of what can be achieved at the intersection of technology and creativity, the BIMA Awards celebrate the best and most innovative projects from the community every year. BIMA 100 celebrates 100 industry superstars each year, highlighting their stories and achievements throughout the year.

SPREADING THE WORD

BIMA works hard to put your best work and key staff in the limelight with exclusive speaking opportunities and thought leadership content.





BIMA provides training, celebrates excellence in talent and provides thought-leadership on the future of the industry's key crafts.

LEARNING AND DEVELOPMENT



Empower your team with access to skills-based training and support. The BIMA Leadership & Management Academy offers fully funded courses to bridge skill gaps and drive organisational growth. We also host monthly masterclasses, workshops, bootcamps, and a highly respected Mentoring Programme that's regarded as one of the best in the industry.

For peer-to-peer learning, our Peer Groups in Strategy, New Business, and Senior Leadership provide valuable opportunities for shared insights and collaboration during monthly meetings.

FUTURE CRAFT



Our 4 Craft Councils - Creative, Innovation, Growth, Data - bring together the brightest minds from across the industry to shape the future. Their mission is to redefine how talent is nurtured, ensuring these crafts remain relevant, impactful, and future-ready.

The BIMA Member Engagement Tracker

BIMA

At BIMA, we're committed to delivering exceptional value to our members and ensuring you make the most of your membership.

That's why we have our Member Engagement Tracker.

Keep tabs on your BIMA Membership.

As a member, you can monitor your involvement and see how you are making the most of your membership. BIMA Badges are awarded to members who actively participate in our programmes and initiatives. These badges are a mark of distinction, showcasing your commitment and engagement within the BIMA community.

The Member Engagement Tracker provides a detailed view of your activity over the past 12 months across our three core pillars: Attract, Inspire, Upskill, as well as a Community section that highlights top networkers.

Explore the tracker to see how many from your company attend events, serve on councils, or judge in our prestigious awards programmes.

Simply visit the [Members' Directory](#), click on your company profile, and see your involvement. Celebrate the milestones you've achieved within the BIMA community and identify opportunities to get even more involved.

2025 events calendar

BIMA

MONTHLY EVENTS

- BIMA Hangouts
- Peer Network Roundtables
- BIMA Masterclasses

BI-MONTHLY EVENTS

- Breakfast Briefings
- Networking Power Hours

FEBRUARY

- 13th** BIMA Members Lunch
- 14th** BIMA 100 Deadline for Nominations

MARCH

- 19th** Summer Mentoring Cohort open for applications

APRIL

- 2nd** BIMA Awards open for entries
- 23rd** Summer Mentoring Cohort Deadline

MAY

- 16th** BIMA Awards Early Bird entry deadline
- 22nd** BIMA 100 Winners Announced & Ceremony

JULY

- 11th** BIMA Awards entry deadline
- 23rd** Autumn Mentoring Cohort open for applications

AUGUST

- 22nd** Autumn Mentoring Cohort application deadline

OCTOBER

- 6th** BIMA Awards shortlist announcement
- 15th** Spring Mentoring Cohort open for applications
- 29th** BIMA 100 Call for judges opens

NOVEMBER

- 10th** BIMA 100 Nominations open
- 12th** BIMA Digital Day
- 19th** BIMA Awards 2023 Ceremony

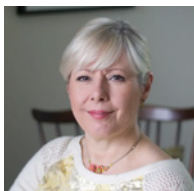
DECEMBER

- 5th** Spring Mentoring Cohort application deadline

[FIND OUT MORE](#)

Our Team

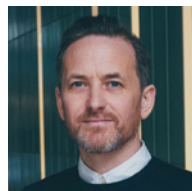
BIMA



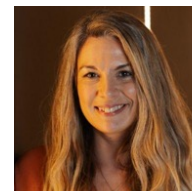
Mary Keane-Dawson
Chair



Laurence Parkes
President



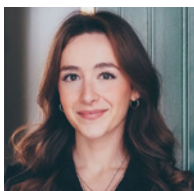
Matt Sullivan
Managing Director
matt@bima.co.uk



Cat Hartland
Growth Lead
cat@bima.co.uk



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



Giorgia Andreano
Marketing Manager
giorgia@bima.co.uk



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



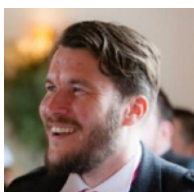
Lucy Ward
Events Executive
lucy@bima.co.uk



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



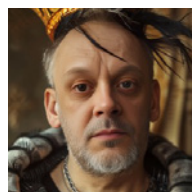
Ann Longley
South Community Lead
annlongley@bima.co.uk



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



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



Norts
Bristol Community Lead
norts@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

<epam>

[Learn more](#)

IMPACT
FUTURES

[Learn more](#)

Experts

MOORE Kingston Smith

[Learn more](#)

ForrestBrown[®]
R&D tax credit consultancy

[Learn more](#)

THNK!

[Learn more](#)

YUTREE

[Learn more](#)

Wellbeing Partners

Fiit

[Learn more](#)

isofi

[Learn more](#)

bhsf

[Learn more](#)

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](#)

