



**MINISTRY
VENUES**

FLAGSHIP CONFERENCE

DATE — JUNE 2022
COMPANY — BIMA
LOCATION — MINISTRY OF SOUND
CATEGORY — CONFERENCE



01 Why 02 What 03 How

4 things you can do to get started

01 **Ask the question**

Is there anyone in the business focused on this right now?

Do you have a Chief Sustainability Officer we could have a conversation with or invite to a workshop?

02 **Brainstorm workshop**

Internally & with clients

Which sustainability areas to focus on that align with your strategy

Use the UN Sustainable Development Goals as a new creative lens

BIMA Beyond

Beyond

BIMA Beyond The Conference

Headline Sponsor

StackAdapt

BIMA BEYOND

BIMA (British Interaction Media Association) took over the Ministry of Sound for their annual flagship conference, BIMA Beyond, offering industry-leading insight with expert speakers to better serve clients' business.

Part of a two-week series of nationwide events, the headline conference featured a full day of keynote speakers, debates, workshops, and networking needing a versatile space with multiple breakout sessions.

BIMA utilised every space within the venue: The 103 became the hub of the event, allowing for seamless movement between debates in The Box and workshops in The Loft.

To promote connection between the delegates, they teamed up with Blendology to provide interactive business cards that shared business information from a single tap, but also provided an agenda and breakdown of the days event.







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