

BIMA Awards 2023

Jędrzej Osiński
Wunderman Thompson Technology

BIMA

- British Interactive Media Association
- Not-for-profit industry body representing the digital industry in UK
- Since 1985
- Conferences, awards, social events, education, and many more

„BIMA is the voice of digital and tech.

We drive innovation & excellence across the digital industry and represent a community of businesses, charities and academia across the UK. (...)

We drive innovation through knowledge sharing, showcasing best practice and developing talent.”

<https://bima.co.uk/>

BIMA Councils

- Sustainability,
- Awards,
- Bridge (since 2022 – supporting refugees),
- Wellbeing
- Inclusive Design
- Apprenticeship (finding talents and release potential)
- Education
- Diverse and Equity
- Innovation
- Data
- Creative
- Client Services
- **AI**
- ... and more
- + some local councils: Yorkshire, Liverpool, Manchester, South, Scotland, ...

BIMA AI Council members

- Lydia Gregory, Co-Founder at Feedforward
- Lisa Talia Moretti, Digital Sociologist at AND Digital
- Sandro Petterle, CTO, Rufus Leonard
- Jędrzej Osiński
- Dean Corney, Managing Director, The Pull Agency

BIMA Awards

„The BIMA Awards are the UK’s longest standing and most prestigious digital and tech awards. Established in 1985, the BIMA Awards exist to set a gold standard in digital awarding, recognising the work in the British digital sector that is truly pushing the limits of what is possible, and that’s making a difference in business, culture and society.”

<https://bima.co.uk/bima-programmes/bima-awards-2023/>

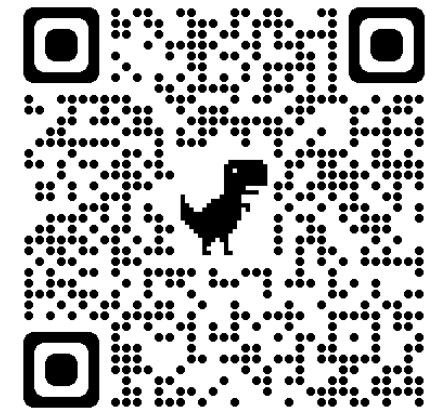
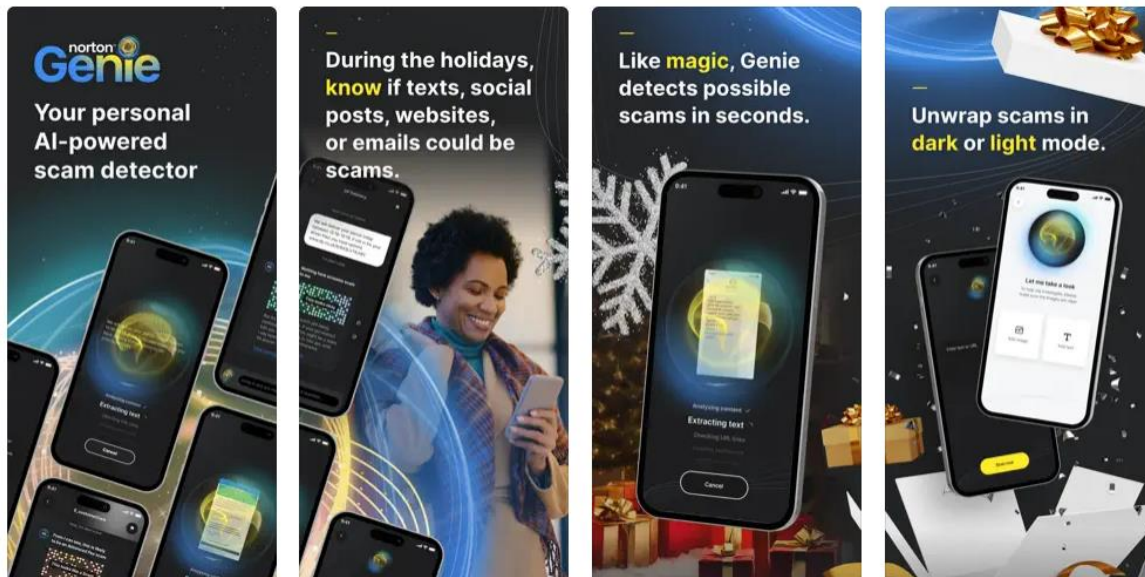
BIMA Awards

- 25 categories, incl. „Use of AI”
- Criteria: innovation, craft, impact, planet
- 1st round of judging – individually and remotely
- 2nd round of judging – in-person in London
- Shortlist announced: October, 4th
- Awards ceremony: November, 21st

Bronze – Norton Genie

„a real-time AI-powered scam detector to check if texts, emails, websites and social media posts are legitimate”

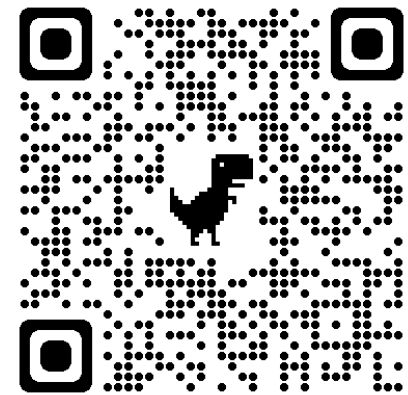
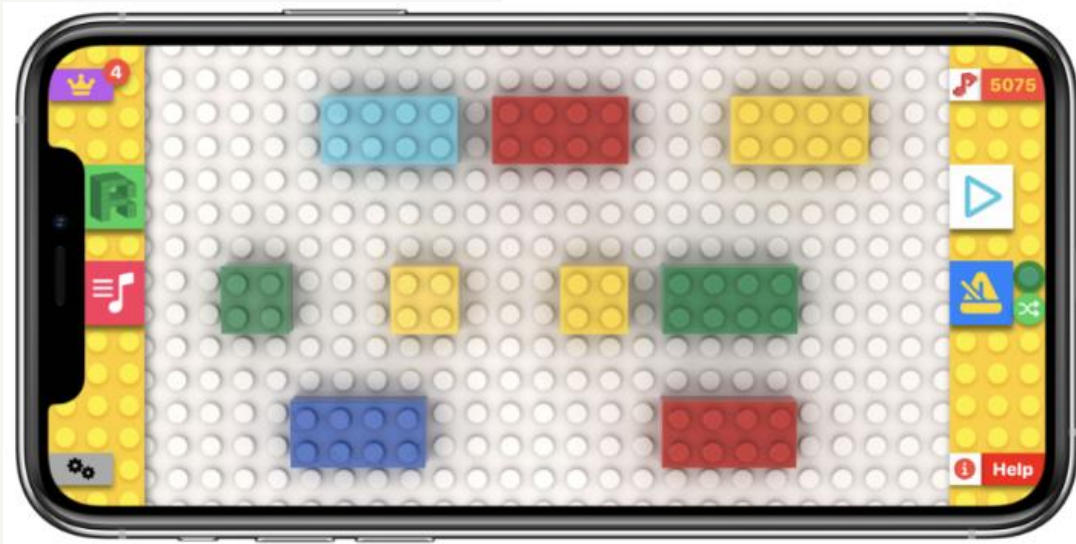
<https://us.norton.com/products/genie-scam-detector>



Silver – BeatBlocks

„an app that repurposes the ubiquitous resource of construction blocks (e.g. Lego) by leveraging the computing power of our smartphones and tablets”

<https://beatblocks.app/>



Gold – aiScout

„The greatest challenge that football clubs face is finding new players from the worldwide pool. The beating heart of aiScout, the Player app, helps solve this problem.”

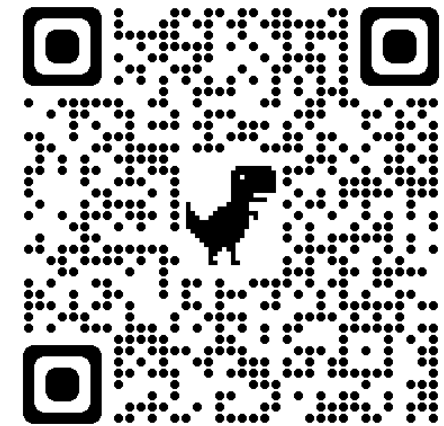
<https://www.ai.io/>

Get analysed from your phone

aiScout gives you the opportunity to have your talent analysed, develop your game and get scouted by the world's best sporting organisations.

Download on the **App Store** | GET IT ON **Google Play**

Date IQ Awards AI Innovation | WFS Innovation Winner | Shortlisted STA app of year





Thank you!

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