



MINISTRY  
VENUES







# BIMA BEYOND

DATE — JUNE 2022  
COMPANY — BIMA  
LOCATION — MINISTRY OF SOUND  
CATEGORY — MEETINGS & CONFERENCES

# BIMA BEYOND

The British Interactive Media Association (BIMA) chose the Ministry of Sound as the venue for their annual flagship conference, BIMA Beyond. This event aimed to provide industry-leading insights with expert speakers to serve clients’ business needs better. As part of a two-week series of nationwide events, the headline conference featured a full day of keynotes, debates, workshops, and networking.

BIMA required a versatile space to accommodate multiple breakout sessions and facilitate seamless transitions between various activities. Ministry of Sound’s range of spaces made it the perfect choice. The 103 served as the central hub, enabling easy movement between debates in The Box and workshops in The Loft. This strategic use of space ensured that attendees could fully engage with the diverse program.

To enhance interaction and connectivity among delegates, BIMA partnered with Blendology to provide interactive business cards. These innovative cards allowed attendees to share business information with a single tap and also provided a detailed agenda and breakdown of the day’s events. This technology promoted networking and ensured that delegates had all the information they needed at their fingertips.

The conference offered a rich program, including keynote speeches, debates, workshops, and networking sessions. Expert speakers shared their insights on the latest industry trends, while interactive debates and hands-on workshops allowed attendees to delve deeper into specific topics. The versatile spaces within the Ministry of Sound facilitated a dynamic and engaging experience for all participants.







*“I would like to thank you all for the fantastic effort you all put into the event on Friday. Your professionalism and expertise throughout the entire process was outstanding.”*







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