



BIMA calls for judges for first time in 21 years

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BIMA invites industry submissions for judging panel for this year's awards

PR9.NET July 12, 2005 - The British Interactive Media Association (BIMA) today calls for judges to volunteer for this year's interactive design awards (BIMAs). BIMA is looking to create a judging panel, of exclusively senior practitioners working within the interactive industry, through an inclusive and fair process of selection.

This is the first time in 21 years of the BIMAs that the leading association has called for judges to volunteer from the interactive industry. Judges, who will need to attend at least one full day of judging in London, will be selected by elected members of the BIMA Executive Committee.

According to Mark Iremonger, vice chair of BIMA, "We want to open up the judging selection. Gathering a wide range of judging volunteers will allow the BIMA Executive to select from a broader range of talents and disciplines".

Anyone working in the interactive industries who feel they have earned a place on the jury can apply by sending a 250 word summary of why they should be considered, alongside a short profile or biography.

In addition, the applicant needs to supply a list of up to three interactive projects that they have been directly involved in, describing their role within them and providing links where appropriate. In this way, BIMA hopes to select judges that have a deep understanding of interactive and creativity. More information on volunteering to be a judge can be found at <http://www.bima.co.uk/awards2005/call-for-judges/>

Iremonger continues: "The new judging criteria and selection process are an important part of the many positive changes to the BIMAs this year. It is easy to be sceptical about awards if you don't understand the judging process and how judges have been selected. Our intention is to make it easy for the industry to see how the judges have been agreed".

The deadline for submissions is July 31st 2005 and the final judging panel will be widely publicised alongside details as to the process and selection. Judges can still enter the BIMA awards, as their entry will be managed in the judging process to avoid a conflict of interest.

The BIMA awards celebrate creative excellence and best practice in interactive design. To mark BIMA's 21st birthday, this year's awards sees significant changes to categories, judging criteria and the judge selection process.

The final deadline for entry into the Awards is the 21st of July. The BIMAs winners will celebrate at the awards ceremony on the 24th November. More information and entry forms can be found at <http://www.bima.co.uk/awards2005>.

About BIMA

BIMA, the British Interactive Media Association, represents and supports companies who supply creative, consultancy and production services for the interactive industry. BIMA is the only organisation dedicated to the craft of interactivity.

BIMA supports the discipline of interactive design. It promotes how interactivity can influence advertising, commerce, education, entertainment and art.

BIMA promotes interactivity in all digital media regardless of its application. It recognises and promotes excellence in interactive design.

BIMA sets standards, produces guidelines and defines best practice for all those working in the interactive arena.

Acting as a unifying voice, BIMA champions the issues important to those creating interactive work and promotes education, skills and training for people working at the sharp end of interactive design, production and consultancy.

www.bima.co.uk

For further information, please contact:

Katy Howell
immediate future Ltd
0845 408 2031
pressoffice@immediatefuture.co.uk

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and

digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

Phone: 0845 408 2031
Website: <http://www.immediatefuture.co.uk>
E-Mail: pressoffice@immediatefuture.co.uk

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