events
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WOW
Part of Wow Group of Companies

Presents

National Digital Awards

#UNITEDINDIGITAL
NATIONAL DIGITAL AWARDS GALA DINNER

FRIDAY
2ND JULY 2027
AT 6PM

NATIONALDIGITALAWARDS.CO.UK
@NATIONALDIGITALAWARDS

THE BCEC & HOLIDAY INN BIRMINGHAM
CITY CENTRE,
HILL STREET,
BIRMINGHAM B5 4EW

02.07.27

#NDA27

A NOTE FROM THE FOUNDER

Cas Majid

I have spent more than 23 years in the digital industry, watching agencies show incredible brilliance, graft and resilience through every challenge thrown at them. That is why the National Digital Awards exist, and why they are being launched on a national scale right here in Birmingham. It is long overdue.

Agencies stand at the front line of economic uncertainty. They feel every shift in client expectations, every demand for more with less, every wave of innovation and the accelerating impact of AI. Despite all of this they continue to deliver, to push boundaries and to keep the digital world moving.

These awards recognise the people who make that possible, the developers fixing issues in the early hours, the creatives shaping campaigns seen by millions, the strategists giving up weekends to get pitches over the line and the teams whose work often goes unseen.

For me, this event reflects 23 years of my own journey in the agency world. It is my way of giving back to partners, collaborators and teams who have shaped this industry alongside us.

Birmingham is the perfect home, a city built on resilience and reinvention. **Wow Group** (the agency that I founded) partnering with **B Events** was the natural choice. They are the best in the industry, and their commitment to **events that matter** aligns perfectly with this vision.

The National Digital Awards will be a glamorous evening, filled with the great and the good of our industry. More than **500 people** will be in attendance, including established agencies, industry leaders and the next generation of digital talent. It will be a night that truly reflects the scale, ambition and excellence of our sector.

These awards are about people, about the passion they bring and the excellence they deliver day after day. This is their moment, their stage and their celebration.

Welcome to the National Digital Awards 2026, and welcome to United in Digital.

Cas Majid,
CEO Wow Group of Companies
Founder National Digital Awards

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A PERSONAL NOTE

From Ifraz Ahmed and Anita Chumber, Co Founders of B Events

For more than ten years we have had the privilege of delivering national events across more than ten leading brands, including Women in Tech and We Are Creative Awards. More than 100,000 people have attended our events and millions more have engaged with our work online. It has been an honour to bring people together, celebrate excellence and create experiences that matter. This journey is the foundation of who we are at B Events.

Over the years we have worked with inspiring industries and brilliant people from every corner of the UK. We have seen first hand the dedication, creativity and relentless drive that define the digital sector. It is exactly this brilliance that makes the National Digital Awards so important and why partnering with Cas Majid and Wow Group feels like a natural and meaningful step for us.

Cas's 23 year journey in the digital world reflects the true spirit of these awards. His story is rooted in resilience, innovation and a deep respect for the people who make progress possible. Agencies today face constant change. They are navigating economic uncertainty, shifting client expectations and rapid advances in AI. Yet every day they show up with commitment, ambition and ideas that move industries forward. These awards exist to honour that spirit.

At B Events we have always believed in creating experiences that bring people together and recognise the individuals shaping the future. Working in partnership with the National Digital Awards allows us to bring our expertise in production, storytelling and event design to a sector we truly admire. We are proud to play our part in celebrating the talent, creativity and courage that define the digital community.

Birmingham is the perfect place for this celebration. It is bold, diverse and constantly reinventing itself. We are excited to help create an evening that reflects the scale, ambition and energy of the digital industry. Leading agencies, rising stars and seasoned pioneers will all join us for a night that honours not only world class work but also the people behind it.
The developers solving problems before dawn, the creatives whose ideas inspire millions and the strategists who turn challenges into opportunity.

For us this is more than an awards ceremony. It is a moment for the entire digital community to come together, connect and celebrate one another. We cannot wait to welcome you and help shape a landmark event for many years to come.

Ifraz Ahmed and Anita Chumber
Co-Founders of B Events

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NATIONAL DIGITAL AWARDS
SPONSORSHIP PACK

The National Digital Awards (NDA) is a celebration of the agencies, vendors, platforms, product teams, technologists and digital specialists who deliver world-class digital work for their clients.

These awards honour the people behind the scenes — the strategists, engineers, developers, campaign creators, solution architects, growth specialists and product innovators who power digital transformation.

2026 marks the inaugural edition of the NDA, hosted in Birmingham.

Our theme, **#UnitedInDigital**, reflects our ambition to unite a fragmented industry and recognise the collective brilliance of the UK's digital delivery ecosystem.

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OUR MISSION

Our mission is to spotlight the technical excellence, creative innovation and operational mastery of the UK's agencies, technology vendors, digital partners and engineering teams — the organisations that drive results for clients every day.

We exist to:

- **Celebrate agency and vendor brilliance**
- **Recognise the teams who deliver outstanding digital outcomes**
- **Showcase platforms, tools and tech innovations shaping the future**
- **Honour leaders driving transformation and client success**
- **Strengthen collaboration across the digital ecosystem**
- **Inspire the next generation of digital professionals**

POSITIVE IMPACT
CELEBRATING DIGITAL EXCELLENCE

Behind every successful digital experience is a team of experts.

Behind every transformation is a partner.

Behind every breakthrough is a vendor or agency pushing boundaries.

These awards celebrate:

- Excellence in delivery and execution
- Innovation in technology and engineering
- Creative campaign impact
- Operational and cultural excellence inside agencies
- Platforms enabling digital growth
- People who make digital work

VENUE:
The BCEC & Holiday Inn Birmingham City Centre,
Hill Street,
Birmingham B5 4EW

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EVENT PROGRAMME

Venue:

The BCEC & Holiday Inn
Birmingham City Centre,
Hill Street,
Birmingham B5 4EW

The evening includes:

- Drinks reception
- Substantial food service
- Entertainment
- High-value networking
- Recognition of agency, vendor and platform excellence
- Professionally hosted award ceremony

Judging & Voting:

A panel of independent industry experts will review entries using a fair scoring system.

Tickets:

- Single ticket: **£210 + VAT**
- Table of 10: **£1900 + VAT**
- Finalists receive one complimentary ticket

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SOCIAL MEDIA & PROMOTIONAL EXPOSURE

Using our unified hashtag #ItTakesGuts, we drive visibility across:

Ensuring agencies, vendors and sponsors receive meaningful exposure before, during and after the event.

AWARD THEMES & CATEGORIES

Website & digital product excellence

- B2B eCommerce Agency of the Year
- B2C eCommerce Agency of the Year
- Public Sector & Charity Digital Agency of the Year
- App Development Agency of the Year

Specialist agency categories

- Best E-Commerce Agency
- Best Digital PR Agency
- Best SEO Agency
- Best Development Agency

Campaign excellence

- PPC Campaign of the Year
- Social Campaign of the Year
- Influencer Marketing Campaign of the Year
- Best Use of Video / Animation

Platforms, tools & technology innovation

- Platform / Tool of the Year (incl. MarTech /AI)
- Best Use of AI (Client Side)
- Best Use of AI (Agency Side)
- Best Agency Software Vendor

Agency-wide performance & culture

- Startup Agency of the Year
- Large Agency of the Year (50+ Employees)
- Best Agency Culture or DEI Initiative
- Best Agency Team – Small (Less than 50 Employees)
- Best Agency Team – Large (More than 50 Employees)
- Best Agency Ops Director of the Year

Talent, networks & transformation

- Emerging Talent (Under 30)
- Best Agency Network
- Digital Transformation of the Year

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SPONSORSHIP OPPORTUNITIES

Partnering with the NDA positions your organisation at the heart of the UK's digital ecosystem.

Headline sponsor
£20,000 + VAT

- Exclusive Headline Sponsor status
- Major visibility across all marketing & PR
- Keynote speaking opportunity
- Ten complimentary tickets
- Branding on trophies, screens and materials
- Premium activation space

Diamond sponsor
£15,000 + VAT

- Diamond Sponsor branding
- Website visibility
- Three-minute stage moment
- Five complimentary tickets
- Branding across event collateral

Category sponsor
£5,000 + VAT

- Category sponsor branding
- Trophy presentation opportunity
- Two complimentary tickets
- Logo featured during category award

Category Sponsorship Package: £5,000 +VAT

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EVENT STATISTICS

People in attendance
500

Number of awards
25

Agencies represented
200+

Number of impressions
1M

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