

# DIGITAL DAY 2019 AGENDA

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The purpose of this document is to provide a template for Digital Day. It is meant as guidance only, to help inform how you run the day. For each of the items there are separate instructions and resources to help you get the best out of the day. Please tailor the times in the agenda to fit the school day.

## THREE TOP TIPS TO HELP YOUR DAY RUN SMOOTHLY

- If you're an agency/company, please ensure that you're in touch with your school before the day. Swap mobile numbers so it's easy to get in touch
- Please arrive with enough time to prep and set up before the students are due for Digital Day.
- The school day may not fit easily into this agenda but the approximate timings for each activity are stated so you can amend as you see fit.

## DOWNLOADABLE ASSETS

Download all your Digital Day assets including challenge packs, videos, presentation templates, questionnaires and more at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

## CONTACT

If you have any questions on how to run your day, please contact the Digital Day team on [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK) or call **+44(0) 20 3538 6607**

SESSION	DURATION	DESCRIPTION
<b>School Day Starts</b>		
Agency/Company Arrival and Prep	00:15:00	<ul style="list-style-type: none"> <li>Meet and greet teacher(s) who will be taking part in the day.</li> <li>Walkthrough the agenda and customise to consider breaks, number of students taking part (<b>if an agency / company is attending they should have already made contact with their school in advance on these matters</b>).</li> </ul>
Set Up	00:15:00	<ul style="list-style-type: none"> <li>Set up the room, laying out for number of students attending, set up presentations etc.</li> </ul>
<b>Digital Day Starts</b>		
Introductions and Agenda	00:05:00	<ul style="list-style-type: none"> <li>Agency/company members to introduce themselves.</li> <li>High level overview of the agenda for the day</li> </ul>
Presentation Part 1: What is Digital?	00:20:00	<ul style="list-style-type: none"> <li>Agency/company to talk about themselves - who they are, what they do, who they work with etc.</li> <li>Agency/company to provide an overview of Digital Day</li> <li>Agency/company to provide an introduction to Digital</li> </ul> <p><b>BIMA will provide presentation (Online)</b></p>
Video: Digital Day	00:05:00	<ul style="list-style-type: none"> <li>Industry video showing the best of the best from last year and life in digital</li> </ul> <p><b>BIMA will provide video (Online)</b></p>
<b>Break</b>		
The Four D's of Digital	01:40:00	<ul style="list-style-type: none"> <li>Overview of Discover, Design, Develop and Deliver</li> <li>Challenge selection</li> <li>Explain Discover and show video, giving them some time to talk amongst themselves.</li> </ul> <p><b>BIMA to provide introductory videos (Online)</b></p> <p><b>BIMA to provide challenge sheets (Posted to school) and available to download (Online)</b></p>
<b>Lunch Break</b>		
Challenge Activity	01:05:00	<ul style="list-style-type: none"> <li>Students work through the challenges using Develop, Design and Deliver as markers - try to portion out the time.</li> </ul>
<b>Break</b>		
Dragons Den Presentations	00:30:00	<ul style="list-style-type: none"> <li>Students present their ideas (<b>3-5 mins per group depending on numbers</b>) and the agency/ company/ teachers/ students select the idea they wish to go forward to the national competition (<b>1 entry per challenge</b>) and send to BIMA</li> </ul>
Round Up and Questionnaires	00:30:00	<ul style="list-style-type: none"> <li>Agency/ company to summarise the day's highlights/aims</li> <li>Agency/company to tell about next steps, how to find about more about digital. <b>Leave behinds (Posted to school) and available to download (Online)</b></li> <li>Agency/ company, teacher and students to complete questionnaire (<b>schools to collect and send back to BIMA</b>)</li> </ul> <p><b>BIMA to provide questionnaires (Online)</b></p>