BIMA DIGITAL DAY | AGENCY *FAQ'S*

The only digital initiative of its kind, Digital Day is aimed at 13-16 year olds and sees digital professionals head to schools for a day to inspire students and give them insight into a world of digital careers.

As part of the day, students complete one of three sponsored chal-lenges with the chance to be crowned Digital Day champions – win-ning £500 cash for their school plus a host of cool prizes. What's more, it's completely free for schools and agencies to take part!

HOW DOES IT WORK?
You sign up at www.bimadday.org.uk and then BIMA pair you with a local school for the day. BIMA will also provide you with all the assets and materials you need to run the day, all you need to is get in touch with your school to say hello! You then head back to school for the day on 12 November to help facilitate the day and help students to complete their challenges.

WILL IT BE A FULL DAY?
Yes! We ask agencies to keep the whole day on 12 November free for Digital Day. There is a presentation in the morning that will last an hour and the challenges should take up the rest of the day. Please do not plan any-thing else in for the day.

HOW MANY PEOPLE SHOULD I SEND?
We ask that agencies send a minimum of two people, however a good rule of thumb is approx. one person for every 15 students so it is important to find out from your school how many pupils are taking part. If there are more stu-dents taking part than is feasible for you, then please let BIMA know so we can send in another agency as well.

WHAT ASSETS DO I RECEIVE ON THE DAY?
Schools will receive their challenge sheets in the post at the beginning of November so keep an eye on your post box. Everything else that you need will be sent to you by email so keep an eye on your inbox.

WHAT DO THE CHALLENGES LOOK LIKE?
Last year's challenges included: Developing a marketing idea to promote a new BBC Earth programme; using digital to increase the popularity of women in football and using Virtual and Augmented Reality to change the way we shop on the high street.; Using a laptop, phone and drone solve one of the world's biggest problem; Develop a new piece of technology or campaign to reduce obesity in young people.

DIGITAL DAY

If your questions are not answered here there is lots of information at: **www.bimadday.org.uk** or please contact the Digital Day team at: **digitalday@bima.co.uk**