

SCHOOL BIMA DIGITAL DAY | 12 NOVEMBER

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 challenges with the chance of being crowned Digital Day champions – winning £500 cash for their school, plus a host of cool prizes. What's more, it's completely free for both schools and agencies to take part!

HOW DOES IT WORK?

You sign up at www.bimadday.org.uk and then BIMA will pair you with a local agency for the day. BIMA will also provide you with all the assets and materials you need to run the day. All you need to do is get in touch with your partner agency to say hello and go through any housekeeping! On the day, your agency will turn up to help facilitate the day (including a presentation in the morning and helping students to tackle the sponsorship challenges).

WHAT IF WE ARE NOT PAIRED WITH AN AGENCY?

There are undoubtedly more schools than agencies in some regions, but you can still run the day and enter the competition. We provide you with all the information you need, including a presentation to start the day off.

DO WE NEED COMPUTERS?

The bottom line is no. One computer or tablet is useful to be able to research online or look for information, however it can all be done on paper. The challenges are generally looking for ideas and thoughts although having access to computers would be a bonus. You will need a room with a screen to show the presentations and videos that we have lined up for the day.

WILL IT BE A FULL SCHOOL DAY?

Yes! We ask schools to keep the whole day on 12 November free for Digital Day. There is a presentation in the morning that will last around an hour, and the challenges should take up the rest of the day.

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 via email, so keep an eye on your inbox too.

HOW MANY STUDENTS NEED TO BE INVOLVED?

This one is completely up to you. Typically, we see class sizes of 30–40 students, but there have been instances where classes could be smaller (anything from 15) to much much bigger (100+). If you are planning to have more than 50 students, please let us know so we can allocate the right amount of resources.

WHAT DO THE CHALLENGES LOOK LIKE?

Last year's challenges included: Think of a fun game for young people to save money; 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 a lot of information at www.bimadday.org.uk or please contact the Digital Day team at digitalday@bima.co.uk

AGENCY

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WILL IT BE A FULL DAY?

Yes! We ask agencies to keep the whole day free for Digital Day. There is a presentation in the morning that will last for around an hour, and then the challenges should take up the rest of the day. Please do not plan anything 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 students taking part than is feasible for you, then please let BIMA know so we can send in another agency as well.

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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 problems; Develop a new piece of technology or campaign to reduce obesity in young people.

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