



# BIMA DIGITAL DAY HANDBOOK 2019



BIMA  
Digital Day

## **HOW TO PLAN YOUR DAY**

AGENCIES / COMPANIES – PLANNING YOUR DAY 4

SCHOOLS WITH AN AGENCY/COMPANY PARTNER – PLANNING YOUR DAY 6

SCHOOLS WITHOUT AN AGENCY/COMPANY PARTNER – PLANNING YOUR DAY 8

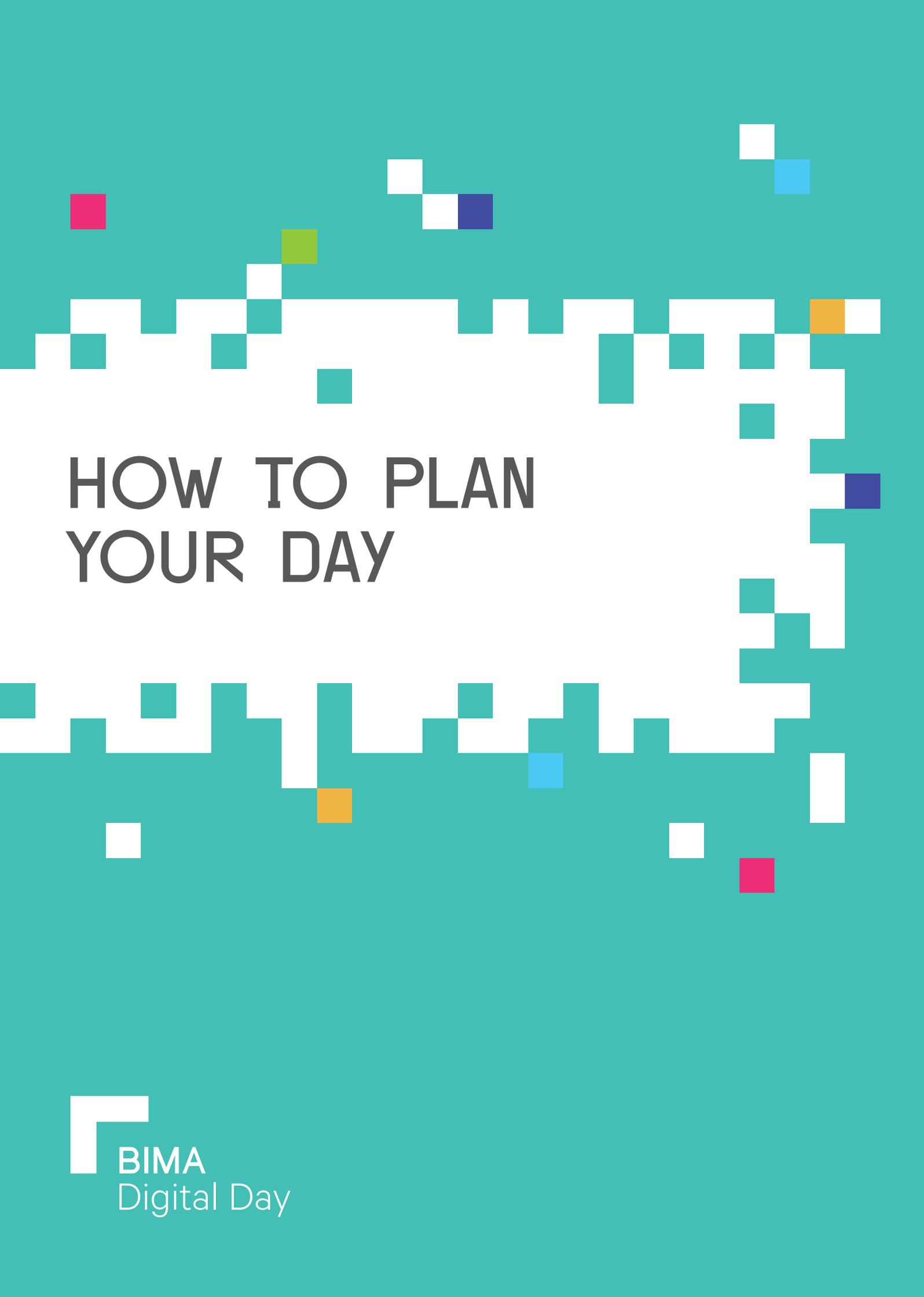
## **HOW TO RUN YOUR DAY**

AGENCIES / COMPANIES – HOW TO RUN YOUR DAY 10

SCHOOLS WITH AN AGENCY/COMPANY PARTNER – HOW TO RUN YOUR DAY 17

SCHOOLS WITHOUT AN AGENCY/COMPANY PARTNER – HOW TO RUN YOUR DAY 24

**AGENDA FOR THE DAY** 30

A decorative graphic consisting of a grid of squares in various colors (teal, white, pink, blue, orange, green, purple) scattered across a teal background. The squares are arranged in a way that creates a sense of depth and movement, with some squares appearing to be in the foreground and others in the background.

# HOW TO PLAN YOUR DAY

## TIPS TO HELP YOUR DAY RUN SMOOTHLY

Please liaise with your partner school in advance of Digital Day, 12 November 2019.

### 1. SWAP MOBILE NUMBERS

We strongly suggest swapping mobile numbers to make it easier to get in contact with each other before and on the day.

### 2. TIMINGS

Arrange an arrival time with your school.  
Confirm any sign-in protocols/housekeeping that you need to be aware of prior to arrival.

### 3. STUDENT NUMBERS

Confirm with your partner school how many students are participating on the day, so that you can ensure that you have enough of your team available to support students in completing the challenges. We suggest you have a minimum of two people from the agency/company for a class of 30 plus one more representative for every 15 additional students.

### 4. ROLES AND RESPONSIBILITIES

As an agency/company partner you are there to support the teacher in running the day. In the morning you will lead, presenting a series of presentations and video content. You will also be on hand to help inspire and guide the students in tackling the challenge briefs.

### 5. DIGITAL DAY ASSETS AND CHALLENGES

Please familiarise yourself with the assets and challenge packs. You can find these at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

### 6. AGENCY/COMPANY PRESENTATION

We have provided a Digital Day template presentation deck online to be used in the first half of the day. You can revise this as you see fit, but please keep the Digital Day themes and timings suggested for each section. Of course, put your own agency/company spin on the presentation and feel free to bring fun tech along with you.



# BIMA Digital Day

5

## 7. TECHNOLOGY & EQUIPMENT

---

Digital Day is all about technology, however we do understand that certain restrictions apply within schools to help keep students safe.

- The first half of the morning and the afternoon is presentation based – we recommend that students gather in front of one screen to watch.
- For the challenges we recommend, where possible, that teams have access to at least one computer, printer and internet connection. They will be using the computers for research, designs and inspiration.
- While the day is in progress, we'd love for you to display our Twitter feed if possible in the classroom. This helps give students the feeling that they are involved in a national challenge, with new tweets and content streaming from all over the country.

### Other equipment handy to have on hand:

- This is the one day that we recommend students have access to their mobile phones in class
- Pens, pencils and colouring pencils
- Paper
- Post-it notes

## 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)

Initiative by  
**BIMA**

# SCHOOLS WITH AN AGENCY / COMPANY PARTNER

6

## TIPS TO HELP YOUR DAY RUN SMOOTHLY

Please liaise with your partner agency/company in advance of Digital Day, 12 November 2019.

### 1. SWAP MOBILE NUMBERS

We strongly suggest swapping mobile numbers to make it easier to get in contact with each other before and on the day.

### 2. TIMINGS

Arrange an arrival time with your partner agency. Confirm any sign-in protocols/housekeeping that you need to be aware of prior to your agencies arrival.

### 3. STUDENT NUMBERS

Confirm with your agency/company in advance of the day how many students will be participating on the day so that you can ensure that you have enough of your team available to support students in completing the challenges. We suggest you have 1 agency/company representative per 15 students.

### 4. ROLES AND RESPONSIBILITIES

The teacher's role is to help your agency/company partner in supporting students to complete the challenges.

- Teachers must be present for the duration of the day.
- Teachers are responsible for managing the structure and direction of the day.
- For the first part of the morning and afternoon, your agency/company partner will lead the presentation and will be on hand to help inspire and guide the students in tackling the challenge briefs.
- It is the teacher's responsibility to guide your agency/company partner through the day's agenda and help to ensure that your students are on task and engaged.

### 5. DIGITAL DAY ASSETS AND CHALLENGES

Please familiarise yourself with the assets and challenge packs. Schools will be sent hardcopies, arriving w/c 6th November. You can download digital copies prior to then at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

## 7. TECHNOLOGY & EQUIPMENT

---

Digital Day is all about technology, however we do understand that certain restrictions apply within schools to help keep students safe.

- The first half of the day is presentation based – we recommend that students gather in front of one screen to watch.
- For the challenges, we'd recommend, where possible, that teams have access to at least one computer, printer and internet connection. They will be using the computers for research, designs and inspiration.
- While the day is in progress, we'd love for you to display our Twitter feed if possible in the classroom. This helps give students the feeling that they are involved in a national challenge, with new tweets and content streaming from all over the country. NB – if you have restricted access, please speak to your agency/company about Dongles or alternative ways of accessing the web.

### Other equipment handy to have on hand:

- This is the one day that we recommend students have access to their mobile phones in class
- Pens, pencils and colouring pencils
- Paper
- Post-it notes

## 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)

# SCHOOLS WITHOUT AN AGENCY / COMPANY PARTNER

8

## TIPS TO HELP YOUR DAY RUN SMOOTHLY

We are really pleased to have your school taking part in Digital Day on 12 November 2019. We have provided lots of assets to make your day as exciting and informative as possible. 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

### 1. DIGITAL DAY ASSETS & CHALLENGES

Please familiarise yourself with the assets and challenge packs. You can find these at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

### 2. PRESENTATION ON DIGITAL DAY

We have provided you with a presentation to be used across the day, so that you can give your students an overview of the digital industry and show them some of the great careers available to them. Please familiarise yourself with the deck as you will be taking students through the content. We have included notes on each slide to help guide you. You can download this on the Digital Day website.

### 3. TECHNOLOGY & EQUIPMENT

Digital Day is all about technology, however we do understand that certain restrictions apply within schools to help keep students safe.

- The first half of the day is presentation based. We recommend that students gather in front of one screen to watch.
- For the challenges we'd recommend, where possible, that teams have access to at least one computer, printer and internet connection. They will be using the computers for research, designs and inspiration as well as to fill in our end of day questionnaire.
- While the day is in progress, we'd love for you to display our Twitter feed if possible in the classroom. This helps give students the feeling that they are involved in a national challenge, with new tweets and content streaming from all over the country.

#### Other equipment handy to have on hand:

- This is the one day that we recommend students have access to their mobile phones in class
- Pens, pencils and colouring pencils
- Paper
- Post-it notes

### 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)



# HOW TO RUN YOUR DAY

## ON THE DAY – ITINERARY AND NOTES

Below we have outlined a detailed agenda for the day. This is just a guideline, and can be amended to fit in with individual school requirements. If you have any questions, please contact the Digital Day team on [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK) or call **+44(0) 20 3538 6607**

### AGENCY/COMPANY ARRIVAL, PREP AND SET UP

Please ensure that you arrive on time and help the teacher set up the resources and assets you will need for the day including the presentation, video and challenge briefs.

### AGENCY/COMPANY PRESENTATION: INTRODUCTIONS AND AGENDA

Use this time to introduce yourself to the students, outline the agenda for the day, take any initial questions, and encourage students to get involved in the social activity on the day using the following information:

**Facebook:** BIMA

**Twitter:** @BIMA

**Instagram:** BIMA\_HQ

And use the hashtag: **#BIMADIGITALDAY**

### PRESENTATION PART 1: WHAT IS DIGITAL?

The purpose of this session is to:

- Give a brief overview of your agency/company, what you do, who you work with and insight into the cool things you get up to on a daily basis.
- Introduce the role of BIMA and Digital Day and what the day aims to achieve (please see presentation for key information on this).
- Excite students about what it is like to work in digital. You may wish to include one of the exciting case studies that you have worked on or seen recently within the industry.
- You might also like to use this time to showcase some creative tech, including mini drones, VR headsets, 3D printers, robots or any other weird and wonderful things your agency/company is currently tinkering with.

Download the official Digital Day presentation deck at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

WE ENCOURAGE YOU TO USE THIS AS A TEMPLATE AND DROP YOUR AGENCY CREDENTIALS,

PHOTOS AND ANY EXTRA INFO IN PRIOR TO THE DAY.

## VIDEO: ME, MYSELF AND DIGITAL

This video introduces students to some of the young people already kicking it in digital. The types of roles they're in and how they got there.

The purpose of this session is to:

- Educate and inspire students on the breadth of roles available in digital.
- Agency/company partners may wish to share their personal route into the industry e.g. what did they study at school? Did they go to university? How did they land their first job?

After this presentation, please allow some time for Q&A. You might want to address:

- Range of roles to meet your skills and interests e.g. English proficiency makes for a great copywriter, people skills make for great account managers, the industry isn't just all about coding
- How to get into the digital industry including apprenticeships and work experience

## MORNING BREAK

ALL VIDEOS CAN BE FOUND AT [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

## PRESENTATION PART 2: THE CHALLENGE

### SETTING THE CHALLENGE

Introduce students to the Digital Day challenges, with a short articulation of the brief from each of the brands that have set a challenge.

### FIRST STEP: DISCOVER

Explain the Discover process. In the first part of the challenge we want to see the thought process behind the idea and where it came from.

### SECOND STEP: DESIGN

In this part we want to see how students bring their idea to life and help us imagine what it will look like and how it will be used.

### THIRD STEP: DELIVER

It's the final stage and time to prepare for your pitch.

## PICKING THE CHALLENGE

You will help the students to form teams, select their challenges, undertake ideation and complete any necessary research.

- There are three challenges. Two copies of each challenge sheet have been posted to the school for the students to work on. Additional copies of the challenge sheets can be photocopied from your originals or downloaded if needed.
- Students should split into teams of up to five people.
- Each group should pick one of the three challenges to complete. If your students are all gravitating to the same challenge, please encourage them to see the opportunity in the other briefs so that you end up with all three challenges being worked on by at least one team (depending on numbers).
- Once each group has picked their challenge, students should carefully read the guidance notes to help them complete the briefs. Students should work up their idea using illustrations, sketches, wireframes, templates and notes.

SCHOOLS HAVE BEEN POSTED HARD COPIES OF THE CHALLENGE PACKS. PLEASE FAMILIARISE YOURSELF WITH THESE BEFORE THE DAY. IF YOU REQUIRE ADDITIONAL SHEETS, THESE CAN BE DOWNLOADED FROM THE DIGITAL DAY SITE OR PHOTOCOPIED FROM THE ORIGINALS. WE DO NOT REQUIRE THESE TO BE A1 SHEETS, A3 WILL WORK JUST AS WELL WITH ADDITIONAL SHEETS STAPLED, STUCK OR ADDED IF MORE SPACE IS NEEDED.

## IMPORTANT MENTORING INFORMATION:

- The role of the agency/company is to help and support students to complete the challenges. The challenge briefs are open for interpretation and students are encouraged to think outside the box, however, please remember that all ideas should be 'digital'.
- As mentors for the day, you will want to walk a line between (at one end of the spectrum) telling them how to answer the brief and giving them your ideas and (at the other) being so hands-off that they don't benefit from having you there. The ideal middle ground will see the students exploring their own ways of working and coming up with their own ideas but with you asking the right questions to help them out of any ruts.
- Asking the right questions will help your students come up with their own new and interesting ideas.
- Timeboxing is a useful technique to keep the teams on track and moving forward. So, for example, when students have first been organised into groups, give them a fixed time period (say 15 minutes) to decide which challenge they want to complete. Work on this task stops (i.e. in this instance, a decision has to be made) when the 15 minutes is up. Give warnings half way through the timebox and again towards the end.
- Assets have been provided for students to understand common roles within an agency/company. They might like to use these to self-identify their skills and have a particular focus within their team. You can download these on the Digital Day website.
- Keep an eye on jargon and industry shorthand.

## DISCOVER & DESIGN

Please portion this time carefully to ensure they're able to complete all sections.

For each section, have the prompt slides playing in the background while students work.

At the end of discover activity: they should have identified a problem they are trying to solve or a gap in the market and have agreed or narrowed down to 1-2 ideas.

At the end of design activity: they should have designed their product, this can be done in whatever format they choose, and stuck to the worksheet.

As mentors, steer your students to think about how to test their assumptions and gain answers they would need in order to progress their ideas.

Do they need encouragement or guidance around any particular skill e.g. sketching or copy writing for their challenge sheets or perhaps organising their ideas for the Dragon's Den pitch?

### AFTERNOON BREAK

---

## DRAGON'S DEN PRESENTATIONS

Please ensure that students fill in the **questionnaires** before the presentations and that these are collected by the teacher to send back to BIMA with the completed challenge packs.

Teachers will have hard copies of the questionnaires on hand, although these are also available to download at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Each team presents their work (3 to 5 minutes per group, depending on numbers) and the agency/company mentors/teachers/students select one winning team in each challenge. These teams (one per challenge) will have their work submitted into the national Digital Day competition.

### Important information:

- Your school can only submit one piece of work per challenge into the Digital Day national competition.
- It is up to you how you run the selection process. Maybe it will be just the agency/company mentors deciding on the winning work or maybe you would like to involve the students and/or teachers in a vote?
- All of the students' work must be attached to the A1 challenge sheets (it will not be judged if it is not attached).

**SCHOOLS SHOULD SEND THEIR WINNING ENTRIES TO:**

**BIMA, C-SPACE, 37-45 CITY RD, SHOREDITCH, LONDON EC1Y 1AT**

**ENTRIES MUST BE RETURNED TO BIMA BY 1 DECEMBER 2019 TO BE ELIGIBLE FOR JUDGING,**

**AND TO BE ENTERED INTO THE NATIONWIDE CHALLENGE.**

## ROUND UP QUESTIONNAIRES

This session should be a round-up of the day and reiterate the excitement and scope for working in the digital industry.

## DOWNLOADABLE ASSETS

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

## AFTER DIGITAL DAY

Thank you for your involvement in Digital Day 2019– we know that your students will have benefited enormously.

Please stay engaged with us after the day by:

- Giving us your feedback – email us at [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK)
- Making lots of noise on social media [#BIMADIGITALDAY](https://twitter.com/BIMADIGITALDAY)
- Keeping an eye on the Digital Day website and Twitter ([@BIMA](https://twitter.com/BIMA)) to see if your partner school has won one of the sponsored challenges. Winners will be announced in January 2020 and you will also be individually emailed if your school has won.
- Sharing your follow-up blog posts! Tweet us and we will share our favourites.
- Signing up early to take part next year at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

AND FINALLY... WE HOPE YOU HAVE FUN HOSTING YOUR DIGITAL DAY!

# HOW TO RUN YOUR DAY SCHOOLS WITH AN AGENCY / COMPANY PARTNER

17

## ON THE DAY – ITINERARY AND NOTES

Below we have outlined a detailed agenda for the day. This is just a guideline, and can be amended to fit in with individual school requirements. If you have any questions, please contact the Digital Day team on [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK) or call **+44(0) 20 3538 6607**

### AGENCY/COMPANY ARRIVAL, PREP AND SET UP

The agency/company will arrive to help you set up the resources and assets you will need for the day including the presentation, video and challenge briefs.

### AGENCY/COMPANY PRESENTATION: INTRODUCTIONS AND AGENDA

Agencies/companies will use this time to introduce themselves to the students, outline the agenda for the day, take any initial questions, and encourage students to get involved in the social activity on the day using the following information:

**Facebook:** BIMA

**Twitter:**@BIMA

**Instagram:** BIMA\_HQ

And use the hashtag: **#BIMADIGITALDAY**

### PRESENTATION PART 1: WHAT IS DIGITAL?

The purpose of this session is to:

- Give a brief overview of your agency/ company, what you do, who you work with and insight into the cool things you get up to on a daily basis.
- Introduce the role of BIMA and Digital Day and what the day aims to achieve (please see presentation for key information on this)
- Excite students about what it is like to work in digital. You may wish to include one of the exciting case studies that you have worked on or seen recently within the industry.
- You might also like to use this time to showcase some creative tech, including mini drones, VR headsets, 3D printers, robots or any other weird and wonderful things your agency / company is currently tinkering with.

Your agency/company partner should have already downloaded the official Digital Day presentation deck at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Initiative by  
**BIMA**

## VIDEO: ME, MYSELF AND DIGITAL

This video introduces students to some of the young people already kicking it in digital. The types of roles they're in and how they got there.

The purpose of this session is to:

- Educate and inspire students on the breadth of roles available in digital.
- Agency/company partners may wish to share their personal route into the industry e.g. what did they study at school? Did they go to university? How did they land their first job?

After this presentation, please allow some time for Q&A. You might want to address:

- Range of roles to meet your skills and interests e.g. English proficiency makes for a great copywriter, people skills make for great account managers, the industry isn't just all about coding
- How to get into the digital industry including apprenticeships and work experience

## MORNING BREAK

## PRESENTATION PART 2: THE CHALLENGE

### SETTING THE CHALLENGE

Introduce students to the Digital Day challenges, with a short articulation of the brief from each of the brands that have set a challenge.

### FIRST STEP: DISCOVER

Explain the Discover process. In the first part of the challenge we want to see the thought process behind the idea and where it came from.

### SECOND STEP: DESIGN

In this part we want to see how students bring their idea to life and help us imagine what it will look like and how it will be used.

### THIRD STEP: DELIVER

It's the final stage and time to prepare for your pitch.

ALL VIDEOS CAN BE FOUND AT [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Initiative by  
**BIMA**

## PICKING THE CHALLENGE

In this session you and your agency/company will help the students to form teams, select their challenges, undertake ideation and complete any necessary research.

- There are three challenges. Two copies of each challenge sheet have been posted to the school for the students to work on. Additional copies of the challenge sheets can be photocopied from your originals or downloaded if needed.
- Students should split into teams of up to five people.
- Each group should pick one of the three challenges to complete. If your students are all gravitating to the same challenge, please encourage them to see the opportunity in the other briefs so that you end up with all three challenges being worked on by at least one team (depending on numbers).
- Once each group has picked their challenge, students should carefully read the guidance notes to help them complete the briefs. Students should work up their idea using illustrations, sketches, wireframes, templates and notes.

YOU HAVE BEEN POSTED HARD COPIES OF THE CHALLENGE PACKS. PLEASE FAMILIARISE

YOURSELF WITH THESE BEFORE THE DAY. IF YOU REQUIRE ADDITIONAL SHEETS, THESE CAN BE

DOWNLOADED FROM THE DIGITAL DAY SITE OR PHOTOCOPIED FROM THE ORIGINALS. WE DO NOT

REQUIRE THESE TO BE A1 SHEETS, A3 WILL WORK JUST AS WELL WITH ADDITIONAL

SHEETS STAPLED, STUCK OR ADDED IF MORE SPACE IS NEEDED.

## IMPORTANT MENTORING INFORMATION:

- The role of the agency/company is to help and support students to complete the challenges. The teacher's role is to help your agency/company partner in supporting students to complete the challenges.
- The challenge briefs are open for interpretation and students are encouraged to think outside the box, however, please remember that all ideas should be 'digital'.
- Assets have been provided for students to understand common roles within an agency/company. They might like to use these to self-identify their skills and have a particular focus within their team. You can download these on the Digital Day website.

## DISCOVER & DESIGN

Please portion this time carefully to ensure they're able to complete all sections.

For each section, have the prompt slides playing in the background while students work.

At the end of discover activity: they should have identified a problem they are trying to solve or a gap in the market and have agreed or narrowed down to 1-2 ideas.

At the end of design activity: they should have designed their product, this can be done in whatever format they choose, and stuck to the worksheet.

As mentors, steer your students to think about how to test their assumptions and gain answers they would need in order to progress their ideas.

Do they need encouragement or guidance around any particular skill e.g. sketching or copywriting for challenge sheets or perhaps organising their ideas for the Dragon's Den pitch?

### AFTERNOON BREAK

---

## DRAGON'S DEN PRESENTATIONS

Please ensure that students fill in the questionnaires and that these are collected by the teacher to send back to BIMA with the completed challenge packs.

You will have hard copies of the questionnaires on hand, although these are also available to download at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Each team presents their work (3 to 5 minutes per group, depending on numbers) and the agency/company mentors/teachers/students select one winning team in each challenge. These teams (one per challenge) will have their work submitted into the national Digital Day competition.

### Important information:

- Your school can only submit one piece of work per challenge into the Digital Day national competition.
- It is up to you how you run the selection process. Maybe it will be just the agency/company mentors deciding on the winning work or maybe you would like to involve the students in a vote?
- All of the students' work must be attached to the A1 challenge sheets (it will not be judged if it is not attached).

**SCHOOLS SHOULD SEND THEIR WINNING ENTRIES TO:**

**BIMA, C-SPACE, 37-45 CITY RD, SHOREDITCH, LONDON EC1Y 1AT**

**ENTRIES MUST BE RETURNED TO BIMA BY 1 DECEMBER 2019 TO BE ELIGIBLE FOR JUDGING,**

**AND TO BE ENTERED INTO THE NATIONWIDE CHALLENGE.**

## ROUND UP QUESTIONNAIRES

This session should be a round-up of the day and reiterate the excitement and scope for working in the digital industry.

## DOWNLOADABLE ASSETS

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

## AFTER DIGITAL DAY

Thank you for your involvement in Digital Day 2019 – we know that your students will have benefited enormously.

Please stay engaged with us after the day by:

- Giving us your feedback – email us at [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK)
- Making lots of noise on social media [#BIMADIGITALDAY](https://twitter.com/BIMADIGITALDAY)
- Keeping an eye on the Digital Day website and Twitter ([@BIMA](https://twitter.com/BIMA)) to see if your school has won one of the sponsored challenges. Winners will be announced in January 2020 and you will also be individually emailed if your school has won.
- Sharing your follow-up blog posts! Tweet us and we will share our favourites.
- Signing up early to take part next year at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

AND FINALLY... WE HOPE YOU HAVE FUN HOSTING YOUR DIGITAL DAY!

# HOW TO RUN YOUR DAY SCHOOLS WITHOUT AN AGENCY / COMPANY PARTNER

24

## ON THE DAY – ITINERARY AND NOTES

Below we have outlined a detailed agenda for the day. This is just a guideline, and can be amended to fit in with individual school requirements. If you have any questions, please contact the Digital Day team on [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK) or call **+44(0) 20 3538 6607**

### PREP AND SET UP

Set up the resources and assets you will need for the day including the presentation, video and challenge briefs. You will need a screen/projector connected to a computer to show the presentations and videos. Hard copies of the challenges have been posted to the school for use on the day.

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

### PRESENTATION: INTRODUCTIONS AND AGENDA

Use this time to outline the agenda for the day, take any initial questions, and encourage students to get involved in the social activity on the day using the following information:

**Facebook:** BIMA  
**Twitter:** @BIMA  
**Instagram:** BIMA\_HQ

And use the hashtag: [#BIMADIGITALDAY](https://twitter.com/BIMADIGITALDAY)

### PRESENTATION PART 1: WHAT IS DIGITAL?

The purpose of this session is to:

- Introduce the role of BIMA and Digital Day and what the day aims to achieve (please see presentation for key information on this)
- Excite students about what it is like to work in digital.

You can download the official Digital Day presentation deck at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Initiative by  
**BIMA**

## VIDEO: ME, MYSELF AND DIGITAL

This video introduces students to some of the young people already kicking it in digital. The types of roles they're in and how they got there.

The purpose of this session is to:

- Educate and inspire students on the breadth of roles available in digital.

After this presentation, please allow some time for Q&A. You might want to address:

- Range of roles to meet your skills and interests e.g. English proficiency makes for a great copywriter, people skills make for great account managers, the industry isn't just all about coding
- How to get into the digital industry including apprenticeships and work experience

## MORNING BREAK

## PRESENTATION PART 2: THE CHALLENGE

### SETTING THE CHALLENGE

Introduce students to the Digital Day challenges, with a short articulation of the brief from each of the brands that have set a challenge.

### FIRST STEP: DISCOVER

Explain the Discover process. In the first part of the challenge we want to see the thought process behind the idea and where it came from.

### SECOND STEP: DESIGN

In this part we want to see how students bring their idea to life and help us imagine what it will look like and how it will be used.

### THIRD STEP: DELIVER

It's the final stage and time for the teams to prepare their pitches.

ALL VIDEOS CAN BE FOUND AT [WWW.BIMADDDAY.ORG.UK](http://WWW.BIMADDDAY.ORG.UK)

Initiative by  
**BIMA**

## PICKING THE CHALLENGE

In this session you will help the students to form teams, select their challenges, undertake ideation and complete any necessary research.

- There are three challenges. Two copies of each challenge sheet have been posted to your school for the students to work on. Additional copies of the challenge sheets can be photocopied from your originals or downloaded if needed.
- Students should split into teams of up to five people.
- Each group should pick one of the three challenges to complete. If your students are all gravitating to the same challenge, please encourage them to see the opportunity in the other briefs so that you end up with all three challenges being worked on by at least one team (depending on numbers).
- Once each group has picked their challenge, students should carefully read the guidance notes to help them complete the briefs. Students should work up their idea using illustrations, sketches, wireframes, templates and notes.

YOU HAVE BEEN POSTED HARD COPIES OF THE CHALLENGE PACKS. PLEASE FAMILIARISE

YOURSELF WITH THESE BEFORE THE DAY. IF YOU REQUIRE ADDITIONAL SHEETS, THESE CAN BE

DOWNLOADED FROM THE DIGITAL DAY SITE OR PHOTOCOPIED FROM THE ORIGINALS. WE DO NOT

REQUIRE THESE TO BE A1 SHEETS, A3 WILL WORK JUST AS WELL WITH ADDITIONAL

SHEETS STAPLED, STUCK OR ADDED IF MORE SPACE IS NEEDED.

## IMPORTANT MENTORING INFORMATION:

- The challenge briefs are open for interpretation and students are encouraged to think outside the box, however, please remember that all ideas should be 'digital'.
- As mentors for the day, you will want to walk a line between (at one end of the spectrum) telling them how to answer the brief and giving them your ideas and (at the other) being so hands-off that they don't benefit from having you there. The ideal middle ground will see the students exploring their own ways of working and coming up with their own ideas but with you asking the right questions to help them out of any ruts.
- Asking the right questions will help your students come up with their own new and interesting ideas.
- Timeboxing is a useful technique to keep the teams on track and moving forward. So, for example, when students have first been organised into groups, give them a fixed time period (say 15 minutes) to decide which challenge they want to complete. Work on this task stops (i.e. in this instance, a decision has to be made) when the 15 minutes is up. Give warnings half way through the timebox and again towards the end.
- Assets have been provided for students to understand common roles within an agency. They might like to use these to self-identify their skills and have a particular focus within their team. You can download these on the Digital Day website.

## DISCOVER & DESIGN

Please portion this time carefully to ensure they're able to complete all sections.

For each section, have the prompt slides playing in the background while students work. At the end of discover activity: they should have identified a problem they are trying to solve or a gap in the market and have agreed or narrowed down to 1-2 ideas.

At the end of design activity: they should have designed their product, this can be done in whatever format they choose, and stuck to the worksheet.

As mentors, steer your students to think about how to test their assumptions and gain answers they would need in order to progress their ideas.

Do they need encouragement or guidance around any particular skill e.g. sketching or copywriting for their challenge sheets or perhaps organising their ideas for the Dragon's Den pitch?

## AFTERNOON BREAK

**SCHOOLS SHOULD SEND THEIR WINNING ENTRIES TO:**

**BIMA, C-SPACE, 37-45 CITY RD, SHOREDITCH, LONDON EC1Y 1AT**

**ENTRIES MUST BE RETURNED TO BIMA BY 1 DECEMBER 2018 TO BE ELIGIBLE FOR JUDGING,**

**AND TO BE ENTERED INTO THE NATIONWIDE CHALLENGE.**

## DRAGON'S DEN PRESENTATIONS

Please ensure that students fill in the questionnaires and that these are collected by the teacher to send back to BIMA with the completed challenge packs.

You will have hard copies of the questionnaires on hand, although these are also available to download at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

Each team presents their work (3 to 5 minutes per group, depending on numbers) and you will select one winning team in each challenge. These teams (one per challenge) will have their work submitted into the national Digital Day competition.

Important information:

- Your school can only submit one piece of work per challenge into the Digital Day national competition.
- It is up to you how you run the selection process. Maybe it will just be you deciding on the winning work or maybe you would like to involve the students in a vote?
- All of the students' work must be attached to the A1 challenge sheets (it will not be judged if it is not attached).

## ROUND UP QUESTIONNAIRES

This session should be a round-up of the day and reiterate the excitement and scope for working in the digital industry.

## DOWNLOADABLE ASSETS

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

## AFTER DIGITAL DAY

Thank you for your involvement in Digital Day 2019 – we know that your students will have benefited enormously.

Please stay engaged with us after the day by:

- Giving us your feedback – email us at [DIGITALDAY@BIMA.CO.UK](mailto:DIGITALDAY@BIMA.CO.UK)
- Making lots of noise on social media [#BIMADIGITALDAY](https://twitter.com/BIMADIGITALDAY)
- Keeping an eye on the BIMA website and Twitter ([@BIMA](https://twitter.com/BIMA)) to see if your school has won one of the sponsored challenges. Winners will be announced in January 2020 and you will also be individually emailed if your school has won.
- Sharing your follow-up blog posts! Tweet us and we will share our favourites.
- Signing up early to take part next year at [WWW.BIMADDAY.ORG.UK](http://WWW.BIMADDAY.ORG.UK)

AND FINALLY... WE HOPE YOU HAVE FUN HOSTING YOUR DIGITAL DAY!



# AGENDA



BIMA  
Digital Day

# DIGITAL DAY 2019 AGENDA

31

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**

**BIMA**  
Digital Day

Initiative by  
**BIMA**

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: ME, MYSELF AND DIGITAL	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>		
Digital Day – The Challenge	01:45:00	<ul style="list-style-type: none"> <li>Setting the Challenge - 15 minutes</li> <li>Step one - Discover -45 minutes</li> <li>Step two - Design - 45 minutes</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 (continued)	00:45:00	<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>		
Questionnaires and Dragons Den Presentations	00:40:00	<ul style="list-style-type: none"> <li>Agency/ company, teacher and students to complete questionnaire <b>(schools to collect and send back to BIMA)</b></li> <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	00:10:00	<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> </ul> <p><b>BIMA to provide questionnaires (Online)</b></p>