



BIMA Digital Day

Partner Pack

2019

Information for schools, sponsors, companies and industry partners



Your country needs digital

Digital needs you

Each November, Digital Day sees digital professionals head back to school to spend a day inspiring 13-16 year olds and giving them an insight into what a career in digital and tech might look like.

Last year, more than 5,000 students, from 155 schools in more than 90 towns and cities took part. That breadth of involvement really matters. In part it matters because, if we're going to close the digital skills gap, we need to cast our net as broadly as possible. And it matters because many of the challenges the world faces will be solved by tech and digital – so we need to inspire a new generation who can make a difference.

Which is why we need your help.

This year's event takes place on 12 November, and in the short period left before the big day, we'd really appreciate it if you could help bang the drum for Digital Day, talk about your involvement, and perhaps encourage some last minute entries from schools and digital/tech companies in your area or on your contact/friends/followers lists.

On the following pages you'll find some sample tweets, a LinkedIn post and a short video to help you promote the day. Please feel free to adapt what follows to fit with your tone of voice. If you have any questions please contact BIMA's Marketing Manager, Rachel Johnson at rachel@bima.co.uk.

Thanks again for getting involved, and in particular thanks to this year's brilliant sponsors: EPAM Systems, Micro:bit Educational Foundation, The World's Largest Lesson and Wimbledon.



Suggested pe-Digital Day tweets

General

#BIMADigitalDay 2019 is almost here, and it's set to be the biggest yet. If you are a company and haven't signed up for 12 November yet, there's still time (just)!

<https://www.bimadday.org.uk/>

We're supporting #BIMADigitalDay. But why does it matter? Here's what @natgross had to say in @TheDrum: <https://www.thedrum.com/opinion/2019/10/25/digital-future-worth-celebrating>

Last year, 5,000 students across the UK took part in #BIMADigitalDay. This year, on 12 Nov, it's set to be bigger than ever. We'll be getting involved. There's still time for you to do the same: Find out more here: <https://www.bimadday.org.uk/>

A HUGE thank you to the sponsors of this year's #BIMADigitalDay who've each set some fiendish challenges for the class of 2019: @microbit_edu @TheWorldsLesson @EPAMSystemsUK @Wimbledon

For schools

On 12 Nov, we're taking part in #BIMADigitalDay 2019. We're delighted to say NAME/COMPANY will be our digital partner for the day.

#BIMADigitalDay is taking place in school on 12 Nov. If your child is taking part, they're about to discover a new and exciting world... and a potential career:

<https://www.bimadday.org.uk/>

On 12 Nov, our students will be joining thousands more across the UK to take part in #BIMADigitalDay. Find out more about it here: <https://www.bimadday.org.uk/>



This year's #BIMADigitalDay challenges have been set by sponsors @microbit_edu @TheWorldsLesson @EPAMSystemsUK & @Wimbledon. We're looking forward to seeing what they have in store for us!

Inspiration, insight, some amazing practical challenges, and some rather exciting prizes to be won: discover the sort of thing your child will be doing this #BIMADigitalDay:

<https://www.bimadday.org.uk/>

For companies

Excited to be taking part in this year's #BIMADigitalDay. I'm going back to school for the day – and here's the school I'll be going back to: SCHOOL

Been looking forward to #BIMADigitalDay 2019 since #DigitalDay 2018 ended! Hello SCHOOL – I'll see you soon.

This year is our first #BIMADigitalDay. If it's half as rewarding as people keep telling me, we're in for a good day...

Ok #BIMADigitalDay, we're ready for whatever challenges sponsors @microbit_edu @TheWorldsLesson @EPAMSystemsUK & @Wimbledon have set us. Bring it on!

Sponsors and partners

Every year, #BIMADigitalDay introduces young people to the concept of a digital career, often for the first time. If you're part of a school or digital company and you're yet to get involved, please take a look here: <https://www.bimadday.org.uk/>

We're delighted to be supporting this year's #BIMADigitalDay. To all students and digital professionals, have an amazing day!

Follow everything that's happening this #BIMADigitalDay, live:

https://twitter.com/BIMA?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor



Suggested Newsletter Copy

For schools

[SCHOOL NAME] Goes Digital

On 12 November, we'll be taking part in Digital Day.

Every year, Digital Day sees professionals from the world of tech and digital head back to school for a day with students. It's a chance for our young people to discover more about a digital career, and to take part in sponsored national challenges with some fantastic prizes up for grabs.

But most of all, Digital Day is about inspiring young people. It's about showing the breadth of possibilities in a digital career and the impact it could have – on everything from AI, VR and robotics to transport and the environment.

Last year 81% of teachers said Digital Day succeeded in raising students' awareness of careers and opportunities in the digital industry. 97% of students said they understood the digital industry better and 78% said they would consider a digital job after participating in Digital Day.

With this year set to be the biggest yet, we're looking forward to an inspirational day.

For sponsors, partners and participating agencies

[COMPANY NAME] Is Supporting Digital Day

Every year, Digital Day is a chance for digital and tech professionals to inspire the next generation. On 12 November, hundreds of professionals will be heading back into schools across the UK.

Once again, young people will discover more about the world of digital and take part in sponsored national challenges with some fantastic prizes up for grabs.

But most of all, this year's Digital Day is about inspiring young people. Because the skills gap matters. But what matters more is switching young people on to the fact that, through



digital, they could make a difference to the environment, to society, to business, and to democracy itself.

We are supporting Digital Day by [explanation].

And with this year set to be the biggest yet, we're looking forward to an inspirational day.



LinkedIn/blog post

Why Digital Day 2019 needs your support

Every year, Digital Day makes a big difference. In 2018, around 5,000 students from across the UK discovered the concept of a career in tech and digital. This year, with the aid of sponsors EPAM Systems, Micro:bit Educational Foundation, The World's Largest Lesson and Wimbledon, we're aiming to reach even more.

Of course, young people use tech and digital all the time. But the idea that somebody actually does this stuff for a living? Every year, it's a major eye opener. It's also a big deal for the industry. The tech sector is growing about twice as fast as the rest of the UK economy. With the advent of Ai, it's expected to grow even faster. But without fresh talent the jobs will go somewhere else.

But Digital Day is about more than an economic necessity and skills gaps.

As BIMA co-president Natalie Gross wrote in a [The Drum article](#) recently, bringing a new generation into digital is good news for young people. It pays well. It welcomes all people, equally. It doesn't always require a degree; there are lots of routes in. Digital utilises a vast range of skills: "It is about coding yes," said Natalie, "but also so much more; it's about design, writing, social media, research, project management, strategy, law, philosophy and more."

And then there's the difference a digital career can make. What other industry has the potential to benefit healthcare challenges, the environmental crisis *and* resource shortages? What other sector can sit at the heart of society and transform transport, business and even democracy?

A digital career is the chance to spend a career doing good. As Natalie said, "We need to let [young people] know that by working in digital, they could literally save the world."

We need new people in digital because we've got lots of important work to do. For many students, Digital Day will be the first time they make the connection; that they start to think "I could do that".

That's why Digital Day matters.



Video

Here's a video and pics we put together following Digital Day 2018. Feel free to tweet it, post it, share it and encourage schools to place it on their websites.

Thanks!

[Video link](#)

[Photos](#)