

BIMA Digital Day

How to plan and run your day

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Tips to help your day run smoothly

Please liaise with your partner agency in advance of Digital Day.

1. Swap mobile numbers

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

2. Timings

Arrange an arrival time with your partnered agency. Confirm any sign-in protocols/housekeeping that you need to be aware of prior to your agency's 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 [here](#).

6. 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. If not available, it is ok for the students to use paper.



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- While the day is in progress, we'd love for you to display our Twitter feed in the classroom, if possible. 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 [here](#).



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.

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:

- LinkedIn: BIMA (British Interactive Media Association)
- Twitter: @BIMA
- Instagram: BIMA_HQ

And use the hashtag: [#DigitalDay25](#)

PRESENTATION PART 1: What is digital?

In part one the agency/company will present the following:

- An overview of their company, what they do and all the cool things they produce in digital.
- Introduce the role of BIMA and Digital Day and what the day aims to achieve (please see presentation for key information on this).
- Excite the students about what it's like to work in digital, including case studies on their recent work.

Your agency/company partner should have already downloaded the official Digital Day presentation deck.



VIDEO: Me, myself & Digital

Before we start the challenge, we'll show a quick video. 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.

PRESENTATION PART 2: What is digital?

Setting the Challenge

Introduce students to the Digital Day challenge, with a short articulation of the brief from each of the brands that have set a challenge. The agency/company will run this session but some help getting the class in groups would be appreciated.

First step: Discover Explain the Discover process.

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.

After the third step it's often a good time to have a break.

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.



STEP 1 AND 2: Discover and 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 the challenge sheets or perhaps organising their ideas for the Dragon's Den pitch?

AFTERNOON BREAK

STEP 3: Dragons Den Presentations

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, The Nest, 2-4 Sampson St, London E1W 1NA

Entries must be returned to BIMA by 5th December 2025 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. It's vital that we understand the impact of Digital Day. To do this, we kindly ask that your students fill in the online survey we will send you by 6th November.

Downloadable assets

Download all your Digital Day assets including extra challenge packs, videos, presentation templates, and more [here](#).

After Digital Day

Thank you for your involvement in Digital Day 2025 – 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
- Making lots of noise on social media [#digitalday25](#)
- Keeping an eye on the BIMA website, comms and social to see if your school has won one of the sponsored challenges. Winners will be announced in February 2026 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 [here](#).

And finally, I hope you have fun hosting your Digital Day!

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