

Digital Day

Agenda

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BIMA Digital Day

SESSION	DURATION	DESCRIPTION
School Day Starts		
Agency/Company Arrival and Prep	00:15:00	<ul style="list-style-type: none"> Meet and greet teacher(s) who will be taking part in the day. Walkthrough the agenda and customise to consider breaks, number of students taking part (if an agency / company is attending they should have already contacted their school in advance on these matters).
Set Up	00:15:00	<ul style="list-style-type: none"> Set up the room, laying out for number of students attending, set up presentations etc.
Digital Day Starts		
Introductions and Agenda	00:05:00	<ul style="list-style-type: none"> Agency/company members to introduce themselves. High level overview of the agenda for the day
Presentation Part 1: What is Digital?	00:20:00	<ul style="list-style-type: none"> Agency/company to talk about themselves - who they are, what they do, who they work with etc. Agency/company to provide an overview of Digital Day Agency/company to provide an introduction to Digital <p>BIMA will provide presentation (Online)</p>
Video: ME, MYSELF AND DIGITAL	00:05:00	<ul style="list-style-type: none"> Industry video showing the best of the best from last year and life in digital <p>BIMA will provide video (Online)</p>
Break		
Digital Day – The Challenge	01:45:00	<ul style="list-style-type: none"> Setting the Challenge - 15 minutes Step one - Discover -45 minutes Step two - Design - 45 minutes <p>BIMA to provide introductory videos (Online) BIMA to provide challenge sheets (Posted to school) and available to download (Online)</p>
Lunch break		
Challenge (continued)	00:45:00	<ul style="list-style-type: none"> Students work through the challenges using Develop, Design and Deliver as markers - try to portion out the time.
Break		
Questionnaires and Dragons Den Presentations	00:40:00	<ul style="list-style-type: none"> Agency/ company, teacher and students to complete questionnaire (schools to collect and send back to BIMA) Students present their ideas (3-5 mins per group depending on numbers) and the agency/ company/ teachers/ students select the idea they wish to go forward to the national competition (1 entry per challenge) and send to BIMA
Round Up	00:10:00	<ul style="list-style-type: none"> Agency/ company to summarise the day's highlights/aims Agency/company to talk about next steps, how to find about more about digital. Leave behinds (Posted to school) and available to download (Online) <p>BIMA to provide questionnaires (Online)</p>

If you have any questions, please email us at digitalday@bima.co.uk