BIMA Digital Day
Agency FAQs

What is Digital Day?

The only digital initiative of its kind, Digital Day is aimed at 11–16-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 compete in a sponsored nationwide digital challenge with the chance to be crowned Digital Day champions –winning £500 cash for their school and some amazing prizes for themselves. What's more, it's completely free for schools and agencies to take part!

How does it work?

Simply sign up on our website and we will pair you with a local school 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 school to say hello! You will then head back to school for the day to help facilitate the day and help students to complete their challenges.

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 an hour and the challenges should take up the rest of the day. Please do not plan anything else 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, please let BIMA know so we can send in another agency as well.

What assets do I receive on the day?

Schools will receive their challenge sheets in the post at the beginning of November. Everything else will be sent to you by email so keep an eye on your inbox.

What do the challenges look like?

The challenges change every year, but they are always sponsored by brands and focus on real-life issues. Last year's challenge issued by Primark and Royal Mail were about Sustainability and Inclusivity. The students who were assigned the Primark challenge were asked to use technology and digital solutions to create a more sustainable shopping experience; the students who were assigned the Royal Mail challenge were asked to create the best possible experience for sending and receiving parcels for everyone. Young, old, unable to afford travel, living with a disability or at a higher risk in crowded environments.

If your questions are not answered here, there is lots of information on our website or you can contact the Digital Day team at: digitalday@bima.co.uk