



BIMA
Digital Day

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School FAQs

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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 agency 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 partner agency to say hello! On the day, your agency will turn up to help facilitate the day (including a presentation in the morning and helping students to tackle the sponsored challenges).

Will it be a full day?

Yes! We ask the schools 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 students need to be involved?

This one is completely up to you. Typically, we see class sizes of 30–40 students, but there have been instances where classes could be smaller (anything from 15) to much, much bigger (100+). If you are planning to have more than 50 students, please let us know so we can allocate the right amount of resources.

Do we need computers?

The bottom line is no. One computer or tablet is useful to be able to research online or look for information. However, it can all be done on paper. The challenges are generally looking for ideas and thoughts, although having access to computers would be a bonus. You will need a room with a screen to show the presentations and videos we have created.

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.

What if we are not paired with an agency?

There are undoubtedly more schools than agencies in some regions, but you can still run Digital Day and enter the competition. We provide you with all the information you need, including a presentation to start the day off.

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

