BIMA
Digital Day

Digital Day
Agenda

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SESSION	DURATION	DESCRIPTION
School Day Starts		
Agency/Company Arrival and Prep	00:15:00	• 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	• Set up the room, laying out for number of students attending, set up presentations etc.
Digital Day Starts		
Introductions and Agenda	00:05:00	• Agency/company members to introduce themselves. • High level overview of the agenda for the day
Presentation Part 1: What is Digital?	00:20:00	• 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 **BIMA will provide presentation** (Online)
Video: ME, MYSELF AND DIGITAL	00:05:00	• Industry video showing the best of the best from last year and life in digital **BIMA will provide video** (Online)
Break		
Digital Day – The Challenge	01:45:00	• Setting the Challenge - 15 minutes • Step one - Discover -45 minutes • Step two - Design - 45 minutes **BIMA to provide introductory videos** (Online) **BIMA to provide challenge sheets** (Posted to school) **and available to download** (Online)
Lunch break		
Challenge (continued)	00:45:00	• 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	• 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	• 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) **BIMA to provide questionnaires** (Online)

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