



BIMA  
Digital Day

# 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 school 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 school. Confirm any sign-in protocols/housekeeping that you need to be aware of prior to arrival.

### 3. Student numbers

Confirm with your partner school how many students are 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 a **minimum of two people from the agency/company for a class of 30 plus one more representative for every 15 additional students.**

### 4. Roles and responsibilities

As an agency/company partner you are there to support the teacher in running the day. In the morning you will lead, presenting series of presentations and video content. You will also be on hand to help inspire and guide the students in tackling the challenge briefs.

### 5. Digital Day Assets and Challenges

Please familiarise yourself with the assets and challenge packs. You can find these here.

### 6. Agency/Company Presentation

We have provided a Digital Day template presentation deck online to be used in the first half of the day. You can revise this as you see fit, but please keep the Digital Day themes and timings suggested for each section. Of course, put your own agency/company spin on the presentation and feel free to bring fun tech along with you

### 7. 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.





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- For the challenge 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.
- While the day is in progress, we'd love for you to display our X feed if possible in the classroom. 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.

## 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 your presentation templates, FAQs and 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](mailto:digitalday@bima.co.uk).

### Agency/Company arrival, prep and set up

Please ensure that you arrive on time and help the teacher 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

Arrange an arrival time with your school. Confirm any sign-in protocols/housekeeping that you need to be aware of prior to arrival.

Use this time to introduce yourself 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)
- X: @BIMA
- Instagram: BIMA\_HQ

And use the hashtag: [#digitalday24](#)

## PRESENTATION PART 1: What is digital?

The purpose of this session is to:

- Give a brief overview of your agency/company, what you do, who you work with and insight into the cool things you get up to on a daily basis.
- Introduce the role of BIMA and Digital Day and what the day aims to achieve (please see presentation for key information on this).
- Excite students about what it is like to work in digital. You may wish to include one of the exciting case studies that you have worked on or seen recently within the industry.
- You might also like to use this time to showcase some creative tech, including mini drones, VR headsets, 3D printers, robots or any other weird and wonderful things your agency/company is currently tinkering with.

Download the official Digital Day presentation deck [here](#)

We encourage you to use this as a template and drop your agency credentials, photos and any extra info in prior to the day.

## VIDEO: Me, myself & Digital

This video introduces students to some of the young people 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.
- As agency/company partners please share your personal route into the industry e.g. what did you study at school? Did you go to university? How did you land your 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 Please ensure that you arrive on time and help the teacher set up the resources and assets you will need for the day including the presentation, video and challenge briefs.

## PRESENTATION PART 2: What is digital?

### Setting the Challenge

Introduce students to the Digital Day challenge, with a short articulation of the from WWF.

### First step: Discover 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 the students to make their pitch.

**MORNING BREAK**



## IMPORTANT mentoring INFORMATION:

- The role of the agency/company is to help and support students to complete the challenges. The challenge brief is open for interpretation and students are encouraged to think outside the box, however, please remember that all ideas should be 'digital'.
- As mentors for the day, you will want to walk a line between (at one end of the spectrum) telling them how to answer the brief and giving them your ideas and (at the other) being so hands-off that they don't benefit from having you there. The ideal middle ground will see the students exploring their own ways of working and coming up with their own ideas but with you asking the right questions to help them out of any ruts.
- Asking the right questions will help your students come up with their own new and interesting ideas.
- Timeboxing is a useful technique to keep the teams on track and moving forward. So, for example, when students have first been organised into groups, give them a fixed time period (say 15 minutes) to decide which challenge they want to complete. Work on this task stops (i.e. in this instance, a decision has to be made) when the 15 minutes is up. Give warnings half way through the timebox and again towards the end.
- 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.
- Keep an eye on jargon and industry shorthand.



## 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 copy writing for their 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/teacher will select one winning team in each challenge. The winning team 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 and/or teachers in a vote?
- All 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 Post, 2-4 Sampson St, London E1W 1NA**

Entries must be returned to BIMA by 4th December 2024 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 the students fill in the online survey we will send you by 6<sup>th</sup> November.

## Downloadable assets

Download all your Digital Day assets including your presentation templates, FAQs and more [here](#).

## After Digital Day

Thank you for your involvement in Digital Day 2023 – we know that the 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](mailto:digitalday@bima.co.uk)
- Making lots of noise on social media [#digitalday24](#)
- Keeping an eye on the BIMA website, comms and social to see if your partner school has won one of the sponsored challenges. Winners will be announced in February 2025.
- 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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