



BIMA
Digital Day

Tips for a successful Digital Day!

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We are excited to have you involved!

Below you will find a checklist and top tips on how to successfully run your day. If you have any questions or need assistance, please email digitalday@bima.co.uk.

Your Digital Day checklist – a month before:

- Ensure regular contact with the school
- Ask about the School Day, breaks, lunch, length of day
- Check the number of students participating
- Find out the age/ year group of students taking part
- Ensure there is a screen to present and any cables required (HDMI etc)
- Check where will Digital Day take place (classroom, assembly hall etc.)
- Work with the school to work out how best to plan the structure of the day
- Ask about iPads or laptops availability for students
- Work out who from your team will be running Digital Day, ideally a mixed representation of seniority, gender, ethnicity, social class etc.
- Discuss any specific behavioural issues or SEN requirement
- Download all the available assets from the [Digital Day resources hub](#)

A week before:

- Confirm logistics and accessibility
 - Confirm Parking (if required)
 - Ensure there is internet activity, request Wi-Fi details
 - Look through the provided documents and challenge brief (Available on the [Digital Day resources hub](#))
 - Confirm who will be joining from the school side (Teacher, TA etc.). It might not be the person you've been in contact with!
 - Provide names of volunteers for security purposes, and check the school's process regarding sign in so you can make sure you have enough time when you arrive
 - Check if there is a room for the volunteers to use during breaks/ lunch
 - Make sure you prep for the presentation, and make it as engaging as possible for the students
 - Ensure Teachers put students into groups of 5
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- Ensure the photo consent form is completed by the students' parents so that you can take pictures on the day and post them on your social channels. Please note, the school must notify volunteers if there are any students that cannot be photographed
- Ensure that your plan for the day aligns with the school's schedule
- Suggest the school or you print off the Digital Dictionary
- Familiarise yourself with the Digital day documents and supporting resources on the [Digital Day resources hub](#)

On the day:

- Ensure you arrive on time
- Introduce yourself, what you do and talk about the industry
- Communicate clearly and simply. Don't use industry jargon, digital can be overwhelming!
- Use the Digital Dictionary where required and refer teachers to the resources available on the [Digital Day resources hub](#)
- Ensure inclusive language is used at all times. Please use words such as "students" or "children" and not gender specific words
- Use additional SEN document if required
- Talk about the positives of the industry in general (progressive, inclusive, creative etc.)
- Guide the students and help them complete their challenge brief
- Engage students by encouraging them to ask questions
- Provide positive feedback throughout the day and be empathetic towards student's learning journey
- Emphasise the importance of collaboration and teamwork. Encourage them to work well in their groups, listen to each team member, and work together to solve problems
- Inspire creativity and encourage them to think outside the box. Make them aware there is no limit to their ideas. This industry is all about innovation!
- Make sure there is always a teacher in the room. As you are an external visitor, they are to remain with the students all day
- Have fun, enjoy the experience!

Post Digital Day:

- Get feedback from the school
 - Assuming your experience was a positive one, discuss a potential parents evening event (we have a prepared dec already!)
 - Discuss collaborating during careers week in March
 - Don't forget to share about your day on social media using the hashtag **#DigitalDay24**
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