

DIGITAL DAY at CHA

November 2023

Last week our Year 10 and some Year 9 Computer Science students took part in BIMA Digital Day.

Recent research has shown that there is a huge shortage of tech and digital talent in the UK. Digital Day is a nationwide initiative to help address this to help inspire the next generation about the world of digital.

JB Cole, digital agency came into the Academy to work with our students for the day. JB Cole are experts in both digital consultancy and technology implementation working with some of the UK's largest brands and enterprise organisations including Transport for London, Nokia Music, the NHS and ITV studios.

Our students had the chance to compete in a nationwide digital challenge: How can we use technology and digital solutions to incentivise more young people to choose cinema over other entertainment source.

The day was a great success, giving our students insight into the digital industry and the amazing roles and careers available.



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“The Digital agency introduced themselves and their roles and also told us of different job roles in their company and not just coding. I learnt that digital technology is used in all businesses and businesses use it to improve user experience”. **Kayden Farrelly**

“I learnt about the different job roles in the Digital companies. I learnt that if you have an idea, always try to express it. Maybe it is a good one. Our team was given a project and everyone worked on their own part and then we put it all together in a creative way”. **Elmaz Bekirova**

“I found the day really enjoyable. I had to plan and work out a solution to the scenario I was given. Initially I was not confident with presenting, but my teacher encouraged me to give the presentation and she thought that I did marvellously”. **Nathan Vokins**

“I learnt that if you work hard you can achieve what you want. I also learnt that businesses are constantly making digital programs to make things much easier in life”. **Owen Pickering**