

## Inspiring Innovation: Year 9&10 Students at BIMA Digital Day, London



Last week group of our Year 9 and 10 students travelled to London to take part in **BIMA Digital Day**, a national event designed to introduce young people to the world of digital careers. The day was hosted by **Addin365**, a company well known for designing modern digital experiences using Microsoft 365. Their team gave students an inspiring look into careers in technology, design and innovation.



Students took on two real industry challenges set by **HelloFresh** and **Aston Martin**. The HelloFresh brief asked them to find digital ways to encourage young people and families to cook healthy meals, while the Aston Martin challenge focused on imagining the future of sustainable, luxury travel. Our students worked creatively in teams, developing thoughtful ideas and confidently presenting them to Addin365 staff.

Taking part in BIMA Digital Day is incredibly valuable, as it helps students understand how digital skills shape the modern world and highlights the exciting career paths available in technology.

*“I learned about AI and teamwork. One of the highlights was to plan a launch for an Aston Martin car. It was really cool to combine creativity with technology” Daniel*

*“Working on a digital brief pushed us to think innovatively and collaborate as a team. It was exciting to discover roles in the digital industry from UX design to content strategy” Arrthur*

*“I learned how to use co-pilot and the importance of AI in business” Elijah*

*“It was fun and educational and the office environment at Addin365 in London really helped us focus on our work challenge” Julia*

*“It was great to see how AI technologies are used in real world settings and businesses” Freddie*

