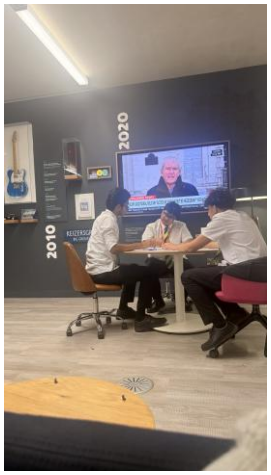
Year 11 Students Experience the World of Digital at BIMA Digital Day











On 10th November, a group of Year 11 students had the fantastic opportunity to visit **Big Group's digital agency offices in London** as part of BIMA Digital Day, an event designed to introduce young people to the exciting range of careers available in the digital and creative industries.



During the visit, students worked on a real-world challenge set by **Vue Cinemas**, supported by technology company EPAM. They were tasked with developing creative digital ideas to encourage more young people to visit the cinema. Working in teams, students used their creativity, problem-solving and communication skills to explore innovative solutions, gaining a valuable insight into the type of projects undertaken by digital agencies.

Students also had the opportunity to explore Big Group's offices and discover what it is really like to work in a digital agency. They learnt about the different career opportunities available and the benefits of working in a professional environment, including collaborating with colleagues, sharing ideas and developing new skills.

The day was a valuable experience, helping students understand how the skills they develop in school can be applied in the workplace. It also gave them an insight into the importance of teamwork, creativity and communication in the world of work.

The visit was a fantastic opportunity for students to broaden their understanding of the digital industry and consider future career possibilities

"I really liked the creative aspect and working for a real company and testing out creative solutions in a team" Anirudh