



**The British Interactive Media Association**  
Bringing new media into focus

## Inspiring Future Talent

Companies realise ever more clearly that, in order to attract talented young people into the digital media industry, they need to reach them and inspire them – not only before career choices are made but actually before degree courses are chosen.

Because of this, BIMA is pioneering an innovative approach to bridging the gap between schools and the digital media industry. The key focus of this fresh, and also essential, initiative is The BIMA Schools Digital Challenge, an annual competition and award in partnership with key industry organisations.

### Objectives

BIMA want to ensure that emerging and exciting talent have an interface to the industry that will not only increase career opportunities for them but will also help solve skills shortages for employers.

### The Competition: The BIMA Schools Digital Challenge

- The competition will be held annually and is open to students at secondary schools and academies
- Schools will be given the opportunity to present entries prepared by groups of students in response to a specific creative brief
- Entries will be concept driven. Designs can be provided as artwork prepared on computer or they can have a more advanced approach using interactive technology.
- Groups will also be asked to prepare a video diary or a blog of the process they followed from first thoughts to completion
- Entries will be judged by a panel of industry experts
- An awards event will be held in London to present the awards. Entries will be displayed at the event and senior figures invited from industry, academia and government
- Prizes will be awarded to the winning schools.
- It is also envisaged that individual prizes will be awarded to outstanding individual pupils and teachers on the winning teams

### Timing

The first BIMA Schools Digital Challenge will be held in the academic year 2008-2009. The competition will be launched at the beginning of the Autumn term; the deadline for entries will be the end of January; and the awards will take place before the Easter break.



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## Opportunities for sponsorship

The BIMA Schools Digital Challenge provides a number of ways you can get involved as a sponsor and partner. We are looking for people who share our belief in the vital importance of engaging a young audience. The BIMA Schools Digital Challenge is geared to engage with both students and teachers in schools nationwide in an ambitious project that will generate excellent PR and press coverage at local and national levels.

**BIMA Schools Digital Challenge Partners** can provide:

- **Sponsorship** to assist schools and their students entering the competition; this is particularly attractive when a BIMA Schools Digital Challenge Partner sponsors a local school.
- **Prizes** for the winning team (students and teachers), ranging from technology assistance for the schools to work experience and internships for the students, from bursaries for travel or work abroad to cash prizes, however it suits the BIMA Schools Digital Challenge Partner's strategy best.
- **Awards** to the schools or to the teachers or to the successful students, or any combination of these, as the BIMA Schools Digital Challenge Partner chooses.
- There is also an opportunity for BIMA Schools Digital Challenge Partners to host the awards event. It is anticipated this will be an afternoon event and a relatively informal occasion, but held in a location that suits the inspiring nature of the competition.

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If you would like to join us in supporting this exciting initiative and promote your brand or company to a young and discerning audience – talent that will impact on the future of the digital industry – please contact **Mirage Islam**, Chair of the **BIMA Education Group** on **079 57 16 30 94** or email the team at [education@bima.co.uk](mailto:education@bima.co.uk).



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## About BIMA

Established in 1985, the British Interactive Media Association (BIMA) is the trade association representing the diverse interests of the UK interactive industry.

Whether a large software house or an up-and-coming developer, a creative agency or a media consultancy, working online or on disc-based media, in education or business, all members share a common goal: to promote the use of interactive technology to business and the public and to exchange information and advice on the technology, application and business of new media.

## Our Mission

**BIMA works to support creative excellence and craftsmanship in all digital media.**

Our mission is to represent the many different strands of the interactive media industry and to maintain and raise the standards of excellence by education, active support, and practical encouragement,

Our aims are to:

- Act as a portal between government, corporates and creative media
- Promote dialogue within the interactive media industry
- Recognise and reward creative excellence within all fields of the industry
- Encourage new creative talent to enter the industry
- Link groups of creatives throughout the UK
- Act on behalf of the industry for its customers
- Seek opportunities for funding to promote the interests of UK new media internationally
- Set up opportunities for training, networking and recruitment
- Establish standards in industry – for instance, in copyright issues, contractual matters, and codes of conduct and best practice

## Wide membership

With hundreds of organisations and individual members from all sectors of the interactive media industry, BIMA provides a vital way to keep up with developments in this fast-moving sector. BIMA provides access to market data and intelligence through links with government departments and professional bodies and provides regular talks and conferences on key industry issues

## Local and Global

BIMA is dedicated to serving our membership in the UK and abroad. Locally, we are active in discussions with Government, leading industry players and other partner associations. Globally, we represent and champion the UK multimedia industry.

For further information about BIMA's activities, see [www.bima.co.uk](http://www.bima.co.uk), or contact: **Janice Cable**, Company Secretary, at [JaniceCable@bima.co.uk](mailto:JaniceCable@bima.co.uk)