



The British Interactive Media Association
Bringing new media into focus

Inspiring Future Talent

The BIMA Schools Digital Challenge 2010



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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, or contact: **Janice Cable**, Company Secretary, at JaniceCable@bima.co.uk



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Our world now is a Digital world. Whether it impacts upon us through the internet, mobile phones or even watching TV, it's here and it has embedded itself in the fabric of our society.

Digital Media impact on every aspect of our lives, whether we want them to or not, and nowhere more so than in education. We may be excited or appalled by social networks such as Facebook, MySpace, and Bebo, or educational community sites such as Moodle, but we all now live in an *'I'll Google it'* world!

The ways we communicate and co-exist with one another are being changed by Digital Media. Our living and working environments are also changing and so are the ways we live within them. Using Digital Media has brought efficiencies and in particular they are revolutionising the ways that services are delivered and received.

Alongside its advantages, the Digital era also presents some enormous challenges to members of our community who find these developments intimidating or are fearful of the prospects ahead.

Finding a bridge between these advantages and disadvantages is of vital importance in everyone's world today.

Digital Media 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.

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 awards in partnership with key industry organisations.



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The BIMA Schools Digital Challenge

- The annual BIMA Schools Digital Challenge will be open to students at secondary schools, academies, sixth form and technical colleges
- Schools and colleges 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 prizes will be awarded to winning teams

The BIMA Schools Digital Challenge 2010:

The challenge, addressed to any team within a secondary school or college, is to come up with a 'Digital' solution that can provide a practical benefit.

This benefit may be for their school, or for a group or for an individual within their community, possibly even a family member. Their challenge is to think of an idea, work it into a concept they have thought through carefully, and then present a plan that provides positive outcomes for those around them. They will then be expected to develop that plan towards a practical application - as far as their time and resources allow.

Technical expertise is less important than good ideas and the winners will be judged accordingly. The brief for this first BIMA Schools Digital Challenge is deliberately broad and is intended to combine creativity and technology with real outcomes, in the form social benefits.

The timetable

Completed entries will be submitted by 14 May 2010. Industry experts will then assess the ideas and announce finalists to attend an Awards Event for all the winners in London July 2010.



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BIMA Schools Digital Challenge Partner opportunities

The BIMA Schools Digital Challenge offers a number of opportunities for you to 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 help promote awareness of and interest in this exciting initiative through relevant media
- **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.

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 creative industries – please contact **Mirage Islam**, Chair of the **BIMA Education & Innovation Group** on **079 57 16 30 94** or email the team at education@bima.co.uk.