



Nottingham Girls' High School takes part in Digital Day 2017

Pupils from Year 10 and above at Nottingham Girls' High School have taken part in the BIMA Digital Day 2017 run by Nottingham digital marketing agency 'Impression'

The day is a free initiative for both schools and agencies and involved digital professionals going back to school for a day to inspire girls from 13 - 16 years of age, and tell them about the vast array of career opportunities available in the digital field, offering practical advice on how to get into such work.



Chloe, CSR Manager and Senior SEO Executive at Impression said: "We are always looking for new opportunities to work with local schools in the area, to show young people the advantages of working in digital marketing. Digital Day provides a great opportunity to do just that!"

Kitty Price in Year 12 agreed, saying: "I really enjoyed digital day. Not only was it an informative day but also really productive. We learnt about the hugely varied roles within the digital industry and realised the common misconception that digital qualifications are needed to get a job in the industry."

Girls then went on to compete in groups of 3 -5 in a choice of three tasks which included creating a digital device to make life at school easier, something for a pet and a digital product that you can wear! The winners of the school competition would be put forward into a nationwide competition to be judged by BIMA to crown the Digital Day Champions of 2017.

The girls enjoyed their day and were very interested in hearing about digital careers, and submitted some very clever competition entries, as Chloe commented: "The ideas that the girls came up with on the day and the pitches that they presented were of an incredibly high standard and we were really impressed."