



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Post-event report for

Education UK

Creative Industries Series:

Ottawa International Animation Festival (OIAF)
September 23rd and 24th, 2016
Ottawa, ON

Introduction

Thank you for your participation at our first Creative Industries Series event at Ottawa International Animation Festival (OIAF) held in Ottawa on September 23rd and 24th, 2016.

The purpose of this report is to provide you with a summary of the event, including exhibitors' feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

OIAF stands for Ottawa International Animation Festival. It is one of the most important animation-only film festivals worldwide, and it is the largest on its kind in North America. The OIAF has grown into one of the largest animation festivals in the world, with a total attendance of around 26,600 (including high school students, graduates and professionals interested in Graphic Design and Animation.)

*Animation and Graphic Design professors/lecturers from **4 UK institutions** (listed below in the Exhibitors' Feedback section), engaged with high school students from Ottawa, and graduates and professional from across Canada and the US, in two of OIAF's main events, providing the audience with information on Graphic Design, Game Design and Animation education programmes in the UK.*

*At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at the next event of our Creative Industries Series: **FFWD Advertising and Marketing Week** scheduled for **January 30th and February 1st 2017** in Toronto, ON.*

Regards,

Odette Valero | Project Coordinator, Canada

This report includes:

Introduction - Page 2

Highlights - Page 3

About OIAF – Page 4

Visitors' profile – Page 5

Marketing - Page 5-6

Exhibitors' feedback - Page 7

Future Steps - Page 8

Event Photos –Page 9

Highlights

Ottawa International Animation Festival 2016:

- Over the last 40 years OIAF has grown into one of the largest animation events in the world
- OIAF's first Honorary President was one of the world's most notable animators
- Total festival attendance around 26,600
- B2C and B2B networking opportunities
- Origin of attendees: 55% Canadian, 30% USA, 15% International
- 4 UK universities participated in two of OIAF's main networking events.
- The UK universities achieved good exposure as they were the only universities at OIAF; only two Canadian colleges participated in OIAF to promote their animation and graphic design programs: Sheridan College and Algonquin College.

British Council and UK institutions participation objectives at OIAF:

- Raise awareness about opportunities to study Design and Animation in the UK.
- Showcase undergrad and post-graduate Design and Animation programs.
- Recruit undergraduate and postgraduate students interested in Animation and Design
- Network with professionals in content creation, development, production, distribution and marketing in North America and international markets.

UK institutions participated in two of OIAF's main events:

Event	Toon Apprentice Day
Venue	National Gallery
Date	September 23 rd , 2016
Opening hours	09:00 to 14:00
Number of attendees	300 high school students from Ottawa

Event	Career Fair
Venue	Saint Brigid's Centre for the Arts
Date	September 24 th , 2016
Opening hours	09:00 to 17:00
Number of attendees	Over 1000 high school students, graduates and professionals interested in animation and design

Total number of attendees in both events: 1300+

The UK professors/lecturers delivered successful presentations at the Toon Apprentice Day covering the following topics...

- Why is it important to study animation in the UK?
- How animation is a key to motion graphics and the future of screen communication
- Why study game design in a UK Art School?
- Heroes, Villains, Creatures and Monsters: Animation for VFX

About OIAF

OIAF stands for Ottawa International Animation Festival. It is one of the most important animation-only film festivals worldwide; it is the largest of its kind in North America. The Ottawa International Animation Festival presents the world's most cutting-edge, quirky and important animation - and transforms Ottawa into the centre of the animation universe.

This festival has run every fall since 1976. OIAF's first Honorary President, Norman McLaren, was one of the world's most notable animators. The OIAF has grown into one of the largest animation events in the world, with a total attendance of around 26,600 (including Ottawa high school students, Ontario and U.S. university / college level animation students, and professionals in Animation and Graphic Design across the globe).

The aim of the festival is to foster the development and growth of animation talent found within Canada and the region.

Website: animationfestival.ca

Visitors' profile

Event	No. of attendees	Profile
Toon Apprentice Day	300	High schools students from Ottawa
Carer Fair	1000+	High schools students, graduates and professionals: 55% Canadian, 30% USA , 15% International

Marketing

Marketing material showcasing the participating UK universities was developed for OIAF. The messaging was repeated throughout festival publications and at festival events, as set out below.

Examples of the marketing collateral include ...

Print ad
For the festival program
Circulation: 15,000





1 promotional slide
Shown before all 65 OIAF screenings



Social media
Instagram, Facebook, Twitter

Exhibitors' Feedback

Overall, this was a high quality event?

3 UK universities said Agreed and 1 UK university said Strongly Agree

Would you like to take part /participate in this event next year?

4 UK universities said Yes

Some positive feedback from exhibitors:

- A very worthwhile event that was efficiently planned
- The opportunity to chat to potential students was very welcome. The one on one contact was the best part of the event
- The talk on the Friday (Toon Apprentice Day) had a good variety of topics. Perhaps this could be shaped so that it reflects the quality of teaching that students could expect from a UK institution.
- Being able to meet other UK educators and engage with speakers at the Animation festival. The ability to network whilst also talking to students was really important. I made some great contacts and we are talking to some of the animators to see if they can talk to our students.

Areas of improvement:

- The location of the Career Fair seemed quite restrictive to numbers of students and to those on the stands.
- Bigger table at both events
- I think more details about how our talks could fit together and showcase the UK in general as I felt some talks were too own course focused and maybe felt separate rather than a cohesive one picture, I think different voices and points of view great but maybe more guidance to make it more UK general

List of Exhibitors (Alphabetical Order):

1	Edinburgh Napier University
2	Falmouth University
3	Leeds Beckett University
4	Southampton University

Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- British Council understands the importance of providing value-added services to UK institutions thus we will inform OIAF organizers of UK universities' comments. We will evaluate the cost effectiveness and the feasibility of negotiating additional tables or an extra booth space at each event, depending on OIAF events' locations and budget constraints.
- Going forward, British Council Canada will look for similar events/festivals to enable UK universities to showcase their programs.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibitions/fairs and events will build upon the lessons learned. We hope to see you there!

2017 events

- Second Creative Industries Series event: *FFWD Advertising and Marketing Week*
Date: January 30th – February 1st 2017
Location: Toronto, ON
Opportunity to showcase any of the following programs: PR, marketing, advertising, communications, digital media, media planning, media production, etc.
- Other events to be confirmed for March 2017

Event Photos

TOON APPRENTICE DAY



CAREER FAIR



End of Report