



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Post-event report for

Education UK

Creative Industries Series:

Ottawa International Animation Festival (OIAF)
September 22-23, 2017
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 22nd and 23rd, 2017.

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.

Regards,

Odette Valero | Project Manager, Canada

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Highlights

Ottawa International Animation Festival 2017:

- 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 undergraduate and post-graduate Design and Animation programmes.
- 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 22 nd , 2017
Opening hours	09:00am to 12:00pm
Number of attendees	200 high school students from Ottawa

Event	Career Fair
Venue	Saint Brigid's Centre for the Arts
Date	September 23 rd , 2017
Opening hours	09:00am to 17:00pm
Number of attendees	Over 600 graduates, professionals and high schools students interested in animation and design

Total number of attendees in both events: 800+

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

- 'Manchester Animation Festival and Salford as a Centre of Excellence for ToonBoom'
- Study Animation

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

- Creative Bristol Love animation, film, photography and design? Bristol is one of the UK's most dynamic creative cities – and UWE Bristol is right in the heart of it. Find out about our Creative Industries students, graduates and studying at UWE Bristol - and tips for putting together your portfolio to study in the UK
- What is happening in the animation industry in the UK and how UK Universities feed the international animation industry."

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	200	High schools students from Ottawa
Carer Fair	600+	Graduates, professionals and high school students 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

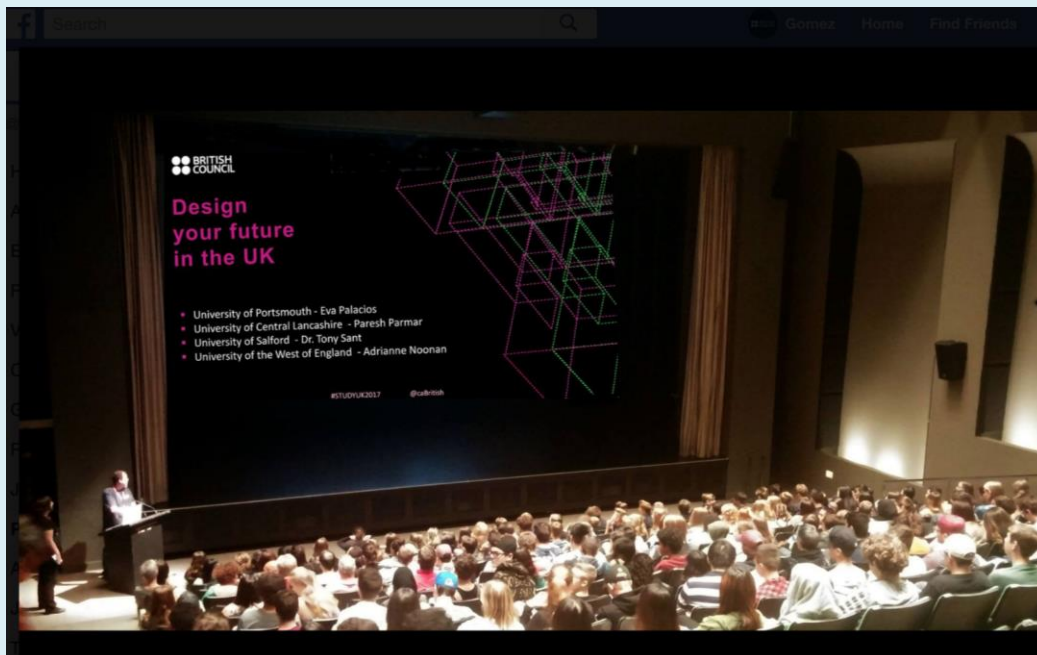


1 promotional slide

Shown before all 65 OIAF screenings



UK presentations at Toon Apprentice Day
200+ attendees



British Council Canada
Published by Gomez Gomez [?] · September 23 · Ottawa · 🌐

Do you know that for the past few years, the UK has been leading in the Best Visual Effects category of the Oscar's ceremony?
The Jungle Book in 2016, Ex Machina in 2015, Interstellar in 2015, Gravity in 2014
Animation and visual effects programmes are available in the UK .University of Salford International #StudyUK2017 #oaif2017 #animation




Walk the Plank, by Salford University 1st Year Animation Students
We put forth a brief to Animation students at Salford...
YOUTUBE.COM

886 people reached Boost Post

British Council Canada
Published by Gomez Gomez [?] · September 23 · Ottawa · 🌐

There has never been a better time to join the #creativeindustries, with employers around the world seeking skilled and creative animators, designers, gamers. University of Portsmouth #StudyUK2017 #animation #oaif2017



Schrodinger's cat by Chavda Yordanov
My final year animation project at the university of Portsmouth BA Animation Music and sound effects by Sian Smith Digital clean up and compositing was done by...
VIMEO.COM

892 people reached Boost Post

Social media
Instagram, Facebook, Twitter

British Council Canada
Published by Gomez Gomez [?] · September 23 · Ottawa · 🌐

Let's talk about animation today at Ottawa International Animation Festival UCLan International #studyuk2017 #animation #Ottawa #oaif2017



Uclan Animation Channel BA Showreel
This is the Uclan Animation Channel. Here you will find the brilliant work by the students at Uclan. They are regular...
YOUTUBE.COM

597 people reached Boost Post

British Council Canada
Published by Gomez Gomez [?] · September 23 · Ottawa · 🌐

If you are in #Ottawa and want to study animation or graphic design in the UK join us today from 9am to 5pm at #StBrigidsCentrefortheARTS (179 Murray St). UWE Bristol #StudyUK2017 #oaif2017 #animation



Level 1 BA Hons Animation at UWE
Work produced at L1 of the BA Hons Animation course at The Bristol School of Animation, UWE. Level One students...
YOUTUBE.COM

599 people reached Boost Post

Exhibitors' Feedback

Overall, this was a high quality event?

1 rep from UK universities said Agreed, 2 Neither Agree or Disagree, 1 Disagree

I have acquired new knowledge and/or skills from taking part in this event/activity .

2 reps UK universities said Agreed, 1 Neither Agree or Disagree, 1 Disagree

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

2 UK universities said Yes, 2 said No

Some positive feedback from exhibitors:

- *I found our talk to the students was where we could get our USP's over, this was useful but the time provided was restrictive. More opportunities to interact with student would be beneficial. So yes repeat but allocate more time.*
- *The opportunity to chat to potential students was very welcome and had impact.*
- *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.*
- *Skype pre briefing was helpful.*

Areas of improvement:

- *I would like the opportunity to visit the schools and maybe talk to each group of students from each school for at least 30 minutes*
- *Try and tie some school visit while we are in Ottawa*
- *Passes need to be available before the event. BC Marketing should be shared in advance.*

List of Exhibitors (Alphabetical Order):

1	University of Central Lancashire
2	University of Salford
3	University of South Wales
4	University of the West of England

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 organizing school visits prior or after the event
- Going forward, British Council Canada will ask the OIAF organizer to provide the festival passes in advance.

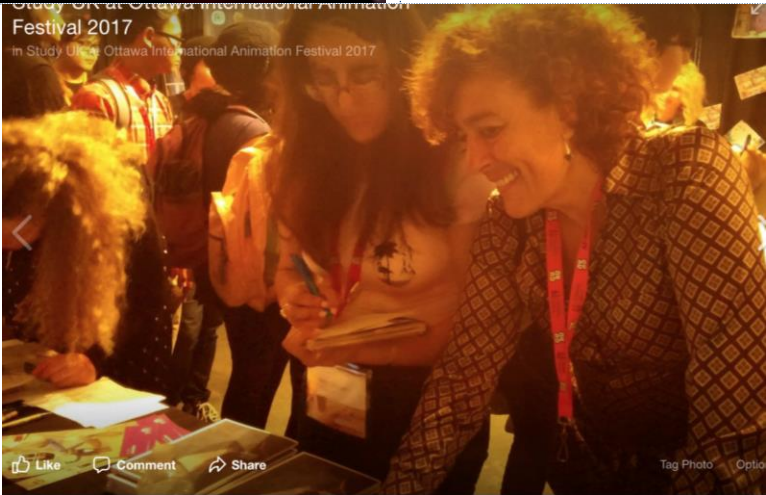
The above points, though important, should not detract from what was a successful exhibition. Next year's exhibitions/fairs and events will build upon the lessons learned. We hope to see you there!

Event Photos

TOON APPRENTICE DAY



CAREER FAIR



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End of Report