

THE FESTIVAL OF BIG IDEAS



Hi-lights, Evaluation and Recommendations

The Festival of BIG Ideas

June 9th, 2017

Attendance. Est. 500 with 214 lanyards distributed for Exhibitors (144), Sponsors (5), Advisors and Volunteers (18), Presenters (20) and Keynotes (3), and Suppliers (12) not including the 40 Entertainers.

Budget. \$22,761.26 Expenses. \$21,120.21 Revenue. **Loss \$1,641.05**

Survey Respondents. 36

First – Thank you! THE FESTIVAL ADVISORY

The Advisory Team met weekly for several months in advance of the Festival – sharing the vision, moments of frustration and breakthrough creativity, on how to make the first time Festival work for the Region’s entrepreneurs and innovators while appealing to the public and blending arts and technology.

Rajesh	Jaiswal	Edmonton Economic Development Corp.
Amanda	MacDonald	Edmonton Research Park
Chris	Yip	Light Sculpture
Jim	Gibbon	Heritage Days Festival Association
Haley	Simon	Alberta Creativity Network
Debra	Greig	Transformana
Andy	Chan	City of Edmonton
Calvin	Lai	National Research Council – IRAP Program
Jesse	Dymianiw	Listen Louder
Susan	Carlisle	Alberta CleanTech Industry Alliance
Gail	Powley	Technology Alberta
Madhurima	Kumar	Edmonton Economic Development Corp.
Mike	Cui	
Ethan	Dorward	University of Alberta
Travis	Sharkey	Edmonton Kinsmen
Bryanna	Kumpula	Agriculture & Food Council of Alberta
Catherine	Kuehne	
Perry	Kinkaide, Chair	Alberta Council of Technologies Society

The FESTIVAL EVALUATION

Q2.

Describe your primary expectations of the Festival of BIG Ideas?

Answered: 31 Skipped: 5

Primary expectations were Networking and Meeting others - for sharing/ learning about ideas/ innovations/ opportunities

Response (5 = Very Satisfied to 1 = Very Dissatisfied)

Comment

- 1 Exposure of Well Conversion Consortium
- 1 Talk to lots of people.
- 2 A place to network; a place to meet other players in the industry; a place of discussion about advocacy
- 2 Exchange of ideas, meet and greet
- 2 I thought it would be a place for exhibitors to reach the public with information about the exciting things happening.
- 2 Meet people, network, get them interested in my products. Learn a few new things about the tech industry.
- 3 Company exposure
- 3 Learn about truly great ideas that are though provoking (Tech credit union) as opposed to stuff you can read on the web (impact of IoT & AI)
- 3 Make contact with high tech organizations and individuals and appraise them of opportunities in fusion energy
- 3 Networking with a few companies
- 3 To meet investors
- 4 I wasn't quite sure what to expect, but was both pleased and provoked by the presenters -- which is a good thing in a festival of ideas.
- 4 Networking and socialize with public
- 4 Networking; community engagement to garner potential partners, supporters, market interests.
- 4 Opportunity to exhibit leading edge social technologies and participate in organizing/preparing the event
- 4 Overview of current successes, emerging opportunities, issues and initiatives
- 4 Tech companies and the public colliding.
- 4 That the event would draw a good size audience through the day and a bigger evening crowd. Your idea is more mainstream than I think you realize.
- 4 To have Fun, Showcase New Green Tech to the public and especially the youth. Celebrate positive change and enlighten minds as to what can be in Alberta.
- 4 To meet some new contacts.
- 5 I brought my technology to showcase it to Alberta Innovates and Tech Edmonton reps.
- 5 I expected to visit and talk to professionals from the industry, entrepreneurs, and advisors e.g. from IRAP and TEC. I found the people and environment very friendly and constructive. I am very satisfied with the way you performed.
- 5 Information gathering
- 5 Learn about tech companies and related in the Edmonton area

IdeasPlace **Networking** Industry **Meet** Exposure
Tech Opportunities

Response (5 = Very Satisfied to 1 = Very Dissatisfied)

Comment

- 1 Poor attendance.
- 2 I did not feel there was anything of real substance there. The venue was sparse and the weather did not help.
- 2 I found it a bit disorganized. It was hard to figure out where you were supposed to be as the registration table was not obvious and the timing of the speakers did not suit when there were people there for the event.
- 2 Signs missing, did not know where to park, no parking for participants because exhibitors took all the spaces, needed people to be there to answer exhibitor questions, supply water and coffee to exhibitors.
- 3 Discounting the weather (which cannot be discounted for an outdoor event of this nature where people congregation is as important if not more important than the content being presented) the presentation did not meet my expectations. Some presentations were truly innovative while others were a presentation of known ideas.
- 3 It met my expectations. I did speak with one company with whom I have been speaking lately. I was happy that he was exhibiting. It strengthened an existing relationship that is now an imminent business opportunity. But other than that, I really had low expectations for the event. No offence, but our target markets do not respond well to these events.
- 3 Limited audience contact and interaction
- 4 Focus needs to be put on who the intended audience, If it is just industry then this is a trade show??
- 4 For a festival about technology, the webcasting should have been a lot more seamless.
- 4 I don't think it was well promoted or information about the event was well presented to the general public. All the messaging seemed stuck with having to use that AB Council of Technology template. Is it Mail Chimp or something, never really saw anything ahead of time that promoted the event well. I suspect parking would have been a detriment if it had been well attended.
- 4 I made 2 good contacts, pretty good for the conditions. (notice my criteria for success)
- 4 I met a few useful contacts.
- 4 I thought it was an outstanding event for a first time. I was very pleased to see quick signup from so many companies.
- 4 The weather had some negative impact on the attendance I believe, but the effort was commendable - and was great to catch up with many and to attend to the presentations.
- 4 Very wide a spectrum of exhibitors types. Not sure the public knew what to expect nor how to react to it
- 5 As a first offering, I think that the festival satisfied my expectations
- 5 Excellent - unfortunate weather conditions
- 5 I met several interesting individuals while doing the rounds, and had some productive follow-ups.
- 5 There were more attendee's than I expected. Several Alberta Innovates/ Tech Edmonton reps came by to express their amazement at my product. I just wish I had the chance to meet with Laura Kilcrease!

the midst of the intro for the next speaker for the 'backstage' interviews -- often before that segment was ready -- and we would get to look at the logo again. There are companies that produce this stuff professionally -- it would be worth using one of them next time. --

- 4 Audio visual screen was positioned such that bottom of slides were obstructed by the front seats.
- 4 Broadcast and speaking events distracted from and made it difficult to coordinate discussions with potential customers and interested parties.
- 4 I got there a bit late (just after the rain) - everyone was packing up early.
- 4 I think a market place for exhibitors could have been bigger and better promoted. There were lots of people who just couldn't get their heads around why some of us exhibitors (of not so Tech related product or services) were there using this as a great way to potentially reach a new audience. The tech exhibitors need to learn to Keep it Simple. Some pop-up banners had way too much info in small font and technical diagrams. Have hand-outs and follow-up mechanisms. Avoid traffic jams at your booths.
- 4 It seemed too long in my view, and I think it could have been completed by 8:00pm latest. The artistic presentation at the end seemed out of place; while the idea is interesting and could be a positive, I think that this presentation was not exactly meeting the brand quite right.
- 4 NC
- 4 The fact it was held on a grass patch. Would have been better on a parking lot. Poor parking. Very limited promotion of the event.
- 4 The mud. The attendee numbers were low, perhaps it needs to be better advertised? No access to the Press.
- 5 Attendees - was expecting more
- 5 Food and ticketing system was confusing. It was also hard to tell what was what as far as contents of pavilions went.
- 5 Food choices, lack of drink options.
- 5 I brought a 43' 5th wheel to transport my pump. Maneuvering it around the lot was a bit tight but we managed! Otherwise, I found the event to be positive!
- 5 No POS or interact
- 5 Regardless the weather condition, I usually prefer indoor option, especially because of the mosquitoes!
- 5 That I couldn't hear or see the presentations. No wifi.
- 5 The keynote addresses were offered very late in the day, which left them with a somewhat smaller audience perhaps.
- 5 There were no real aspects of the FOBI that I disliked I did not like the fact that I did not see any media, where were they?
- 5 There wasn't really anything I liked least. A little odd having one of the presenter be a voice and a video, not live, but that's minor. It may have been easier to cope with said weather with a couple of big tents.

of a great event!

- 5 A diversified group of presenters. Had the weather cooperated it was a very good spot for the festival.
- 5 Bubble tea and squid legs. Speaking with passionate people with great ideas.
- 5 Easy to get around and home in on what I found interesting (and leaving the rest)
- 5 I enjoyed the outdoor aspect of the function. The location was good, the research park site meant a high number of researchers visited, which is important for me
- 5 I loved the energy and excitement of the exhibitors and the youth.
- 5 It was well-organized.
- 5 Meeting all of the other exhibitors and connecting with some fascinating people in the community.
- 5 Open conversations and discussions with many people. Reconnecting with people.
- 5 Showcasing Alberta innovation and discussions with other entrepreneurs was fun!
- 5 Speakers
- 5 The booths were spacious so it was easy to talk to the presenters.

<p>Q6. Please share with us any RECOMMENDATION(s) you have for improving the Festival - other than the weather.</p> <p>Answered: 31 Skipped: 5</p>	<p>Weather conditions prompted suggestions for an indoor venue or back-up option. More Research Park engagement. Addressing logistics issues including: food, ticketing, signage. Enhanced media role in marketing for public participation. Ensure quality presentations.</p>
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Response (5 = Very Satisfied to 1 = Very Dissatisfied)

Comment

- 1 Give some presentation time to all exhibitors
- 1 Indoors
- 2 Event website that describes what people can expect and why they should come. For a really long time all you could find out was how to buy booth

Media Questions Public Evening Companies Weather
Indoors Presenters Event Industry
Exhibitors Festival Booth Food

- 4 Linking sustainable energy midway with technology development could have been mentioned more evening program. Did not see midway till leaving site.
- 4 My suggestion would be to hold the event around the PAVED area (the tents can still be on the grass) that is used by the farmer's market. That way if it rains, it doesn't turn to mud.
- 4 See above, and sacrifice a goat the night before to the weather gods....
- 5 The location was great. The Layout was great. I suggest having the heads of your departments there to answer any questions the presenters may have regarding funding.
- 5 Better Media Coverage
- 5 Better signage for the various areas.
- 5 Ditch the ticketing system for food. Coffee was \$5 for two coffees (one ticket) which was also awkward.
- 5 I would like to see more big companies engaged in this festival, such as Gilead, Celanese, Guardian, Sherritt, and also oil and gas industries.
- 5 Perhaps do something more formal with media; set up a media committee
- 5 Perhaps it could be promoted or advertised better? Saw very little on social media about this event.
- 5 Perhaps putting an information booth at the entrance. It was a little confusing finding the food tickets. The people at the first booth with the lamb had a tough time explaining that we needed tickets to buy food.
- 5 Some industry panel discussions would be a good way to engage more thought around specific problems and gather people together.
- 5 Sound system or central stage and food area?

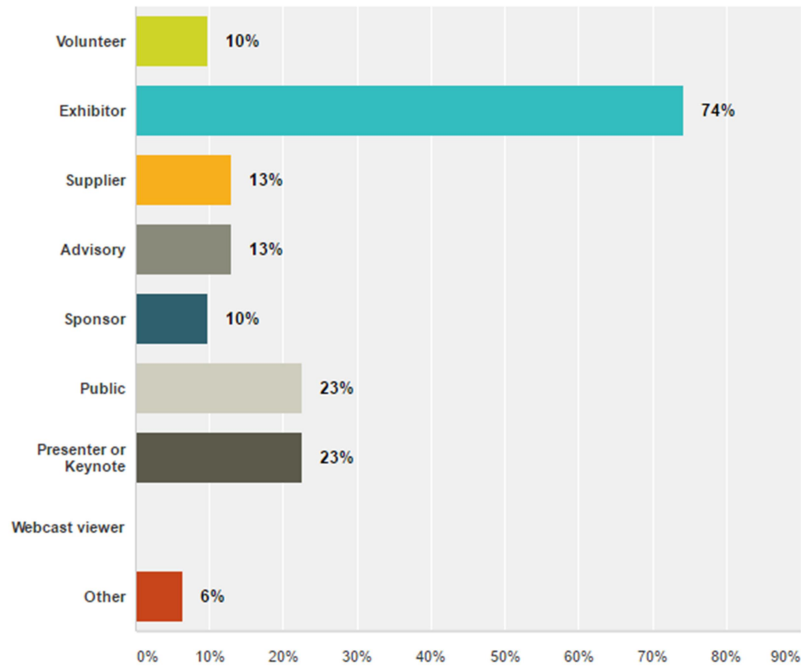
The creative economy (STEAM) features a merging of arts and science - the humanizing of technology. We are considering introducing a creative arts market featuring services and products that blend arts and technology. Please identify what you would expect to see featured and/or association(s) that would be appropriate partners.

Answered: 17 Skipped: 18

Security Creative Idea Companies
Art Production Tech

Q8. Are you interested in participating in the Festival NEXT YEAR? If so, please check off those options that apply.

Answered: 31 Skipped: 5



Virtually all 86% (31/35) survey respondents indicate interest in participating in next year's festival with some qualifications re timing, objectives,

Response (5 = Very Satisfied to 1 = Very Dissatisfied)

1		
2	Public	
2	Exhibitor, Public	
2	Exhibitor	Only if it is indoors, and if exhibitors are treated with respect.
2		
2	Public	
3	Exhibitor	

Q9. If you expect to participate in next year's Festival, please complete the following.

Answered: 24 Skipped: 12

Response (5 = Very Satisfied to 1 = Very Dissatisfied)

1	University of Alberta	Edmonton
3	Willowglen Systems Inc.	Edmonton
3	nanoCluster Alberta	Edmonton
3	C-FER Technologies	Edmonton
3	University of Alberta	Edmonton
4	myrobots inc	St. Albert
4	Light Sculpture Design	Edmonton
4	Primerica	Edmonton
4	Stream Technologies	Edmonton
4	Synergy Canada Inc.	Edmonton
4	Industrial UAV Inspection Ltd	Edmonton
4	Sinoveda Canada Inc.	Edmonton
4	Salu Design Group Inc.	Edmonton
4	Willowglen Systems Inc.	Edmonton
5	IRAP	Edmonton
5	TransforMana	Edmonton
5	AE Innovations	Edmonton
5	K-Pic Systems Inc.	Edmonton
5	Range Road Garden Farms	Edmonton
5	RUN-WithIT Inc.	Sherwood Park
5	Advanced Conservation Technologies	Edson, Edmonton
5	Taleron Technologies Corp.	Edmonton
5	Just Chillin Event Services	Calgary
5		Edmonton