

THE FESTIVAL OF BIG IDEAS



JUNE 9, 2017

Edmonton Research Park

Edmonton

An Exposition of the Region's Innovations & Innovators



Hi-lights, Evaluation and Recommendations

The Festival of BIG Ideas

June 9th, 2017

- June 28, 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

OVERVIEW

The Festival of BIG Ideas originated in 2008 as an all-industry, summer networking BBQ – “Moonlight in the Meadows”, conducted at the Edmonton River Valley at the Whitemud Equine Centre’s showgrounds by the Alberta Council of Technologies Society (ABCtech). For 2017, ABCtech re-engaged an industry advisory that recommended that the event elevate the public profile of the Region’s technology industries and in the same vein consider relocating the event to the Edmonton Research Park. The 2017 event hosted by ABCtech on Friday June 9th was renamed The Festival of BIG Ideas, webcast live, located on a 6-acre site at the entrance to the Edmonton Research Park and attracted 72 exhibitors.



An exhilarating expositon of the Region's innovations

Exhibitors can Register at ...

ABCtech.ca

Featuring:

- o An Exposition of 6 industries and 72 exhibits
- o A Creative Arts Market of 28 exhibits
- o Live webcasting of the event and interviews
- o Inspiration Platforms for each Industry Zone
- o Presentations of Big Ideas and VERY Big Ideas

Going Global When Machines Decide
 Engaging Youth Technology Credit Union

- o Keynotes: Emerging technologies and their societal impact, Change management - threat or opportunity, and Welcome the Creative economy
- o Chinese and Western BBQs open 11:30 through 7:30pm with Beer Gardens opening at 3:00

Wrap-up with a youthful flashmob Celebrating the Future in advance of the sunset and full moon arising

In the following pages we have assembled hi-lights of the event, credits for the advisory and volunteers, sponsors and suppliers credited for their extraordinary contribution to the Festival, concluding with the results of a post-event evaluation and high-level recommendations.

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.

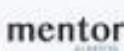
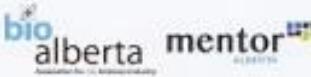
Rajesh	Jaiswal	Edmonton Economic Development Corp.
Amanda	MacDonald	Edmonton Research Park
Chris	Yip	Light Sculpture
Jim	Gibbon	Heritage Days Festival Association
Haley	Simon	Alberta Creativity Network
Debra	Greig	Transformana
Andy	Chan	City of Edmonton
Calvin	Lai	National Research Council – IRAP Program
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

A HUGE Thank you! to the Festival Sponsors and Suppliers

SPONSORS

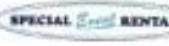


THANK YOU! Marketing Sponsors



Eventbrite

"Thank you!" - Festival suppliers



"Thank you!" - Festival suppliers

LIGHT SCULPTURE DESIGN PROJECTION MAPPING - MULTIMEDIA DESIGN

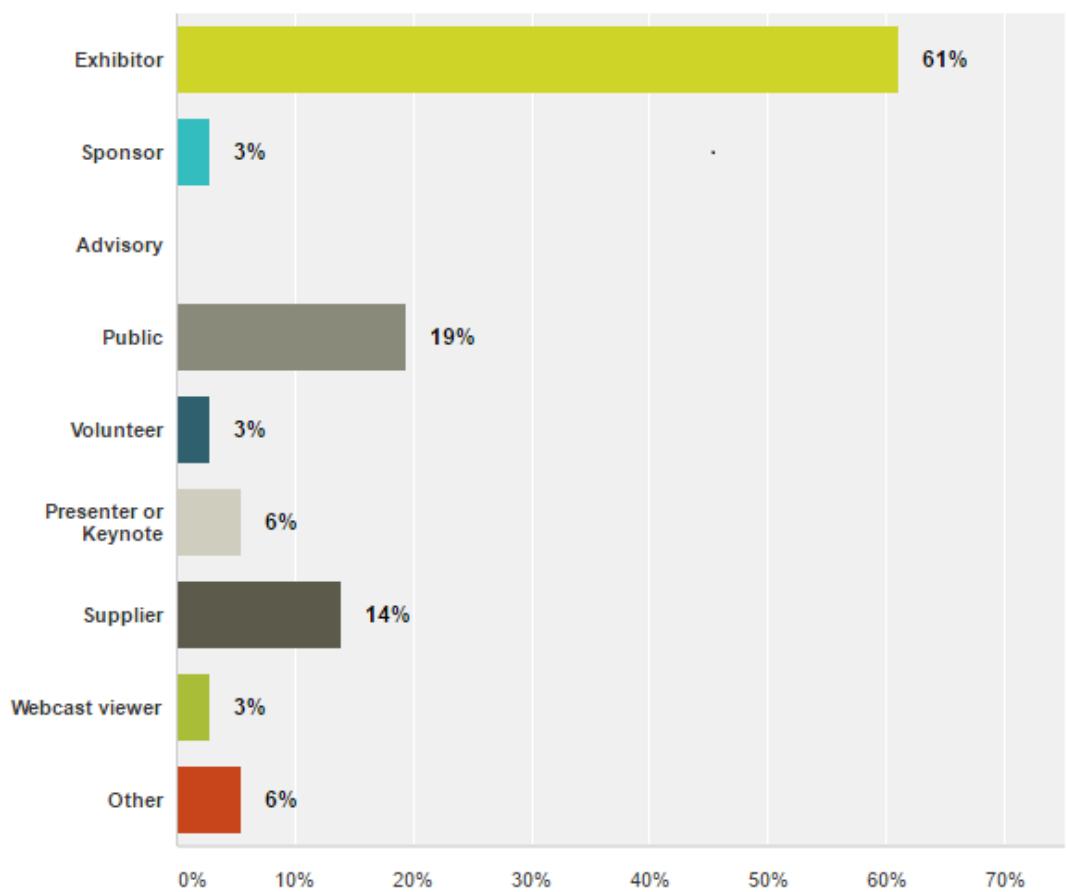


The FESTIVAL EVALUATION

Q1.

First, about you. Which of the following best describe your participation at the Festival of BIG Ideas?

Answered: 36 Skipped: 0



Exhibitors are heavily represented (61%) among the 36 survey respondents (15%)

of the 241 Festival contacts surveyed - 28% of those opening their email. Several participated in multiple roles.

Comment

Supplier. Also as a member & supporter of ABCtech
Exhibitor and Presenter or Keynote. Audio Visual, Web Broadcast
Exhibitor. Operationally involved in the tech sector
Supplier. Other participation included volunteer, presenter
Exhibitor. Outdoor issues were significant, my display and collateral were ruined in the rain, costing me over \$300 to replace.

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

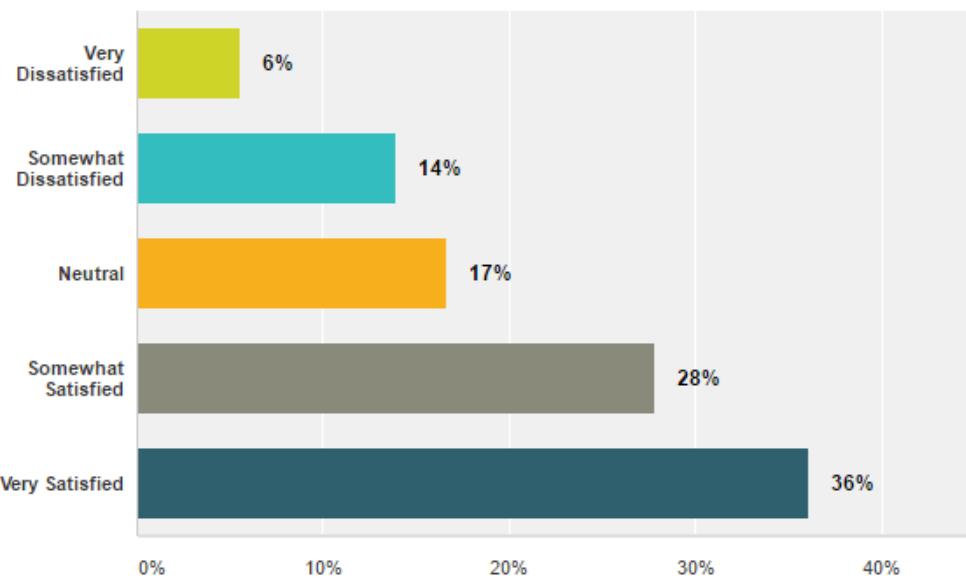
- 1 Exposure of Well Conversion Consortium
- 1 Talk to lots of people.
- 2 A place to network; a place to meet other players in the industry; a place of discussion about advocacy
- 2 Exchange of ideas, meet and greet
- 2 I thought it would be a place for exhibitors to reach the public with information 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

Ideas Place Networking Industry Meet Exposure
Tech Opportunities

- 5 Meet people and companies interested in innovation and technology.
- 5 Networking ; presentation and learning
- 5 Opportunity to showcase and celebrate some of the innovative technology companies and to understand some of the ecosystem players that support the high-tech community.
- 5 To connect with more Edmontonians and share a bit about some local success stories.
- 5 To meet many people with unique ideas
- 5 To meet the people involved in creating great ideas in Alberta.
- 5 To show our new offerings and to network with others

Q3. **OVERALL, did the Festival meet your expectations? Again, please discount the weather.**

Answered: 36 Skipped: 0



Despite the weather conditions, 64% of respondents were satisfied - vs 20%, with expectations met.

Lower attendance than expected but contacts made re Networking, were valued as was the diversity of technologies represented.

Exhibitors Contacts Presented Attendance
 Weather Audience Event Conditions
 Expectations Meet Met Technology

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!

Q4

Please describe what about the Festival you liked the LEAST? Please discount the weather.

Answered: 32 Skipped: 4

Logistics issues identified – respecting the weather and that this was a first time event:
attendance, delayed timing of the webcast, timing of keynotes, access to electricity, importance of marketing, signage for food, tickets, parking; and the importance of clarifying trade show vs public festival and the arts objectives. And "mud" as rain soaked the site.

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

Comment

- 1 Not allowed to do a presentation
- 1 The weather.
- 2 I disliked being told by Perry to "get the hell out of my face" when I asked a simple question about set up. There is no excuse for this kind of rudeness even if it was meant in jest.
- 2 Out side
- 2 The layout of the space was awkward in the tents. The outreach to the public seemed limited. Most of the people that came to our booth were other exhibitors. The communication was really jumbled - talking to patrons, volunteers, sponsors, and exhibitors in one email was very complicated. I appreciate the desire to integrate the arts into the event, but the roaming clowns were a bit much.
- 2 The mud
- 2 The timing of the keynote speakers. For a summer afternoon, no one wants to be there that late on a Friday. Keynotes should have been around lunch time to draw more attention from the surrounding businesses to come for food and listen.
- 3 maybe lack of electricity
- 3 Not enough promotion to get more of the high tech industry and public attending, particularly the presentations. It should perhaps be on a weekend for the general public
- 3 Some ideas weren't that Big (Can machines think). Text and images on presenters charts were too small and appropriate for viewing on your laptop but not for audience viewing using projector screen.
- 3 Supply of electricity should be to individual display had to scurry to get a 25 foot extension
- 3 There seemed to be very little media or promotion of this event. I heard about the carnival across the road all week in the news, on the radio but nothing about the Festival.
- 3 Tried to be too much. There was too much emphasis on audience participation when in reality people just wanted to mingle. The general public as one of the target audiences does not make sense in this market - that's just the way Edmonton / Alberta is. Too much ABCTech hype - like the Credit Union concept - gave the impression that the event was too self-serving.
- 4 The fact that your list of speakers did not include any information on who they were or their affiliations -- whoever was switching your mainstage would cut away in

Exhibitors Simple Weather Disliked Fact Electricity

Presentation Attendees Event Mud

Think Screen Late Food

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 there 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.

Q5. Please describe what about the Festival you liked the MOST? Please discount the weather.

Answered: 33 Skipped: 3

The idea of an innovations festival and the interpersonal interactions were most appreciated citing:

networking, community support, meetings, opportunities and ideas exchanged, discussions, presentations, and the quality of exhibitors.

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

Comment

- 1 Discussions with visitors of our booth
- 1 Networking.
- 2 Chatting with people
- 2 I liked the concept of the fast-talks, but I found it was challenging to know the level of expertise of each of the speakers.
- 2 Meeting great people.
- 2 The idea behind it
- 2 The variety of exhibitors from all different sectors!
- 3 Fellowship
- 3 I think the concept is a very good idea, and that the networking opportunity has good potential.
- 3 Large number of participants
- 3 Tech Credit Union idea.
- 3 The business opportunity as described above. Great location.
- 3 The overview presentations in the evening
- 4 Don Hill.
- 4 Good community participation
- 4 I liked the idea rather than the execution of the event.
- 4 Interaction with the other exhibitors and public
- 4 It can give us an opportunity to reach non-traditional audiences (we are a financial services company) and the audience did seem willing to ask questions and engage in conversations.
- 4 NC
- 4 Networking and catching up with many people; relating to the areas of sharing products / services / community oriented activities
- 4 Speaker presentations.
- 4 The quality of tech companies was outstanding. The layout was good, there was food and drink etc., that could have been a great time! It had all the makings

Opportunity Meeting Discussions Event Idea
Speakers Exhibitors Location
Presentations Tech Networking Community

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.

Q6. Please share with us any RECOMMENDATION(s) you have for improving the Festival - other than the weather.

Answered: 31 Skipped: 5

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.

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

space.

- 2 Have it indoors
- 2 Have it inside at a conference centre. Would give it a more serious air
- 2 Music, interactivity, do not webcast the speakers at a live event, it is not engaging.
- 2 The busiest time was from when it opened until about 3pm. That is when there should have been the keynote speakers and the events.
- 3 Move it indoors. - Ensure all presenters tune their slide content to be read by people standing 30 feet away - Fewer ideas plus time at end of presentation to have a Q&A. - Put forward some truly innovative ideas out for public consumption - and not a simple replay of known facts (as done in When Machines Learn).
- 3 Keep it simple. Have it indoors. Have a targeted intent because this is not the right jurisdiction where events like these will attract broad appeal. We do not have the right community mind-set. This is no fault of ABCtech, and it is good to be innovative, but the target demographics respond poorly to these kinds of things. Also, make it so that companies, not service providers or government, are the exhibitors. About 1/3 were non private companies as I recall. There is no innovation happening within this exhibitor segment.
- 3 Mail out booth id and tags
- 3 Move the festival to the weekend or only in the evening to get more attendance
- 3 This is not about the weather but the lack of emergency response if the weather went really bad. No one was monitoring the weather for an extreme condition and as far as I can tell, there was no evacuation plan or communication plan if we had to leave due to extreme weather. You can't control the weather, but with this being a public event, these plans should be in place. I have volunteered for outdoor events in the past and they had an emergency response team and plan in place, and strong communication protocols when the weather went really bad. Not having a plan is a huge liability for the event and opens the event up for legal issues should something happen. We weren't contacted directly but through our sister company. I think more contact with companies in the Research Park to participate should occur.
- 4 1. Move indoors for better logistics control. 2. More scheduling details and less conflicts of timing. 3. Speaking sessions 4 minutes.
- 4 -Attractions to bring in more of the general public. -More student involvement onsite and in Planning. -Start planning now. -An open source tent / diy tent/ Life HACKs tent. - Special Keynote speakers - Student Keynotes - General Public keynote (contest) -More contest that are more relevant, better thought out. -Where are we leading, industry, general public? -where are we failing, industry, general public? -One day is to short. -Have people leave going wow I did not know that -till Now. Really you can do that...and That is happening here!
- 4 Either hold it indoors or on solid flooring such as a parkade. Improve promotion of the event and also list who the exhibitors are prior to the event.
- 4 I think the Webinar and quality of the online material was really good. Overall It might be too long. Maybe consider a 3 pm start. Each exhibitor should have a 2 min Pitch in front of the camera. that also created content for their own blogs etc. Too many companies in each tent?
- 4 I think we need to see more companies putting themselves into the event, taking a booth space and sharing their materials and work. Would like to see higher profile keynote speaker.
- 4 I would be an exhibitor again. I do think a better location with plenty of parking is important. Really hard to comment on flow of attendees through the site as it was not busy enough to know how congested it might have become. If you are going to have 4 exhibitors in a tent, limit tables to 4 ft and give us more space to move around. It seemed that Perry was the only person on the team answering any and all questions prior to the event. I was at Moonlight in the Meadow and this event. Your ideas are more mainstream and sought after than you think, quit running this like it was going to be a surprise to have it be well attended.

- 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

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

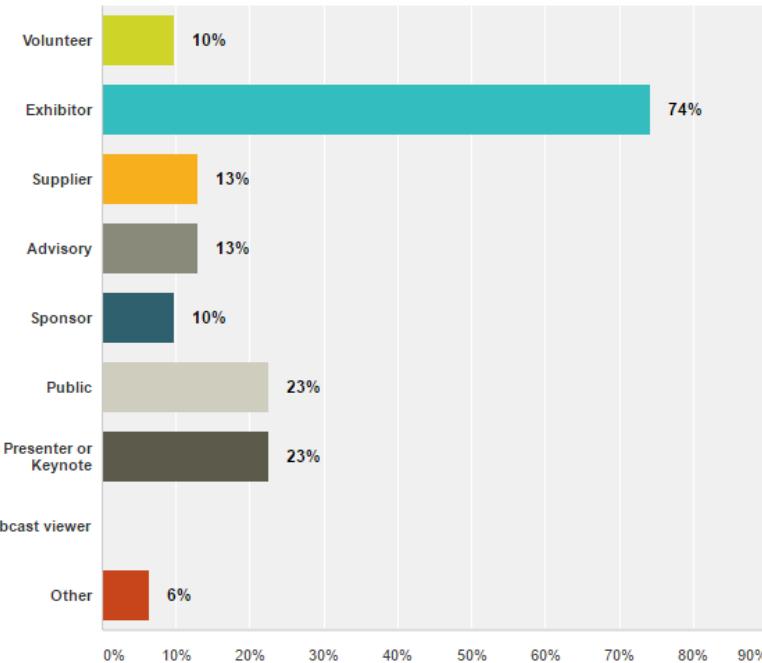
Comment

- 2 I have no idea
- 2 This is the idea that first attracted me to come. So I would like to see it happen via a discussion with potential interested participants.
- 3 Creative uses of technology in different aspects
- 3 I can think of none. I am not sure what the intent / expected outcome of this would be. Anything that does not drive business development / sales for companies will be difficult to pull off.
- 3 No idea
- 4 Although advertising is important from a corporate perspective I am deliberately decreasing social media and advertising exposure due to negative effect on health. I am more interested in the ethical and social impact challenges plus measures needed to protect us from our own technological conveniences. For example when my internet connected & smart fridge and home energy manager have a fight over temperature of fridge and spoil the meat. I eat the meat and get food poisoning. Rush out my car, forget my vehicle all purpose activation card inside, my smart home security saw me go out door and has locked all non-card holder entry. As I try to get into house through a damaged window. Security system calls police, and artificially intelligent police drone sees me and identifies me a perpetrator and orders apprehension and transport to remote automated retention cell. I resist in frustration and am tasered and rendered unconscious and deposited in remote holding cell. While being monitor by closed caption video surveillance I drown in my bad meat induced vomiting, before person can respond. Who does my estate call to get the fridge working? Now that the house is empty how does my estate get the utilities cut off without triggering the redundant power systems which is disconnected from a finger print reader from my dead body, which has not yet been identified because no one has reported me missing and I am new to town. A comedy of errors that all may could be true in 5 years. All of this is preventable, however not in the social systems we have now?
- 4 -Anything solar - solar installs/ how, why, \$\$ - wind windtech - what's being done in Oregon, EU, others...Why start from scratch? - What green tech can we sell China? - Cars - Transit -Smart tech - Tech Security -Products that will help people go green. -Info on better ways, yard, water, chemicals, flowers, bees. WHAT TO DO?
- 4 Great idea -- but you will really need to up the production of the webcasting if you go that route.
- 4 I am in the tech & innovation sector, so more aware of these organizations compared to the creative arts areas. Tech organizations seemed fairly well engaged.
- 4 Sometimes ideas with best interest don't work. For instance the kids who were due to perform later in the event became a nuisance and distraction.
- 4 Talk to Howard howard.suissa@gmail.com
- 4 Yes, this was too geeky and science based. Embrace the possibility of a wide audience by having all kinds of features or new and different partnerships.
- 5 Could have a fantastic display show the beautiful art of Molecular Machinery and direct relationship of these biomachines and biotechnology, and green chemistry BIG WOW FACTOR HERE
- 5 Digital Marketing
- 5 Industrial arts and emerging technologies in robotics, augmented reality as well as artistic ways of using these technologies/
- 5 That sounds great. I'd want to see one of a kind self-made or small production run workshop products. Kits and products from places like Solarbotics (Calgary based) and so on.
- 5 The art of lithography from microfabrication companies like Micralyne and precisely Microtechnology that has access to nanoFAB facilities at the UofA.

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	

3	Exhibitor	
3		Interested attendee.
3	Presenter or Keynote	
3		Determined by where we are in our business cycle could be as exhibitor
3	Exhibitor	Only to show community support
4	Volunteer, Supplier, Advisory, Sponsor	Audio Visual
4	Exhibitor, Sponsor	
4	Exhibitor	
4	Public, Presenter or Keynote	The scenario above might be a decent topic for panel discussion at some event. As an executor I have experiences many of these types of challenges. Automation does not make it easier. Cheers, Mike:->
4	Exhibitor, Supplier, Sponsor, Presenter or Keynote	
4	Exhibitor	
4		
4	Volunteer, Exhibitor, Presenter or Keynote	
4	Exhibitor	Yes but need to see what the plan is.
4	Exhibitor	If it had a later start time.
5	Exhibitor, Presenter or Keynote	
5	Exhibitor, Presenter or Keynote	
5	Supplier	
5	Exhibitor	
5	Exhibitor	
5	Exhibitor, Advisory, Other	Could work on the new aspect -blending art and science
5	Exhibitor	
5	Public	
5	Volunteer	
5	Exhibitor, Public, Other	Possibly as exhibitor or in the Creative Arts Market (if there is one)
5	Exhibitor	
5	Exhibitor, Public	
5	Exhibitor, Supplier, Advisory	

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

DRAFT RECOMMENDATIONS

The Alberta Council of Technologies Society has been approached by two event organizers to consider partnering with them for expanding the June Festival of BIG Ideas for 2018 and establishing a January indoor trade show featuring the Region's technologies and innovations.

1. **Event Management.** Secure an event manager for two seasonal Innovation events: a summer outdoor Festival and a winter indoor Trade Show.
2. **Regional branding.** Engage the Edmonton Region's Economic Development Authority to consider co-hosting the future Regional Festival of BIG Ideas and the proposed Trade Show events.
3. **Funding.** Immediately prepare an application for funding support from Alberta Culture.
4. **Scheduling.** Extend the Festival to two days in June (June 8/9, 2018), Friday and Saturday to accommodate business and public interests giving exhibitor's the option of one or both days for exhibiting.
5. **Continuous Improvement.** Share the 2017 Festival's evaluation results and re-establish the Advisory Team with representation for each of the primary logistical features of the Festival.
6. **Marketing.** Establish a Marketing Team to consider the special interests of: the public to increase attendance and provincial technology industry associations and the Region's Innovation Eco-system to increase their engagement.
7. **Creative Arts Market.** Establish an advisory for development of the Creative Arts Market for the Festival.
8. **Site Development.** Request that the City develop the Park site for accommodating public events.