



FIN

**ATLANTIC INTERNATIONAL
FILM FESTIVAL**

**SEAC/HRM Presentation
November 14, 2018**

ATLANTIC FILM FESTIVAL ASSOCIATION – CURRENT STATISTICS

- 2019 is 39th year
- Festival Association currently employs:
 - 9 full-time positions
 - 40+ short-term contract roles
 - 250+ volunteers
- Annual budget: \$2.5 million (\$1.5m cash/\$1m “in-kind”) audited annually
- Association is debt free as of 2016
- Volunteer Board of Directors (12 members)
- Offices inside NSCAD Historic Properties Campus

Re-Brand



FIN'

ATLANTIC INTERNATIONAL
FILM FESTIVAL



FIN'

PARTNERS



FIN'

KIDS



FIN'

MAKERS



FIN'

OUTDOOR



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MISSION

WE ENGAGE COMMUNITIES THROUGH CURATED SCREEN CONTENT EXPERIENCES

VISION

TO BE THE FIRST CHOICE OF ATLANTIC CANADIANS WHO SEEK WORLD-CLASS SCREEN CONTENT

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STRATEGIC PRIORITY

To be recognized as the curator of amazing content in Atlantic Canada

ACTIONS

- Build interest from first timers and opportunity segments
- Engage the audience in spreading the word
- Stimulate lifetime film fans (Youth to Adult)

MEASURES

- Awareness tracking
- Perception (post event survey)
 - Attendance
 - Box office revenue
 - Social engagement
 - Website analytics

The logo for the Atlantic International Film Festival (FIN) features the letters 'FIN' in a bold, sans-serif font. The 'F' and 'I' are grey, while the 'N' is a vibrant blue. The 'N' has a unique design with a diagonal cutout in its upper right section.

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STRATEGIC PRIORITY

Provide a voice for our communities

ACTIONS

- Program for diverse communities
 - Increased accessibility

MEASURES

- Perception of programming (choice, quality, diversity, community) via post event survey

STRATEGIC PRIORITY

Enhance the audience experience

ACTIONS

- Enhanced audience discourse via in-person and streaming Q&As and discussion experiences
 - Simultaneous screenings across the region
 - More targeted, niche programming
 - New technology partners

MEASURES

- Perception of theatre experience via post-event survey
- Perception of event execution (food, venue, entertainment quality) via post event survey
 - Technology integration and implementation (progress updates)

STRATEGIC PRIORITY

Develop strong stable partnerships

ACTIONS

- Secure long-term agreements
- Stable government funding
- Technology and FIN Partners

MEASURES

- Revenue mix – sustain government while increasing corporate

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KEY CONSIDERATIONS

CONTENT TRENDS:

- More documentaries
- More community-specific content
- More small and micro budget film

DEMOGRAPHIC TRENDS:

- Age 35+ (incl. Baby Boomers), interest in film
- Ethnic & female audience growth
- Opportunity to engage younger demographics

CHANGING AUDIENCE EXPECTATIONS AND BEHAVIOUR:

- Driven by technology
- On-demand – i.e greater Netflix usage
- New formats – any time, any interest, any device

KEY CONSIDERATIONS

OPPORTUNITY TO DIVERSIFY FUNDING SOURCES:

- Heavy weighting to a single funding source
- Opportunity to create new partnerships and long term agreements

OPPORTUNITY TO BUILD BRAND AWARENESS:

- New brand name (low brand awareness)
- One week festival, once per year
- Limited reaction time to make announcements between TIFF and FIN

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Thank You!

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