



Thank you for supporting Ocean Frontier 2018!

Your contribution enabled our conference to be a great success. Based on the feedback we received, the conference achieved everything we had hoped it would in bringing together ocean research in Atlantic Canada, and beyond. In addition to extending a formal 'thank you' for supporting the event, we wanted to provide an overview of the conference, and what it achieved. We will use information gathered during the conference, to help us plan for our next event: Ocean Frontier 2020: Vision for the Future.



324

delegates and ten special guests (total 334) attended the conference

83%

of the delegates were from Atlantic Canada, 8% were from elsewhere in Canada, and 6% travelled to the conference from an international location (3% did not identify their address)

46%

of survey respondents gave the conference a 5/5 rating for meeting its objectives; 28% gave it a 4/5 rating

In addition to the planned program, which included overviews of 16 ocean research projects, Senator Fabian Manning gave a special, lunchtime talk on the Senate review of aquaculture

10

sponsors supported the conference; sponsor recognition occurred in the following ways:

- Logo placement on conference web site
- Signage at the conference
- Social media posts
- Power point visuals
- Verbal recognition by speakers, moderators
- Logo placement on conference app
- Logo placement / differentiation on name tags worn by sponsor reps
- Mention in the OFI conference e-newsletter
- Exhibit space at the conference



The delegates primarily consisted of academics from Memorial University, Dalhousie University and the University of Prince Edward Island; conference delegates also represented: government, NGOs, industry, and the general public



22.3K

Twitter impressions (62 clicks, 43 retweets and 199 likes)

91

students/post doctoral fellows attended; there were three special events led by Nancy Baron of Compass which were designed to help researchers more effectively communicate scientific messages to the general public. Journalists helped with the coaching: Jane Adey of CBC Radio; Ivan Semeniuk, science reporter for the Globe and Mail; and Kenneth Weiss, Pulitzer prize winner

1,462

page views of conference web site program page and 246 views of the OFI research pages during the conference

82%

of delegates used the conference app; the most popular pages were conference agenda and information relating to the research showcase

800

e-newsletter subscribers; six editions shared conference information

15

rubber boots donated to Iris Kirby House (the items had been used as decoration for a networking event)

We are forecasting a balanced budget; if there is any surplus, it will be applied to our next event, in 2020.