The Film is the Experience

Key Barriers

An overload and dispersion of festival information

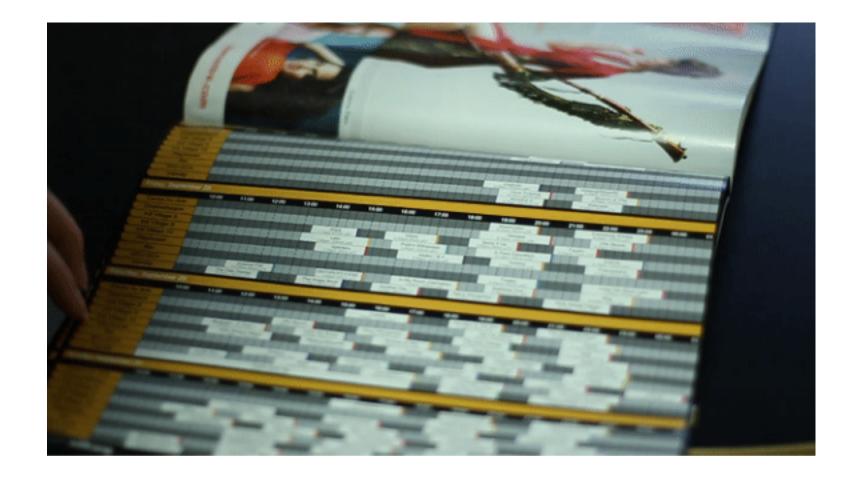
Difficulty coordinating busy schedules with friends to attend

Watch the films they are interested in

Attend with their friends and family

Framing the Problem

Festival Communication and Information



Pamphlet Information Overload