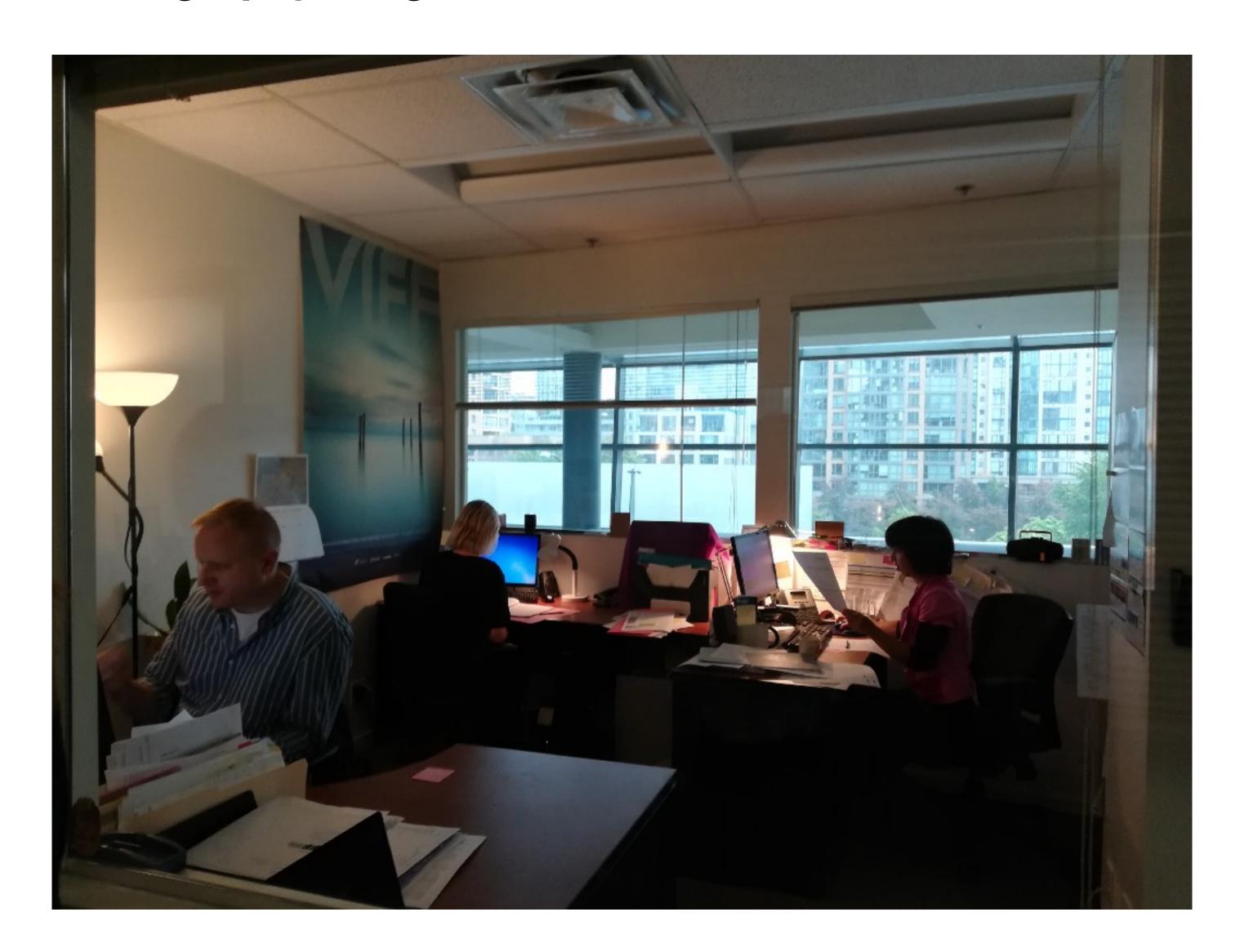
Ethnography Insights



Internal Staff

Internal communication and documentation issues

Ethnography Insights



Audience

Lack of unique personal connection during festival

Drop-off of engagement year-round

Missed opportunities to attend VIFF films/events