

## Nordic TD Forum – 2008 Conference

### Evaluation Report<sup>1</sup>

Friday 21st and Saturday 22nd of November (2008) the city of Copenhagen hosted the first *Nordic TD Forum*. CG industry professionals from 8 different European countries attended – including all 5 Nordic countries! The program consisted of international speakers from US (Pixar, Disney), UK (Framestore, MPC) and the Nordic region (Qvisten Animation, A. Film). As well as a speaker from the *only* European university actually training technical directors – Filmakademie Baden Württemberg, Germany.

The initial objectives were to have between 70-80 paying participants. To have participation from all 5 Nordic countries. And to have an approximate split between Technical Directors, Art Directors/Directors and students as follows - Technical Directors 80%, Art Directors/Directors/Producers 10%, Students 10%. Last but definitely not least we wanted to create an open environment for networking and sparring between for Nordic CG artists at the event but also as a continuation of the conference.

#### The actual conference turned out like this:

- 70 paying participants
- Participation from all 5 Nordic countries + individual representatives from other European countries
- Open discussions, direct networking and sparring among participants (see survey results)
- Establishment of discussion forum site (will be launched march 2009)
- Establishment of wiki at for sharing of scripts, code, info, inventions etc. (will be launched march 2009)
- Title split among the participants as follows
  - Technical Directors 78%,
  - Art Directors/Directors/Producers 12%,
  - Students 10%

The individual sessions fitted well in the overall program; starting out with the Batman speak giving the broad perspective; leading over to the Bolt speak revealing not yet released feature film content (Bolt was launched in the US that very same Friday November 21<sup>st</sup>!); and culminating in the MPC speak “Curves and lots of them” giving the audience real hard core technical details. The participants were very impressed by the prof. level of the talks - and the general response from people attending has been “*see you next year in Helsinki*”.

The 2008 conference fully exceeded my expectations and I can’t wait to start planning this year’s event! The dates have already been settled – November 20<sup>th</sup> and 21<sup>st</sup> in Helsinki, Finland.

In order to improve the 2009 conference, we conducted survey of 20 relevant questions. Obvious questions on content, prof. level and price of admission were listed, but also the choice of days (Friday/Saturday) as well as the event travelling between the Nordic countries was brought up.

56 participants submitted their comments. 2 questions allowed for “free text” replies. The remaining 18 questions had *yes/no/don’t know* answers. Both survey results are included in this report as documentation. Please note the following:

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<sup>1</sup> To accommodate to the non-Danish speaking partners in Nordic TD Forum – as well as acknowledging the international interest the Nordic TD Forum already has received - the evaluation report is writing in English.

*Not all submissions included free text answers.  
All submissions were anonymous.*

Below I have listed a selection of the direct reactions I received – and which I have been allowed to post on [www.tdforum.eu](http://www.tdforum.eu) - as well as use in reports like this.

All the best,

Irene Sparre Hjorthøj

### **Quotes from speakers and participants at the Nordic TD Forum - 2008 Conference**

*Thanks a lot for a great "Nordic TD forum" event. It was far better than I had dared hope for, and the (prof.) level was very high.*

Kenneth Bonde, VFX Artist, DK (participant)

*I think that the Nordic TD Forum was a rousing success and I think you ought to be congratulated. You identified that there were problems unique to the region, you had an idea about how to begin to address it and you had the passion and dedication to take action and the determination to see it through to the success that this first event was. If you want me to be involved in the second event in Helsinki, you needn't even ask. I will tell you now that the answer is yes... I found the whole experience exhilarating and I appreciate you affording me the opportunity to be involved at the beginning of what I hope and expect will be a significant movement in Nordic cinema production, The Nordic TD Forum.*

John Carey, Exec. TD, ex. Disney, US (speaker)

*The TD forum was really great. I am totally inspired as to how I can continue working with my own movie, and I am thrilled and encouraged to hear other people in the Nordic region are dealing with similar situations and problems, and are not afraid to share. It would be great at some point to have a discussion forum site added to the website for us to continue talking.*

Esben Toft Jacobsen, Director, Copenhagen-Bombay, DK (participant)

*Just wanted to say thanks again for the invite to speak at this year's (2008) Nordic TD conference. It was really great to see how enthusiastic, talented, and motivated the community is over there and I hope our various talks provided inspiration and information that they could take away. As a speaker, everything was incredibly smooth and I felt very well looked after and I thank you for that.*

Ivan Moran, VFX supervisor, Framestore, UK (speaker)

*A big thanks to you for your gracious hospitality despite issues with travel & luggage. I was also inspired by the passion & dedication shown by fellow artists. It was a truly rewarding experience.*

Mark Empey, CG Supervisor, Disney, US (speaker)