

CIMA at UK Americana Music Week 2023

CIMA returned to UK Americana Music Week 2023 from January 23 to January 27, 2023 in Hackney, UK. This was CIMA's fourth year participating at the 3-day conference, awards show and music festival. The event featured live Americana music from the U.S, Austria, Spain, Denmark, the UK and more.

CIMA partnered with Music PEI to present two full nights of Canada House on January 24 and 25 at the MOTH Club. The 12 showcasing artists got the opportunity to perform in front of Americana buyers and industry in the UK. CIMA also hired an on-site consultant to work with the Canadian delegates to meet their business needs and match them with UK industry at a one on one session on January 26.



- **Canadian Presence:** CIMA's mission to Americana included the following Canadian companies: Acronym Records (ON), Curve Music (ON), Howling Turtle Inc (ON), Six Shooter Records (ON), Jones & Co (NS), Noisemaker Management (ON), CultureCap (ON) and Starfish Entertainment (ON). The 12 showcasing artists were Shane Pendergast (PEI), Tara MacLean (PEI), Lawrence Maxwell (PEI), Catherine MacLellan (PEI), Dylan Menzie (PEI), Andrew Waite (PEI), Mikhail Laxton (ON), The Hello Darlins' (AB), Julian Taylor (ON), Whitehorse (ON), William Prince (MB) and Willie Stratton (NS). Canadian companies participated in the UK Americana Music Week conference as well as a networking reception prior to the showcase on Tuesday and targeted one on one meetings on Thursday morning between the Canadian and UK delegates.
- **Marketing & Promotion:** CIMA worked with UK Americana Music Week to coordinate a sponsorship package that included showcase promotion on UK Americana Music Week's website and social media platforms. Promotion efforts also included posts on CIMA's social media, website and weekly newsletter blast. CIMA had several pop-up banners at the MOTH Club for both nights of showcases.
- **Outcomes:** Post survey results indicated that the Canadian companies made 140 new contacts and connected with 104 existing contacts while at Americana. They took 161 meetings that resulted in participants reporting they started/finalized 32 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$452,000 generated from their business activities at UK Americana Music Week 2023.