

CIMA at The Great Escape 2024

CIMA returned to Brighton, UK for 3 full days of Canada House showcases this May. As the UK's premier new music and industry gathering, The Great Escape Festival is where sectors from the entire UK music industry come to network, make deals, and generally grease the wheels of the industry.

This year, CIMA partnered with Alberta Music, Manitoba Music, Music BC, Music Nova Scotia, MusicOntario, SaskMusic and SODEC, to present Canada House at The Green Door Store. Prior to TGE, a pre-event was held on the Tuesday in London at Strongroom which included speed meeting sessions between UK and Canadian industry, a networking reception and a showcase highlighting 13 Canadian acts. Canadian delegates were also invited to participate in a pre-TGE virtual zoom session with CIMA's consultant and TGE's Event Manager to prepare for the event.

- **Canadian Presence:** The Canada House showcase featured performances from 18 artists over 3 days: Aysanabee, Begonia, Bon Enfant, Corridor, Desirée Dawson, Fold Paper, Haviah Mighty, Jake Vaadeland & the Sturgeon River Boys, Kuzi Cee, Maggie Andrew, Marissa Burwell, Moira & Claire, NYSSA, Hotel Mira, St.Arnaud, Vox Rea, Winona Forever & Witch Prophet. 20 Canadian companies and artist entrepreneurs took part in the business events on site during The Great Escape 2024.
- **Marketing & Promotion:** CIMA hired a UK based consultant to help facilitate the speed meetings in London and invite industry professionals out to Canada House in Brighton. CIMA also hired a UK publicist who worked with the Canadian artists on various media coverage which included writeups and a media partnership with CLASH Magazine. CIMA worked with The Great Escape to promote the showcase on the festival's website and social media. Promotional efforts also included posts on CIMA's social media platforms, website and in the weekly newsletter blasts.
- **Outcomes:** Post survey results indicated that the Canadian companies made 175 new contacts and connected with 164 existing contacts while at TGE. They took 162 meetings that resulted in participants reporting they started/finalized 48 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$195,000 generated from their business activities at The Great Escape 2024.



Haviah Mighty at Canada House