



Canadian Independent Music Association

## CIMA at The Great Escape 2018

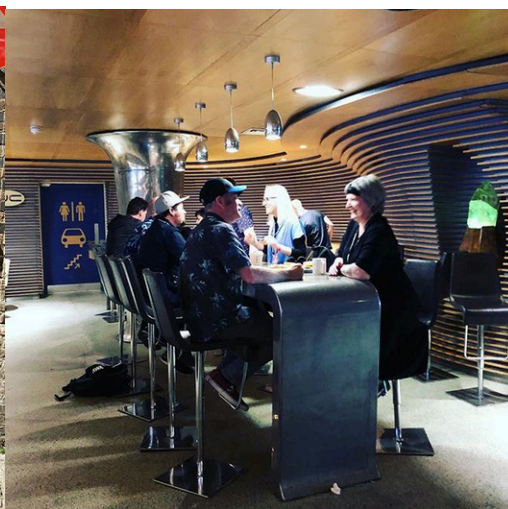
CIMA returned to The Great Escape (TGE) in Brighton to partake in the UK's premier annual music festival. This marked the 10<sup>th</sup> time that CIMA has participated in the festival, which included 3 days of Canada House showcases. Prior to TGE, CIMA organized a full days of business events in London at the Canadian High Commission in London.

The Great Escape (TGE) is the United Kingdom's premier annual music event (and most important UK event for Canadians), it attracts major music buyers/promoters throughout Europe, and the major music, digital, and mobile companies from London and across the UK and Europe.

- **Canadian Presence:** The Canadian delegation to TGE 2018 included 13 companies, associations and artist entrepreneurs. Mission activities included showcasing and business activities to support the Canadian delegation in attendance. The pre-TGE business activities in London included a Meet the Canadians B2B session and Networking Panel at the Canadian High Commission. In Brighton, Canadian delegates participated in the "Meet the Canadians" B2B session for 2 hours of meetings with international delegates. Over 3 days of Canada House, 19 artists showcased at the Green Door Store in Brighton.
- **Marketing & Promotion:** CIMA hired a UK PR company, to do press relations for the event, including targeted e-mails sent to over 700 delegates, posters and flyers distributed across Brighton, Canadian artist coverage on the TGE website, The Line of Best Fit focus on select Canadian artists. There were over 50 dedicated social media posts on Twitter, Instagram and Facebook before the showcases, and each event was sold out or close to capacity.
- **Outcomes:** Respondents of the post-event survey indicated making 225 new business contacts, while meeting with 259 existing contacts during 176 meetings. Most deals were in the areas of gigs, touring, festival booking, signing with a booking agent, licensing, publishing and distribution. The real or potential revenues from the 24 deals finalized and started are anticipated to be worth \$311,000 over the next 36 months.



Canada House at the Green Door Store



Meet the Canadians B2B