



Canadian Independent Music Association

CIMA at Folk Alliance International 2019

This past February, CIMA took part in the 2019 edition of Folk Alliance International. The conference returned to Canada this year and took place from February 13-17 in Montreal, QC at the Fairmont Queen Elizabeth.

CIMA did not organize a Canadian Blast showcase, but instead focused on organizing business events for Canadian delegates throughout the week, targeted at creating business opportunities and connections with international participants.

- **Canadian Presence:** On Wednesday, February 13, CIMA partnered with Folk Music Ontario, Folk Music Canada, Mundial Montreal and the Canadian Federation of Musicians for the Pan-Canadian opening reception. On Friday, February 15, CIMA in partnership with Sounds Australia, British Underground and the New Zealand Music Commission, organized the Country Connections speed meeting session. Over 40 international and Canadian delegates participated in the two-hour session.
- **Marketing & Promotion:** The marketing activities associated with this mission included social media and website postings, the CIMA logo on any printed or digital marketing campaigns for the networking reception as well as pull-up banners on site for both business events.
- **Outcomes:** Post event survey results indicated that the Canadian companies made 135 new contacts and connected with 220 existing contacts. They took 178 meetings that resulted in participants reporting that they started/finalized 34 business deals. The real and expected revenues associated with these deals over the next 36 months is \$226,500.



Banners at Pan-Canadian Reception



Country Connections Speed Meetings