CIMA

Canadian Independent Music Association

CIMA at Reeperbahn Festival and Conference 2015

Reeperbahn Festival and Conference is Germany's largest club festival, and one of the three most important meeting places for the music and digital industries in Europe. Acknowledged as a gateway to the rest of Europe, Reeperbahn Festival regularly attracts more than 3,500 media representatives, artists and music industry professionals from 40 countries. The festival offers more than 600 wide-ranging events in more than 70 venues in and around Hamburg's Reeperbahn. CIMA coordinated the sixth annual Canadian Blast at the Reeperbahn Festival from September 23-26, 2015. The mission included a fourth installment of Canada House and accompanying B2B events, as well as Pre-Reeperbahn professional development sessions and a Canadian Blast showcase in Berlin prior to the Hamburg festival.

- **Canadian Presence:** CIMA hired consultancy firm Sound Diplomacy to support the CIMA Mission. The Canadian delegation included: Alberta Music, Aporia Records, Dollartone, Indica Records, Light Organ Records, Manitoba Music, Manitoba Film and Music, MapleMusic, Music BC, Music Nova Scotia, MusicOntario, Nevado Music, Outside Music, Popguru Sound and Vision and SaskMusic. In total, 23 acts showcased at Canada House with showcasing partners (Alberta Music, Manitoba Music, Music BC, Music Nova Scotia, MusicOntario, SaskMusic, Light Organ Records, Outside Music and Indica Records/RDS).
- **Marketing & Promotion:** CIMA worked with Sound Diplomacy and with a Berlin-based publicist to coordinate press relations for Canada House showcases and B2B events at Reeperbahn. Promotion efforts included: Press Release to German media, targeted emails 800 delegates, 500 flyers, 10 large showcase posters inside the venue and 15 large banners outside the venue. In addition, a SoundCloud stream of the Canadian acts performing at the Festival as well as Facebook events for each day.
- **Outcomes:** The professional development event held pre-Reeperbahn (September 22) in Berlin put 9 Canadian delegates together with German publishers and then Berlin music scene representatives, resulting in 72 facilitated meetings. In Hamburg, showcases at Canada House resulted in four confirmed sellouts along with three very close to capacity. At the annual speed-networking event held in Hamburg on September 25, 150 meetings were facilitated amongst the 29 Canadian and international delegates. Post survey results indicated that the Canadian companies made 387 new contacts while at Reeperbahn and took 314 meetings. From these meetings, participants reported starting/finalizing 101 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is $204,500 generated from their business activities at Reeperbahn 2015.

Berlin: Professional Development

Hamburg: Canada House Schedule