

## Canadian Blast at the Redbury Hotel in Los Angeles 2015

Los Angeles is one of the most important cities in the world, especially when it comes to recorded music and entertainment. CIMA regularly partners with the Consulate General of Canada to showcase Canadian export-ready artists to key members of the Los Angeles entertainment industry. On October 28, 2015 Canadian Blast showcased two Canadian artists at an outdoor event at the Redbury Hotel in Los Angeles.

- **Canadian Presence:** Two Canadian companies participated in the mission to Los Angeles: Convexe Entertainment/Conveyor Canada and The Management Trust. These two companies showcased two Canadian artists: Fiona Bevan and Scarlett Jane.
- **Marketing & Promotion:** CIMA hired an in-market consultant in Los Angeles who produced the event. Working alongside our partners at the Consulate in Los Angeles, a guest list of over 60 attendees was curated. The original event was scheduled to take place at the Consulate, but was later moved to the new venue at the Redbury Hotel. The event was promoted on CIMA's website and in CIMA's newsletter, as well as on all social medias.
- **Outcomes:** CIMA's mission to Los Angeles was a success for all of the participants in terms of creating opportunities to network and allowing them to make inroads in the crucial LA market. In addition to showcasing for over 60 guests, companies reported making new contacts and one of our showcasing companies was able to start a business deal at this event, and expects to generate potential revenues of \$50,000.



Canadian Blast Signage



Scarlett Jane