

CIMA at jazzahead! 2013

Held annually in Bremen, Germany, jazzahead! is one of the largest jazz industry gatherings in Europe and is considered to be the top gateway into the jazz market in Germany and surrounding areas. CIMA's mission to jazzahead! 2013 was its sophomore visit, and in addition to presenting a Networking Reception for 50+ Canadian and international delegates, CIMA also organized a Canadian Blast showcase featuring performances from 4 Canadian jazz artists.

- **Canadian Presence:** Nine companies were registered with the Canada Stand: Athena Music International, Chronograph Records, Cross Current Music, The Embassy of Canada in Berlin, Judith Humenick Productions, Lunched Management & Booking, Justin Time Records, Sarah Kim Turnbull Presents and Shuffle Demon Productions, with four showcasing acts represented among them (*Elizabeth Shepherd, L'Orkestre de Pa Perdus, Sienna Dahlen and Laila Biali*).
- **Marketing & Promotion:** CIMA distributed a press release listing Canadian Blast showcase info, which was also featured on the jazzahead! website. Over 1000 posters were distributed and posted in and around the showcase venue (Messe Bremen), hand-to-hand flyers given out to delegates and a free digital sampler was distributed via SoundCloud. The showcase was also featured prominently in the 3000 printed copies of the jazzahead! Conference guidebooks. These efforts received heavy social media support via Facebook and Twitter. As well, an ad placed on the jazzahead! website received over 15,000 page views.
- **Outcomes:** The Canadian Blast showcase had a fantastic turnout – with over 500 people in attendance, more than 50 of which were conference delegates. We have identified some challenges: the jazzahead! club night is targeted to the public (rather than delegates) so attracting buyers to the distant venue was difficult and this required us to charge delegates for entry. Despite this, managers responded positively and buyers were in attendance. As a result of the showcase, Laila Biali was signed to Peter Conway Management for booking in the UK.



CIMA Presents
CANADIAN BLAST
jazzahead! SKODA
clubnight 2013

SATURDAY APRIL 27, 2013
CLUB MOMENTS
VOR DEM STEINTOR 65, BREMEN, GERMANY

SIENNA DAHLEN QUARTET 20:00
(Justin Time)

LAILA BIALI 21:00
(Marching Line)

ELIZABETH SHEPHERD 22:00
(Sarah Kim Turnbull Presents)

L'ORKESTRE DES PAS PERDUS 23:00
(Cross Current Music)

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In Partnership with:
CIMA, MIMO, SOCAN, HARVARD, SPARKASSE, FACTOR, Canada

