

CIMA at The Great Escape 2014

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. Held annually in Brighton, 2014 marked CIMA’s third annual participation and our most successful to date.

- **Canadian Presence:** The Canadian delegation to TGE 2014 included 25 companies, associations and artists entrepreneurs. Mission activities included both showcasing and business activities to support the Canadian delegation in attendance. The business activities included: pre-TGE speed-dating event with UK radio pluggers and producers, a targeted speed networking session with international and Canadian delegates, a lunch and panel discussion, in addition to showcasing 16 acts at Canada House. In addition, CIMA liaised with TGE staff to ensure over 19 Canadian acts showcased at TGE.
- **Marketing & Promotion:** CIMA hired a UK PR company, Ben Allen Media, to do press relations for the event, including one full-page, front-page headline on the TGE website, over 5,000 promotional flyers/posters distributed across Brighton and online, and targeted emails sent to over 700 delegates. There were over 40 dedicated Twitter posts before the show, and each event have over 50 RSVPs.
- **Outcomes:** The vast majority (96%) of companies attending TGE with CIMA indicated that there was a significant attendance of contacts/companies looking to do business at this event, and collectively, they were able to start or finalize a total of 109 deals. Respondents indicated making 232 new business contacts, while meeting with 290 existing contacts. 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 finalized deals is anticipated to be worth \$53,000 over the next 36 months, while anticipated revenues from the deals started can potentially reach \$318,000 over the next 36 months. On the showcasing side, there were 3 confirmed sellouts at Canada House with most of Thursday and Saturday’s showcases very close to capacity.



CIMA presents
CANADIAN BLAST at THE GREAT ESCAPE 2014

CANADA HOUSE
at The Blind Tiger Club
52-54 Grand Parade, Brighton

THURSDAY 8 MAY	FRIDAY 9 MAY	SATURDAY 10 MAY
presented by Alvvays 12:00pm Doomsquad 12:45pm HSY 1:30pm Hannah Georgas 2:15pm Grand Analog 3:00pm PS I Love You 3:45pm	presented by Gianna Lauren 1:00pm Glory Glory 1:45pm Jenn Grant 2:30pm	presented by Crooked Brothers 11:30am Andy Shauf 12:15pm Dorsal Sons 1:00pm Powder Blue 1:45pm The Wet Secrets 2:30pm Mise En Scene 3:15pm Rah Rah 4:00pm

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



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