



Canadian Independent Music Association

Meeting Manhattan: CIMA's Mission to New York City 2016

For the first time ever, CIMA organized a private business mission to New York City, from January 18-22, 2016, which provided companies with the opportunity to undertake an extensive, valuable and structured foray into the New York City music market. Companies participated in B2B roundtable discussions, one-on-one meetings and a speakeasy mixer. Six high-level on site visits to top music and tech companies were organized over the course of three days to Shazam Entertainment, duotone audio, Google/YouTube, Spotify, Soundcloud and Bandsintown.

- **Canadian Presence:** Twelve Canadian companies participated in the mission: Amelia Artists (BC), Blue Heron Music (BC), Bombay Records (BC), Bonsound (QC), CLK Creative Works (ON), Cordova Bay Records (BC), Firebox Management (ON), GroundSwell Music (NS), Pipe & Hat (MB), SaskMusic (SK), The Truth Music Group (ON) and Watson Entertainment (ON)
- **Marketing & Promotion:** CIMA contracted an in-market specialist familiar with the New York music market. Each delegate was presented with their own customized schedule of meetings and the in-market specialist connected with each company individually to discuss their goals, in order to secure as much face time with the right people. Profiles of the Canadian delegates were submitted to the US industry and tech companies prior to the meetings in order to customize each session. The CIMA website featured an event page and delegate profile page and promotion was done through social media: Facebook, Twitter and Instagram.
- **Outcomes:** During the pre-arranged one-on-one meetings, companies reported having 69 meetings. Participants reported making 281 new contacts and having 135 meetings throughout the mission. These meetings resulted in 40 business deals that are expected to generate \$350,000 over the next 36 months.



Round table sessions



On-site visit to Shazam