

Canadian Independent Music Association

CIMA at The Great Escape 2015

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, 2015 marked CIMA's fourth annual participation and was even more successful than previous years.

- Canadian Presence: The Canadian delegation to TGE 2015 included 24 companies, associations and artists entrepreneurs. Mission activities included both showcasing and business activities to support the Canadian delegation. CIMA organized a day-long pre-TGE event in London: a morning speed-dating event with UK promoters held at the Canadian High Commission (144 meetings were facilitated), and an afternoon panel discussion & networking session with international & Canadian delegates held at Australia House in London. In addition, 15 Canadian acts showcased at Canada House over three days. CIMA liaised with TGE to ensure a minimum of 21 Canadian acts selected to showcase (25 were selected). In Brighton, CIMA organized a targeted speed-dating & networking session where 26 Canadian & international TGE delegates met, resulting in approximately 169 meetings.
- Marketing & Promotion: CIMA hired a UK PR company, Ben Allen Media, to do press relations for the event. TGE provided one full-page, front-page headline on the TGE website. Promotional flyers/posters were distributed across Brighton and targeted emails sent to over 700 delegates. There were over 40 dedicated Twitter posts before the showcases. The Canada House schedule with showcasing artists was included within TGE Festival & Conference programmes (20,000 printed).
- Outcomes: 96 percent of Canadian companies attending TGE with CIMA indicated there was significant attendance of contacts/companies looking to do business at this event, and collectively, they were able to start or finalize a total of 83 deals. The majority of deals were in the areas of gigs, touring, festival bookings and signing with a booking agent. The real or potential revenue from deals finalized/started was estimated to be worth \$226,000 over the next 36 months. Respondents indicated making 340 new business contacts, while meeting with 195 existing contacts. On the showcasing side, there were 4 confirmed sellouts at Canada House.



