



Canadian Independent Music Association

CIMA at The Great Escape 2016

2016 marked CIMA's fifth annual participation in The Great Escape (TGE), the United Kingdom's premier annual music event held in Brighton. TGE attracts major music buyers/promoters and the major music, digital, and mobile companies from London and across the UK and Europe. As the 'Canada' brand is fairly established in the mainstream UK market, TGE presents excellent trade opportunities for our Canadian delegates.

CIMA's mission to TGE started with a pre-TGE program in London featuring two B2B events and an inaugural Canadian Blast showcase followed by three full days of Canada House showcases and a targeted B2B event in Brighton.

- **Canadian Presence:** The Canadian delegation to TGE 2016 included 17 music companies, associations and artist entrepreneurs. Mission activities included: Pre-TGE business activities in London comprised of one-on-one speed meetings (preceded by a networking reception) for 22 Canadian and UK delegates held at the Canadian High Commission; the following day, an in-depth "Festival Focus panel (working with the Australian and UK export offices); and an inaugural Canadian Blast showcase at The Water Rats featuring four Canadian acts. In Brighton, activities included: a 2-hour "Meet the Canadians" B2B session where 19 Canadian delegates met with international delegates; Canada House, three full days of showcases (16 artists) held at the Green Door Store.
- **Marketing & Promotion:** CIMA hired a UK PR company to do press and media relations for the mission, including targeted e-mails sent to over 700 delegates, 60 posters and 5000 flyers distributed across Brighton, Canadian artist coverage on the TGE website, The Line of Best Fit focus on select Canadian artists and over 60 RSVP invites sent for each event. There were over 40 dedicated social media posts on Twitter, Instagram and Facebook before the showcases, and each event was at or close to capacity.
- **Outcomes:** Respondents to our post-event survey indicated making 307 new business contacts, while meeting with 292 existing contacts and taking 268 meetings. Most deals were for gigs, touring, festival booking, signing with a booking agent, licensing, publishing and distribution. The real or potential revenues from deals finalized ad/or started are anticipated to be worth \$725,000 over the next 36 months.



Yes We Mystic



Lineups outside Canada House