

## CIMA at BIGSOUND 2014

Held annually in Brisbane, Australia, BIGSOUND is a premier music convention led by key music industry professionals, as well as a platform for discussion on the development, challenges and opportunities facing the industry. CIMA started the Mission in Melbourne with an inaugural networking/showcase event on Sept. 8<sup>th</sup> prior to BIGSOUND which was held Sept 9-12. The objectives of CIMA's mission to BIGSOUND were to assist Canadian music companies in building and strengthening relationships in the Australian markets, and to create business opportunities for the export of Canadian music products and artists. Specific business activities included: Country Connections, speed-dating event organized by CIMA/Sounds Australia New Zealand Music Commission where 20 AU/6 NZ delegates networked with CDN delegation resulting in 100+ meetings; Hooray for Canada! Panel at BIGSOUND; CDN Blast Showcase (4 CDN artists) & Networking Reception: 250 delegates attended; BIGSOUND Live: 4 CDN artists performed in night clubs.

- **Canadian Presence:** This year's mission to BIGSOUND included Nevado Records and Management, Pipe & Hat, Tonic Management, Sleepless Records/July Talk, Inc with representatives from Canadian Music Week and Manitoba Music joining the Mission onsite. CIMA worked closely with the Consulate General of Canada in Sydney to coordinate the Melbourne and Brisbane business activities. The four showcasing artists for this mission were: Jordan Klassen, Mise en Scene, Buckman Coe and July Talk.
- **Marketing & Promotion:** CIMA hired an in-market publicist to assist in marketing the CIMA mission to BIGSOUND. Specific marketing and promotion initiatives included: press and promotion through CIMA web, newsletter and social media properties prior and during the event, the creation of a brochure that was placed at the Melbourne networking/showcase venue as well as in the BIGSOUND delegate bags, an on-site banner, through the individual artist websites/Twitter/Facebook accounts and making use of CIMA's role as a supporting partner of BIGSOUND.
- **Outcomes:** Participants reported making 68 new business contacts at BIGSOUND 2014, while meeting with 52 existing contacts through a total of 164 meetings (including speed-dating). The use of an in-market publicist helped secure 16 media interviews/stories/blogs/tweets for showcasing artists. In terms of real and expected revenues, participating companies reported either started or finalized 45 deals with the potential to generate \$76,500 in revenue over the next 36 months.



canadianblast.com | @canadianblast | facebook.com/canadianblast | cimamusic.ca

Music Export Canada and Canadian Blast are initiatives of the Canadian Independent Music Association (CIMA)



In partnership with



With support from

