

## CIMA at UK Americana Music Week 2024

CIMA returned to UK Americana Music Week 2024 from January 22 to 25 in Hackney, UK. This was CIMA's fifth year participating at the 3-day conference, awards show and music festival. The event featured live Americana music from the U.S, Austria, Spain, Denmark, the UK and more.

CIMA partnered with Alberta Music, Music BC, Manitoba Music, MusicOntario, ECMA, Music PEI, MusicNL, Music NB and Music Nova Scotia to present two full nights of Canada House on January 23 and 24 at the MOTH Club. The 12 showcasing artists got the opportunity to perform in front of Americana buyers and industry in the UK. CIMA also hired an on-site consultant to work with the Canadian delegates to meet their business needs and match them with UK industry at pre-event on Monday, January 22 in London. The London pre-event include one on one meetings, a networking reception and acoustic showcasing opportunities for select Canadian acts.

- **Canadian Presence: CIMA's missions to AMAUK included** the following 11 companies: Sonic Entertainment Group (NS), Watson Entertainment (ON), UniForce Productions (QC), Phase Management (AB), MDM Recordings (ON), Ishkode Records (ON), Misfit Music (MB), Blue Heron Music (BC), Noisemaker Management (ON), Jayward Artist Group (ON) and Johnson Talent Management (ON). The delegation also included 3 artist entrepreneurs. The 12 showcasing acts were: Dylan Menzie (PEI), Irish Mythen (PEI), Villages (NS), Quote the Raven (NL), Kellie Lodder (NL), Shaun Ferguson (NB), Kyle McKearney (AB), The Redhill Valleys (ON), Aysanabee (ON), Amanda Rheume (ON), Leonard Sumner (MB) and Jesse Roper (BC). Canadian companies participated in the UK Americana Music Week conference as well as a full afternoon of business events on Monday afternoon between the Canadian and UK delegates.
- **Marketing & Promotion:** CIMA worked with UK Americana Music Week to coordinate a sponsorship package that included showcase promotion on UK Americana Music Week's website and social media platforms. Promotion efforts also included posts on CIMA's social media, website and weekly newsletter blast. CIMA had several pop-up banners at the MOTH Club for both nights of showcases.
- **Outcomes:** Post survey results indicated that the Canadian companies made 144 new contacts and connected with 75 existing contacts while at AMAUK. They took 118 meetings that resulted in participants reporting they started/finalized 39 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$161,000 generated from their business activities at UK Americana Music Week 2024.



Kyle McKearney (Photo Credit: Phase Management)