



Canadian Independent Music Association

CIMA at The Great Escape 2017

CIMA returned to The Great Escape (TGE) in Brighton to partake in the UK's premier annual music festival and to bring Canada's 150th celebrations overseas. This marked the 9th time that CIMA has participated in the festival, which included 3 full days of Canada House showcases and the newly minted Canadian Night at the Brighton Museum where Canadian acts performed throughout the museum. Prior to TGE, CIMA organized two days of business events in London.

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.

- **Canadian Presence:** The Canadian delegation to TGE 2017 included 21 companies, associations and artist entrepreneurs. Mission activities included showcasing and business activities to support the Canadian delegation in attendance. The pre-TGE business activities in London included a Meet the Canadians B2B session and networking reception at the Canadian High Commission as well as a Focus on Sync and Publishing session (panels, roundtable discussions and more) in cooperation with several export partners. In Brighton, Canadian delegates participated in the "Meet the Canadians" B2B session for 2 hours of meetings with international delegates. Over 3 full days of Canada House, 19 artists showcased at the Green Door Store in Brighton which featured a Canada 150 networking patio. CIMA also presented Canadian Night at the Brighton Museum, with 8 performances on 4 stages throughout different galleries.
- **Marketing & Promotion:** CIMA hired a UK PR company, to do press relations for the event, including targeted e-mails sent to over 700 delegates, posters and flyers distributed across Brighton, Canadian artist coverage on the TGE website, The Line of Best Fit focus on select Canadian artists. There were over 50 dedicated social media posts on Twitter, Instagram and Facebook before the showcases, and each event was sold out or close to capacity.
- **Outcomes:** Respondents of the post-event survey indicated making 238 new business contacts, while meeting with 206 existing contacts during 173 meetings. Most deals were in the areas of gigs, touring, festival booking, signing with a booking agent, licensing, publishing and distribution. The real or potential revenues from the 49 deals finalized and started are anticipated to be worth \$796,000 over the next 36 months.



Youngblood at Canada House



Pre-TGE Business Events