



Canadian Independent Music Association

CIMA at The Great Escape 2019

CIMA returned to The Great Escape (TGE) in Brighton to partake in the UK's premier annual music festival. This marked the 11th time that CIMA has participated in the festival, which included 3 days of Canada House showcases. Following TGE, CIMA organized a full day of business events in London at the the Irish Embassy in partnership with several international export offices.

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 2019 included 21 companies, associations and artist entrepreneurs. Mission activities included showcasing and business activities to support the Canadian delegation in attendance. The post-TGE business activities in London included a B2B session and a panel at the Irish Embassy. In Brighton, Canadian delegates participated in the "Meet the Canadians" B2B session for 2 hours of meetings with international delegates. Over 3 days of Canada House, 19 artists showcased at the Green Door Store in Brighton.
- **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 Zine UK on select Canadian artists. There were over 30 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 200 new business contacts, while meeting with 257 existing contacts during 184 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 55 deals finalized and started are anticipated to be worth \$531,500 over the next 36 months.



Interview with Bad Child for The Zine UK



Post-TGE Panel at the Irish Embassy