

TRADE CASE STUDY 1: SOUNDS AUSTRALIA

Sounds Australia were first present at The Great Escape as our lead country partner. As the lead country, the spotlight was placed on the Australian music scene throughout the run up to TGE. The Australian artists, businesses and events had a high profile presence at The Great Escape itself and also heavily featured in the reviews post event.

The activity included; hosting our launch party at Australia House, presenting 15 artists within the core festival programme, staging a hugely successful matinee showcase & Aussie BBQ with an attendance of over 1000 people (industry and new music fans), integrating industry speakers on insightful panels within the convention and organising a networking lunch as a dedicated opportunity for the British industry to get to know the key players from Australia.

TGE promoted the partnership throughout our press and marketing campaign which included; on our website, through all our social networking profiles, within newsletters, on posters, flyers, adverts, press releases, physical programmes, venue banners, event branding and more.

'The Sounds Australia partnership with The Great Escape absolutely exceeded our expectations and the outcomes for the fifteen Australian showcasing artists were not only plentiful but immediate. The networking opportunities provided were all very productive and our delegation of Australians came away with increased and meaningful networks from which to build further business relationships.'

Millie Millgate, Sounds Australia

Sounds Australia have maintained a strong presence at following Great Escape's and will continue to do so going forwards.



TRADE CASE CASE STUDY 2: PRS FOR MUSIC

PRS for Music have presented the opening day of our convention. The programme has featured panels of high profile industry speakers, forward thinking debates, new business case studies, key note presentations and educational work shops.

Following this they have hosted an early evening networking party for delegates to discuss the days' topics and discoveries, while enjoy tasty cup cakes (pictured). PRS for Music also introduced a cutting edge evening showcase, which took place within our core festival programme, featuring some of the best new talent at TGE.

The PRS for Music activity was promoted throughout The Great Escape press and marketing campaign and received excellent coverage post event. TGE also worked with PRS for Music to deliver bespoke marketing activity at event.



Rock 'n' Royalties

PRS for Music is proud to host the opening day of The Great Escape, a guide to the music industry in 2010.

Join us and a great line up of guest speakers for debate, discussions and practical advice. See agenda for full details of the day.

Pavilion Theatre, Brighton. 13th May, from 10:30am.

