

Appendix 1 – Feedback from musicians and Belfast City Council-supported businesses participating in SXSW2017

Feedback from Creative Industries Business: “SXSW is an essential part of the conference calendar for the work that I do. As part of our developing work with North America, we need to continue to spend proper face-time with customers and partners. This means that we can continue to grow both our delivery of music content towards the USA and beyond, but also maintain successful relationships with the contingent companies who administer our rights in this area.”

Feedback from Creative Industries Business: “My meetings with national UK partners and organisations helped identify new opportunities to do more work in the UK in particular a meeting with a Soho post-production house who specialise in advertising. I also met with a VR animation company to discuss a forthcoming project that could require our services.”

Feedback from musician: “Our profile in the international market has seen a sizable increase. Offers and sales of the new album have been taken in Japan, Europe and the USA. We have also been offered gigs in Mexico and the USA for 2018. We have made contacts with some of the main business partners that facilitate SXSW events including IBM, and the owners of Barracuda and Hotel Vegas.”

Feedback from musician: “SXSW has provided us with an opportunity to promote Belfast and Northern Ireland as a place worth a visit. Over the past 3 trips to SXSW we have attracted over 70 USA citizens to come visit Belfast. This year we will host the owner of Hotel Vegas and the Barracuda along with a major staff member from IBM. “

Feedback from musician: “We found the whole experience very beneficial to us. On the back of SXSW we have managed to secure dates in Barcelona, Madrid and Valencia in June. Our new album has received critical acclaim from around the world with the biggest market share being the USA. This would not have happened if it hadn't been for Council support for SXSW. “