

2018

CHANT

CONCOURSMONTREAL.CA

2018 REVIEW



INTRODUCTION

The Concours musical international de Montréal (CMIM) is one of the world's most highly regarded classical music competitions for singers, violinists, and pianists. Known equally for its integrity and high standards as well as its warmth and hospitality, the CMIM has helped discover and launch the careers of some of today's most successful concert artists. All selected competitors are flown to Montreal to perform in front of a live audience, invited industry professionals, and a distinguished international jury. Founded in 2002 by internationally renowned bass Joseph Rouleau and the late André Bourbeau, the CMIM also seeks to support young musicians from all over the world who wish to pursue an international performing career, while raising awareness for classical music. The CMIM is the only international competition in North America to be held annually and to present three disciplines (voice, violin, piano) in a three-year rotation. Since its first edition dedicated to voice in 2002, more than 3,500 hopefuls have entered the Competition and some 500 have performed in Montreal, much to the delight of music lovers. The 17th edition of the Concours took place from May 29 to June 7, 2018.

VOICE 2018 : NEW FORMAT

TWO DIVISIONS: **ARIA & ART SONG**

38 singers from 22 nations were selected. Singers could apply to either or both divisions.

ARIA (with orchestra) – 24 singers

ART SONG (recital with piano) – 16 singers

In total, Voice 2018 featured 52 recitals and 18 orchestral performances.

RECRUITMENT

190% INCREASE AND ALL-TIME RECORD FOR THE CMIM

VOICE 2015

- ❖ 123 applicants
- ❖ 27 nations

CHANT 2018

- ❖ 469 applications from 358 singers
- ❖ 52 nations

CMIM Voice 2018 received 469 applications from 358 singers, resulting in the highest number of applicants in the history of the Competition. An increase of 190% in number of singers and 281% in number of applications compared to Voice 2015.

THE COMPETITORS



SINGERS &
PIANISTS SELECTED
IN BOTH DIVISIONS

2018

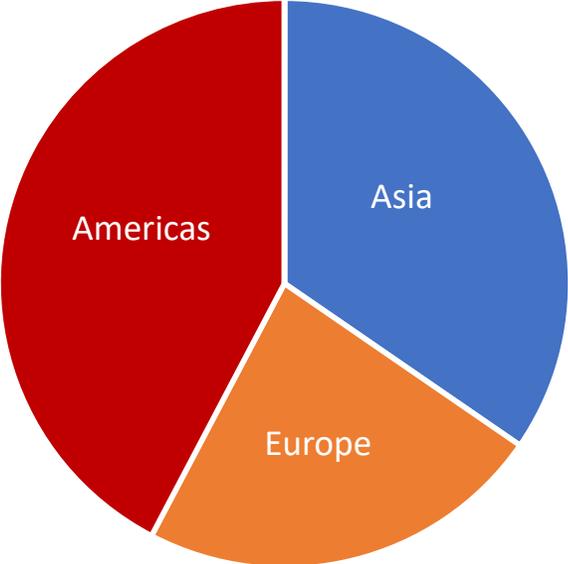
VOICE 2018 – LIST OF 22 NATIONS

- ❖ Armenia
- ❖ Australia
- ❖ Bulgaria
- ❖ Cameroon
- ❖ Canada
- ❖ China
- ❖ Czech Republic
- ❖ Finland
- ❖ France
- ❖ Germany
- ❖ Indonesia
- ❖ Israel
- ❖ Italy
- ❖ New Zealand
- ❖ Russia
- ❖ South Africa
- ❖ South Korea
- ❖ Sweden
- ❖ Tunisia
- ❖ Ukraine
- ❖ United Kingdom
- ❖ United States

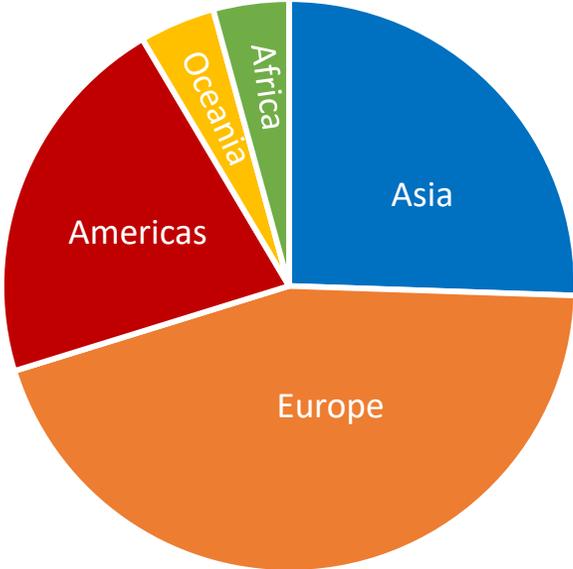
- ❖ In addition to the 38 singers selected, 10 collaborative pianists were invited to Montreal to compete for the 'John Newmark' Award for best collaborative pianists. One of the pianists hails from **Portugal**, which is not listed among the singers' nations.

COMPETITORS' STATS: VOICE 2015 VS VOICE 2018

Voice 2015 – continents represented by competitors



Voice 2018 – continents represented by competitors



2018

PRESIDENT OF THE JURY

ZARIN MEHTA

“The Concours musical international de Montréal is a world-class event that has launched the careers of some extremely talented instrumentalists and singers. When I was approached, I saw this as an opportunity to pursue my lifelong interest in nurturing young talent. I am deeply honored to preside over such an eminent jury for a competition of this caliber.”

In May 2018, M. Zarin Mehta succeeded the late André Bourbeau as CMIM’s president of the jury. Among the world’s leading performing arts administrators, Mr. Mehta joined the Orchestre symphonique de Montréal’s Board of Directors, and in 1981 became Managing Director of the Orchestra. After close to a decade with the Orchestra, Mr. Mehta was named Executive Director of the Ravinia Festival, later becoming its President and CEO. In 2000, he was appointed Executive Director, and later President, of the New York Philharmonic which he served until his retirement in 2012.



THE JURY



Back row from left: Ben Heppner, Joseph Rouleau, François Le Roux, Richard Rodzinski and Warren Jones
Front row from left: Dame Kiri Te Kanawa, Dame Felicity Lott, Zarin Mehta (president of the jury), Edith Bers and Soile Isokoski

HONORARY PATRON

ALAIN LEFÈVRE

“I am delighted to join forces with the CMIM as its honorary patron, having had the opportunity—as a member of its jury in 2017—to fully appreciate the significance this great Competition holds as a major stepping stone for so many young musicians and singers. This is why I have chosen to dedicate myself to the CMIM with purpose and conviction.”



A world-renowned virtuoso pianist, Alain Lefèvre has performed in over forty countries in prestigious venues and with the world’s leading conductors and symphony orchestras. He has won numerous prizes, amongst them a Juno, an Opus and ten Felix (ADISQ).

Mr. Lefèvre has given several interviews on TV, radio and for print and web publications. The CMIM couldn’t have sought a better ambassador to share his passion for classical music and raise awareness and appreciation for young exceptional competitors hailing from over the world.

GUEST CONDUCTOR GRAEME JENKINS



British maestro Graeme Jenkins conducts the Orchestre symphonique de Montréal at the 2018 CMIM semifinals and finals gala.

BOURGIE HALL (MONTREAL MUSEUM OF FINE ARTS)



Soprano Suzanne Taffot and accompanist Louise-Andrée Baril



Mezzo-soprano Rihab Chaieb, Best Canadian Artist in Art Song, and accompanist Martin Dubé



Soprano Magali Simard-Galdès and her accompanist Michel-Alexandre Broekart, recipients 50th OFQ Award



Baritone Julien van Mellaerts, 2nd Prize winner in Art Song, and his accompanist João Araújo, Best collaborative pianist John-Newmark Award winner



Tenor Satriya Krisna and his accompanist Felix Justin



Art Song finalist soprano Gemma Summerfield and her accompanist Sebastien Wybrew

- ART SONG & ARIA **FIRST ROUND** - MAY 29 - 31
- ART SONG **SEMIFINALS** - JUNE 1
- ART SONG **FINALS** - JUNE 3

MAISON SYMPHONIQUE

Place des arts



Orchestre symphonique de Montréal



Mezzo-soprano Rihab Chaieb



Tenor Petr Nekoranec



Tenor Mihail Mihaylov



Bass Mikhail Golovushkin, Aria finalist



Tenor Andrew Haji, Oratorio award winner and Aria finalist

- **ARIA SEMIFINALS**
JUNE 4 & 5
- **ARIA FINALS GALA**
JUNE 7

THE PRIZEWINNERS – *Aria*

Main prizes

First Prize

\$30,000 – offered by the City of Montréal. The First Prize also comes with the **Joseph Rouleau Career Development Grant** (\$50,000), offered by the Azrieli Foundation, and a **Residency** offered by the Banff Centre for Arts & Creativity (\$2,500).

Mario BAHG (South Korea), tenor

'Pierre Péladeau and Raymonde Chopin' Second Prize

\$15,000 – offered by Québecor

Emily D'ANGELO (Canada - Italy), mezzo-soprano

Third Prize

\$10,000 – offered by Stingray Classica

Konstantin LEE (South Korea), tenor

Special awards

Opera Aria Award

\$5,000 – offered by the Opéra de Montréal

Mario BAHG (South Korea), tenor

Oratorio Award

\$5,000 – offered by Aéroports de Montréal

Andrew HAJI (Canada), tenor

Radio-Canada People's Choice Award

\$3,000

Emily D'ANGELO (Canada - Italy), mezzo-soprano

Best Canadian Artist Award

\$3,000 – offered by the Bourbeau Foundation

Emily D'ANGELO (Canada - Italy), mezzo-soprano



From left: Emily D'Angelo, Mario Bahg, Konstantin Lee

THE PRIZEWINNERS – *Art Song*

Main Prizes

'Léopold Simoneau' First Prize

\$30,000 offered by the John R. Stratton Trust. The First Prize also comes with the **'James Norcop' Career Development Grant** (\$50,000) and a **Residency** offered by the Banff Centre for Arts & Creativity (\$2,500).

John BRANCY (United States), baritone

'Maureen Forrester' Second Prize

\$15,000 offered by Colleen Sexsmith

Julien VAN MELLAERTS (New Zealand – United Kingdom), baritone

'Lois Marshall' Third Prize

\$10,000 offered in memory of Dr. Clive Mortimer

Clara OSOWSKI (United States), mezzo-soprano

Special awards

French Mélodie Award, \$5,000 offered by Diane Loeb

John BRANCY (United States), baritone

German Lied Award, \$5,000 offered by Arija and Clarence Stiver

Julien VAN MELLAERTS (New Zealand – United Kingdom), baritone

'John Newmark' Best Collaborative Pianist Award, \$10,000 offered by Richard Lupien

João ARAÚJO (Portugal)

OFQJ 50th Award, \$5,000 offered by the Office Franco-Québécois de la Jeunesse

Magali SIMARD-GALDÈS (Canada), soprano

Best Canadian Artist Award, \$3,000 offered by the Bourbeau Foundation

Rihab CHAIEB (Canada – Tunisia), mezzo-soprano

Radio-Canada People's Choice Award \$3,000

Clara OSOWSKI (United States), mezzo-soprano



From left: Julien van Mellaerts, Clara Osowski, John Brancy

TESTIMONIALS

As a keen observer of vocal competitions over the last few decades and having attended quite a few in person plus listening from afar, I must say Chant 2018 ranks as one of the more memorable ones for a variety of reasons. First and foremost, the overall quality of singing was extremely high, arguably the highest in CMIM history.

Joseph So, Ludwig van Toronto

Ça a été un événement riche de découvertes et d'apprentissage pour moi. Aussi bravo pour la tenue du festival, qui est impeccable.

Xavier Ménard Brossard, Artistic Talent Scout - Singers and Instrumentalists – Cirque du Soleil

Christiane, you and your excellent staff are to be congratulated – and given a first prize – for having produced a wonderful and seemingly flawless competition! You assembled a splendid jury, an excellent group of singers, and surrounded yourself with charming and efficient volunteers. Kudos to all. And it was impressive to meet many of your supporters and to see how dedicated they are to you, your work, and the competition. It was a pleasure and an honor to be associated with the Concours musical international de Montréal.

Richard Rodzinski, CMIM 2018 jury member

Ce fut un plaisir pour moi et un honneur pour Stingray Classica de s'associer et de profiter d'un niveau si élevé de talents à Montréal.

Eric Ayotte, gestionnaire des partenariats musicaux, Stingray

Le nouveau format, qui réduit très judicieusement l'éventail de répertoires demandés aux candidats, est, avec évidemment l'ajout du volet Mélodie, le grand point positif de ce concours 2018.

Christophe Huss, Le Devoir, June 2018

TESTIMONIALS

Coming out here, meeting, and singing for the world-class jury was really remarkable for me. This competition is very big and prestigious and everyone knows about it.

Mario Bahg, First Prize in Aria CMIM 2018

Une mention d'excellence mérite par ailleurs d'être accordée à l'équipe du Concours musical international de Montréal qui, par la qualité de son organisation reflétée en outre par la documentation mise à la disposition du public, élève la compétition montréalaise au rang des plus prestigieux concours de chant dans le monde.

Daniel Turp, Revue l'Opéra, Summer 2018

I have come home a bit overwhelmed by the success of the Art Song portion of the Concours. Song was recognized as a full partner to opera/ orchestral and brought much new repertoire to the competition. The Montreal audience is simply amazing. So many came to Bourgie even for the prelims and the master classes and they were PASSIONATE!

James Norcop, Major donor from Toronto

Cette année de grande moisson 2018, j'ai eu la joie de prendre la mesure de nos talents artistiques québécois ou de ceux qui évoluent ou ont évolué chez nous via nos conservatoires et nos écoles. C'est véritablement un hommage à rendre à ces professeurs-répétiteurs de chez nous dédiés et passionnés qui transmettent l'art de l'interprétation que de décrire ces prodiges de justesse et d'expression auxquels nous avons assisté.

Eric Sabourin, Lesartsze.com

L'autre bonne chose au sujet du CMIM, c'est qu'ils continuent de s'intéresser à nous après le concours, ils suivent notre carrière comme si nous étions leurs enfants, et communiquent souvent avec nous. Ce ne sont pas tous les concours qui font cela. Je me sens vraiment en relation avec les gens du CMIM.

Hyesang Park, Second prize and People's Choice CMIM 2015

NEW PARTNERS, NEW PRIZES

The 2018 CMIM competitors vied for over \$270,000 in prizes, awards and grants. Since there were two divisions, the same amount and value of prizes were assigned in both, including a First Prize worth over \$80,000 awarded in each division. This helped position the CMIM as the richest vocal competition in the world.

All these prizes, awards and grants were funded thanks to generous music patrons from Toronto, to returning partners Ville de Montréal, Azrieli Foundation, Québecor, and Stingray Classica, as well as to new partners Aéroports de Montréal, Office Franco-Québécois de la Jeunesse and Opéra de Montréal. In addition to sponsoring a special award, Opéra de Montréal collaborated with the CMIM to present the masterclasses given by four members of the 2018 jury.

Moreover, the CMIM approached a number of companies with the idea of sponsoring one of the three evening concerts featuring the Orchestre symphonique de Montréal at Maison symphonique. As such, Groupe Alfid sponsored the first semifinal concert on June 4, Glencore the second semifinal concert on June 5 and Power Corporation of Canada the Finals gala on June 7.

SPECIAL ACTIVITIES

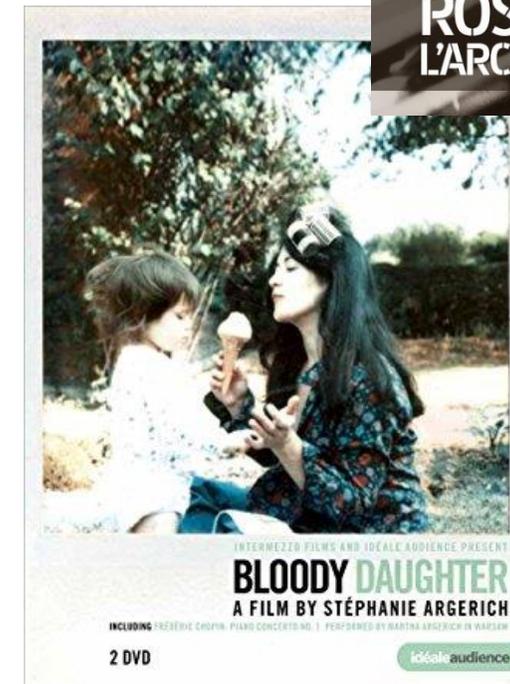
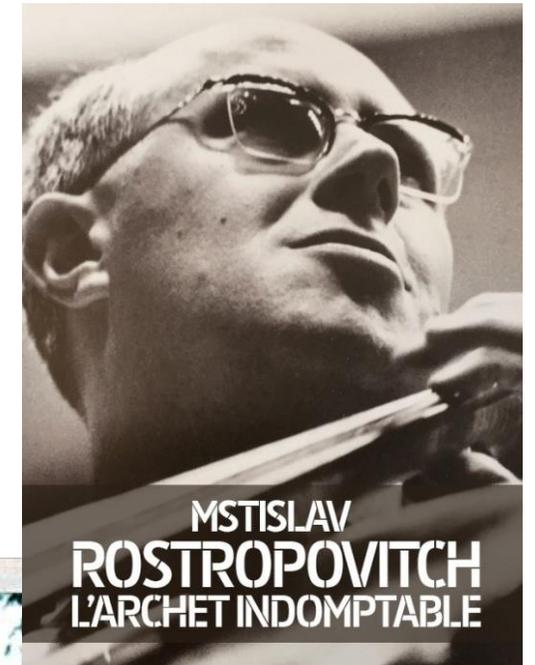
Special activities were organized alongside the competition rounds. All of these activities were open to the public and most were free.

CINEMUSE – Free activity

Through a partnership with the Festival international du film sur l'art (FIFA), the CMIM presented CINEMUSE. Held at the Cummings Auditorium of the Montreal Museum of Fine Arts, audiences attended the screening of two exceptional documentaries featuring artists who have influenced an entire generation of musicians and music fans:

- *Mstislav Rostropovitch, l'archet indomptable* (2017) – A film by Bruno Monsaingeon, which was followed by a commentary with cellist Denis Brott.
- *Bloody Daughter* (2012) – A film by Stéphanie Argerich, followed by a commentary with 2004 CMIM First prizewinner pianist Serhiy Salov.

LE **FIFA**



MASTERCLASSES – Free activity



FRANÇOIS LE ROUX



WARREN JONES

OPÉRA
DE MONTRÉAL

DAME KIRI TE KANAWA



SOILE ISOKOSKI



The CMIM organises each year masterclasses with members of its jury thereby giving local young musicians the opportunity to benefit from the teachings of internationally renowned specialists and musicians. This year, in partnership with Opéra de Montréal, four CMIM jury members gave classes at Bourgie Hall. These classes were webcast and are available on demand on CMIM's YouTube Channel and on Opéra de Montréal's website.

PRE-CONCERT TALKS



BEN HEPNER



DAME FELICITY LOTT

Prior to the semifinals, Jean-Pierre Primiani, Director of Development at the Opéra de Montréal, hosted pre-concert talks with jury members **Ben Heppner** (June 4) and **Dame Felicity Lott** (June 5) in the Foyer Allegro at the Maison symphonique.

VOICE 2018 PROMOTIONAL CAMPAIGN

A woman in a red dress is the central figure, surrounded by large, flowing pieces of red fabric that create a sense of movement and drama. The background is dark, making the vibrant reds stand out. The woman is looking slightly to the side with a subtle smile.

CMIM's promotional campaign took flight in mid-February picking up in April and May. For a third year in a row, the Competition presented a stunning visual featured on all its promotional material and communication tools: TV ad, print and web ads, posters, mural, digital billboards, official programme, postcards, website, etc. The young woman featured on the image is none other than soprano Hyesang Park, CMIM 2015 prizewinner.

DISPLAY

Two billboards displayed in the Place des arts parking (5 feet by 12 feet) from May 7 to June 4, 2018.



Busboards – From mid-February to the end of May 2018, some thirty buses across Montreal displayed a busboard with the CMIM visual.

Giant digital billboards

Two giant digital billboards (14 ft by 48 ft) featuring the CMIM's visual in rotation with 5 other images – 10 seconds per image – from May 21 to June 3. One billboard was displayed on the highway as you exit the airport, the other before taking the Jacques Cartier bridge.

DISPLAY

Printed poster campaign (24 in x 36 in) - 1,600 posters placed outdoors in the Montreal area for 4 weeks (month of May 2018).

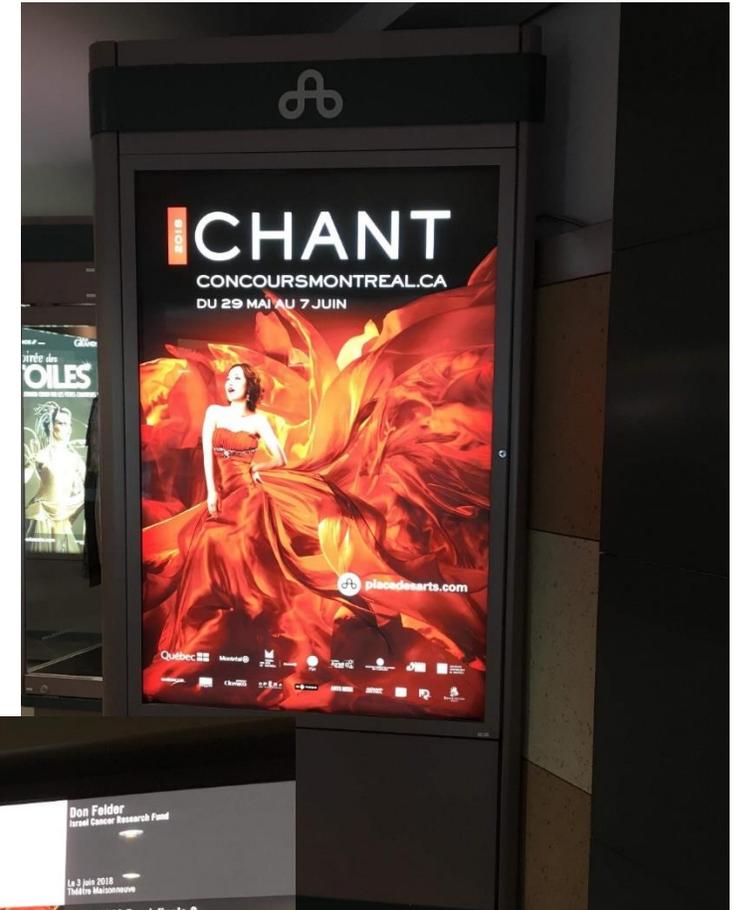
Plasma (2) display in the Place des Arts corridors from Late April to early June 2018.

Backlit billboards (vertical and horizontal, 10) on display in the Place des Arts entrance, corridor for a from Late April to early June 2018.

A virtual poster displayed by the outdoor entrance of Bourgie Hall mid-April to late May 2018.

Printed poster (24 in x 36 in) on display at the Place des Arts box office in April and May 2018.

Place mats – CMIM place mats on display at the *Seingalt* restaurant located in Place des Arts. (6 000 place mats from mid-April to early June 2018).



ADVERTISEMENTS

TV

For the first time in 5 years, the CMIM invested in TV publicity. As such, CMIM's 15-second ad was broadcast from May 17 to June 3, 2018 61 times on Radio-Canada's *Première chaîne* and bonus ads appeared on ICI ARTV et ICI RC Télé. Shows and their respective ads were also simultaneously webcast and available for on demand viewing, resulting in up to 6 million impressions.

RADIO

Two 30-sec radio announcements (one general, one for the finals gala) were recorded by honorary patron Alain Lefèvre and broadcast on Radio Classique (99,5) from April 15 to June 5, 2018 (250 announcements).

Two radio announcements were recorded by Michel Keable, official voice of the CMIM; one was broadcast on 98,5 FM during Paul Arcand's show (20 15-sec announcements) and the other was broadcast on Radio Circulation 730 AM (100 15-sec announcements) from May 21 to May 28, 2018.

WEB AND PRINT

Thanks to a media partnership with *La Presse*, the Concours placed over a dozen ads in La Presse+ between mid-February and the third week of May (quarter-screen size with a 30-second video and links to purchase tickets), as well as a big box in La Presse mobile for two weeks in February and three weeks in May. Print and web ads were also placed in several publications including *La Scena Musicale*, *Revue l'Opéra*, *Magazine Lux*, and *The Montrealer* to name a few.

FACEBOOK

The CMIM purchased advertising on Facebook in order to promote recruitment and sell tickets for its events, i.e. 2 for 1 promo and passport promo including a sweepstake contest - 2 round-trip tickets to New York and 2 tickets to the Met.

CROSS PROMOTION & FREE ADVERTISING

Agreements to promote each other's events (ad insert or flyer) were concluded with various organisations: Orchestre symphonique de Montréal, Centaur Theatre, McGill Chamber Orchestra, Canadian Vocal Arts Institute, Opéra de Montréal, le Festival de l'école des jeunes de l'Université de Montréal, and Pro Musica.

PROMOTIONAL TOOLS

- Official programme (100 pages) handed out for free to the public in the different locations where the events were held, namely Bourgie Hall and Maison symphonique, and on displays at the offices of Tourisme Montréal, Tourisme Québec, and Place des Arts box office (5,000 copies).
- Daily schedules with order of appearance (a different one for each round session) were distributed at Bourgie Hall and then Maison symphonique. (5,000 copies).
- Souvenir poster for jury members, competitors and friends of the CMIM (100 copies).
- Flyers (25,000 copies) on display at the offices of Tourisme Montréal, Tourisme Québec, at hotels like Sofitel, Crystal and Omni, at the Place des Arts and Montreal Museum of Fine Arts box offices. These flyers were also on display or distributed at the Foire touristique at Palais des congrès where the CMIM had a booth and placed as an insert in concert programmes (i.e. McGill Chamber Orchestra) .
- Three roll-up banners 33 in by 88 in and two foamcores featuring the CMIM visual in the halls and/or by the stage during the Competition and special activities (masterclasses, pre-concert talks, etc.).



CMIM BOOTH AT THE 2018 SUMMER TOURIST LAUNCH

CMIM was one of the many exhibitors at Palais des Congrès last April 30 teasing the activities ahead in Montreal before the tourist season officially kicked off. Organised by Tourisme Montréal, this tourist fair gathered more than 300 industry professionals.

This proved to be a great opportunity for the CMIM to expand its network of contacts and raise awareness for its event and its future projects.



RECRUITMENT OF COMPETITORS CAMPAIGN

The CMIM employed the same winning strategy as in its two previous editions: direct and target marketing. This included customized emails to over 300 teachers and professionals from the most reputable institutions and agencies across the world, as well as to prizewinners of other competitions. In addition, a global targeted campaign in specialized magazines and online sites such as *Bachtrack* (Europe) *La Scena Musicale*, *Classical Music Competition Guide* (UK), *Opera Now* (UK), *Opéra Magazine* (France), *Musical America* (United States), *International Performing Arts Yearbook* (Europe, Asia and the Americas), *International Arts Manager Magazine* (United States) was undertaken. The CMIM also created an event on Facebook and sponsored it for a few weeks.



BROADCAST

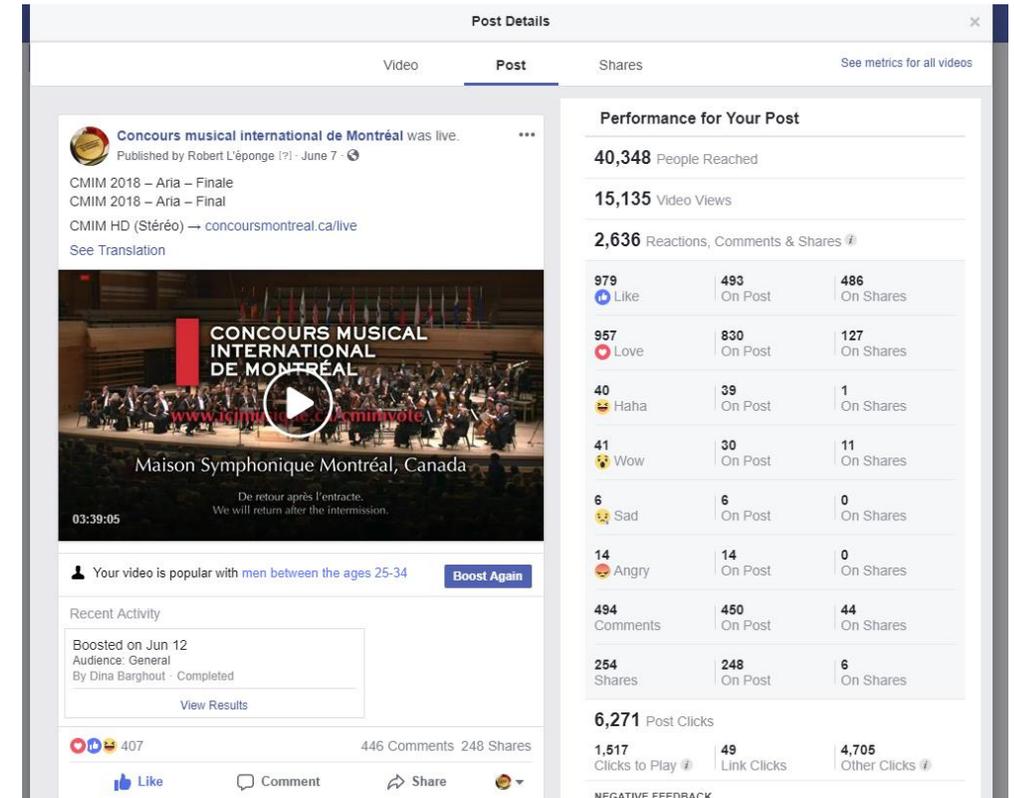
All rounds of the Competition were streamed and broadcast live on CMIM's website concoursmontreal.ca/live, and remain available on demand for at least 5 years on its YouTube channel. Moreover, every single round was on Facebook Live reaching over 200,000 people - indicating a 200% increase compared to the previous Voice edition in 2015.

Masterclasses were webcast and are available on demand on CMIM's YouTube channel and partner Opéra de Montréal's website.

The Finals Gala was broadcast live during the *Toute une musique* program on ICI MUSIQUE and the new digital radio ICI MUSIQUE Classique, Thursday, June 7, at 7:30 pm. A special program featuring highlights from CMIM 2018 was also broadcast as part of *Toute une musique* on ICI MUSIQUE and the new digital radio ICI MUSIQUE Classique Monday, July 9, at 8 pm.

Saturday Afternoon at the Opera with Ben Heppner shared highlights of the competition with listeners on CBC Music (93.5 FM in Montreal) on Saturday, June 16 at 1 p.m.

Various partners and media embedded and streamed the competition videos on their respective websites among them CBC Music, ICI Musique, Orchestre symphonique de Montréal, and Bachtrack in Europe.



SOCIAL MEDIA

Facebook

The Competition created its Facebook page (@CMIMontreal) in 2010. Its 6,646 followers, as of July 10, 2018 (2,510 in 2015, 3,924 in 2016 and 5,024 in 2017), can access even more material that isn't available on the CMIM website such as all the official and backstage photos, videos of individual recitals, performances, and masterclasses, special offers and news articles on the Competition.

A single post could reach over 40,000 people, bringing the total reach for Voice 2018 to a little over 500,000 people.

Photos and videos were often posted live, generating lots of buzz and reactions. In fact, the number of fans/followers increased by 32% compared to 2017.

Concorso musical international de Montréal is feeling fantastic with Julien Van Mellaerts and 21 others.
February 21 · 🌐

Viewing: English · 🌐

Performance for Your Post		
17,645 People Reached		
1,616 Reactions, Comments & Shares 🌐		
1,158 Like	122 On Post	1,036 On Shares
177 Love	21 On Post	156 On Shares
2 Haha	0 On Post	2 On Shares
22 Wow	0 On Post	22 On Shares
193 Comments	22 On Post	171 On Shares
66 Shares	66 On Post	0 On Shares
5,358 Post Clicks		
2,488 Photo Views	90 Link Clicks	2,780 Other Clicks 🌐
NEGATIVE FEEDBACK		
12 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Performance for Your Post		
12,304 People Reached		
947 Reactions, Comments & Shares 🌐		
668 Like	145 On Post	523 On Shares
94 Love	23 On Post	71 On Shares
2 Haha	0 On Post	2 On Shares
12 Wow	3 On Post	9 On Shares
125 Comments	42 On Post	83 On Shares
48 Shares	46 On Post	2 On Shares
2,640 Post Clicks		
721 Photo Views	2 Link Clicks	1,917 Other Clicks 🌐
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Concorso musical international de Montréal is with John Brancy and 2 others.
May 31 · 🌐

Viewing: English · 🌐

#cmim2018 Aria semifinalists! They will perform with Orchestre symphonique de Montréal at Maison Symphonique Montréal. In order of appearance:

June 4 at 7:30 pm
Dilyara Idrisova (Russia), soprano
Kidon Choi (South Korea), baritone
Mihail Mihaylov (Bulgaria), tenor
Emily D'Angelo (Canada-Italy), mezzo-soprano
Andrew Hajj (Canada), tenor
Jongsoo Yang (South Korea), bass

June 5 at 7:30 pm
Konstantin Lee (South Korea), tenor
Petr Nekoraneč (Czech Republic), tenor
John Brancy (United States), baritone
Rihab Chaleb (Canada-Tunisia), mezzo-soprano
Mario Bahg (South Korea), tenor
Mikhail Golovushkin (Russia), bass

Photos: Tam Lan Truong

Performance for Your Post		
10,276 People Reached		
650 Reactions, Comments & Shares 🌐		
494 Like	143 On Post	351 On Shares
46 Love	23 On Post	23 On Shares
5 Wow	1 On Post	4 On Shares
66 Comments	20 On Post	46 On Shares
41 Shares	38 On Post	3 On Shares
3,410 Post Clicks		
821 Photo Views	83 Link Clicks	2,506 Other Clicks 🌐
NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Concorso musical international de Montréal
June 7 · 🌐

And the #cmim2018 Aria winners...
Seungju Mario Bahg, 1st Prize and Opera Award
Emily D'Angelo, 2nd Prize, Best Canadian Artist and People's Choice Award
Konstantin Lee, 3rd Prize... See More

Performance for Your Post		
10,276 People Reached		
650 Reactions, Comments & Shares 🌐		
494 Like	143 On Post	351 On Shares
46 Love	23 On Post	23 On Shares
5 Wow	1 On Post	4 On Shares
66 Comments	20 On Post	46 On Shares
41 Shares	38 On Post	3 On Shares
3,410 Post Clicks		
821 Photo Views	83 Link Clicks	2,506 Other Clicks 🌐
NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

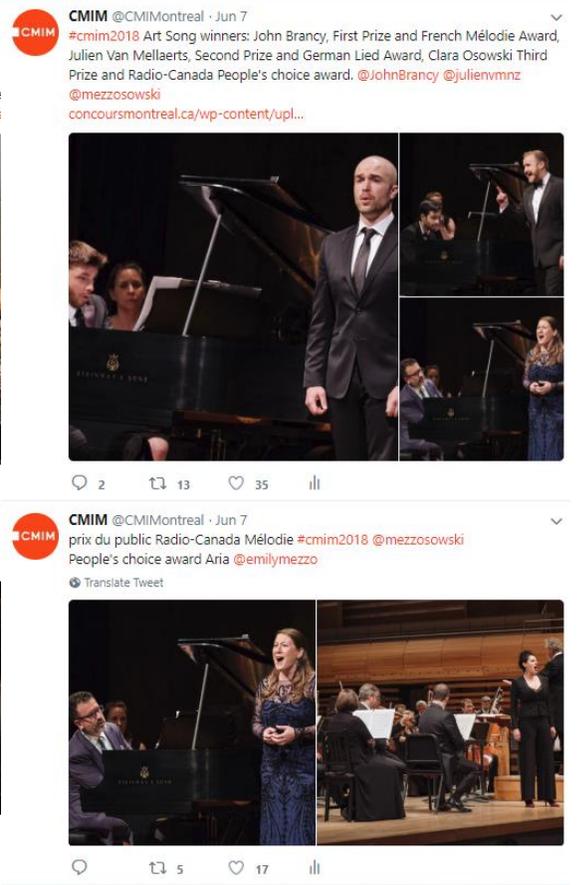
2018

SOCIAL MEDIA

Twitter

CMIM's Twitter account, @CMIMontreal, has close to 1,200 followers and was very active throughout the Competition with an average of 400 tweets and retweets per day. We could follow the Competition using the hashtag #CMIM2018 (in French and in English). This much activity was made possible thanks to the presence of :

- A phantom jury comprised of five local musicians tweeting live, initiated by CBC Music's editor Robert Rowat.
- A CBC intern backstage posting photos, GIFs, and mini-interviews on Twitter and Instagram.
- A forum of Montreal and Toronto journalists including Robert Rowat (CBC), Sylvia l'Écuyer (Radio-Canada), Jenna Simeonov (Schmopera), Wah Keung Chan and Adrian Rodriguez (La Scena Musicale), and Gianmarco Segato (Opera Canada) tweeting in real time.



Instagram

CMIM's Instagram account, @CMIMontreal, has 340 followers, most representing a young demographic between the ages of 17 and 34. Photos posted by the CMIM team, CBC intern, competitors and even jury members were seen by thousands of people. Most popular post, the announcement of the selected competitors for CMIM 2018, generated 591 impressions.

PUBLIC RELATIONS

To launch the new format of its future voice editions, the CMIM implemented a strategic approach for its media relations, spread out over 18 months. To help with media relations, the CMIM hired Alain Lefèvre's publicist, France Gagnard, and, closer to the Competition, Brigitte Chabot Communications agency to handle the CMIM's official launch and interviews with competitors and jury members. Here are the highlights:

- **November 2016**, the CMIM holds a press conference to announce the new format of its future Voice editions during the opening ceremony of the International Arts Management Association conference in Toronto. The press release reveals the two divisions Art Song and Aria, the composition of its jury, the prizes and awards totalling over a quarter million dollars. Present, over 300 representatives from all over the world including directors of opera houses, agents, artists and media, as well as the generous patrons from Toronto who contributed to the prizes and awards in the Art Song division.
- **September 2017**, the CMIM announces via press release that pianist and composer Alain Lefèvre is named honorary patron of the its organization.
- **October 2017**, the CMIM takes advantage of Hyesang Park's visit to Montreal to organise interviews and a concert to help promote both recruitment and ticket sales.
- **February 2018**, the CMIM reveals the identity of the 38 singers and 10 pianists selected to participate in Voice 2018.
- **April 2018**, the CMIM announces Zarin Mehta succeeds the late André Bourbeau as president of the jury. Arthur Kaptainis from The Gazette published the Scoop and full article. Numerous interviews with Alain Lefèvre take place around the same time with Global TV, TVA, Breakfast TV, Radio Ville-Marie, Radio Classique, Journal de Montréal, Fugues and Ludwig van Montréal).
- **May 28, 2018**, CMIM Official Launch: For the first time, the CMIM presented participating competitors and jury members in front of media and audience on the eve of the start of the Competition. This generated unprecedented publicity for the Competition as several media representatives were present to conduct interviews namely CTV, Radio-Canada, CBC, Ludwig van Montréal, Opera Ramblings, Le Devoir, La Scena Musicale, Radio CIBL, La Presse, The Gazette to name a few and kept covering the Competition till the very end.
- **May 26 to June 8**, numerous interviews on the radio, on TV, on print or for the web with various representatives of the CMIM: singers and pianists (Carolyn Sproule, Suzanne Taffot, Rihab Chaieb, Olivier Godin), jury members (Dame Felicity Lott, François Le Roux, Dame Kiri te Kanawa, Joseph Rouleau, Ben Heppner, Zarin Mehta), Executive and Artistic Director (Christiane LeBlanc), former prizewinners (Hyesang Park), and honorary patron (Alain Lefèvre).
- **May-June**, coverage by the foreign press: The CMIM invited to Montreal 10 journalists outside Montreal and Canada to cover the Competition: Sacha Reins (Paris Match, France), Olga Rusanova (The Independent newspaper, Russia Radio, Music Life) John Gilks (Opera Ramblings, Toronto), Jenna Simeonov (Schmopera, Toronto), Gianmarco Segato (Opera Canada, Toronto), Richard Martet (Opera Magazine, France), Maurice Salles (Forumopera.com, France), Joseph So (Ludwig van Toronto), Wayne Gooding (Musical America/American Record Guide, United States) and Nadja Dobesch-Warlick (Bachtrack, UK and Germany).

CMIM OFFICIAL LAUNCH – MAY 28, 2018



On the eve of the first round of the Competition, the competitors all sang on stage with media and public present



Welcome word from Executive and Artistic Director Christiane LeBlanc before presenting jury members and competitors



Official presentation of the jury and their president



Welcoming the competitors

CONCLUSION

Voice 2018 will go down in history as the most notable and most successful edition of the CMIM. The reception and appreciation for the new format exceeded all expectations and numbers don't lie. From the record number of applications and total value of prizes and grants to the increase in number of spectators in both the halls and on the Web and the total record reach of its Facebook page (500,000 for Voice 2018 versus 90,000 for Voice 2015), 2018 is undoubtedly the year of all records and a total success!

Indisputable fact: 358 young singers and close to 100 collaborative pianists representing some 60 nations wished to compete in Montreal, which attests to the reputation and notoriety of the CMIM and its contribution to the development and recognition of Montreal. 2018 was also a record year in terms of ticket sales for a voice edition: up 46% compared to the previous voice edition in 2015.

All these successes are in large part due to the unwavering support of key partners both in the public and private sectors namely Conseil des arts et des lettres du Québec, Ville de Montréal, Tourisme Québec, Conseil des arts de Montréal, Power Corporation of Canada, Sybilla Hesse and Azrieli Foundations, Québecor, Groupe Alfid, Glencore, Orchestre symphonique de Montréal, Ritz-Carlton Montreal, Stingray Classica and Fondation Arte; to the generous patrons who sponsored the competitors and pianists, to the families who hosted them, and to the many donors and volunteers.