## INTERNATIONAL REGGAE CONFERENCE 2013, FEBRUARY 14-16, 2013
### DAILY SCHEDULE OF ACTIVITIES

**DAY 1 – THURSDAY, FEBRUARY 14, 2013**

<table>
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<th>Time</th>
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<tr>
<td>9.00am-5.00pm</td>
<td><strong>REGISTRATION – ASSEMBLY HALL</strong>**</td>
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| 10.00am-12noon | IRC2013 OPENING CEREMONY – THE UNDERCROFT, UWI, MONA  
Guest Speaker: The Hon. Lisa Hanna, Minister of Youth and Culture |
| 12noon-1.00pm | ***Opening of Photographic Exhibition by Rototom Sunsplash – “Sunsplash Music, Sunshine People” - Assembly Hall |
| 1.00pm-2.30pm | SPECIAL PRESENTATION - Hon. Edward Seaga - Multifunctional Room, Main Library  
“Wake the Town and Tell the People: Securing our Share of the Music Industry Pie in a Changing World”  
Chair: Mike Alleyne |
| 2.30-3.00pm  | BREAK                                                                                          |
| 3.00-4.30pm  | SPECIAL ROUNDTABLE PRESENTATION - MONA ICT PANEL - MULTIFUNCTIONAL ROOM, MAIN LIBRARY  
Reflections on Jamaica’s Music Sector and the Click Economy: Technology and New Business Models  
Convenor: Prof. Hopeton Dunn  
Chair: Indianna Minto-Coy  
Michele Thomas: The Open Business Model Project  
Evon Mullings: Collecting Societies: Business Models for Compensation  
Clyde McKenzie: Music, Media and Collecting Societies – Critical Challenges |
| 4.30-6.00pm  | BREAK                                                                                          |
| 6.00pm-9pm   | ANNUAL BOB MARLEY LECTURE – THE UNDERCROFT, UWI, MONA  
“Bob Marley: The Man that I Know” by Alan “Skill” Cole |

**On-site registration continues on Friday. Contact the IRC 2013 Secretariat for further details after this period.**

**The Rototom Sunsplash Photographic Exhibition in the Assembly Hall will be on display throughout the entire Conference period.**