

---

# 2006 INTERNATIONAL REGGAE RADIO & RETAIL CONFERENCE

Family Reggae Festivals, Inc. has announced the inaugural 2006 International Reggae Radio and Retail Conference (IRRRC), scheduled for November 3-4, 2006 in Miami, Florida.

The Conference will be coupled with the 2006 South Florida Family Reggae Festival set for Sunday, November 5, 2006 in Miami.

The mission of this conference is to bring together key members of the international reggae music industry for an important networking and business opportunity. It will

allow independent producers and labels to meet and network with scores of radio disc jockeys all over the world. Often, independent producers and labels, especially those based in Jamaica, are not able to access the college and public radio markets. At the same time, these disc jockeys are some of reggae music's biggest supporters; it's just that their budgets can preclude them from being able to travel to Jamaica themselves to get the music they want.

Reggae music is known and loved all over the world for its energy, consciousness and "everyman" vibes. However, the independent producers and unsigned performers who are its life's blood often do not share in the financial benefits unless they are able to somehow garner the attention of major labels and distributors. With technological advancements, it is easier than ever to spread your music to the world and work better with international distributors. IRRRC will offer panels, seminars and workshops on digital distribution, international marketing on a local budget and some of the newest recording software and techniques.

We are glad to announce that the *Reggae Festival Guide* has come on board as a sponsor. This is our opportunity to come together from around the world and discuss our plans and visions of how to turn the rich history of reggae into an even more prosperous future! ♡

---

