



THE JAMAICA INTELLECTUAL PROPERTY OFFICE



---

## NATIONAL WORKSHOP

---

**WIPO/CR/KIN/12/1.PROV**  
**ORIGINAL: ENGLISH**  
**DATE: SEPTEMBER 11, 2012**

# **Workshop on the Management of Copyright by Creators “How to Make a Living from Music”**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Jamaica Intellectual Property Office

**Kingston, September 25 and 26, 2012**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, September 25, 2012

- 9.00 – 9.30 Registration
- 9.30 – 10.00 Opening and Welcome Remarks
- Ms. Carol Simpson, Executive Director, the Jamaica Intellectual Property Office, Kingston
- Mr. Dimiter Gantchev, Deputy Director and Head, Creative Industries Section, World Intellectual Property Organization (WIPO), Geneva
- 10.00 – 10.45 **Topic 1 Introduction to Intellectual Property and the Principles of Copyright**
- Speaker: Mrs. Analisa Chapman, Attorney at Law, Chapman Attorney at-Law, Kingston
- 10.45 – 11.00 Coffee Break
- 11.00 – 12.00 **Topic 2 The Music Business Overview Global Trends and the Way Forward for Jamaica**
- Speakers: Mr. David Stopps, Managing Director, Friars Management Ltd (FML), Aylesbury, United Kingdom
- Mr. Michael “Ibo” Cooper, Chairman, Jamaica Reggae Industry Association, Kingston
- 12.00 – 13.00 Lunch Break
- 13.00 – 14.00 **Topic 3 Introduction and an Overview of the Various Income Streams available to Authors and Performers in the Music Industry**
- Speaker: Mr. David Stopps
- 14.00 – 14.30 **Topic 4 The Copyright and Related Rights System in the Caribbean**
- Speaker: Ms. Joan Webley, Manager of Copyright and Related Rights, the Jamaica Intellectual Property Office (JIPO), Kingston
- 14.30 – 15.15 **Topic 5 How Does the Copyright Concept Work for the Generation of Income, the Role of Collecting Societies**
- Speaker: Mr. Evon Mullings, General Manager, Jamaica Music Society (JAMMS), Kingston
- 15.15 – 15.30 Coffee Break

- 15.30 – 16.30    **Topic 6**    **The Importance of Good Management. Artist/Management Agreements, Building a Fan base**
- Speakers: Mr. David Stopps
- Mr. Jeremy Harding, CEO 2Hard Music, (Former Manager of Sean Paul), Kingston
- 16.30 – 17.30    **Topic 7**    **How to Maximize Income by Placing Music in Film, TV Advertising and Video Games**
- Speaker: Mr. David Stopps

Wednesday, September 26, 2012

- 9.00 – 10.00    **Topic 8**    **What's New in the Jamaican Copyright Act & How it Affects the Business**
- Speaker: Ms. Joan Webley
- 10.00 – 10.15    Coffee Break
- 10.15 – 11.15    **Topic 9**    **Selling music on-line: Social Networking, Digital marketing, Analytics, Search Engine Optimization, Monetizing Youtube. The Future of the Music Business. How to monetize the anarchy?**
- Speaker: Mr. David Stopps
- 11.15 – 12.00    **Topic 10**    **How to Maximize Performer's income. Recording Agreements. Live Work and Touring**
- Speaker: Mr. David Stopps
- 12.00 – 13.00    Lunch Break
- 13.00 – 13.15    **Topic 11**    **Status of National Strategy Plans for the Music Industry**
- Speaker: The Representative of the Rep. Jamaica Coalition of Service Industries, Kingston
- 13.20 – 14.30    **Topic 12**    **Creative Industries and Economic Development**
- Speaker: Mr. Dimiter Gantchev
- 14.30 – 15.00    Coffee Break

- 15.00 – 16.30      **Topic 13**      **Protecting & Promoting Reggae: Intellectual Property & other considerations**
- Speakers: State Minister of Entertainment Damian Crawford,  
Ministry of Tourism & Entertainment
- Mr. Marcus Goffe, Manager, Trademark Design and  
Geographical Indications Unit, Jamaica Intellectual  
Property Office, Kingston
- Mr. Charles Campbell, Representative,  
Jamaica Reggae Industry Association, Kingston
- Ms. Kim Marie Spence, Representative, Jamaica Film  
Commission, Kingston
- Moderator: Ms. Joan Webley
- 16.30 – 16.50      **Topic 14**      **Music & Entertainment in Nation Building**
- Speaker: State Min. of Entertainment Damian Crawford
- 16.50 – 17.00      **Closing and Vote of Thanks**
- Speaker:** Mr. Roger Williams, Director- School of Music,  
Edna Manley College of Visual and Performing Arts,  
Kingston
- [End of document]