

For Immediate Release

M.C.Asia Music Factory “The Beginning”

An Exclusive Opportunity To Be Coached By DJ Preach (CA) & Marcel Woods (NL)

Music Conference Asia (M.C.Asia), a premiere music platform established by Global Sound Masters Sdn. Bhd to organize music initiatives aimed at raising the standards of the industry in the region, will be holding its inaugural on-ground music event titled ***M.C.Asia Music Factory ‘The Beginning’*** on 21st November 2009 at KL Live Centre.

Crafted towards the nurturing of industry creativity and talents in an entertaining and educational fashion, ***M.C.Asia Music Factory “The Beginning”*** will consist of two main components, a music & mentoring workshop during the day and an appreciation party at night.

At the music & mentoring workshop, participants will have the exclusive opportunity to come face-to-face with world renowned music producers and artists DJ Preach (Canada) and Marcel Woods (Netherlands), and be introduced to the professional world of music production and DJ-ing.

For the first time in the world, DJ Preach and Marcel Woods will be sharing on topics such as ***“DJ-ing As A Professional Career: The Marketing Strategy”*** and ***“A&R, Artist Development and Music Label Promotions”***, which will be very beneficial to those inspired to venture into music production and DJ-ing as a career.

Meanwhile, the ardent dance music enthusiasts can also seize this exclusive opportunity to get up-close and interact with the DJs on a personal level, instead of waving at the DJs from a mile away on the dance floor.

An appreciation party headlined by DJ Preach and Marcel Woods and our local talents DJ Kughen and Funkomunky, will be brewing on the dance floor after the workshop. Party-goers can expect to be swept away with mind-blasting high-energy dance music from the DJs who are adamant in delivering a night of pure and raw music exhilaration.

Tickets to the M.C.Asia Music Factory “The Beginning”, priced at RM49 (pre-sale) and RM59 (door-sale), are available at all Axxcess Tickets outlets and via www.axcess.com.my. The first 500 ticket holders to register on www.visitmcasia.com will be eligible to attend the workshop, worth USD 100 per seat, for FREE, strictly on a first come first serve basis.

In an effort to further contribute towards the growth of the music community, event organizer, Global Sound Masters will contribute RM2 to the “GSM Music Fund” for every ticket sold. The money collected will go towards the nurturing of new talents in the region.

For further information and updates on the event, please log on to www.visitmcasia.com.

To be continued on second page.

M.C.Asia Music Factory “The Beginning” Event Overview

Event Title : M.C.Asia Music Factory - “The Beginning”
Date : 21 November 2009
Time : 5pm – 3am
Venue : KL Live Centre, No. 20 Jalan Sultan Ismail, 50250 Kuala Lumpur
Ticketing : Pre-Sale - RM49 (Axxcess Tickets www.axcess.com.my)
Door-Sale - RM59 (Starts at 4pm on 3rd Oct 09 @ LIVE Centre)
All ticket includes one (1) beverage.

Programme :

4:00pm Workshop Admission
**Seats open to first 500 ticket holders who have registered online only*

5:00pm **Music & Mentoring Workshop (I) Presented by DJ Preach on:**

- DJ-ing As A Professional Career: The Marketing Strategy
- Technology vs. Traditional DJ-ing: The Love-hate Relationship
- Music Production: Knowing Your Tools To Be The ONE!

6:15pm **Music & Mentoring Workshop (II) Presented by Marcel Woods on:**

- The Evolution of Music Label: Evolution of Music Labels over the Years
- Challenges In The Digital Age: New Possibilities and Problems Associated With The Revolution of Digital Music
- A&R, Artist development and Music Label Promotions

Music Conference Asia Appreciation Night (DJ Grid)

7:30pm Door opens
8:30pm Funkomunky (MY)
9:30pm DJ Kughen (MY)
10:30pm DJ Preach (CA)
12:00am Marcel Woods (NL)

** Please find performing artists' profile attached, and log on to www.visitmcasia.com for further updates on DJ line-up.*

- Ends -

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