

1. Outreach & Event Strategy

Overview

Identify industry events to have a presence, wrap social media and outreach around these events. Insure that we have proper coverage from Open-IX to cover the events.

- Domestic and international.
- Speaking engagements each year. Peering and dedicated outreach for increased membership.

Objectives

- Meet current individual members, certified exchanges and data centers to update and engage on Open-IX.
- Meet with prospective individual members, exchanges and data centers to discuss the benefits of Open-IX with the objective of increasing membership numbers and certifying more exchanges and facilities.
- Engage with peering and data center communities across markets to establish global brand awareness: the Americas, Europe Middle East Africa (EMEA), Asia Pacific (APAC).