

3. Member Benefits Strategy

Overview

Identify events to give back to members- social and or education sessions throughout the year.

Objectives

- Identify Social Events in locations where we have the most Open-IX certified entities or large amount of individual members, these should be stand-alone events not piggybacked on other industry events to increase Open-IX identity in each region
- To ensure that we retain membership and that the entities and individual members are feeling value from the Organization: identity with Industry standards; thought leadership; center for knowledge and repository for RFPs/white papers, etc.