



## Agenda LACTLD Commercial Workshop

17 y 18 de Octubre - Hotel Sheraton Old San Juan, San Juan, Puerto Rico

DAY/TIME	PANEL	COMMENTS
<b>Monday 17 Octubre 8:00 – 9:00</b>	<b>Breakfast</b>	
9:00 - 11:00	<b>Case Presentations</b>	<ul style="list-style-type: none"> <li>• Oscar Moreno - Business model and Community Engagement - NIC Puerto Rico</li> <li>• Julián Dunayevich - Registration Model Management - NIC Argentina</li> <li>• David Hurtado - Commercial Model NIC Ecuador</li> <li>• Ernesto Bohorquez – Business Model - NIC México</li> <li>• Q&amp;A</li> </ul>
<b>11:00 - 11:30</b>	<b>Break</b>	
<b>11:30 - 12:00</b>	<b>Update de Registros</b>	Brief updates by associate.
<b>12:00 - 13:00</b>	<b>Debates</b>	Analysis and discussion about management models, trade and engagement with communities.
<b>13:00 - 14:30</b>	<b>Almuerzo</b>	

<b>14:30 - 16:00</b>	<b>LAC DNS Marketplace Study</b>	<ul style="list-style-type: none"> <li>• Carolina Aguerre: Presentation of market research about the DNS industry in Latin America and the Caribbean.</li> <li>• Comments</li> <li>• Debates.</li> </ul>
<b>16:00 - 16:30</b>	<b>Coffee Break</b>	
<b>16:30 - 18:00</b>	<b>Digital Marketing</b>	<p>Presentations on Digital Marketing in the ccTLDs in the region and use of social networking tools in commercial campaigns and Public Relations.</p> <ul style="list-style-type: none"> <li>• Ivy Contreras, .gt</li> <li>• Karen Gamboa, .cr</li> </ul>
<b>Tuesday 18 Octubre 8:00 – 9:00</b>	<b>Breakfast</b>	
<b>9:00 - 9:30</b>	<b>Statistical Reports of the Region</b>	<ul style="list-style-type: none"> <li>• Andrés Piazza y Fernanda Álvarez: Presentation on highlights of statistical reports LACTLD.</li> <li>• Questions and analysis of regional trends.</li> </ul>
<b>9:30 - 11:00</b>	<b>Implementation of Registrars in ccTLDs</b>	<ul style="list-style-type: none"> <li>• Andrés Piazza: Presentation of conclusions reached in previous workshops.</li> <li>• Presentation of Experience - NIC Chile.</li> </ul>
<b>11:00 - 11:30</b>	<b>Break</b>	
<b>11:30 - 12:30</b>	<b>GTCOM Evaluation and Debates</b>	<ul style="list-style-type: none"> <li>• Oral evaluation of the Workshop</li> <li>• Debate about the Future of the Commercial Group.</li> </ul>



<b>12:30 - 14:00</b>	<b>Almuerzo</b>	
<b>14:00 - 17:00</b>	<b>LACTLD Members Assembly</b>	
<b>17:00 - 19:00</b>	<b>City Tour Old San Juan</b>	NIC Puerto Rico activity