



LACTLD Marketing Workshop 20 June

**Hotel Sheraton Retiro,
Buenos Aires**

Room: La Pampa

9.00 - 10.30 Part I: ccTLDs in the LAC region: discovering opportunities. (Closed session)

Carolina Aguerre & Ruth Puente (LACTLD); Wim Degezelle (Duermovo).

- Presentation of the draft findings on ccTLDs in LACTLD and the development of a marketing vision (ICANN LAC Strategy Project). Wim Degezelle
- Group discussion to elaborate on strengths, opportunities and challenges.

10.30 -11.00 Coffee break

11.00 - 13.00 Part II: Development of a strategic marketing vision

- State of Domains - valuable insights to help fuel growth'. Samantha Frida, Dataprovider.
- Registry analytics and market assessments. Mathieu Credou, AFNIC.
- Building a wholesale channel and spreading the distribution channel', Siddharth Taliyan, Logic Boxes.

Moderator: Jordi Iparaguirre, Primus Inter Pares

13.00 - 14.15 Lunch Break

14.15 - 18.00 Part III: Bridges to partner with registrars

14.15 - 14.25 Overview of the region on the Registry/Registrar model.
Ruth Puente, LACTLD

14.25 - 16.00 Panel 1: 'What makes a ccTLD attractive for a registrar'

- Alexander Wertner, Open SRS
- Siemen Roorda, Openprovider
- Jochen Kieler, Keysystems
- Tobias Sattler, United Domains
- Moderator: Ruth Puente, LACTLD

16.00 - 16.30 Coffee break

16.30-18.00

Panel 2 : Registry - Registrar relations and cooperation.

- Paula Fuentealba, Marcaria;
- Crystal Peterson, .CO;
- Marco Hoffmann, InternetX
- Jörg Schweiger, DENIC
- Simon Penchansky, Nameaction
- Ernesto Bojorquez / Ernesto Grimaldo .MX

Moderator: Wim Degezelle, Duermovo.

18.00 Closing Session. Greet/Meet Space. Cocktail sponsored by [Key-Systems](#)

20:15 Dinner sponsored by NIC.AR