



2nd LAC DNS FORUM & LACTLD Marketing Workshop & General Assembly

**19, 20, 21 June
Hotel Sheraton Retiro,
Buenos Aires**

Draft: 28 May 2015

19 June 2nd Edition LAC DNS Forum

To view the program and registration:

<http://lac-dns.org/>

20 June, LACTLD Marketing workshop

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

Wim Degezelle (Duermovo), Carolina Aguerre (LACTLD) and Ruth Puente (LACTLD).

- 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 Looking at the benefits of a transition to a wholesale model. (Logic Boxes).
Speaker TBC.

11:25-13:00 Part II: Development of a strategic market vision

- State of Domains - valuable insights to help fuel growth. Samantha Frida, Dataprovider.
- The .MX experience with strategic zone analysis. (TBC)
- Registry analytics and market assessments . Mathieu Credou, AFNIC.

Moderator: Jordi Iparagirre, Primus Inter Pares

13.00 – 14.15 Lunch Break

14.15– 17.30 Part III: Bridges to partner with registrars

• 14.00-15.45 Panel 1: 'What makes a ccTLD attractive for a registrar. Alexander Wertner, Open SRS; Siemen Roorda, Jochen Kieler, Keysystems; United Domains, Tobias Sattler. Moderator: Ruth Puente, LACTLD.

15.45-16.15 Coffee break

• 16.00-17.30 Panel 2 : Registry - registrar relations. Paula Fuentealba, Marcaria; Victor Abboud, NIC EC; Crystal Peterson, dot .CO; InternetX, Marco Hoffmann; Juan Enrique Sánchez, Nameaction; DENIC dot .DE. Moderator: Wim Degezelle

17.45-18.15 Closing Session. Greet/Meet Space

21 June

09:00 General Assembly (members only)

- Approval auditors report 2014.
- Board elections
- Presentation findings working group on membership
- Introducing themes LACTLD Strategic Plan 2015-2019
- AOB.

12:30 End of GA.

All meetings will have interpretation services English/Spanish kindly provided by ICANN.