Promotion & Outreach

APIX29

Introductions

- Brief intro from each of the panellists
  - who do you represent?
  - how big is your organisation?
  - how many IXPs do you operate?
  - how long has your organisation been around?

Finding new members

- What are your top 3 ways of reaching potential members?
  - Ok, so we've all heard of PeeringDB, what other directories do you use?
  - Do you advertise?

Incentives

- What sort of incentives have you tried?
    - How well do financial incentives work in your market/s?
    - How well do other incentives work in your market/s?

Communications

- How do you get the message out to members when things need to change?

Expansion

- What are the qualities you think most important when setting up a Point of Presence for your IXP?
  - What do you think about emerging data centres?

In closing,

- What do you think are the 3 most effective ways to reach and maintain critical mass?