



MYNOG11
Malaysia Network Operators Group

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Welcome Address

Kanagaraj Krishna

Total Registrations

600

900

LOGO



DURIAN

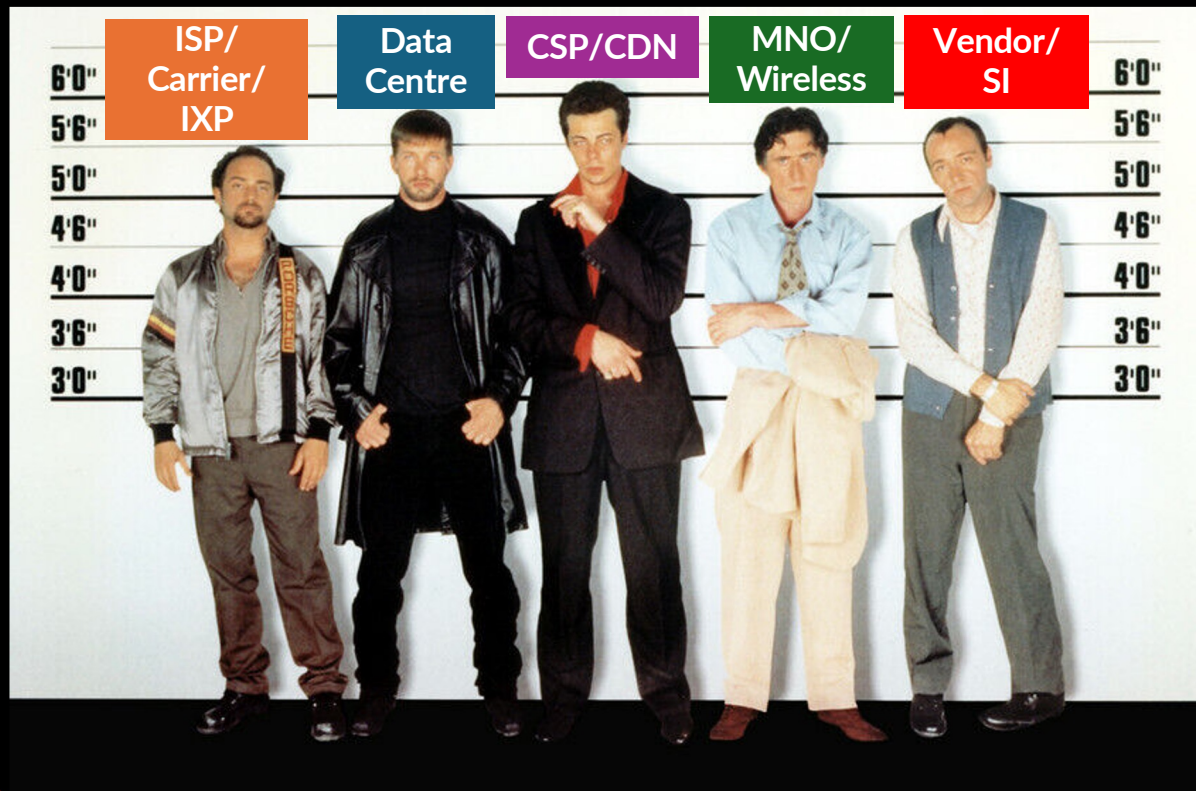




Greater Participation Initiative

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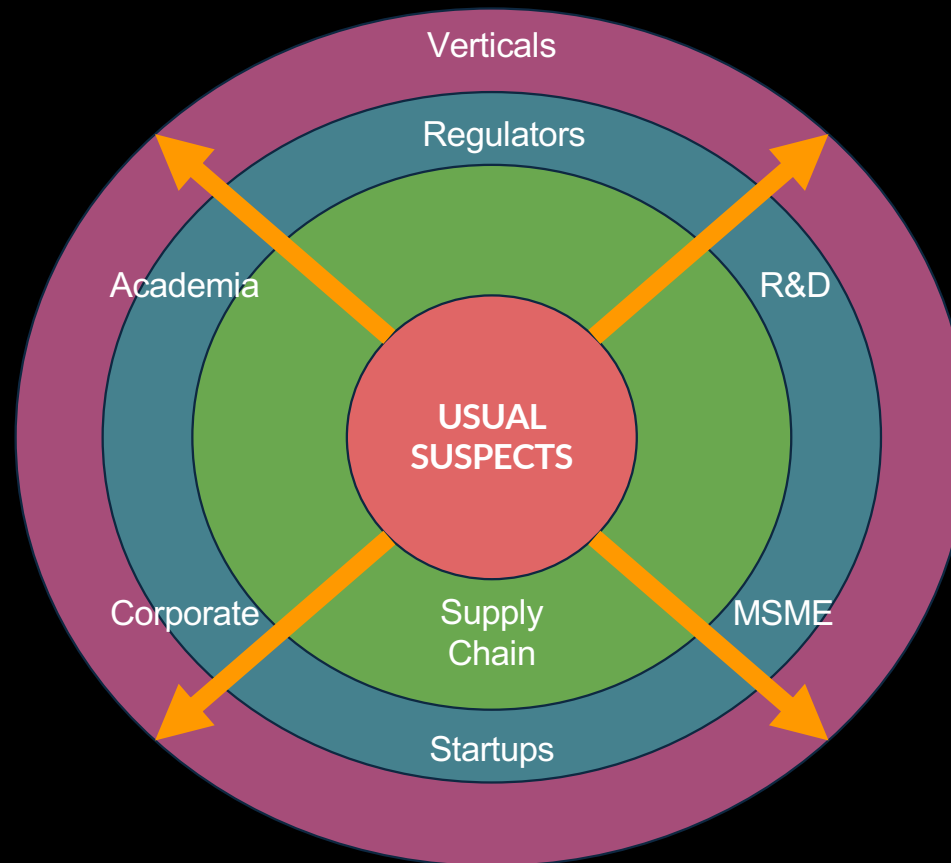
USUAL SUSPECTS



REDEFINE PURPOSE

Democratisation of **Operational** Knowledge To
Build a Better Internet.

REDEFINE ECOSYSTEM



Redefining Strategies

- Freebie Strategy
- Collaborations & Awareness
- Business Track
- Meet The Sponsors

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Freebie Strategy



Pros

Buzz & Word of Mouth

Awareness

Reciprocity

Cons

Attract Wrong Audience

Devaluation

Not Sustainable



Move towards strategic and targeted distribution.

Collaborations & Awareness

MYNOG 3 Workshop - APU (2013)



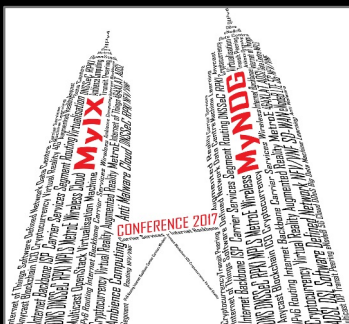
MYNOG 4 & 5 Workshop Taylor's University (2014-15)



Cisco Networking Academy (2022)



MYIX MYNOG Conference (2017)



Peering Asia 3.0 (2019)



MyNOG
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Business Track



- An effort to attract new audience without compromising on Core Values.
- Offer premium sponsors a platform to engage the industry and customers without CfP restrictions.
- For transparency purposes, these speaking slots are clearly tagged and conducted in separate halls.

Meet The Sponsors



- An effort to spark student interest via early engagement.
- Targeted fellowship programme for Postgraduate and Senior Undergraduate Students.
- Redistribution of unused complimentary seats from willing sponsors.
- Private lunch session with donor sponsors and MYNOG committee members.



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THANK YOU

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