



# Sales and Marketing Update

LINX122



**Jennifer Holmes**  
CCO

29th May 2024





# NoVA 10<sup>th</sup> Birthday Party





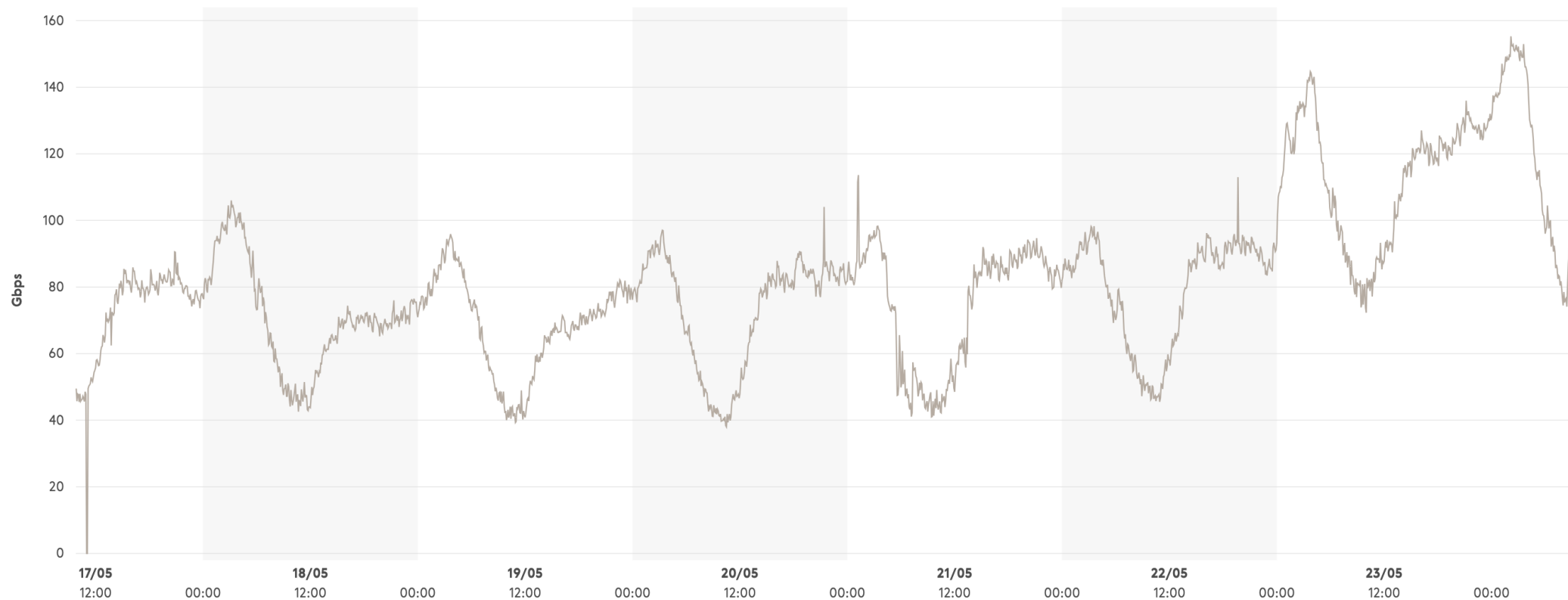
## NoVA Architecture Refresh

- Connected Capacity is increasing





## NoVA New Members and Traffic







# Events





# Calculating Rol

Q2 events Analysis  
April - June 2023

## ✓ Event Objectives Met at what events

- **GPF**
- UKNOF
- East Africa Com
- RIPE
- NANOG 88

## ⚠ Events where we didnt met all objectives

- Connected North
- ITW

<GPF>

MET  
MET / NEARLY MET / NOT MET

### Key results

Objectives: Visibility, engagement, lead gen, hold 20 meetings

- ✓ Existing Business - 7
- ✓ New Business - 2
- ✓ Engagement - 23
- ✓ Visibility - Stand space
- ✓ Meetings - 20

<Connected North>

NEARLY MET  
MET / NEARLY MET / NOT MET

### Key results

Objectives: None set

- ✗ Existing Business
- ✓ New Business
- ✗ Engagement

<UKNOF51>

ON TRACK / AT RISK / OFF TRACK

### Key results

Objectives: support event, become a patron

- ✓ Supported event by attending
- ✓ Became patrons

<East Africa Com>

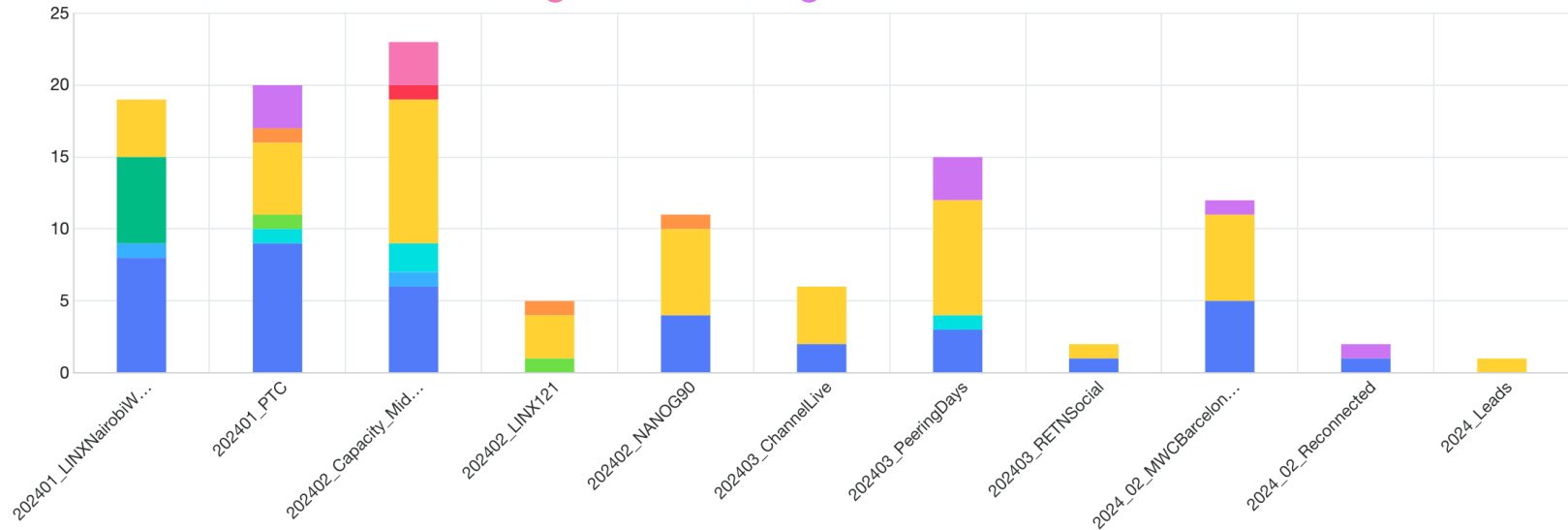
MET  
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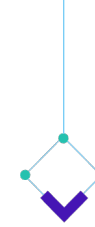
### Key results

Objective: Lead Gen - 10





- ✓ Existing Business - 3
- ✓ New Business - 1
- ✓ Engagement - 16

Undefined   ^associate^ - Member   ^full^, ^jedix\_customer^ - Member   ^full^ - Applied   ^full^ - Cancelled   ^full^ - Member   ^full^ - Merged   ^full^ - Suspended  
 ^jedix\_customer^ - Member   ^reseller^, ^full^ - Member





## Upcoming events

- NetUK – 8<sup>th</sup> and 9<sup>th</sup> July – London 
- EPF – 16<sup>th</sup>-18<sup>th</sup> September – Vienna 
- LINX123 – 30<sup>th</sup> Birthday Party 
- LINX 2025 – Moving venues! 





## LINX Community



A platform to connect, with members across the globe



Stay up to date with the latest LINX news and discussions



Share your knowledge, insight and ideas in spaces that are designed for you







## Why did we create LINX Community?



To enhance engagement and collaboration



To provide a centralised knowledge-hub filled with member resources



To streamline our member communication





## General

Q Search spaces...



### Questions

20 members  
8 posts



### General Discussions

25 members  
4 posts



### Membership Notices

42 members  
2 posts



### ops

36 members  
No posts



### LON1

38 members  
No posts



### LON2

23 members  
No posts



### LINX Manchester

23 members  
No posts



### LINX Scotland

16 members  
No posts



### LINX Wales

15 members  
No posts



### LINX NoVA

11 members  
No posts



### JEDix

10 members  
No posts



### ManxIX

8 members  
No posts



### LINX Nairobi

10 members  
No posts





## Join us!

174 members so far

Please log in and join

Post suggestions, ideas,  
network with other  
members

**Thank you!**