



Madrid Global IPv6 Summit  
[www.consulintel.es/ipv6](http://www.consulintel.es/ipv6)

## Madrid Global IPv6 Summit 2001

### Report: Evaluation of Results

#### **Abstract:**

This document reflects the results achieved with the organization of the “Madrid Global IPv6 Summit”, held in San Lorenzo de El Escorial (Madrid), from 29<sup>th</sup> January to 1<sup>st</sup> February 2001.

All the conclusions, statistics and related notes have been prepared with the answers provided by the sponsors, speakers and delegates, mainly through their answers to the “quality questionnaire” provided during the event, and re-qualified with a new “evaluation form” provided only to the attendees on the event web site, 10 days after the Summit.

Also, we have prepared a very complete press dossier, with more than 125 appearances in different media, representing more than 18.000 cm<sup>2</sup> (equivalent to about 32 A4 size pages), as a demonstration that the event was very well received by both, the professional and daily/financial press.



## **Questionnaire Results:**

All the questions were anonymous, rated between 1 to 6 (very poor, poor, adequate, good, very good and excellent).

The lecture program was rated 57% between very good and excellent, and 42% as good. Less than 1% between poor and adequate. No one answered very poor.

Very similar answers about date, duration, contents comprehensibility, duration of each speech, lecturers performance, number of lecturers per day, and "adaptability to the daily work".

More satisfactory were the answers that we got for: event venue, location, communication/access, lecture room, exhibition room and meals service, with minor complaints about the lack of more space in the conference room (table), and the public transport to the venue.

To the question "how did you learn about the event", the answers were: 24% from Consulintel, 16% Forum web site, press 19%, sponsors/endorsers 19%, and others 22% (here the people mainly indicated again specific press or sponsors).

Technical aspects, like simultaneous translation, sound and audiovisuals, were, again, highly rated, with average between very good and excellent close to 63%.

The organization was rated as 21% excellent, 48% very good, 25% good, 5% adequate and 1% poor.

The dinners were rated 81% between very good and excellent.

The delegates were 80% from Spain, 4% from US, 3% from UK, 3% from France, 3% from Belgium, and the rest from up to 23 different countries.

93% of the attendees will like to get the event repeated next year, and plan to attend if so.

The preferences for the venue indicate again Madrid (87%), then Seville, Barcelona, Bilbao and Galicia.

Asked about the date for the event in 2002, 80% of the people indicated preferences for February, and some others for January, March, May and June.

Most of the people indicated a preferred duration of 2 days, plus 1 day for the tutorial.

Some of the comments that we got:

*"In summary, the conference has been very good and instructive"*

*"Quite well at all aspects"*

*"It was wonderful"*

*"Perhaps, I missed more LAN connections at the conference room"*

*"The programme of speakers was too intensive"*

*"I consider last summit was a success"*

*"I think there should be more 'industrial' people and presentations of real & exciting applications instead of some of the 'yet another research network' presentations"*

*"I think it was a good summit, and for my part, I learned some business intelligence, that I probably would not have seen from 'home'"*

*"Much Better show-room"*

*"Put more efforts involving sponsors into a real products show"*

*"An excellent event in order to spread ipv6 knowledge"*

*"More demos and some kind of sharing knowledge"*

*"Congratulations on running a well organized Summit"*

*"Very well organized. The presentations were generally informative. The tutorials were of good value to give a more detailed understanding of the issues surrounding IPv6 and its implementation"*

*"Very relaxed ambience combined with a lot of professionalism. Great organization!!!"*

*"For me, It was a positive experience, because I didn't know a lot about IPv6 and now I know what is the way to solve the IP address problem in IPv4"*



## **Web Site Statistics:**

The site reflected a very high general interest on the event, with 15.880 visits during a six months period (3 before, and 3 after the even dates).

Pick dates were when the event was announced to the press, the week before the event, and the week after the papers where published. These count for about 25% of the visits.

The visits come from 78 different "classified" areas of the world (mainly .es, .com, .jp, .gb/.uk, .mx, .ca, .fr, .kr, .de, .pe, .fi, .se, .cl, .nl, .ar, .si, .it, .ae, .cz, .au, .co, .lu, .dk, .cn, .pt, .ve, .be, .bo, .eu, .sg, .br, and .ch), plus the "non-classified" (unknown).

53% of the visitors were forwarded from the Consulintel web site, 26% from the IPv6 Forum Web site, and the rest from others (mainly sponsors and digital press).

The hits reached up to 43 times the number of visits.

The site didn't get any special promotion, and after the 6 months analysed period, we still are getting an average of 10-12 visits per day.

## **Speakers/Sponsors Comments:**

We got hundreds of congratulations for the event, so just to mention some of them:

*"Congratulations for a job well done. Everything worked just fine and I was personally very happy with what I saw."*

*"Firstly I would like to congratulate you on a very well run Global IPv6 Summit. I found the conference very informative. Of particular value was the tutorial sessions."*

*"Congrats to an excellent agenda!"*

*"I must send my strongest congratulations to all the persons involved in it and thank all of you for the big effort made and for the support given."*

*"The summit was a great event with the widest spectrum of speakers and topics published over ISABEL, Mbone and v6 link to London and Japan IEEE yearly conference ICOIN! Grandiose! Cheers!"*

*"Yes, a smashing event - well done! :-)"*

*"Congratulations of your success on the IPv6 Summit in Madrid."*

*"Congratulations for an excellent Summit last week."*

*"The Madrid IPv6 Summit was a real hit! Congratulations and many thanks!"*

*"Thanks for the great organization of this event. All was perfect!"*



## **Delegate Statistics:**

As a resume about the number of delegates, we can say that, “on site” we got people from 23 different countries. In total, 430 people have been here, with a maximum pick of 345 persons (including speakers, but not including organization).

We need to remember that the event was distributed to Mbone, ICOIN, and ISABEL. The remote audience was calculated exceeding the 10.000 persons, considering that more than 150 sites where connected and they reported an average of 100 attendees.

The conference room space was designed only for 325 people, so in some moments, mainly when the press showed up, some people was standing up, because the lack of enough seats.

Some people was not there all the days, so it was, in some way, a “rotation” of different people from the same company. This was specially true for the tutorial sessions versus the conference itself.

We got more managing level (80%), some with high purchase decision capability (30%), on the conference, and less technical people. But this slightly changed in the tutorial session, as we already predicted.

The average distribution of the people between all the conference days was as follows:

- 1<sup>st</sup> day, morning session: 320 delegate + 20 press (including about 35 speakers/chairs that already arrived at that time, but not organization+ISABEL staff).
- 1<sup>st</sup> day, afternoon session: 345 delegate + 12 press (including about same speakers, no staff).
- 2<sup>nd</sup> day, morning session: 300 delegate + 8 press (including about 45 speakers/chairs, not including staff).
- 2<sup>nd</sup> day, afternoon session: 290 delegate + 6 press (including about same speakers, no staff).
- 3<sup>rd</sup> day, morning session: 280 delegate + 5 press (including about same speakers, no staff).
- 3<sup>rd</sup> day, afternoon session (tutorial): 340 delegate + 8 press (only 20 speakers, not including staff !). This means a lot of extra people, because many speakers left.
- 4<sup>th</sup> day, morning session (tutorial): 330 delegate + 2 press last morning (only 10 speakers, not including staff). Again the result was an increase on the delegate number.