

**20130318\_OUTREACH\_WEBINAR\_ID772577**

Janice Lange: Good morning, good afternoon, good evening to everyone. This is Janice Lange, and we're just ready to start our Global Stakeholder Engagement Outreach Webinar. I'm going to turn it over to Hayley and let her go through the webinar guidelines. Hayley?

Hayley Laframboise: Thanks, Janice. Hello. My name is Hayley Laframboise, and I'd like to welcome you to ICANN's Webinar Community Outreach Update. Today's session will last for approximately 90 minutes, and our presenters will be Sally Costerton, Senior Advisor to the CEO; Mandy Carver, Global Stakeholder Engagement Senior Director; Janice Douma Lange, Outreach Engagement Manager; and Jim Trengrove, Communications Senior Director.

Wendy Profit will be keeping us on track as the timekeeper, and you may submit your questions via the Q&A part, and we will answer as many questions as time permits at certain points during the presentation. Should we run out of time or if you have additional questions after the session, please send them to Outreach@ICANN.org. All recordings and transcripts will be sent to this mailing list, as well as being placed in the Commodity Outreach Wiki. This session is being recorded.

Lastly, I'd like to remind you to mute your computer, whilst I now hand you over to Renate De Wulf to confirm attendance.

Janice Lange: And Renate, we know we have everyone on the Adobe Connect. We can see them in the participants. Is there anyone who is on the Adigo line and not on Adobe Connect?

Olivier: Olivier.

Janice Lange: Thank you, Olivier. Anyone else?

Elisa Cooper: Elisa Cooper.

Janice Lange: Hi, Elisa. Welcome. And that's all? Great. We have put the agenda in the Notes section. We are going to try to follow time as best as possible, allowing more time for questions than time for us to actually be talking at you.

We want to just remind everyone, and some who have joined us recently in the Outreach Community Group, that we started to work as a staff about a year and a half ago, almost two years ago, on internally understanding outreach, what we thought it meant to us and then opening it up to the community in Costa Rica, following up in Prague with a great interactive session, where we formed an Outreach Community Group.

We summarized outreach by saying it's about moving people in, moving people up, and making them more effective. As we started working with the community and using this what we call "waffle iron" diagram as our base for discussion, the community talked to us about awareness, participation, and contribution. And we really liked those words in replacement of move in, move up, and make effective.

Because, really, what we're trying to do, from an ICANN perspective, and from individual communities within ICANN, is to make people more aware of who we are, what our mission is, what the vision for ICANN is. And then, by making them more aware, they become able to participate more fully, and they want to become engaged.

They want to find out different ways to participate. That might be through public forum, public comment, blogs. It could be face-to-face meetings, work sessions, working groups. It could be remote participation. It could be regional. There are so many ways, but if we don't make people aware of us and then engage in participation, all that is not possible.

And then contribution, because we don't want to plateau out. We don't want individuals to feel that there's not a space for them. We want to always find ways that our individuals can contribute and feel that the contribution is valuable.

So this is the journey, and we made our way to Toronto with several--we have a little bit of feedback, so we might need to have someone mute.

We made our way to Toronto. Toronto was a little difficult. We had a lot of conflicting sessions, although we tried very hard to not. What we talked about in Toronto, where we actually gained several new members to the Outreach Group, what we talked about was summarizing the work sessions that we had had from Prague to that time, which were two. We had two Community Outreach sessions.

And we talked about the message, the vision of ICANN, the fact that it wasn't always clear, even to those of us who had been in the system. So we really need to have messaging in plain English, words and the thoughts so that those who are joining can understand us--can understand our language, can understand what ICANN's all about.

We talked about developing strategies. One of those strategies was using community members who are on the ground around the world, whether it's reaching out to them before an ICANN meeting that's in their city or in their region or reaching out when there are conferences or working sessions in their area. That's just one idea of strategizing--planning ahead. We don't have to be reactionary. Moving.

Assessing our current activities--do they work? Are we meeting the expectations of our community? Setting up clear objectives.

Then we talked about materials, collateral. Do we have the right materials out there? Do they work? Are we reaching the right audience with those materials? Do we need a variety of materials to reach a variety of different audiences? Were we really reaching out to the community and asking these questions?

Next was methods. What are the methodologies we use? Different gatherings, different sessions, different audiences require different methodology, and have we really been taking a look at that?

And last was collaboration--within, internally, and also outside. Were we collaborating with other entities, other Internet entities in any kind of a manner? Planning ahead, collaborating with those entities, as international conferences were coming up as well as ICANN meetings. Were we reaching out, looking for opportunities to collaborate?

So these were the building blocks for outreach. And you can see in the center again, those key words--awareness, participation, and contribution. So we're hoping to--these aren't to be thrown away. We're hoping to take these ideas that we as a community came up with surrounding awareness, participation, and contribution, and now move them forward in the global stakeholder engagement world.

And with that, I'm going to pass over to Mandy, who will take us a little bit into that.

Mandy Carver:

Okay. Well, thank you, Janice. As Janice has outlined, we have moved toward a use of new terminology, talking about the awareness, participation, and contribution. What I'd like to focus on is that there are multiple types of outreach and engagement that go on within the ICANN framework. And global stakeholder engagement has a coordination and participation role in all of these. And I would say that a way to categorize this is there are three main pillars of outreach or engagement under the umbrella of this kind of activity.

And the first is community outreach. And that is to members of the community, but also by members of the community, and I think that that is where most of the conversation in these outreach discussions has focused. And that's really about the kind of awareness-raising you would do around the role of ICANN. And the goal is recruitment and participation. What does ICANN do? What are the structures? Why should you care about it? How would you get involved? And where that is.

A second pillar is what I would call technical engagement. This is completely driven by the community's request, and it is in support of a single, interoperable Internet. And that is the kind of activity that you would see around DNSSEC uptake, DNS operational, requests for trainings on security, DDOS attacks, business continuity models, best practices, et cetera.

I'd also put in that category when ICANN staff and community leadership are invited to participate in study groups and in working groups by coordinating groups and also by other entities such as some of the study groups and working groups within the ITU.

And the third category is ICANN in the Internet ecosystem. And this goes to the comment Janice was making about collaboration. And this is really about more the diplomacy in the ecosystem, in governmental or intergovernmental settings. This is also an arena where we would do awareness-raising. But it might be awareness-raising about the variety of venues and where there might be challenges to the multi-stakeholder model and the importance of certain efforts and why we're engaged there.

Wendy Profit:

You've got one minute.

Mandy Carver:

I've got one minute. All right.

Wendy Profit:

Or more if you need it.

Mandy Carver:

So what I'm trying to create is a framework where we all understand there's a breadth of activities, and where we can best coordinate and collaborate in these arenas. Under the third, the Internet and the ecosystem, I think one of the issues we have around the collaboration is also visibility and the existing work and the integration of calendars.

And that visibility and awareness is not only of what ICANN staff, awareness in the community of what ICANN staff are doing, but also awareness amongst the staff of what the community are doing. And I think that's one area that we can definitely develop, because we all have a role to play, and we all have a skill set, and one of the questions we need to look at is how best to engage the appropriate people in the appropriate settings.

Janice Lange: Thanks, Mandy. As we were preparing for this conversation with the community, we realized that this, the three pillars of outreach, is really important that the community feels the same way that we do as a staff. We're doing this together. And I'd just like to open up for any comments here about these three pillars of outreach--community outreach, technical engagement, and ICANN in the Internet system--either from the point of you hit the mark generically, it looks like these are kind of the three pieces, maybe different terminology.

But we'd like to open up to the community members to see if there's any comments they have. It's really important to us that as we continue down this path, we are sharing the same vision on it. Matt, are we open?

You can use any questions in the Q&A pod, but we are asking the operator to open the line if you would like to speak with us. Great. The line's open. Well, good job, Mandy.

Cheryl Langdon-Orr: Cheryl here. I've been trying to put my hand up, but the room's refusing.

Janice Lange: Refusing you.

Cheryl Langdon-Orr: (Inaudible) operating system, but I'll run anyway. Can you hear me?

Janice Lange: We can hear you.

Cheryl Langdon-Orr: Excellent. Yes, Cheryl Langdon-Orr for the transcript record, because I've seen there will be a transcript record. The point that Mandy was making, and I totally support the three pillars of outreach approach.

But we not only need to be aware of the skill sets and capabilities and the mix that we have across the paid professional and volunteer professional staff--note my roles here, paid professional and volunteer professional staff--because what you have is actually some highly professional and practiced volunteers as well.

But you do need to also make sure, and this is coming back to not only the one voice on the concept, but the one voice on the message, that there is a fit of agreed norms and key points, like things I could say, (inaudible) that we all promulgate. This is something I was planning to say later when you get to the Speaker's Bureau, but certainly that it involves volunteer organizations that both have utilized outreach via volunteer speaker's bureaus. And what you're seeing important there is to ensure that the resources, and here I don't just mean physical resources or those types of things, that there is a trust and understanding that the messages are not mixed messages, that they are all the same. And I think we need to have that integrated from the very, very beginning of this program. Thank you.

Janice Lange: Thanks, Cheryl. And Murray had put a question in Q&A, so I'm going to pass that to Mandy.

Mandy Carver: Murray, what I would say is--

Janice Lange: Mandy, could you say the question out loud for those who are just on the phone and for the transcript?

Mandy Carver: Oh, so the--

Cheryl Langdon-Orr: For some reason it's not showing in my pod.

Mandy Carver: Murray's question is, of the three pillars, which is the current priority? And they are all equally important, Murray. Different parts of the community and different parts of the staff focus on different pillars. But we don't elevate one over the other overall, except

maybe for a particular constituency, what they want to focus on is awareness-raising with an eye toward recruitment and participation in a particular region, compared to a different community that is making a specific request for technical training. These come from different--because there are different skill sets and different staffs that are involved, you will have different priorities in different settings. But we wouldn't elevate one over the other.

And Chris Chaplow wants to know, "When Fadi or senior staff makes a speech at a conference, which pillar is this?" It depends entirely on the audience. If Fadi or Tarek are asked to go to a setting where they are dealing entirely with government representatives who are frightened of the multi-stakeholder model, if that's not too impolitic a way to express it, and in some regions of the world and in some governmental entities, that is why it's called, they are frightened. In a setting like that, it's delivering the message in a way that they can hear it, that they would understand that there is a role for governments within the multi-stakeholder model, and that there is a partnership mechanism that would go forward.

If you had a request for someone to speak to a particular group, it might be entirely wanting to understand the multi-stakeholder model and how they would fit into what their natural constituency home might be and how they would fit in. And their interest might be, really, toward joining and participation and understanding the policy development process.

So, again, it depends on who's asked and by whom and what the community environment is asking for.

Sandra has asked, "Why is capacity-building limited just to technical skills?" It isn't. This is an example--it depends on what the capacity-building is about. So if you have a request for skills development that is about how to become--and this is something that we're going to be building up as part of the portfolio--if you've got someone asking about facilitation and moderation skills to make them more effective participants within ICANN, I wouldn't call that technical engagement.

But if you're talking about a request for understanding what's involved in creating an accredited registrar in a part of the world that is under-represented in that constituency, then that kind of capacity-building, where you're talking about the technical aspects and the funding issues and insurance bonds, et cetera, that would be.

So I think one of the reasons for putting up these three pillars, these are--they're all interlinked, and you might have awareness-raising--you might do a lot of awareness-raising within the third pillar. But it's what you're raising awareness about. So are you raising awareness within the community about a particular threat to the multi-stakeholder model? Are you raising awareness in other parts of the ecosystem about the role of ICANN versus are you doing capacity-building for people who are currently involved in ICANN who want to be more effective participants? Are you doing capacity-building around another aspect of ICANN's mission that doesn't have anything to do with, necessarily, recruiting people into policy discussions in the DDP?

Janice Lange:

Tijani, your hand is up. Is there a question?

Tijani Ben Jamaa:

No, I need to comment. Thank you, Janice and Mandy. I think that the three pillars are very important. I think that the first and the third one are the main area of work. The main effort will be deployed there inside the community and outside the community and the ecosystem. But as for point two, taking an engagement, if we need outreach in technical skills, but we need more capacity-building as you wrote it. And we need it inside the community and outside the community. We need it for the end users and for the (inaudible). I think that this point is more capacity-building than outreach, but

sometimes there is an element of outreach for the deployment of the Internet or for the (inaudible), et cetera. Thank you.

Janice Lange: Thank you, Tijani. Are there any other questions on this part? If not, we're going to move on and have Sally talk to us a little bit about where we're going to go. So we know where we have been and we know now where outreach fits into the Global Stakeholder Engagement Team. And now let's talk a little bit, Sally, about where we're going as we head towards Beijing.

Sally Costerton: Thank you very much, Janice and Mandy. Can you all hear me?

Janice Lange: Yes, Sally.

Sally Costerton: Okay. Please put your hand up if I talk too quickly, which I am wont to do. So firstly, thank you all for coming on this call and staying with this process, because I'm conscious that it probably feels like it's been going on for a while. And it's taken us some time to work out the best way to move this program forward. So I just wanted to start by thanking you for your levels of patience and engagement, and I think that bodes very well for a resolution of what we've had in the past, which is a very strong partnership between the different parts of our ICANN community.

I think we're getting some feedback. Could we go on mute? Thank you.

So just picking up a couple of things that have come up so far, in terms of how we evolve from the work that the community has done so far and what we're doing on the staff side, the goal of this workshop in Beijing is to bring us all together. And I hope that that's going to be the beginning of a very strong, ongoing partnership.

And it is important that we have shared messaging; I do completely agree with that. And what I would do--shared messaging. Shared goals and a shared methodology, which I think the, personally, I think the waffle iron model is an extremely good engagement model.

Janice Lange: We lost you for a second.

Sally Costerton: You got me now?

Janice Lange: Yes, we do. Thank you.

Sally Costerton: Okay. I think we have a lot of agreement coming through from the work that's been done historically and the plans that we've been working on at a historic level to achieve the strategy which Fadi outlined in Toronto. And as you will all probably know, that is the strategy which we are working on as a start.

So what we really want to do now on the call was to make a proposal to you, to get your feedback as to what we do next. And it is as follows. We would like to use the 90-minute stakeholder engagement session we have, which is largely, I hope, non-conflicted. Not entirely non-conflicted, but it's as non-conflicted as we could possibly make it. To have an interactive work session, and this is how we would propose running it.

So firstly, I would ask my colleagues from different parts of the staff team to be there, so not just the Stakeholder Engagement Team, but also the finance team with Xavier, Abba, also Jeff and his team, Jeff Moore on the security side; David Olive and some of his team on the policy side. The goal is that we should have everybody in that session who touches and has been involved in engagement from the staff side. And I hope that we will generate enough interest ahead of Beijing that we will also have everyone from the community who wishes to be involved in this process come and join us.

We have a room set aside which seats 300. I really don't know, and we'll talk about this in a minute, whether we'll have 300 or 400 or 25. But anyway, we have a room, and it can handle remote-to-remote access and also translation.

We will use the first half of the session to update the community from the staff perspective as to the key aspects of the Stakeholder Engagement strategy and plan, none of which, I suspect, will surprise you, but it put pull it all together for you. Then I will ask Xavier or Abba to explain to us all collectively how the budgeting and financial processes are working and will work in the future so that, as we move into the four work groups, we are not focused on the budget side; we are focused on strategy and content.

And what we've tried to do here with these four buckets of discussion, or these four buckets of activity, is to focus on the things that have come out of your existing work and the things that are in our plan that we feel will be of maximum benefit for the maximum amount of people in the community. And we've tried to group them together.

And let me just explain the format we're suggesting. We'd like to divide the community or member delegates into these four groups. We'd like to ask them to join the group that they feel they're most engaged with, that they think is most relevant, recognizing that some people may want to be part of all the groups. But we'd like people to spread themselves fairly evenly.

I'd like each group to be cross-stakeholder. So this is not about setting one part of the community up against another part of the community to fight for budget. It's about looking for the areas where we have the highest level of commonality of need so that we can do the best work that is most well-structured, that shares the practice that is best funded. Not everything that we do that's funded will be in these groups, but it's about the ones that we do in common.

And then finally, the format I would suggest is that each one of these groups will have staff members join them according to where those staff have the greatest level of engagement, and I'll cover that in a second, the greatest level of involvement. And I will ask for one facilitator for that session for each group, and to focus, really, on three questions, the first one being, "What is the most important thing that this group would like to be able to achieve in the next three months prior to the next meeting and in the next 12 months, the budget cycle?"

The second question being, "What is it nice to have?" and the third one being, "What are you most worried about?" So what are the opportunities and what are the barriers, essentially, trying to summarize it. And we'll run those discussions for 30 minutes.

You'll have roughly 30 minutes for the first session for the plan and the financial strategy, 30 minutes for discussion, and then 30 minutes for wrap-up and discussion, which will facilitate at the larger group again.

Now, the reason--so these topics that we've chosen, we've got one on collateral and website, printed content, everything you can think of--slide decks, everything that is around content except to be on events. And workshops would include things like training workshops that Mandy's just been talking about, so the capacity-building aspect, that it's very event-focused.

The third one about tools and platforms. This is clearly going to be absolutely critical in terms of how we evolve our ability to scale, and also to share. Because right now, I have noticed that in many parts of the community, we're having thoughts to solve similar problems, and there doesn't seem to be much ability to share best practice. And that may be because we at the staff are not creating the right fora for that to happen.

And then finally, a group looking at how we're going to populate and utilize our methodology, our model.

Now, before I go any further, is there anything--do we think there's anything here that really we can't address through these four buckets? Wendy, could we open the line again?

Wendy Profit: We're doing that right now.

Sally Costerton: Thank you.

Janice Lange: In the meantime, we have Jimson, and Jimson, you're talking about in the outreach process, you're familiar with the stakeholder model, and I'm trying to read the rest of your question. So with the line open, maybe you can just elaborate? Jimson, are you on the line? I'm trying to get this, Jimson, but I'm just not able to see the rest of your question. So you've raised your hand. Can you elaborate online to Sally? Okay, while we wait for Jimson to come back online or to get his entire question, does someone else have a question for Sally?

Wendy Profit: Here, now you can read it. Here you go.

Janice Lange: Okay. But I'm also now hearing about multi-stakeholder approach. Which expression are we focusing on here--the multi-stakeholder model or the multi-stakeholder approach? So the question is, are we focusing on the multi-stakeholder model or the multi-stakeholder approach?

Mandy Carver: So it depends, I would imagine, on which type of outreach and engagement you're talking about. I mean, obviously, we would like to use a cross-stakeholder, multi-stakeholder approach in dealing with the issues and challenges that face ICANN. If you're talking about the kinds of awareness-raising that's about recruitment, in that instance you may be talking about what we used to call single-sector, or a specific constituency that is talking to new potential members of that constituency. But I would say we're talking about both.

Janice Lange: Okay. Are we okay? Any other questions? Sally, Murray has put a question in that says, "Does Sally know what outreach is planned by the Chinese in Beijing?"

Sally Costerton: Ooh, good question. In what particular context? Does he mean the Chinese organizers? I'm not sure. I'm not quite sure what aspect of that. If he could ask a more specific question, I'll try and answer it.

Janice Lange: Okay. Murray, you heard that. If you can get just a bit more specific.

Wendy Profit: Outreach to fellow Chinese in the world.

Janice Lange: Outreach, but from who? From the organizers or from--?

Wendy Profit: Around the world.

Janice Lange: Mandy, go ahead.

Mandy Carver: So--

Janice Lange: And Peggy's online as well.

Mandy Carver: And I think Heidi is online and can speak to this. Murray, I don't know what the nature of the local host advertising has been to the general community there, and I don't know what the access issues are going to be. However, I do know, for instance, that there is the, all the Chinese ALSs are having a session at the ICANN meeting. It will be there for



them to all get together in one place. I also know that, for instance, that BRALO has a roundtable and a showcase that they will have brought in from the entire Asia-Pacific region. But I don't think any of us can speak to whatever advertising has been done by CONAC or CNNIC within China about the meeting itself.

Sally Costerton:

I can tell you that I met with the organizers in Beijing about two and a half weeks ago with Fadi, and we had a lengthy meeting, a series of meetings, with CNNIC and CONAC and the Internet Society of China, who are the three hosts. Madame Hu, as many of you know who she is, I'm sure. And we asked very specifically for them to promote the event to local Internet users. So we feel it's very important that we have as many delegates coming who are part of the Chinese Internet community. And to that end, we've translated the meeting website into Chinese. We don't always do that for meetings, but we thought it was an important thing to do, because it's really going to be hard for them to promote the website if it's not in Chinese, which it is.

So I'm very hopeful that they will pick that up and see it as an opportunity to bring more of their community.

There is a possibility of a high-level meeting immediately after the opening, a little like the one in Toronto, but that is yet to be confirmed. But it's under discussion at the moment.

Janice Lange:

Okay. Our next question, from Chris Chaplow--and Chris, no, it's no problem. The waffle iron model, which is talking about addressing all aspects of ICANN. So from a regional, the five ICANN regions; from a community group, from our stakeholders, our constituency, our supporting organizations, our advisory committees; and from the level of beginning as an observer in ICANN and then becoming more of a contributor and a leader.

And at the time that we made this model, we were using the word "ambassador." So once you had gained experience, we would have expectations of individuals being able to participate as an ambassador of ICANN and its vision and its model, the multi-stakeholder model.

The word "ambassador" is interesting, and I think it's a topic that we can actually add to a future conversation. You know, what does that really mean? Is that the right word for what we're reaching for here when people get involved and engaged in the multi-stakeholder model and in ICANN, and they want, you want as a community, to speak on behalf of? Is that the right word? For today, if we have time, for a good conversation on the outreach of ICANN.org, but we're also looking for the right answer for that name.

So the waffle iron is basically about moving in, moving up, making effective in your community group, in your region, in one of the focus areas of becoming more participatory, contributing more. So it's just our way of showcasing that on a global level.

Elisa had--Elisa, I'm sorry if I just murdered your name. The next question, Mandy?

Mandy Carver:

So she's asking, "How exactly will you conduct outreach globally? Email, marketing, traditional advertising? Do you have appropriate budget to do this?" And for some reason the pods don't want to completely expand, so is there anything beyond with this?

Wendy Profit:

That's it.

Mandy Carver:

To do this effectively, okay. All right.

Sally Costerton:

Okay, so firstly we have to think about what do we mean by the word "outreach," because it means a lot of different things to different people. It can mean everything

from awareness-raising, communication, recruitment, engagement--the whole thing. And one of the things that I hope we can get more consistent about here in our work together is what we mean by these terms.

Elisa, I will present our overall plan in terms of this, if you'd like. It's centrally driven (inaudible) activities at the beginning of the meeting, and that will cover some of the initiatives that we will undertake in terms of communication, in terms of events, in terms of issues like the Speaker's Bureau, which Jim is going to talk about in a minute, some of our plans around how we evolve the platforms, particularly the digital platforms to help us to both to raise awareness, increase participation, and drive contribution.

So the answer is kind of, I think the priority for us at this stage is to have some consensus and agreement in the whole community as to what are the priorities. And it's partly because of budget prioritization that I want to use those discussion groups in Beijing to get that sense of agreement about what the priorities have to be. Because this is--I mean, you know, you could spend tens and tens and tens of millions of dollars here. So this is also about balancing priorities versus what the available resources are, and what kind of resources. As Cheryl said at the beginning of the call, different kinds of resources. There's money, but there's also time and people. So what's the right balance of those?

So I hope that by the end of our session in Beijing, we'll have a much clearer view as to where we are with that.

Janice Lange: Okay. And then we had from, we have one more from Murray. And I think, Olivier, you're on the line, and Heidi, and Murray's talking about liking to connect with APRALO and now RALO for sharing. So I didn't know, Heidi, if you just wanted to just address that quickly about our work with APRALO in Beijing, and then we'll certainly connect you via email. But also, exchanges are so welcome on the Outreach@ICANN.org for any of these kind of communications. But Heidi, did you want to say anything? Okay, we'll go ahead and make sure, Murray, that you're connected with Heidi in the effort that At-Large is undertaking.

Olivier, would you like to? Go ahead.

Olivier: Thank you very much. Can you hear me, Janice?

Janice Lange: Sure, absolutely.

Olivier: Oh, perfect, fantastic. It's Olivier, for the transcript record. APRALO is conducting a set of events in Beijing, among which there will be a set of capacity-building sessions that will be aimed specifically at all of the APRALO At-Large structures. It takes place very early in the morning, from seven until nine. I believe that part of the work will actually be, part of the sessions will be shared with the fellows, which is pretty exciting in itself. But there will also be some additional sessions that will take place aside from the fellowship sessions.

The Organizing Committee, the Beijing Organizing Committee, has already pretty much finalized all of the sessions that we're going to have, so if it comes down to actually organizing things, we've already done that. But of course, if you want to be involved with the sessions and so on, everything is open. In At-Large, we allow what some others would call observers; we just call them full participants. So it's all fine if you wish to attend all of the sessions. And I believe that if you go over to the At-Large pages, you will be able to see where and when they take place. I'll leave it to Heidi to put the link over to our agendas. That's all. Thank you.

Janice Lange: Thank you, Olivier. And Sebastian, I just want to ask, would you like to elaborate any about your conversation in Chad, or leave that for another time? Just giving Sebastian a

minute in case he's on mute. Okay, thanks, Sebastian. We definitely have noted that conversation in chat, and we'll get back to you on that.

Are there any other questions regarding the interactive work session for Beijing? And if not, we are going to--.

Sally Costerton: Sorry. Can I just ask a question, Janice, before we finish? Or it's not really a question, but so if people are comfortable with this approach, which I'm assuming that they are. Everybody would be chastising me or getting cross with me, what we'd like to do after this call is we will send around a recommendation as to how we recruit people to join the session. So that's just my closing comment. So we will send that around.

Janice Lange: Fantastic.

Mandy Carver: People can start identifying who's going to go to which--.

Janice Lange: Yes, now that the schedule is posted, it's a lot easier to see where to go every day and start to make your plans. So we are going to go now next to Jim Trengrove, Senior Director of Communications, and Jim, about the Speaker Bureau. It's all yours.

Jim Trengrove: Thank you, Janice, and just confirm, Janice, that you can hear me.

Janice Lange: Absolutely.

Jim Trengrove: Great. And hello to everyone. Great to have you on this. The Speaker's Bureau. It officially launched on January 9, and the reason that we did this, Mandy spoke a little earlier about recruitment and participation, which is the goal of the Speaker's Bureau. Well, that's one of them. Education and understanding of what ICANN is. And you get feedback as well.

So what we did is we designed a mechanism, a process to streamline the invitations and requests that we received for ICANN participation at conferences or events, literally anywhere around the world. And those invitations, they come to us in many ways. They come through Fadi's office, or members of the staff will receive them. Our Regional Vice Presidents will receive them, Board members. And some have been speaking at the same events for several years or so, and so there's that one-on-one sort of contact.

But what happens is we weren't doing a good job in tracking all this, and we would see a newspaper article or an online blog or something about Jeff Moss had spoken in Minsk, and none of us had any idea that was happening, for instance.

So we've formalized the process now to coordinate all the invitations, and they're going to go through the same person. And so you'll see there's a link there for the Speaker Bureau Request Form. And it's also obtainable by going through the Contact link on the home page of ICANN.org. And so please share this with anyone who you think might be interested in having someone from ICANN speak at their event.

So please use the Request Form, and once you submit the form, you'll receive a notification that the request has been--we'll acknowledge the receipt of the submission. And Violet Cieri is the woman who is managing our Speaker's Bureau. And what she will do when she gets a request, she'll research the request, she'll contact the organizers, talk with them on the phone, determine basically whether the invitation supports ICANN's goals. And if so, we'll start the process in motion. She'll discuss the invitation with me. We'll discuss possible participants based on their knowledge of the issues or, of course, their geographic location. And we'll chat to that participant and make sure that's going to work. And then we provide the logistical support for the speaker to get there and make sure all the dots are connected that way.

We'll also provide any material support for the speaker during his or her presentation. That could be slide decks, videos, infographics, any handouts. And we are now compiling a library of materials which is available on the ICANN Community Wiki. Lynn Lipinski, with the Communications Team, has been organizing that and trying to make as complete of a library as we can, and also translating in all six languages as well. So it's taking a little longer for some than others, but that's our goal.

And also, I talked about feedback, and it is a very good way to elicit feedback from the community. And so the speakers are asked to fill out a feedback form about their experience once they have completed their participation. Was the event as advertised? Tell us about the size of the audience, the interests of the audience. Would you recommend that we participate in the future? And how could the staff, how could the Speaker's Bureau, have been more supportive of the event? And I know there's been some good one-on-one conversations with Violet as well, giving feedback, so we really appreciate all that.

Originally we opened it up to members of the ICANN staff, the Executive Team. We've now opened it up to include the Board members as well, and we've had several Board members participate, and that's working well. Violet's getting a good idea of what the different Board members do, what their expertise is, where they are. So we seem to be, in the three months, we seem to be moving pretty well along. We have more to do. But we asked the Board members to reach out to Violet to almost register with them again, so that we know what their interests are and how interested they would be in participating.

Cheryl had mentioned message points. And it's important that we're all on message. And as we grow and reach the wider parts of the globe, keeping the message, staying on message, is important. We can do that with staff, not always so easy with Board members, but it seems to be working well.

And what we're talking about doing soon is opening the Speaker's Bureau to the AC and SO groups. That, Sally and I have started discussions on. And again, the message point is one of the concerns, because we have diverse groups within ICANN, diverse opinions. So keeping on message is not always going to be easy. But we have a lot of smart volunteers out there that we want to support, and they can reach parts of the world that we can't send staffers to or that Board members can't reach out to. And frankly, the community members who live there probably know the issues and the relative local and regional issues better, anyway. So that's something we're going to want to develop in the next several months.

We have a calendar. You can see there, on MyICANN.org, is our calendar. And at the bottom, when you click that link, you'll see Stakeholder Engagement. That's the calendar that we are keeping for all the events we have had. We've had some 35 on track, I think, through April. The April calendar's filled out. We're still confirming those events. But it just gives you an idea of where we've been and the issues we've talked with and who has participated.

So again, we're still learning; we're still growing. But we're pretty excited about it, and I think it's going to be an important tool in reaching out and also getting feedback, which is important. And I'll leave it there for any questions.

Janice Lange:

Hey, Jim, thank you very much. And there are a couple of questions that are around. And I think Avri may or may not be able to speak for herself, and I'll just speak this out loud, Avri, and then if you can, jump in. But Avri was talking about that there's many in the community who speak about ICANN or are invited to speak about ICANN. And she's just saying, does the Speaker Bureau track those activities? And does the Speaker Bureau care about the activities of ICANN community representatives?

- Jim Trengrove: Well, that's a good question, and I'd say, in the broad context of the question, yes, very interested, because we want to know who is interested in hearing from ICANN and who is not. And so that would be, even if the request has been made individually to a certain member of the community and that member has accepted and is going to go do it, it would still be good to know about it. And that would be with the request form would be for it. They would just be an advisory, and then we would get those events up on the calendar.
- Again, as we bring the community members in, we'll formalize that process more. But in the meantime, you can do it that way, or simply drop an email to me as well, and I'll make sure that we follow up on it.
- Janice Lange: Okay. And Chris, I think this is you, Chris Chaplow, asking, "Do we collect feedback from the audiences? Once we have the speaker requested and they attend and do a presentation, are we collecting feedback?"
- Jim Trengrove: Well, thanks, Chris. We're not getting feedback right from the audience as of yet. That's a very good suggestion, and we'd have to figure out a way of doing that. Maybe we can add another link on our ICANN Speaker's Bureau form. Right now we're relying on the speakers themselves to be able to feed back, but that's an interesting point and something we'd like to look into.
- Janice Lange: Okay. And let's see. Do we have any other questions in the question pod? I don't see them in my box, so I'm going to open up the lines and see if anyone online, on Adigo line, would like to ask a question of Jim or a question on the session itself, any of the agenda points on the session.
- Olivier, can you wait just a moment? I see your hand, and I just want to address that in the chat room, Violet, who is working with Jim, says we have received feedback from event organizers, so Jim, I'll leave it to you and Violet to work out ways that we can show the community some of that feedback.
- Jim Trengrove: Right, good.
- Janice Lange: Great. Cheryl, I'm going to hold for you for just one second since I see your question in the chat room, and I know you're having an issue with the Q&A, and give it to Olivier first. Olivier?
- Olivier: Thank you very much, Janice. It's Olivier, for the transcript record. Just a quick question with regards to IGF. Would that fall under the Speaker's Bureau as well, or is this an entirely different exercise?
- Jim Trengrove: I think it does fall within the Speaker's Bureau. Yes, it does. Anything that ICANN is participating in any way, we'd like to run it through the Speaker's Bureau, just so we have knowledge of the events and the participants.
- Sally Costerton: And Sally, for the record, just importantly, the group should know that includes everything Fadi is doing.
- Janice Lange: That is important for the record. Cheryl, I'm trying to just see if this is a question that you have, if you have a request from an organization--.
- Cheryl Langdon-Orr: Janice, Cheryl here. It's all just commentary, but based on something that Olivier just said--I'm always happy to see when Olivier talks, he gives me the next word--is that we probably shouldn't forget the activities that happen in the CCNSO with the CCTLD communities who are often in directing at the local and national level, and quite often in the local multi-stakeholder model works, are really very much ambassadors for ICANN, and we perhaps need a way to capture that at some point in time.

Let me give you an example, Sally and Jim. ADEA is paying me to go down as a Director of ADEA to do a couple of things in Canberra, but basically my afternoon in Canberra on Thursday is because there is a public forum being held on WHOIS, and we expect it will be an ICANN-bashing exercise if some of us aren't there. So you actually have more people on the ground fighting the good fight in the name of ICANN than I think you realize. And perhaps some mechanism of capturing all of that good work would be fine. And I'm sure that happens in any number of the communities as well. Thank you.

Janice Lange:

Cheryl, thank you for that. And again, it just brings up this, we need to continue to expand on how we get information from the community, because obviously, there are just too many people out there doing really great work, and we are not aware of it. So we need to find a platform that we can have a better, easier, efficient sharing mechanism, and this goes into strategizing, planning, collaborating.

And so, Jim, I feel like your list is going to keep growing here, but with a lot of help from the Outreach Team. Because part of what we started out saying almost a year ago, and continue to, is where does the work reside? Sometimes we have staff as driver and community as facilitator of the work, and sometimes the community is the driver, and the staff should facilitate the work. And I hear these kind of things and think, "Okay, we need to really work on our mechanism for how we collaborate and communicate together and say, "Okay, give us this. We can do that. If we give you this idea, could you please implement it?" And I think there's a lot of work ahead for us to do with that. Mandy?

Mandy Carver:

It's Mandy, for the record. I just want to second what Janice is saying. And there has been a fair amount of request from the community over time for calendars that show what ICANN staff and the executives are doing. And so we've been trying to build in those frameworks, those platforms that share that information.

And some of the community groups have internal community Wikis where they may be sharing amongst themselves that information. But what we need is a mechanism where that same level of update and information from the community is coming into ICANN. So it's going out to all the cross-stakeholder groups, but also to the staff.

And so this is a constant challenge. We have internal communications challenges, just within the departments and the staff, but we certainly have even greater communication challenges. I think everybody kind of thinks what they're doing, everybody's aware of what they're doing, but there's no way for us to know without more collaborative platforms where people are willing to upload their activities. So they're willing to think, "Oh, I should tell the rest of the community that I'm going to do this session." So thank you.

Janice Lange:

And Glen and Murray, you have some really great stuff going on in the chat room, and I know that we're all taking a look at that. We save our chats in our notes so that we're able to go back and take a look at these ideas, and we'll go ahead and put them all into one set of notes, which we'll publish out at Outreach@ICANN.org, as well as to the Outreach Wiki.

Give me a good minute just to say to anyone new to our Outreach Group, if you're joining the conference call and are not on the Outreach Group, you can just type it on chat right now, and I'll take that from the chat room. I'll make sure you get an invite. If anyone is on the call right now and has not been part of the ICANN community, some call it confluence, because it's the platform, but if you're not part of the ICANN Community Wiki and wish to be, again, throw it in the chat room now. You can throw me an email at Janice.Lange@ICANN.org.

But we want to keep as many people involved in this as possible, and there are so many ways for you to participate. But we're really trying to work with this distribution list, this mailing list, Outreach@ICANN.org, and to have a repository, also, in the Outreach Working Group Wiki. So happy to make sure everyone that's on this call is able to participate in each of those different methods of outreach.

I'm looking. I don't see any other raised hands up right now. And thank you, Murray, about the sharing. And Cheryl, I just got that you were disconnected. We're working on--of course, you can't hear us--but for everyone else, we are working on getting that with the Adigo operator.

So with that, are there any other questions regarding any of our agenda items today?

Jim Trengrove: Janice, this is Jim. If I could just jump in and thank everyone. And I, too, was watching the chat room, the ideas on feedback. Anybody who has a halfway decent idea, send them to me. You can send them to me individually, and if you're going to be in Beijing, I'd love to follow up and chat with you there as well, if you've got a free minute.

Janice Lange: That's perfect. Okay. So going forward, we just captured this empty slide to make sure that we were able to capture any action items that we may need to take as a result of this session. I know, from my perspective and Renate's, we've been taking notes throughout, as well as being able to capture what you've written in. I think we've addressed the questions as they have come up. But certainly, any of the items that have come up through the chat, we will address through outreach@ICANN.org immediately this week.

From an aspect of agenda items for the interactive session in Beijing, I think through Sally's discussion with you, it seemed that that was well-received. I didn't hear any additional items that were thought to be needed to add to the Beijing 90-minute interactive. But if there is something that we did miss, now is a great time to raise your hand or jump in on the call and let us know.

Cheryl Langdon-Orr: Just quickly--Cheryl here--I just wondered whether via Chris. I know now one reason she's on this call, and she often is, but it strikes me that there is quite typically, if not traditionally and usually, a business constituency outreach with local business when an ICANN meeting happens. And it might be useful for Sally and some of the team to just get info from that part of the GNSO world to the stakeholders and see if there's something going on. I'd be shocked if there wasn't, but it's the sort of thing that we probably should keep our finger on the pulse of. Thank you.

Janice Lange: Thanks, Cheryl.

Sally Costerton: Chris, do you want to go on the phone to make your comment? Chris Mondini?

Cheryl Langdon-Orr: I think there would be. It's more to get back to you, Sally, than to ask for him to be copied to us. It was a question earlier on, and I know we talked about it At-Large, and obviously, CCNSO do these things, too. But I'm very aware that there would be something going on from Business Outreach.

Janice Lange: Great. And Chris just entered our room here, Chris Mondini.

Chris Mondini: Just to say, as I was listening to the webinar, I was also corresponding with Marilyn and Elise and others in the business constituency to talk about Beijing plans. So there are plans afoot.

Cheryl Langdon-Orr: Fantastic.

Janice Lange: Thank you, Chris. And Chris, we just received your comment as well.

- Cheryl Langdon-Orr: We don't want to be accused of not being a full cross-community focus group here.
- Janice Lange: Absolutely. Thank you. You always have the cross-community interest in mind. Mandy, did you have anything else?
- Cheryl Langdon-Orr: The community is just cross if everything is not across all the community.
- Janice Lange: Not a cross community. We're never cross. Okay, sometimes, but we get over it. Mandy, did you have any other comments?
- Mandy Carver: Just to remind people, as there seems to be a pretty good endorsement of the interactive model for Beijing and these four areas, that we should actually start thinking about who from your groups that are going to be in Beijing, can attend to participate in which of those discussion buckets. Because we do, as Sally said, we want those to be cross-constituency discussions. So if you can start planning now on who might be able to take on the discussion of production of collateral products, or who it might be from your group to talk about conferences and events or digital engagement, et cetera, that would be very helpful.
- Janice Lange: It's a great point, and I'll go ahead and put a note out to all of the chairs for each of these stakeholder groups and constituencies, advisory committees, supporting organizations. I'll put a quick note out to the chairs and to the staff liaisons to encourage that strategy and planning prior to the meeting. Thanks, Mandy, very much.
- Jim, as you mentioned, anyone can share any ideas with you. And before the meeting, it's great, and follow up at the meeting and find you. Sally, any last words?
- Sally Costerton: No, I'm back now. Yes, Chris, I just saw your question about the--is it written down somewhere? Yes, everything that's written about it, Janice has. So she can send you the work that was done on that.
- No, I just wanted to thank you very much for a great engagement on the call. I feel very optimistic that we can have a very good session in Beijing, and at Beijing and after Beijing. One of those things that we need to agree--Janice, mind you, we need to put some time on the agenda in Beijing for how this group works in the future. And I don't want to get too process here, I don't want to get too bureaucratic, but neither do I want to have a great meeting in Beijing and then a long period of silence. So that's the other action item that we just need to add to our to-do list.
- Janice Lange: Perfect in that. And Olivier, I saw that you raised your hand. Did you have a thought?
- Olivier: Yes, thank you very much, Janice. It's Olivier, for the transcript. Just before we break off, I was just going to say that for At-Large, capacity-building is a very, very important matter indeed, and so you have full collaboration from us. In fact, we've been making sure that the slots which will be used in Beijing have been freed from all of our other activities. So you'll have a good number of people coming from our community.
- But I also wanted to just mention that At-Large will be inviting Sally, Jim, and Chris Gift to their Sunday session for a face-to-face as well, prior to that session taking place. So we look forward to meeting with them, and we look forward to exchanging all of the comments. And just to say, it's not only the people who will be in Beijing that will be able to speak, but we are putting up a Wiki page for the collection of comments in advance of the Beijing meeting, so there will, no doubt, be more input from the edges. Thank you.
- Janice Lange: Thanks, Olivier, very much. And again, this presentation, the recording of the presentation and the transcript of the presentation will all be made available to the



Outreach@ICANN.org, as well as the community Wiki. We'll get all of that posted here within the week.

So thank you, everyone, so very much for your participation. It's great to be active and online with everyone again, and really looking forward to seeing you all in Beijing and having a great session there. So thank you, have a great week ahead, everybody.