



MEETING STRATEGY WORKING GROUP (MSWG) RECOMMENDATIONS ICANN FUTURE MEETINGS STRATEGY

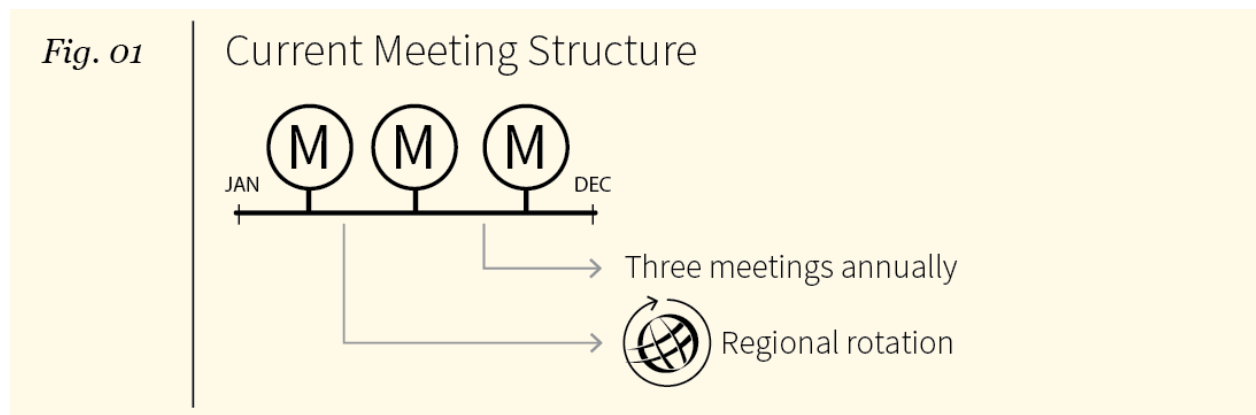
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I. PURPOSE

The purpose of this document is to help guide the ICANN community through a proposed new strategy for the structure, purpose and locations of the ICANN public meetings to support broad, informed participation and reflect the functional, geographic, and cultural diversity of the Internet at all levels of policy development and decision-making.

II. SITUATION OVERVIEW

ICANN has been hosting international meetings since 1999 at a rate of four meetings per year, which was then reduced in 2003 to three meetings per year.




The meetings are a central principle of ICANN’s multi-stakeholder model because they provide a venue for progressing policy work, conducting outreach, exchanging best practices, networking, interacting among members of the ICANN Community, including Board and Staff, and learning about ICANN.

Over the past several years the ICANN meetings have become increasingly complex events, and the success and growth of the community’s global multi-stakeholder organization has begun to introduce stresses to the current meetings model.

The growing demand for more sessions and meetings spread over more days has resulted in over-scheduled agendas and reduced opportunities for cross-community interaction. The growth of constituencies (and alike) and overall attendance at the meetings has also created the need for larger venues to accommodate the growing number of attendees. [See figure 02 and 03]

Fig. 02

Overall Growth

 =100 attendees
 =10 sessions
 =1 day

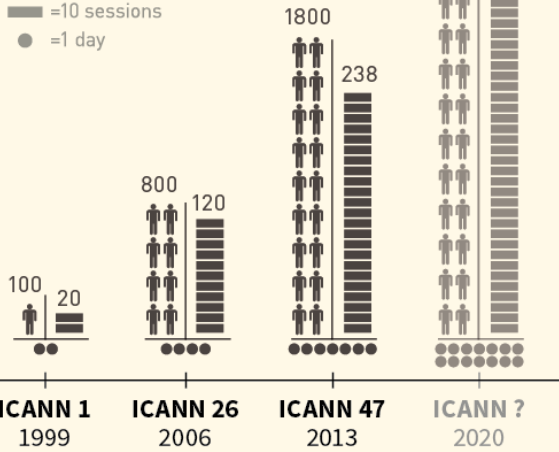
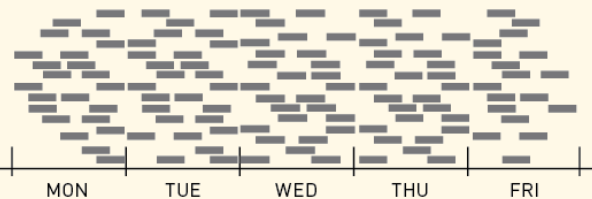


Fig. 03

Session Conflicts

ICANN 47 | Durban

238
Sessions
in 5+ days



To effectively evolve the community’s meeting strategy to accommodate the growth of the global multi-stakeholder needs, the ICANN Board In February 2013 resolved to create a multi-stakeholder working group to look into all aspects of the ICANN meetings.

The Meeting Strategy Working Group (MSWG) is a true cross community Working Group. Its mandate was to gather information, exchange ideas and propose changes to future ICANN meetings at both a strategic and operational level.



The most significant aspects of ICANN meetings addressed by the group included:

- Scheduling (and general conference agenda)
- Length (of the conference overall)
- Number (of international public meetings per year)

This document outlines the resulting recommendations of the working group.

For all recommendations in the document, subject to Board approval, the anticipated timing for implementation would be calendar year 2016.

III. SCOPE OF EFFORT

The MSWG has undertaken a considerable amount of research and analysis and conducted a number of interviews in order to understand the many facets and requirements that comprise an ICANN meeting.

The scope of topics for consideration by the MSWG to develop the new meeting strategy included the following aspects:

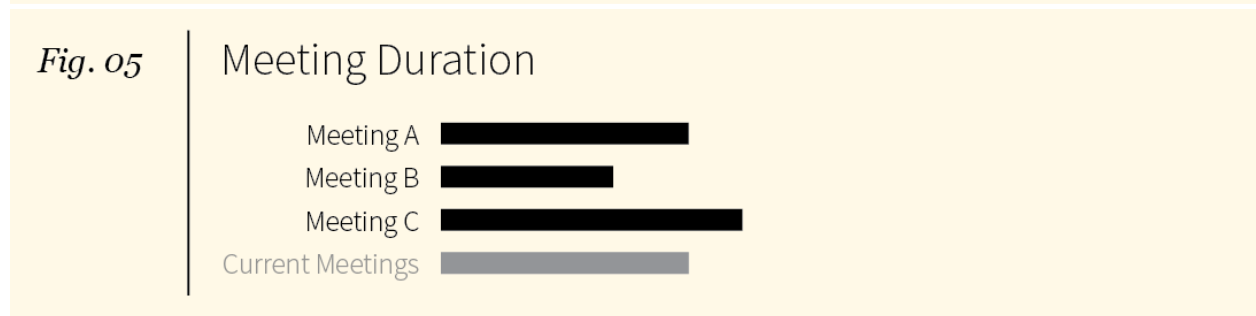
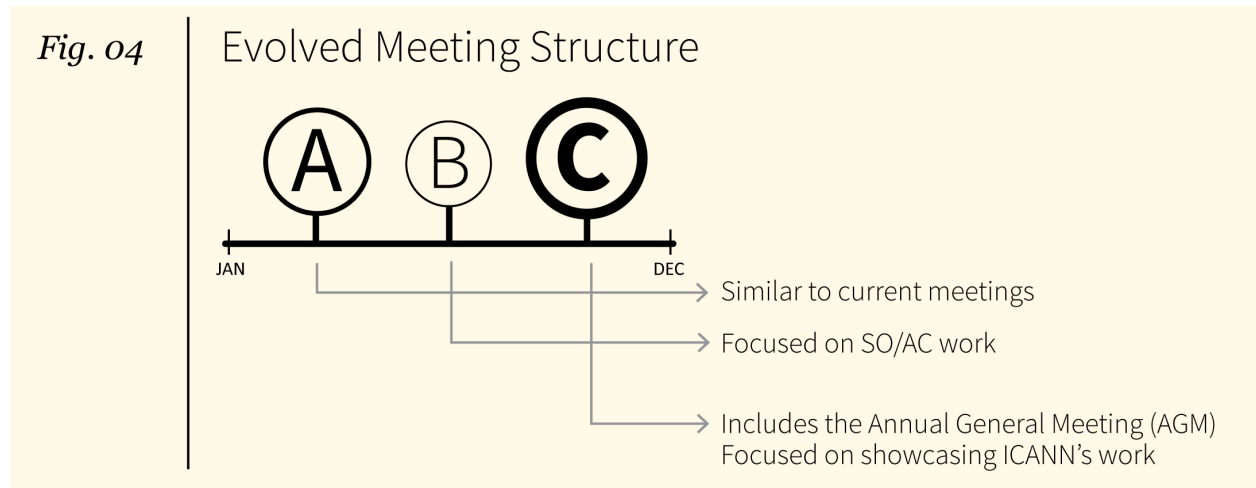
- Number of ICANN meetings per year
- Other types of meetings and conferences (global, regional, topic, stakeholder...)
- Objectives and organization of the meetings
- Locales (including rotation) of the meetings
- Role of local host
- Visa and travel support
- Role of sponsors
- Expected language services to be provided at ICANN meetings
- Remote participation
- Outreach (during the Meetings)

IV. EXECUTIVE LEVEL SUMMARY OF RECOMMENDATIONS

Further detail is provided in this document, but the overall recommendations made by the MSWG are as follows:

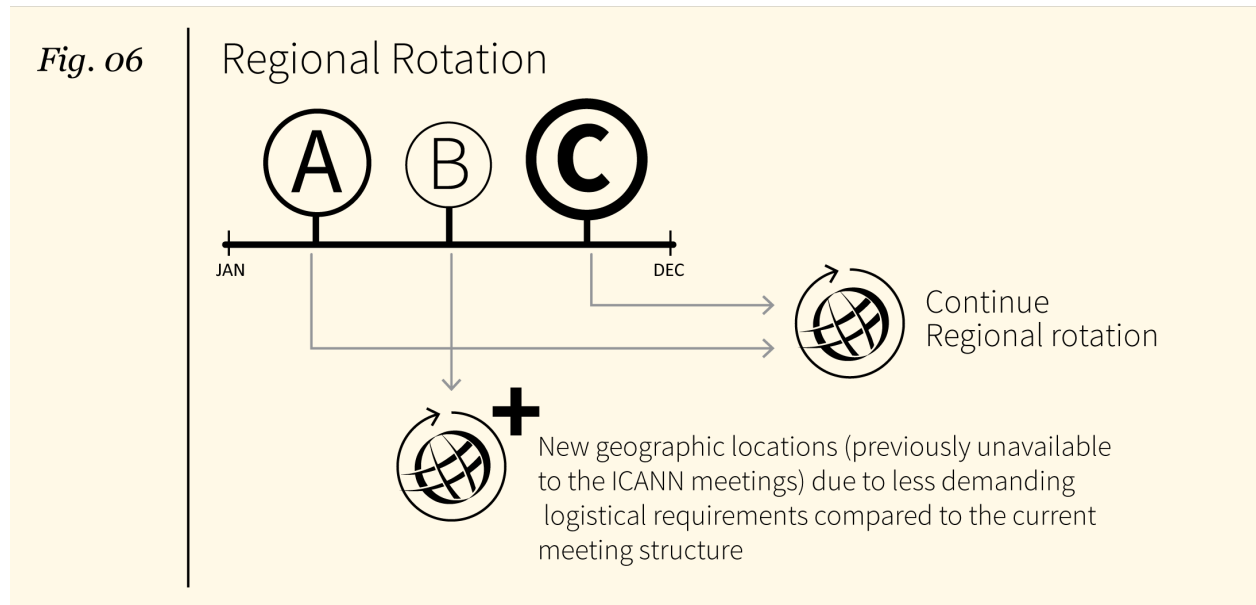
Continue the three-meeting schedule annually, but evolve the structure of the three meetings to better address meeting objectives, scheduling conflicts and to use the time in a most effective way. [See Fig. 04]

- The first meeting in the three-meeting cycle (Meeting A) would be similar in duration and theme to the current meeting structure.
- The second meeting in the cycle (Meeting B) would be a mid-year meeting focused on SO/AC policy development work as well as cross community interaction and outreach. It would be shorter in duration than the current meetings.
- The third meeting in the cycle (Meeting C) would be slightly longer in duration than the existing meetings, and would include the Annual General Meeting (AGM) and would have a focus on showcasing ICANN’s work to a broader global audience.

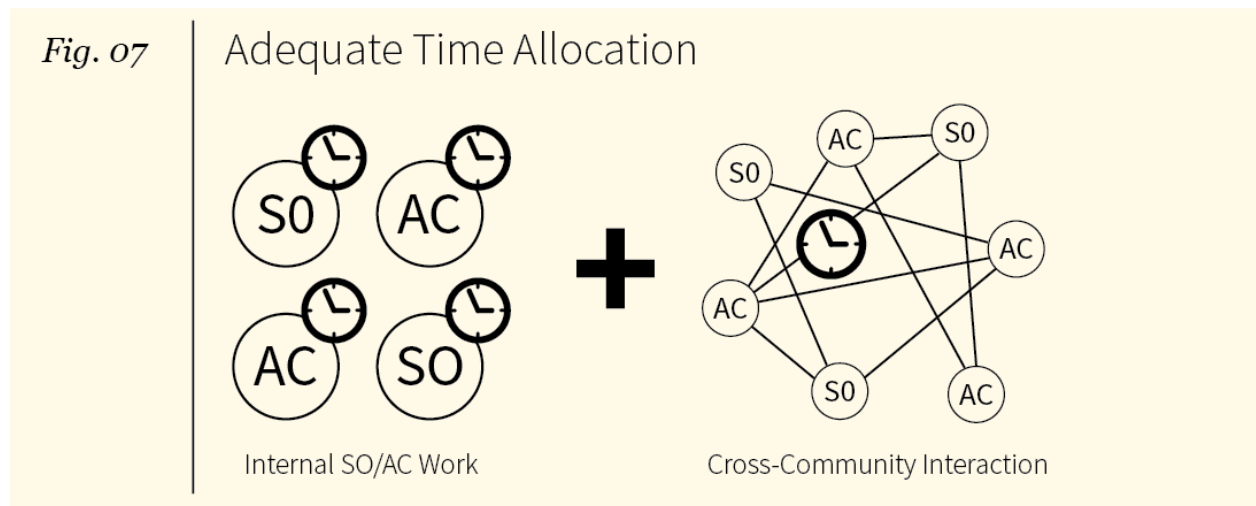


Continue regional rotation for all meetings and coordinate rotation to balance global coverage on a multi-year cycle, but evolve the rotation strategy to take advantage of the smaller mid-year meeting (Meeting B) to rotate through new geographic locations previously unavailable to the ICANN meetings due to the attendance and logistical requirements of the current meeting structure.

It is the recommendation of the MSWG that ICANN not restrict rotation of any meeting to specific locations.

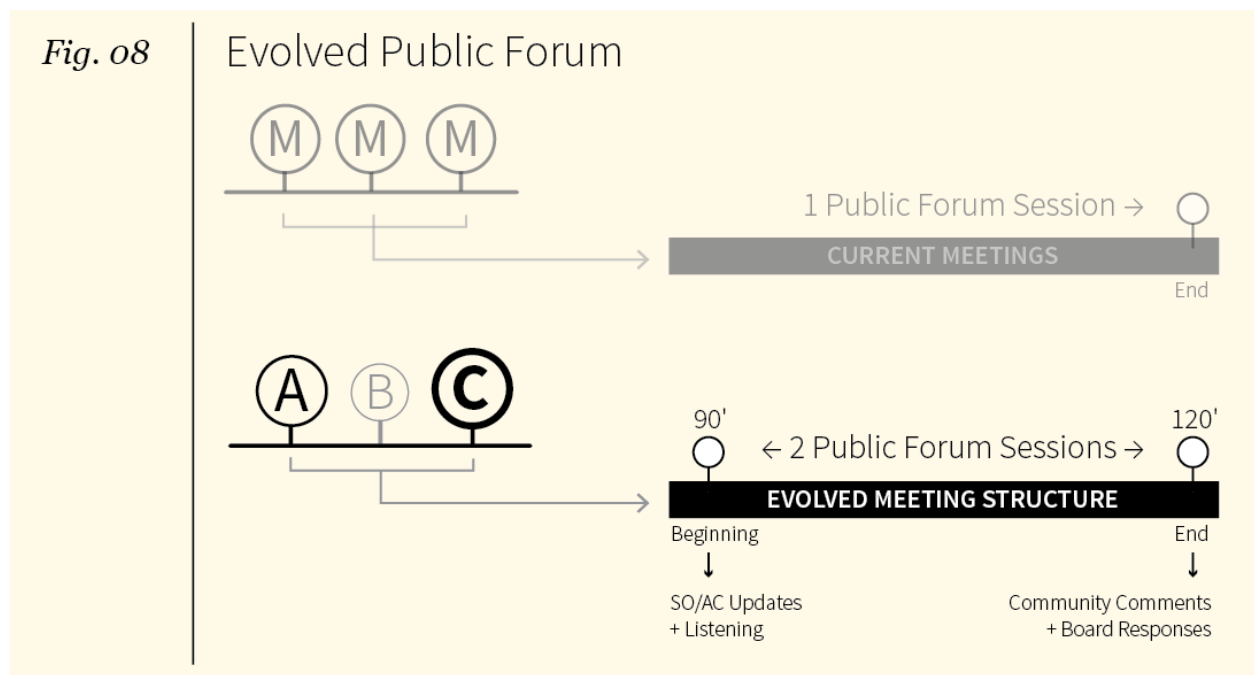


Continue to allocate adequate time for SO/AC work, but evolve the format of the meetings to afford greater opportunity for cross-community engagement and outreach.



Continue with the public forum at the first and third meetings in the cycle, but evolve the format by splitting the time into two portions with different focus:

- A session near the beginning of the meeting agenda for SO/AC updates and to listen to topics of interest by the community
- A session later in the meeting agenda for community comment and Board response



These recommendations are designed to drive the following benefits:

- Enhance cross community interaction by increasing time for networking, social interaction and cross community work
- Increase efficient use of time by each part of the community (and as a whole) attending the meetings
- Increase concentrated time of policy work while reducing session overlap or conflict
- Increase opportunity for issue-based and or language-based interactions
- Reduce meeting length for some groups based upon their focus and interest



V. **GUIDING PRINCIPLES**

To determine how best to make recommendations on evolving the meetings structure and format, the MSWG established the following guiding principles to aid in the deliberation process.

We have decided to include them here to help you understand better the recommendations. The MSWG is not seeking comments on the principles themselves.

The guiding principles are:

- Ensure sufficient face-to-face time for SO/AC policy development
- Develop the next level of equal footed cross-constituency interaction and facilitate sufficient delegate networking possibilities
- Promote efficient use of community and ICANN time with less session conflicts
- Maximize qualitative participation:
 - Ensure capabilities for remote participation
 - Provide sufficient language services (interpretation, translation)
 - Balance geographic rotation vs. hub location
 - Outreach with local communities, e.g., universities, businesses, Internet users and the media on important matters
 - Educate new and existing participants on issues being addressed by ICANN
 - Minimize conflicts with other Internet community events, e.g., IETF, IGF
 - Visa availability
- Develop a design that allows for growth
 - Increasing number of topics
 - Increasing number constituency groups
 - Increasing number of attendees
- Serve to increase the credibility of ICANN with the broader global community



VI. DEFINITION OF TERMS FOR THIS RECOMMENDATION

Over the course of the MSWG effort, it became necessary to align around some common definitions of often-used terms within and across the community, in order to increase clarity of communication and understanding between the MSWG members.

Those definitions are outlined here in the hopes of making certain elements of the detailed recommendation more clear for all community members in evaluating and commenting on the recommendation.

Definitions:

Cross community interaction is defined as activities occurring between two (2) or more SO/AC groups.

Internal SO/AC work includes work within one AC or SO (including stakeholder and constituency groups), or one AC or SO group and the Board or members of the Board.

Regional activities are defined as activities across the community whose participants are members of the same region, with the intended purpose of discussing ICANN-related issues relevant to that region.

Outreach activities are defined as activities conducted by SO/AC groups or cross-community groups with the intention of increasing awareness and interest in ICANN with individuals and organizations outside of the ICANN community.

- These activities are consistent with ICANN's function and mission. In ICANN's global multi-stakeholder model, policy is developed in a bottom-up fashion, a process that is enhanced and strengthened by reaching out to external communities, educating them about ICANN and encouraging them to participate if they wish.

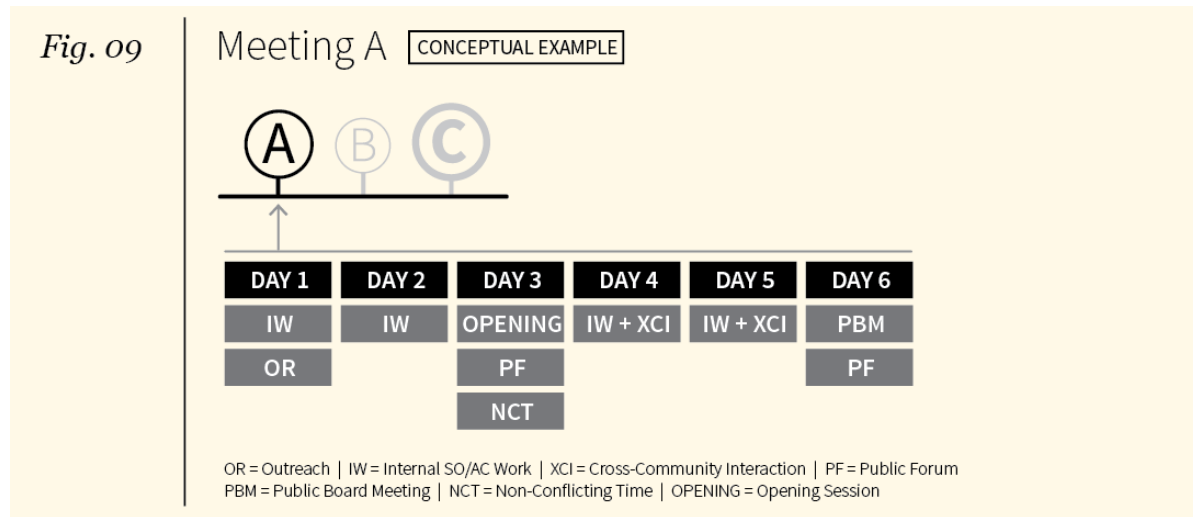
Capacity building is defined as any learning effort (including education training and tools), and special emphasis on leadership training at Meeting C.

VII. RECOMMENDATIONS ON MEETING TIMING, DURATION AND FORMAT

This section further details the recommended structure and format of the meetings.

Meeting A

- Timing of this meeting would be the first meeting in the three-meeting annual cycle
- Duration would be up to six (6) total days, similar to the current ICANN meeting structure
 - For reference, the current ICANN meetings are officially five (5) days, but when on-site pre- and post-meeting activities are accounted for, the actual duration of the meetings is seven to eight (7-8) days.
- Location and Rotation
 - Meeting A would adhere to a regional rotation
 - The focus of the rotation would be on geographies that can support the meeting space requirement for the expected content, organization and attendance for this meeting (1800+)
 - Consideration would also take into account finding locations that pose the fewest issues with securing Visas for attendees



- Format would be similar to the current ICANN meeting, with exception of the revised format for the public forum outlined below
 - Two (2) days dedicated to internal SO/AC work
 - Two (2) days dedicated to cross-community interaction, with possible additional internal SO/AC sessions
 - One-to-two (1-2) days dedicated to public forum, opening session, hot topic briefings and sessions like IETF “birds of a feather” (ICANN Pre-WG Efforts), cross-community interaction, such as issues-driven or regionally-focused topics (with the goal to be in a



non conflicting time)

- See figure 09 for a conceptual example of how this format might organize into an agenda framework

- Public forum evolution
 - The MSWG recommends splitting the current public forum format into two different meetings
 - ✓ The first session would be on the same day as the opening session and run 90-minutes in length.
 - The Board would hear from the community
 - SO/AC chairs would join the Board in this session, to hear and give brief updates from the community and listen to topics of interest by the community
 - ✓ The second session would fall on the final day of the meeting agenda, where the Board would hear complementary statements from the community and then respond as appropriate, as well as address any questions posed at the first public forum meeting.

MEETING B

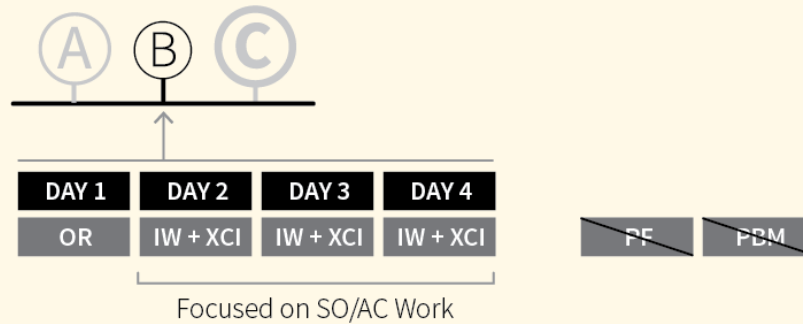
- Timing of this meeting would be the second meeting in the three-meeting annual cycle

- Duration would be up to four (4) total days, and would be focused on SO/AC policy development work as well as cross community interaction and outreach

- Location and Rotation
 - Meeting B would adhere to a regional rotation
 - The focus of the rotation would be on geographies which are unable to host meetings A and C, as the meeting space requirement for these meetings would be lessened due to organizational logistics
 - Consideration would also take into account finding locations that pose the fewest issues with securing Visas for attendees

Fig. 10

Meeting B CONCEPTUAL EXAMPLE



OR = Outreach | IW = Internal SO/AC Work | XCI = Cross-Community Interaction | PF = Public Forum | PBM = Public Board Meeting

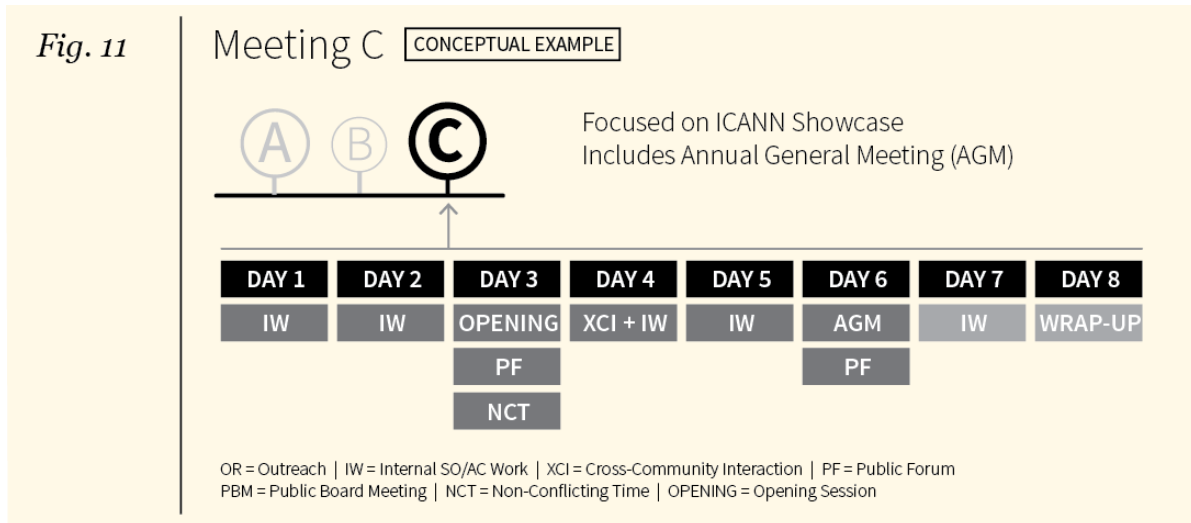
- Format would be adjusted from the current meeting structure in the following ways:
 - Three (3) days of focused as SO/AC work
 - The format for the three days focused on policy development work would have a shortened day agenda, for example 09:00-16:00, providing dedicated time from 16:00 on for cross community collaboration and networking.
 - One (1) day focused on community outreach
 - The MSWG recommends that a focused plan be developed for those Meeting B outreach activities to maximize opportunities
 - No opening ceremony or a shorter one
 - No public forum
 - No public Board meeting
 - See figure 10 for a conceptual example of how this format might organize into an agenda framework

MEETING C

- Timing of this meeting would be the third meeting in the three-meeting annual cycle and would include the Annual General Meeting (AGM) and would have a focus on showcasing ICANN’s work to a broader global audience.
- Duration would be up to eight (8) total days, but should be optimized to allow some groups to conduct their activities over a shorter duration within the overall meeting timeframe
- Location and Rotation
 - Meeting C would adhere to a regional rotation
 - The focus of the rotation would be on geographies that can support the meeting space

requirement for the expected content, organization and attendance for this meeting (2000+)

- o Consideration would also take into account finding locations that pose the fewest issues with securing Visas for attendees



- Format would be similar to the current ICANN meeting, (with the continuation of the Annual General Meeting and a public Board Meeting) with a reorganization of the objectives of each day
 - o Up to three (3) days dedicated to internal SO/AC work
 - o One (1) day dedicated to cross-community interaction
 - o One (1) day dedicated to either internal SO/AC work or cross-community interaction or both
 - o Two (2) days dedicated to public forum, annual general meeting, opening session, hot topic briefings and sessions like IETF “birds of a feather” (ICANN Pre-WG Efforts), cross-community interaction, such as issues-driven or regionally-focused topics (with the goal to be in a non conflicting time)
 - o One (1) day for meeting wrap up activities
 - o See figure 11 for a conceptual example of how this format might organize into an agenda framework
- Public forum format would be the same as Meeting A

VIII. RECOMMENDATION ON ROTATION OF THE MEETING LOCATION

The rotation is a very important aspect of the ICANN meeting strategy that makes ICANN go to people where they are. It should remain mandatory for the new strategy.



The MSWG recommends that regional rotation should be as regular as possible. The meeting staff should be given the flexibility to make the necessary arrangements to organize the meetings even if the rotation period for a region is not respected assuming that each region should have accommodated the 3 kinds of meetings during a 5-year cycle.

IX. RECOMMENDATIONS ON MEETING SUPPORT AND ENGAGEMENT ACTIVITIES

The MSWG has the following recommendations on meetings support and engagement activities:

- Technical support for remote participants, interpretation, scribing, transcription and translation will be consistent to current support, but effort should be made to focus on continuous improvement, especially for remote participation
- Fellowship program should also continue at all meetings, with a more regional emphasis for Meeting B.
- ICANN meeting planning team should continue to focus on ease of securing visas as a criterion in evaluating meeting locations. The MSWG recognizes the problem related to visas for attendees and recommends existing procedures be improved to enhance collaboration with the relevant Government and local hosts while maintaining the open enrollment and registration policies of the meetings.
- Steps should also be taken to keep track of recurring attendees to support easing of future visa attainment for attendees.
- A program should be developed to facilitate local outreach at ICANN meetings with particular emphasis on Meeting B, where a specific day is set aside for local outreach projects.
- ICANN staff should continue to evolve and improve efforts to support press interest at ICANN meetings, and additional effort should be given to establish compelling themes and foster new press outlets in all meeting locations, with emphasis on highlighting the outreach efforts in those locations.
 - Note that several suggestions were surfaced during the course of the working group's activities, creating recommendations and thoughts outside the scope of this group's mandate, which have been passed on to ICANN staff for consideration.
- The MSWG does not recommend requiring ICANN secure a local host for ICANN meetings, but does recommend that ICANN continue to encourage a multi-stakeholder local host structure. This support does not have to be financial in nature but with support for events, contacts with local government and media contacts, and support in the effort to secure visa letters is recognized as a benefit and should be continued.
- The opening ceremony to include, when it is feasible, a cultural element from that region or



country, such as local music or dance.

X. RECOMMENDATION ON MEETING PLANNING

- ICANN meeting planning team should provide framework and direction to ICANN staff and community members to organize schedules to minimize meeting conflict.
- Additional preparation time and flexibility should be afforded ICANN staff meeting planning group to optimize rotation and location of meetings and structuring of agenda framework to accommodate necessary working sessions while also reducing session conflict across community groups.
- ICANN meeting planning team should optimize scheduling of meeting days to take advantage of recognized working days (Monday through Thursday), and minimize impact on globally recognized non-working or religious observance days.
- ICANN staff should continue to advance attendee and session feedback for each of the three meeting formats, and make such information broadly available to the community in order to measure the progress and success of the new recommended meeting structure.



XI. MSWG MEMBERS

Volunteer Working Group Members in Representation of a Supporting Organization (SO), an Advisory Committee (AC), Staff or Board

Members	Gender	Country	Region	SO/AC
Donna Austin	F	AU	AP	GNSO
Satish Babu	M	IN	AP	ALAC
Tijani Ben Jemaa	M	TN	AF	ALAC
Michelle Chaplow	F	UK	EU	GNSO
Keith Davidson	M	NZ	AP	ccNSO
Eduardo Diaz Rivera	M	PR	NA	ALAC
Paul Diaz	M	US	NA	GNSO
Tracy F. Hackshaw	M	TT	LAC	GAC
Sylvia Herlein Leite	F	BR	LAC	ALAC
Sandra Hoferichter	F	DE	EU	ALAC
Poncelet Ileleji	M	GM	AF	GNSO
Dmitry Kohmanyuk	M	UA	EU	ASO
Ana Neves	F	PT	EU	GAC
Douglas Onyango	M	UG	AF	ASO
Suzanne Radell	F	US	NA	GAC
Margarita Valdés Cortés	F	CL	LAC	ccNSO



Sally Costerton	F	UK		Staff
Chris Gift	M	US		Staff
Nick Tomasso	M	US		Staff
Chris Disspain	M	AU		Board
Sébastien Bachollet	M	FR		Board

XII. ADDITIONAL ELEMENT REGARDING THE VISA ISSUE

Visa delivery to some ICANN community members has been an issue in certain countries hosting the ICANN meeting. It made some elected members of SO/AC leadership miss important meetings where they had crucial roles to play.

ICANN meeting planning team should continue to focus on ease of securing visas as criteria in evaluating meeting locations.

The aim is not to waive or change the visa procedure of the host country; it is more making the necessary arrangements so that the so-called procedure becomes accessible and doable for all community members in full respect of the host country laws and rules.

There will always be someone who will not be able to get the visa because he/she has a personal issues; the goal is to make the number of such persons as low as possible, and be sure that the restriction doesn't concern a region, country, race or religion.