(Draft) Communications Strategy for ATLAS III

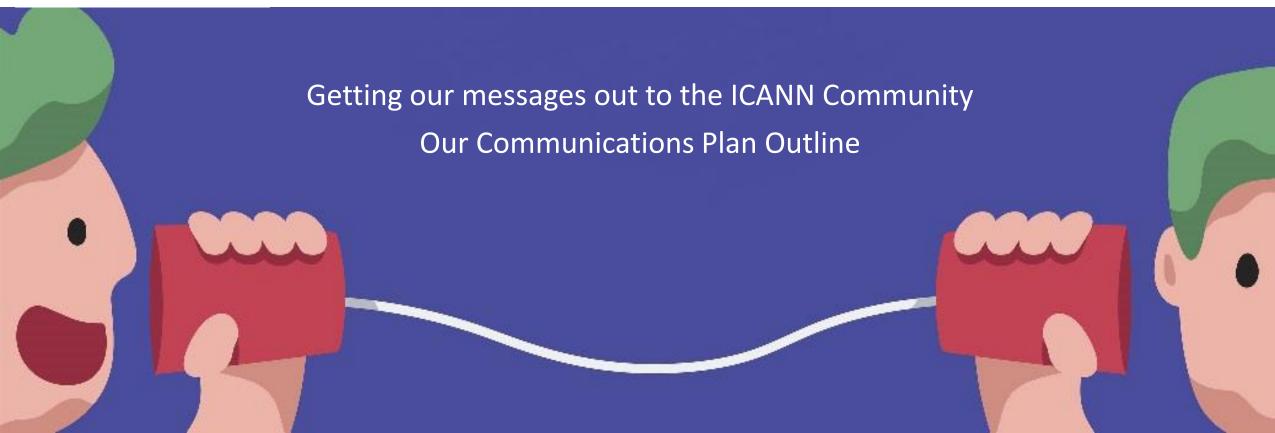Getting our messages out to the ICANN Community

Our Communications Plan Outline

ATLAS III
AMBASSADOR

Communication Plan

Situation Overview: (elevator pitch?)

- ATLAS III is an assembly of future At-Large Ambassadors, focused on developing and nurturing potential thought leaders and change agents who will implement what has resulted from the At-Large Review Process, namely, more effective participation of At-Large members in the policy advice process.

Objectives:

- Provide information on aims and objectives of ATLAS III before, during and after ATLAS III.

- Educate ATLAS III participants on what they will experience and achieve at ATLAS III

- Raise awareness of ATLAS III among At-Large community and ICANN community

At-Large Summit III

ICANN66, Montreal, Canada
4-7 November, 2019

Who are we targeting and what are the key messages?

Target Audience: (and who will communicate this?)

- **ATLAS III participants** - communicated to by OC/Comms group;

- **At-Large Community** – communicated by ALAC/RALO Leaders/ICANN Community

- **ICANN Community** – communicated by Staff blog; Chair message; Use Liaisons to communicate Chair's message

Key Messages

Top 2-3 messages

- ATLAS III is an assembly of future At-Large leaders

- ATLAS III will provide participants with the skills required to effectively represent the best interests of the end users within ICANN

- ATLAS III Ambassadors will be our thought leaders and change agents within At-Large and ICANN

How and when will we communicate our messages?

What channels could be used:

- **Email** – At-Large Worldwide, ALAC Announce, ATLAS III Participants, RALO lists

- **Social Media** – Blogs, At-Large Facebook and Twitter

- **Webinars** – Policy Pre-ICANN 66 webinar; ATLAS III webinars to ATLAS III participants

- **Podcasts and Videos** - interviews with ATLAS III Participants and others

- **Community Wiki & the At-Large Website** - update of information on progress and activities during ATLAS III

- **Skype Chat** - for ATLAS III Participants in preparation for and during ATLAS III

Strategy

- Develop a schedule for the delivery of key messages

- Use At-Large and ICANN existing communication tools

- Utilize RALO leadership and ATLAS III participants to communicate in the RALOs

- Use Liaisons to communicate to key SOACs

Timeline

Roll out starting in October

- **Prior to ATLAS III: Information on what ATLAS III is:**
  - **ATLAS III participants**
    - Webinars on what to expect at ATLAS III;
    - Information on where relevant information is located;
  - **At-Large community –**
    - Message from Chair on overall aim and next steps;
    - RALO leaders' messages;
    - RALO newsletters;
  - **ICANN community**
    - Staff blog and Pre-ICANN66 Webinar;
    - Staff Briefing to Board (HU) and to SOAC Chairs (MH)
    - Goran's welcoming comments

- **During ATLAS III: Daily Updates (4-7 November)**
  - ICANN66 newsletters
  - Short videos of daily events shown on ICANN screens/information booth
  - Updates to key groups (Board/GAC/GNSO, etc) by chairs and liaisons
  - Networking – All ATLAS III participants have elevator pitch ready

- **Post ATLAS III:**
  - Chair's Report (blogged and email list)
  - RALO newsletters
  - ATLAS III Ambassadors – Videos and spotlights, etc.