Tips & Tricks for a successful ccNSO Member Meeting

1. **Introduction & Background**

In this document we will list a number of options to assist those involved with the agenda-setting, as well as session chairs and presenters, both at in-person and at virtual meetings, to create structured opportunities for attendees to engage fully.

What is the ccNSO?
According to the definition included in article 10 of the ICANN Bylaws, the ccNSO is an ICANN Policy Development body, which shall be responsible for:
- Developing and recommending to the Board global policies relating to country-code top-level domains;
- Nurturing consensus across the ccNSO community, including the name-related activities of ccTLDs;
- Coordinating with other ICANN Supporting Organizations, committees, and constituencies under ICANN.

What are the evolved functions of the ccNSO?
- Perform work that is related to policy development processes
- Function as a platform: exchange of information, networking, sharing best practices
- Represent ccTLD community interests in the ICANN ecosystem

About the ccNSO Members Meeting
The ccNSO Members meeting consists of a mixture of updates and consultation rounds, depending on the purpose of the session. The aim of the ccNSO Members Meetings is:
- to brief the community on the current and upcoming work items for the ccNSO within the overall ICANN environment
- inform and discuss topics that are relevant to ccTLDs and other interested parties
- to consult the ccTLD community on the direction of travel regarding certain topics
- allow for skill building and knowledge sharing among ccTLDs

The audience typically consists of ccNSO members, ccTLD managers that are not a member of the ccNSO, and other interested parties from within the ICANN environment. Some attendees participate by simply attending the meeting, others are more engaged and add to the conversation.

Sessions as part of the ccNSO Members Meeting can take place in person, during ICANN public meetings, or in an entirely virtual format. If we meet in person, the room where the ccNSO members Meeting is held has a classroom style layout, for about 150 people. The lay-out of the room is fixed on a per-day basis and cannot be changed. A classroom style layout is the best match for the ccNSO members Meeting, due to the number of participants and the venue requirements. There is a head table with microphones, roving microphones in the room, bar stools in front of the head table, and at least one microphone stand in the front. Remote participation tools, such as Zoom, are used to display the slides, both for in-person and virtual meetings alike.

2. Reasons to hold a meeting, and impact on the agenda-setting

Overall, there are four broad reasons to hold a meeting:
- to influence others,
- to make decisions,
- to solve problems,
- or to strengthen relationships.

What does this mean in practice for the ccNSO Members Meeting?
The ccNSO typically holds a 2-day ccNSO Members Meeting at the occasion of ICANN Public Meetings. In case the ICANN public meeting is held virtually, the number of sessions is considerably shorter, and some sessions could be organised outside of the ICANN public meeting schedule.
When looking at past ccNSO Members Meeting agendas, some sessions aim to update the community on progress made, or future work items. For instance: updates regarding the IANA naming functions, ccNSO Working Group updates, policy updates. There is a preference to avoid passive lectures and engage the audience. Several sessions focus on strengthening relationships between ccTLD managers, and with other SO/ACs. For instance, the ccTLD News Session, and joint sessions with the ICANN Board, the GNSO Council, GAC and ALAC. Other sessions typically address issues of relevance to ccTLD managers, and even if problem solving is not within the scope of the ccNSO, facilitating the discussion around areas of interest is. E.g. sessions on GDPR, DNS Abuse, governance models for ccTLD managers.

3. How to engage your audience

The precondition for effective meetings — virtual or otherwise — is voluntary engagement. How to achieve this?
- Make sure the audience emphatically understands the problem or opportunity, before you try to solve it
- Do not allow your audience to settle for an observer role, instead, create an experience of shared responsibility
- If everyone is responsible, no one feels responsible. Give everyone a brief, well-structured task. Split people up in breakout groups for instance.
- Mix facts and stories, limit the number of slides
- Do not allow your audience to retreat into the observer role, keep them busy.

Furthermore, consider the following tips and tricks:
- Ask questions, consider starting with a question, and allow for sufficient time for your audience to answer the questions. Allow for questions throughout the presentation, do not wait until the very end.
- Ask for reactions, not just questions
- Use icebreakers, to welcome and warm up the conversation. E.g. ask small groups to list 3 things they have in common, ask them to list what makes a meeting successful for them, etc.
- Instead of an "open-microphone" Q&A, divide the room in small groups and ask them to come up with one question, relevant for all.
- Measure the temperature of the room. Via questions, asking to use non-verbal signs in a conference tool, raising temperature of the room cards, live polling, etc.

Be creative when it comes to organising the discussion. Possible formats may include:

- Have discussions in small groups, break-out sessions
- Hold a world cafe session. This is a structured conversational process for knowledge sharing in which groups of people discuss a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a table host.
- Organise a moderated panel discussion. Invite three to five experts or community leaders to a moderated discussion on a particular issue. Panelists will discuss the issue with each other by asking questions or reacting to the views and opinions of other panel members. Provide time to answer questions from the audience.

4. Practical tips for presenters

Slides
- Keep the layout of your slide deck simple. Otherwise you risk distracting the audience from your presentation and a correct display in the room might not be guaranteed.
- Avoid using animations and slide transitions, since a correct display cannot be guaranteed.
- If you intend to show a video, please let the ccNSO Secretariat know, preferably a week prior to the meeting, so we can make sure that when we display the video in the room, it shows correctly, audio works properly, etc.
- Avoid using lots of text. Try to use visuals instead. The slides are meant to remind you of the key points of your message, not to describe them in detail. Recommendations for visuals: Photos, diagrams, drawings, graphs, etc.
- Present one idea or topic per slide. This will help the audience to stay focused.
- Highlight only what is important and use colors wisely. Too many colors can distract the audience.
- Avoid ill-contrasting backgrounds. Light backgrounds or even plain white is easier to read.
- Use a font size over 20. Smaller fonts are hard to read.
- Kindly send the ccNSO Secretariat a .pdf version of your slide deck AND the original (for instance in .ppt). The ccNSO Secretariat would appreciate having both versions to make the broadcast in the room a success.
- The time spent on a slide should average between 1 to 3 minutes. Less than 1 minute is too fast for people to digest the information
- Prepare your slides well ahead of the meeting, and make sure to deliver them on time to the ccNSO Secretariat. Late submissions might not be taken into consideration.

Timing
- Deliver your slides on time to the ccNSO Secretariat. Late submissions might not be taken into consideration.
- Kindly adhere to the time slot that was assigned to you. The ccNSO Secretariat and/or the session chair can give you information on how time has been allocated to your presentation, and to Q&A. The session chair and/or ccNSO Secretariat will keep track of time and will let you know when your time is about to end.

Presenting
- Speak loud and clear and do not speak too fast. Most people in the audience are not native English speakers.
- Make sure that if you use a slide deck, they key points of your message are written in the slide deck.
- Involve your audience. Being asked to participate in a presentation makes your audience more interested and engaged. Simple questions and asking the audience to respond via a show of hands,

the "temperature-of-the room" cards or using the non-verbal signs in Zoom can reinvigorate a distracted audience. Having audience interaction makes your presentation more interesting and easier on everyone.

- Do not read your slides aloud. There is no need, if you are familiar with the flow and content of your talk. Rephrase and expand the points you want to raise.
- Use your voice. Speaking with intonation will capture the attention of the audience.
- Use pauses. It will be easier to follow you and you will have a chance to catch your breath
- Be enthusiastic. Let your passion shine through, and the audience will respond.
- Rehearse. It helps you to feel less nervous and will help you to communicate your key message.
- Remember to allow time for Questions & Answers.
- Look for a buddy to assist you during the meeting. For instance, if you are speaking about a survey, your buddy could type the link in the chat for you.

To assist you with Zoom:
The tool that will be used to display the slide decks and facilitate the interaction during virtual and face-to-face meetings alike, is called Zoom. Prior to the meeting, the ccNSO Secretariat will organise a prep meeting for presenters, with tips and tricks on how to make a good presentation even better, including a dry run in zoom. It is particularly important to build in extra engagement opportunities, when having a purely virtual meeting. The use of visual elements, such as a good slide deck or switching on your video while presenting, might be helpful to the audience.

- Welcome to Zoom:
    - https://support.zoom.us/hc/en-us/categories/200101697
- Zoom FAQ as prepared by the GNSO support team:
    - https://icann.box.com/shared/static/d5rap0g6xphevhkdd3mhu2hy753l2m3s.pdf

5. **Practical tips for session chairs**

Role of the session chair
- Keep track of the time allocated to the various presenters and make sure time is respected
- Introduce the presenters or panelist to the audience and the topic they will address, or ask the presenters to introduce themselves
- Prepare the session, together with the presenters.
- Encourage the presenters to share their knowledge on the topic
- Manage the Q&A queue
- Wrap-up the discussions at the end of the session with a brief summary of the key points.
- If possible, encourage presenters and/or audience to have a discussion on the subject
- Convey logistical announcements
- Encourage the audience to fill out the post-meeting satisfaction survey

Logistics
- Moving slides.
    - In-person meetings: presenters are encouraged to flip the slides themselves via the remote control. This is far more elegant than saying "next slide, please". As a session chair, please help your presenters in locating the remote control.
    - During virtual meetings, the situation is slightly different. The ccNSO Secretariat will provide further instructions during the dry run session, prior to the meeting.

- Time tracking. A schedule with the time allocated to each speaker will be circulated before the ccNSO members meeting. The session chairs and secretariat will review the final version of the detailed schedule during the prep meeting for session chairs. Let us know if you would like the Secretariat to assist you in keeping track of time for your session.
- Remind people to say their names and affiliations
- Session format: Explain the rules of the interaction and activity at the beginning of the session.
- Prepare together with the presenters: Contact the presenters, let them know of the logistics of the session and ask them if there is a question they would like to receive, or if there is an item they prefer to see highlighted during the wrap-up by the session chair.
- Review the slides that will be presented during your session ahead of the meeting: they will be helpful in preparing possible questions. The ccNSO secretariat can give you a copy of the slides, provided the presenters sent them on time.
- Prepare at least 1 question per presenter. In case there are no questions from the audience, the question by the session chair might work as an icebreaker.
- Consider asking selected audience members to raise a predetermined question, if such a "steered" intervention can be an added value.
- Please respect the order of the presentations as included in the detailed schedule: this is helpful for the ccNSO Secretariat when displaying the slides in the room.
- During face-to-face meetings, the queue with questions from remote participants has a higher priority than the queue by in-room participants.

6. References

- Four ways to fix the Q&A session:
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  https://hbr.org/2016/09/good-presentations-need-to-make-people-uncomfortable
- A checklist for more persuasive presentations:
  https://hbr.org/2016/10/a-checklist-for-more-persuasive-presentations
- 6 ways to reduce the stress of presenting:
  https://hbr.org/2015/08/6-ways-to-reduce-the-stress-of-presenting
- How to moderate a panel discussion:
  https://hbr.org/2018/12/how-to-moderate-a-panel-discussion
- How to get people to actually participate in virtual meetings
  https://hbr.org/2020/03/how-to-get-people-to-actually-participate-in-virtual-meetings
- What it takes to run a great virtual meeting
  https://hbr.org/2020/03/what-it-takes-to-run-a-great-virtual-meeting
- Live quiz, during a meeting
  https://myquiz.org/ or https://kahoot.com/
- 60 tools to facilitate multi stakeholder partnerships
  http://www.mspguide.org/sites/default/files/resource/msp_tool_guide.pdf