| CLAUDIA RUIZ: | Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Capacity-Building Working Group's webinar team call on Thursday the 16th of April 2020 at 19:00 UTC. On the call today, we have Hadia Elminiawi, Alfredo Calderon, Cheryl Langdon-Orr, Maureen Hilyard, and Daniel Nanghaka. |
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| | We have received apologies from Lilian Ivette De Luque and Olivier Crépin-Leblond. From staff, we have Heidi Ullrich, Gisella Gruber, Evin Erdoğdu, and myself, Claudia Ruiz, on call management. |
| | Our interpreters today on the Spanish channel are Lilian and David, and on French, Aurelie and Isabelle. And before we begin, I would like to remind everyone to please state their name before speaking for the transcription purposes and also so the interpreters can identify you on the other language channels. Thank you very much. With this, I turn the call over to you, Hadia. |
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| HADIA ELMINIAWI: | Thank you so much, Evin, and welcome all to the At-Large Capacity Building Working Group webinar team call. Starting with our first item, which is the pending action items and brief notes. If we could [inaudible] that, please. |
| | So, last time we had an action item for Gisella to provide a summary of Zoom webinar versus Zoom meeting room features. Another action item, also for Gisella, was to create a welcome slide that includes the title, date, and presenters, followed by another slide that includes housekeeping |

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information, guidelines on how to ask questions, information about the [process] and the survey at the end of the webinar. So, I will stop here and ask Gisella if she can actually talk to us about those two action items.

GISELLA GRUBER: Thank you, Hadia. Yes. I've prioritized here, and with regard to the … I'm just going to make sure the interpreters can … So, with regard to the Zoom webinar versus a Zoom meeting room, I'll be honest; we haven't run meetings yet on a Zoom webinar room, yet. So, when you attend the ICANN meetings, the ICANN webinars, we will usually attend on a Zoom webinar room.

However, I have asked my colleagues and they have given me a few pointers with regard to the webinar room versus the meeting room. Now, from them, we've got the pros. For the webinar rooms, it's that it is great if you need to keep the meeting moderated. So, control the attendees' access, mute, unmute, etc.

And one of the features is the ability for the host and panelists to communicate with each other and not broadcast that communication to the attendees. So, basically, you have a chat which is for the panelists and presenters, and also, then, the features of using the Q&A.

The cons that came up were that the attendees cannot see who else is on the call and they cannot see the queuing. That was one of the main criticisms for the ICANN67 public forum because, basically, you're looking at a screen and you don't know who is on a call. It's far less collaborative, and I think that is what Cheryl brought up last time. It's not as personable, the webinar room versus the meeting room.

And then, there is also—I don't know if that really affects us—the fact of not being able to put a green tick or a thumbs-up, etc. And then, what I will post in the chat is that I found a link to Zoom—actually, a Zoom website—which there, again, gives the pros and cons for the two different Zoom rooms.

And I think it really boils down to if we want to make it, as Cheryl said, a little bit more if there's a personal touch to it, a little bit of a collaborative side where you can see who is on the call, where you can see the attendees and the speaking order, etc., whereas on the webinar—and I'm sure many, if not all of us have attended a Zoom webinar—it is you feel as though you're more of a spectator than actually a participant to actively participate. If you can just bear with me for a few seconds, I'll put the link in the chat. Thank you.

CLAUDIA RUIZ:                    Hadia, if you're speaking you're on mute.

HADIA ELMINIAWI:            Thank you, Gisella, for this introduction. I see Cheryl saying, "It's a matter of fitness for purpose as well as meeting our community's expectations." Alfredo, would you like to just comment on that, on this presentation? I would suggest that we all take time to look at the comparison or the link that Gisella will provide. Maybe we can continue this over e-mail.

So, Gisella had a second action item. Thank you, Gisella, for the link. And then, going to the second action item with regard to the welcome slide and the housekeeping slide. Gisella, I'll hand over to you.

GISELLA GRUBER: Thank you, Heidi. What I will do is … I haven't completed that action item yet so I will get that set up, those two slides, and I will forward it via e-mail to the group, and then you can tell us if it is comprehensive or not.

It will then, also, depend on whether we're going to be using a meeting room versus a webinar room as there may be some slight tweaks, then, to the second part, which is the housekeeping. But we definitely did note last time that [you can] ask a question. If we are using the meeting room then we will use the same format as we used for an ICANN public meeting with the question clearly stated. So, I'll put that together and you'll have it by next week. Thank you.

HADIA ELMINIAWI: Okay. Thank you, Gisella. And then, there was an action item for myself to invite the speakers, providing a brief note on what the webinar is about. I actually spoke with Jonathan yesterday with regard to our first webinar. I think it's an agenda item so I will talk about this later.

Then, we had an action item about "webinar group to write a few lines on each topic," which will be used to invite the speakers. Actually, what I did with Jonathan was that we had chat, so I didn't need to write a few lines about the topic. But we can do that for the rest of the topics that we have. And then, there was an action item for staff to create a template with a checklist on guidelines for webinars. I think that one is still pending.

Survey questions. [inaudible] to the survey questions/agenda items, next week's agenda. We shall be talking about the survey on our agenda, so we'll talk about that later.

So, if we can go back to the agenda? Thank you. So, confirm status of speakers identified and who sent the invitation. So, if we can go to the table? Our next webinar is about DNS abuse. As I have mentioned earlier, I have spoken with Jonathan. I'm not sure … Why are we displaying this now?

But anyway, if we can go back to the agenda? Yesterday, I spoke with Jonathan and because he is … Yes, exactly, the table. The table with the topics and the speakers. Yeah. What we need on the screen is the upcoming webinars, the topics, the speakers, and the dates. We have a table for that.

CLAUDIA RUIZ:          Hi, Hadia. Is it the one that's currently displayed? [inaudible].

HADIA ELMINIAWI:     Perfect, yeah. That one, yeah. Perfect, thank you. Yes. Again, our next webinar is DNS abuse and the speaker is Jonathan Zuck. According to the action item that we had, I have spoken with Jonathan. He is going to use the video that he used, or the base for his webinar would be the video that he used during ICANN67 virtual meeting.

However, he will modify to add some information about DNS abuse activities that take advantage of the coronavirus pandemic. And he would

also modify to add some quizzes and have a little bit of interaction with the audience.

Another thing we talked about is the few lines that he needs to write. So, I did ask him to write a few lines about the webinar and what it is about in order to be sent out with the invitations. Hopefully, we can receive this on Monday.

We also talked about the timing and he said the 13:00 UTC is good for him but is too early. It's like 6:00 AM. 19:00 is good for him. However, he did mention that any time with a good number of participants would be fine with him.

So, I'm not sure that 13:00 is … Though, Jonathan said that he could do 13:00. But unless there is a reason for making it that early for him, I'm not sure that we should proceed with 13:00. So, my question to staff: would a 19:00 UTC have a better attendance? Do you have any experience with which timings do have better attendance? Because this is something Jonathan mentioned.

And then, another question to the whole group will be, would you change this 13:00 UTC in order to have a timing that would better suit Jonathan? Again, we did agree to that but that's like 6:00 AM, and unless we have a good reason for that we shouldn't proceed with 13:00. So, staff and everyone? Staff, first if you could tell us which timings have better attendance, if you do have that kind of statistic. If not, I would ask the whole group about making the timing of the next webinar later.

So, Heidi says, "Should the webinar be at the same time, 20:00 UTC." Okay. So, Gisella says 19:00 is okay, 5:00 AM Sydney time and 3:00 AM

Kuala Lumpur. So, Gisella, "We used 20:00 last time. Alan was not available." Yes, that's true, and that's why we used that. Though maybe with 14:00 or 16:00 would be better because 13:00 is, again, 6:00 AM for Jonathan. Maybe if we could have it as 15:00 that would be better. Gisella?

GISELLA GRUBER:   Hadia, again, I think ... Thank you. As we said initially on our first calls, we try and take two time zones to effectively share the pain. I've taken time zones going from L.A. through to Sydney, so it covers just about everything. 13:00 UTC is, yes, early for Los Angeles but throughout Latin America and the East Coast, Europe, even Moscow if we go a little further east, as well as Kuala Lumpur as 9:00 PM. It is 11:00 PM Sydney, so that is still bearable for our people in Asia.

The later we get, the later it is in Asia. 15:00 UTC then becomes 1:00 AM in Sydney, etc. So again, it depends on the speakers. But when we've been going around this, many times, on finding time zones friendly for everyone, I think that we get to a point where 13:00 and 19:00 all, even though it's 3:00 AM in Kuala Lumpur, were the better times.

Because again, if you go into 20:00, it's getting later for the European countries. We just thought that 13:00 and 19:00 were generally good times overall. Thank you. I don't know if anyone else would like to add to that. Some of us have been through the pain for a long time, trying to find reasonable times.

| HADIA ELMINIAWI: | Thank you for that, Gisella. I see Maureen saying, "I like 19:00 UTC. I don't do 13:00 meetings anymore." And Alberto is saying, "20:00 or close is good for Latin America." |
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So, my question to the group would be, would you agree on having the meeting on May 4th at 19:00 UTC? Gisella says, "We use rotating times," and this is true. In order to respect this rotating time, 13:00 would be our time for next time.

So my question to the group is, would you like to keep it 13:00? Would that respect the rotating times we agreed on? Or would you like to change that for next time [in order to accommodate Jonathan?] Again, he did agree to the 13:00, which is 6:00 AM. Alberto says yes for the 19:00. Maureen is saying, "15:00 would be good for Jonathan as well, I'm sure." Yes, it would. I did ask him that precisely and, again, he said he can do any time with a good number of participants.

Okay. So, Alberto says 15:00 is fine, too. Okay. So, we go with 15:00 UTC if this is good with everyone. I see support for that in the chat. That would be good for … Cheryl, "I'm used to it." Okay. So, if everyone agrees, let's make it 15:00 UTC. That will be our next webinar.

So, the third webinar will be geopolitics and cybersecurity, and I will reach out for Joanna in this regard. And Universal Acceptance, I will also reach out to the speakers. We haven't determined the speakers yet. We have agreed, I think, on Ajay Data, and we have agreed, also, on reaching out to the co-chairs of the working groups. And then, the fifth one, Justine Chew, that would be a task for me, I'll be contacting the people, Joanna and Justine, and Universal Acceptance people.

So, if no one has any comments on that part, we can go to the next agenda item. So, agreeing on the survey questions. Previously, Gisella had put together the set of questions that were sent by Cheryl, Natalia, Alfredo, and that were previously used in surveys before. Just a second. So, Heidi is asking if I would wish to reach out to old speakers for the upcoming webinars. Yes, I would, actually, Heidi. Let's talk about this after the webinar.

So, going back to the surveys. So, after that call, I did send out an e-mail because last call, we agreed that we don't want to have a very long survey because a survey will be conducted at the end of the webinar.

So, after the call, I did send out an e-mail with a proposal for a cut. So, I did almost include … Let me get the e-mail. I did have some comments, also, on the e-mail from Natalia and from [John.] So, basically, my proposal was to … Going back to the e-mail. I'm just looking at the e-mail. I'm sorry.

GISELLA GRUBER:    Hadia, I will forward it to Claudia so we can get it on the screen. Apologies. Thank you.

HADIA ELMINIAWI:    Okay, thank you so much. So, the purpose of the survey, actually, is to allow us to know what works and what doesn't work, the set of ideas of interest for our next webinar, to give us an insight about the participant demographics, and above all we need to keep the survey short because we want the people to respond at the end of the webinar.

Basically, my suggestion was to keep the first question, "How did you learn about this webinar?" and then the second question would be, "How do you feel about the timing of the webinar?" The third would be, "How do you rate the technology used for the webinar?"

For that one, I had a comment from [John] saying, "Unless we have an alternative technology or unless we can change the technology we are using, then why put this question?" And my thought was that maybe answers to this question could direct technology people to abandon some platform and use another platform. I'm not sure, though, if this does happen. I see a couple of hands. Alfredo and Alberto. I'm not sure who had his hand up first. I think it was Alberto, so, Alberto, you can go ahead.

ALBERTO SOTO:    I am not going to be like that person who saw someone selling fish. They had the sign reading "this is fresh fish." Someone came and said, "Well, if you have it here you have to sell it. If it's not fresh, nobody is going to buy it, and please cross over the word 'fish' because we know it's fish."

So, I'm not going to do that. But I think the question has to be useful. I agree with Jonathan that the question … If I don't have an alternative then we should not have that question over there.

And we should also think that we are … I can't see the questions right now. Oh, yeah. Here they are. But it doesn't really matter. There are two or three questions that have to do with agreeing with those who were there at the webinar.

And the last one reads, "Do you agree with the webinar?" Well, I think that question should not be there either because we're asking about the time. We're also asking about whether the person giving the webinar did know or did not know about it.

And that's the last question. The last question, maybe, should not be there. Thank you. This is just for us to see whether the questions are useful. My idea is, how can the answers also be useful for us? Thank you very much.

HADIA ELMINIAWI:     Thank you, Alberto. I'm sorry, I'll go back to you. So, by "the last question," do you mean the one that says, "Would you like to be invited to other At-Large webinars?" Is that the one you are referring to that should not be there? Yes, go ahead.

ALBERTO SOTO:     "Which region do you live in?" That's okay, I can now see it.

HADIA ELMINIAWI:     Okay.

ALBERTO SOTO:     Though I can't really scroll. That question is okay, yeah. I agree with that one about what's the region where you're living. There should be, maybe, people from another community. That should be fine.

But there is another one, I can't really see it right now on-screen. That question was about whether they were okay with the webinar, but we were actually asking whether they agreed with the speaker or they were okay with the speaker. There was something showing if they liked or did not like the webinar. This should not be there.

HADIA ELMINIAWI: Like or did not … Okay. I think the one you are referring to does not exist anymore, the one about the speakers, because that was one of the ones eliminated due to our discussion on the last call. And so, I think, Alfredo, if you can go ahead, please?

ALFREDO CALDERON: Yes. I think I'm probably okay with all the questions but the second one, "How do you feel about the timing of the webinar?" the people that are in the webinar will probably say that they're okay with it because they are in the webinar. Probably we should add, if they have another alternative for the timing of the webinar, it could be interesting to know if there is something that we're not thinking of that they could bring up.

I think that there was another one. Well, the third one: how do you rate the technology used for the webinar? I guess Alberto mentioned it. If this is the technology we have, what else can we use? So, I'm not sure if this is a good question to ask because we're not going to be able to change it.

We could probably move to, instead of having it as a Zoom meeting, a Zoom webinar, and I'll talk about that if it will be on the mailing list. But, I mean, asking about that, I don't think it's worth anything. Well, it won't

contribute to be able to get some feedback that might be useful for us. Thank you.

HADIA ELMINIAWI:
Okay. Thank you, Alfredo. I do agree with you. So, unless this is going to impact in some way the technology that we are using then it doesn't make sense to ask it. And I see, also, Cheryl saying, "I agree," and Alberto Soto, as well.

So, let's remove that one. Maybe we can add another one, as I've asked, about some possible webinars, future ideas for webinars. Since we eliminated one, we can actually add something because, initially, we did not want a very long one.

So, maybe we can say, "Do you have any suggestions for future webinars?" We could add that one. So, again, I have Heidi. Heidi, if you want to go ahead?

HEIDI ULLRICH:
Yes, thank you. For question five, "Was the presentation engaging?" it's just a yes or a no response option, and I'm wondering if you might wish to consider some sort of scale there? Yes, somewhat, no, or even more options.

And then, perhaps, another question, a 5a and a 5b, saying, "If you answered no, what are your suggestions for making it more engaging?" or something similar to that. Thank you.

HADIA ELMINIAWI:     Okay. Those are good suggestions, Heidi, but again, we have to keep in mind that this survey is conducted at the end of the webinar. And so, we need to keep it as simple as possible. However, those are good suggestions to be included. Alfredo, please go ahead, and then Cheryl.

ALFREDO CALDERON:     Yes. I was just thinking, could it be possible that at the beginning of the webinar we have a couple of questions that are demographic information that we want to collect? Like, for example, "From what region are you?" which does not really depend on the webinar. It's just some demographic information that we want to gather. That would be one, and the other one would be, "How did you learn about the webinar?" Those two can be at the beginning as a poll, and then we have less questions to ask as a survey at the end. Thank you.

HADIA ELMINIAWI:     Okay. So, you're suggesting that those two questions we have in the survey, which are the first and the seventh, we move those two to the beginning of the webinar and not to be included as part of the survey. Correct?

ALFREDO CALDERON:     Yes.

HADIA ELMINIAWI:     Okay. For me, I do agree. And Cheryl, please go ahead. Let's also tackle Alfredo's suggestion. Cheryl? If you are speaking, we cannot hear you.

CHERYL LANGDON-ORR:     I should have been clear because I had my temporary unmute with the spacebar working, but anyway, I formally unmuted. Can you hear me now?

HADIA ELMINIAWI:     Yes.

CHERYL LANGDON-ORR:     Good. Okay. I don't know why the spacebar was suddenly not working. Anyway, right. Agree totally with Alfredo. I think switching the demographic ones which don't really change … Unless we happen to be moving around the countryside a great deal between meetings—we tend to get the same group of people turning up to most of them, anyway—is well worthwhile in the beginning.

I like Heidi's idea of the A's and B's, the scales, and, "If you didn't find it all that thrilling, all that engaging, or having your needs met, can you tell us a bit more?" I would personally find that more compelling and more important a question than actually asking about other topics.

I believe the statistics will back me up here, but the feedback we got from the "give us ideas on other topics" was a very underwhelming response from the surveys we did in previous webinar history. Part of that, I guess, was because it was always at the end.

But to be honest, it was an awful lot of time for very little return, where, if you do an occasional poll or survey of your people on that specific question, you'll probably get a great deal more out of it.

So, if it was a choice of ditching one suggestion to save another, I'd actually be ditching the, "What other good ideas are there?" because once they've got their hot topics and things organized we should be meeting those needs rather than trying to get blood out of a stone. Thank you.

HADIA ELMINIAWI:          Okay, makes perfect sense. I'm convinced. Let's go ahead with Heidi's suggestion. That would be an action item, to have more options with five and six, [to have sort of a] scale, and maybe a follow-up question, as well.

CLAUDIA RUIZ:              Hadia?

HADIA ELMINIAWI:          Yes?

CLAUDIA RUIZ:              Sorry. I can't put my hand up. I'm just wanting to note for the survey, it's calling "polling" right now for Zoom. The way it's used, there is no way to do a fill-in-the-blank. The only way is if we ask a question and people write their answers in the chat.

If you want to do a survey where people fill in the answers, it would have to be afterward and on a Google Doc that we've been using for some. But if you want it during the webinar itself, a fill-in-the-blank feature is not an option, unfortunately.

HADIA ELMINIAWI:      Okay. So, this is certainly something to consider. Again, we have discussed this [partly] last time and we agreed that the only option for us is to have the survey during the webinar, just after it finishes, because of the attendees. We don't know their e-mails and even if we attempt to ask for them it's personal information that we would need to protect. Yeah. Cheryl says, "It may not be appreciated with webinars at all." Cheryl, if you can elaborate, please?

CHERYL LANGDON-ORR:      Sure. [inaudible]. We got very little, if any, return of value at all from asking that question last time. We didn't get new ideas. We didn't get any value that we hadn't already discussed and decided on as a subcommittee, anyway.

There are occasional pressing hot topics and things that come out of the blue, and everyone knows about that. Trying to bleed this information out of people really doesn't help much other than in an "extra-curricular," if that helps now, survey form, which is very much how hot topics and things are developed.

But with some RALOs, I fear, going to be surveying their members in extremis, we've got to also watch that we don't fatigue our people, as well. So, I'd keep it as simple as possible in our webinars.

HADIA ELMINIAWI:     I do agree. Alfredo says, "In other words, use polling and open-ended questions." I totally agree. So, our questions should be … Yeah, no typing in, just multiple choices, and keep them simple. So, we are removing the technology one and adding some more options to five and six. That's it. If there are no other comments in this regard we can go back to the agenda and go to our next item.

CLAUDIA RUIZ:     Hadia, Alberto has his hand up.

HADIA ELMINIAWI:     Okay, I did not see that. Alberto, please go ahead.

ALBERTO SOTO:     Yes, thank you, Hadia. As we are asking many questions, maybe we can, at the end … Someplace where [the dates of the webinars are seen.] Maybe it's just a legend saying, "if you are interested in future webinars, this is the link to do it." Perhaps some people will not want to leave their e-mail with us, and maybe that link will help them, when they feel like it, to check what they are doing, what the subjects are, and so on. Thank you.

HADIA ELMINIAWI:     Okay. Alberto, I'm sorry but you were cutting a little bit, but yeah, I think what you were saying is to provide, also, a link so that people would be able to check it. Is that what you were saying? I'm sorry, you were cutting a little bit. So, any more comments on this topic?

ALBERTO SOTO:     It is a link for the webinar with the speakers and others, all the information in that link. That information would be more for the future attendees. Thank you. Did you hear that?

HADIA ELMINIAWI:     Yes, I did. Thank you. Yeah. It's a link for current and future attendees but it's more useful for future ones. Definitely, yes. This is a great idea. Alfredo, you had your hand up. Maybe you wanted to elaborate on what Alberto said? Okay. If no more speakers on this topic then let's move to our next item.

A review of draft webinar descriptions and announcement template. So, we don't have an announcement template yet, as far as I know. The webinar descriptions. Again, those descriptions are to be set by the speakers. So, Jonathan is going to make the description for the next one.

I think that's what was meant, here, is a draft about what I'm going to talk to speakers about. But would Jonathan and, I think, Joanna, and Justine, as well … With Jonathan, we just spoke over Skype and he's going to set the description of his webinar.

I think the same would go with Joanna and Justine, as well. Maybe I could set a draft after I speak or have a brief chat with Ajay Data. But then, again, they will be the people setting the few lines that are going to be sent out with the invitation. If someone has anything to say on this item or the announcement template? I'm not sure. The announcement template, are we talking about the invitation? Okay.

So, Gisella says, "JZ just needs to know about the quiz feature. Is it during the presentation or at the end?" Actually, we have spoken about that and he knows about the quiz feature and he's going to include some quizzes within the video. It won't be at the end of the presentation, it would be during the display so that, actually, people could engage.

And then, Gisella says, again, "We usually include that within the invitation to the speaker. Will send through to you." Okay, thank you so much, Gisella. Yeah. We talked about this and he knows about it. He will include it in the videos.

"And send the quiz questions/answers," yes, he'll do that. I think he'll do that with the video. But what we need to receive from him shortly is the few lines that are going to be sent out with invitations so that we can send it out as soon as possible. If we actually send it next week, that would be good.

Gisella says, "That may have been the template guidelines." Okay. Yeah, but we don't have that template ready yet. So, I think that template was a task for staff to have a template with some guidelines. And so, maybe Gisella, you can talk to us about this or who's going to make the template.

But actually, this template idea was a suggestion from Olivier and it was a task for staff.

ALFREDO CALDERON:        Hadia, if I may?

HADIA ELMINIAWI:        Alfredo. Yes, please go ahead.

ALFREDO CALDERON:        I think we're mixing up a couple of things, here. In item number five of the agenda, when we talk about the announcement template we're talking about what are the elements that should be in the announcement. I recall that I mentioned that it should have [the final] who would be the audience that we are addressing in the webinar and the objectives of the webinar, giving a small, couple-of-lines description.

The item number six is geared toward the announcement that we're going to send out. Who is going to be the speaker? Who is the audience? What are the outcomes from the webinar we're expecting according to what the speaker submits to us?

The other thing is that that invitation has to be sent out through social media and we haven't figured out if we do the announcement, in what format? Is it going to be text-only? Is there going to be some sort of short video announcing it?

We have to come up with new ideas, think out of the box because … Look, usually not everybody reads a tweet, clicks on the link, goes through all the details of the webinar. So, we have to figure out if that's the only means we're going to use or we were going to have something else.

And you know what? I started reviewing the advantages of the webinar room instead of the meeting room and one of the advantages is that we can stream the webinar through Facebook Live and through our YouTube channel without having the participants actually log into the Zoom room or the Zoom webinar itself. That might bring us more audience and do some sort of outreach, also. Thank you.

HADIA ELMINIAWI:    Alfredo, thank you. I like the idea about streaming through Facebook. And yes, the announcement template, as Gisella also said in the chat, is about the guidelines. So [it's the template to the checklist] but we don't have this ready yet.

Yes, it should also be part of the author, the audience, the objectives, and also the part that says that this webinar should be an interactive one and there should be quizzes and guidelines, also, about the questions that people will put and may post questions in the chat, and the format of the questions, and also the format in which the quizzes would be displayed and how people would answer them.

So, for example, we know now that people cannot type in, so that should be communicated to the presenter, that the answer should be in the form of multiple choices. So, I think that's what we need to include in the template, the checklist or the guidelines.

And yes, this is very different than item number six. I'll take Alberto, and then I see Alfredo's hand is up. And I think, also, Cheryl's hand was up. So, Alberto, if you can go ahead?

ALBERTO SOTO:     I have just one thing to say. We know who this webinar is targeted to because this webinar has a certain orientation for certain people. But perhaps I would add at the very end who is interested in this. In all the meetings I had with the different fellows, I told them that the best way to learn is to [inaudible], log in, and listen. If this is going to be targeted to certain people, I am already making people who have an interest in this to avoid it somehow. Thank you.

HADIA ELMINIAWI:     Thank you, Alfredo. Yes, I do agree. Alfredo?

ALFREDO CALDERON:     Yes. I understand your point of view, Alberto. But then again, we just have to make sure that when we announce each one of our webinars, although it might be open to everyone, we have to insist on the level of the webinar so that we don't get some of the participants or the audience discouraged because it's too advanced for them.

So we have to, in a way, let them understand that if they're coming for the first time to a webinar, well, it's probably a webinar that's an introduction to a topic. But it might be an intermediate or a high-end, deep dive in, too. And you can participate. Just make that clear, that they

HADIA ELMINIAWI: Thank you, Alfredo. So, to conclude item number five, we need to prepare an announcement template which includes part of the author, the audience, the objectives, that mentions that participants could possibly ask questions and this is what the format of the questions would look like, the quizzes, and how the quizzes should look like, and how the answers should look like. So, that's an action item.

Heidi's saying, "And also, the supporting … The outreach and engagement should promote these webinars." Yes, but we should be sending them out to a wide range of mailing lists, supporting organizations, advisory committees, outreach and engagement, stakeholder groups.

And so, regarding item number six, concerning how to promote the webinar and send out invitations, Evin talked to us last time about this part and maybe I could give the floor, again, to Evin, now; how the promotions for the webinar went last time and what is expected this time.

EVIN ERDOĞDU: Hi, Hadia. Thank you. Well, I would say this past webinar that took place on Monday last week was a little bit unusual in terms of promotion. As you probably all know, the Zoom room had a security feature that the ICANN community was addressing. So, we couldn't share a link to

agendas, for instance, that had a passcode on them. But we sent out over mailing list, and also the social media channels, but without the link.

So, this time, as soon as the date is set, we can begin promotion of the webinar. I think just the more promotion, the better. Repeated promotion is better. But since we were addressing the security issue, promotion wasn't as substantial this time. But going forward, we have more time to promote, so that's a good thing. Thanks.

HADIA ELMINIAWI: Okay. So, the date is May 4th and the timing … We just need to wait for the few lines that Jonathan is going to send to us, and then we can start promoting to various channels. If anyone wants to comment on this agenda item, promoting the webinars? So, I see no hands up. Alfredo, we just need to avoid discouraging the participants because they find … Alfredo, would you like to take the floor? We do have five minutes and we are almost done with the agenda.

ALFREDO CALDERON: Okay, thank you. I just wanted to clarify that we need to ensure that everybody is welcome to all our webinars. But they need to have a sense of what's going to happen in terms of the level of knowledge they need to bring to the conversation if they want to participate actively or just be an observer. And that's why I'm trying to make sure, then, that we invite people or do the promotion or the advertising for each one of the webinars.

"We are able to convey the message that you're welcome but you might need to know some things in order to get a clearer picture of what the conversation is all about."

I'm saying this because there were a couple of questions that we were going to ask them at the end that might give us bad responses, but not because the webinar wasn't good or the speakers weren't experts, but just because the participants didn't know anything about the topic and it didn't bring any value to him because his expectations were other things.

So, that's just what I want to ensure that we do. Otherwise, we're going to get the same people participating in all the webinars, and this is not a refresh course, necessarily, to all of us but we want it to be a way to engage new people and outreach to others that might not know that there is a place where they could come and learn about the topic. Thank you.

HADIA ELMINIAWI:    Thank you, Alfredo. Maybe this could be added to the template, to the guidelines to the speakers, that they need to not only provide a few lines about the webinar that they are going to present but also prerequisites, if any. So, it is recommended that an audience read certain things before getting into the webinar, or if they would like to provide a link that the audience can check before participating in the webinar. So, I think this could be added to the template guidelines.

Cheryl's saying, "As co-chair of the following call, I need to leave now to get into the Zoom room," so I thank you so much, Cheryl. We are done. Bye for now.

So, thank you, Alfredo. We'll add this, I think, to the template guidelines. So, we are done. We just need to agree on our next meeting, and if this timing is good then we could have our call next Thursday at the same time. I just have to confirm. Heidi or Gisella?

"I have to leave the meeting as well as I have a meeting at 20:00 UTC. Thank you all and I will be e-mailing shortly." Okay, thank you, Gisella. So, if the next time … "19:00 UTC is good." "Timing is good for me and no conflicts for At-Large." Great. And Heidi is confirming the timing.

So, if we don't have any other business, we can close this call. So, any other business? I see no hands up. Alfredo, you have a tick. Thank you. Alberto is saying bye-bye. Thank you all for a very productive meeting. This call is now adjourned. Thank you.

CLAUDIA RUIZ:            Thank you, everyone. Please enjoy the rest of your day.

UNIDENTIFIED MALE:      Thank you all, and stay safe.

**[END OF TRANSCRIPTION]**