
CLAUDIA RUIZ:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Capacity Building Working Group Webinar Team call on Thursday the 29th of October, 2020, at 19:00 UTC. On the call today, we have Hadia Elminiawi, Cheryl Langdon-Orr, Maureen Hilyard, Natalia Filina, Joanna Kulesza, and Abdulkarim Ayopo Oloyede.

We have received apologies from Alberto Soto, and from staff we have Heidi Ullrich and myself, Claudia Ruiz, on call management. If I could please remind everyone to state their name on taking the floor for the transcription purposes, and to please keep their microphone muted when not speaking to prevent any background noise. Thank you very much. With this, I turn the call over to you, Hadia.

HADIA ELMINIAWI:

Thank you so much, Claudia. Welcome, all, to the At-Large Capacity Building Working Group Webinars Team call. Congrats to all of us on yet another successful ICANN virtual meeting. So, let's take a look at the agenda.

First, we are going to review the action items from our last call. And then, if the evaluation of the surveys is ready, we are going to review our previous webinars. After that, we have the update from the communication team. We are going to discuss the advertising strategies and the role of the rest of the team, like our role, and Natalia has prepared a presentation for us in that regard.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

And then, we are going to discuss our upcoming webinars. Following, we are going to discuss the next steps to the database prepared by Abdulkarim and the team. And then, we have any other business, and then we are going to determine our next call.

So, if you all agree to the agenda, we are going to adopt it. I will give you a few seconds. So, seeing no hands up, the agenda is adopted. Thank you, Maureen, and thank you, Cheryl. Let's review the action items from our last call.

So, Gisella was going to post the evaluation surveys, the pie charts, on the Wiki page. I'm not sure that we actually have the pie charts on the Wiki page. That would be in relation to not only the ... We have, actually, two presentations—also the split-cam presentation. I think, also, we had surveys there.

And then, Abdulkarim did send an e-mail with the final version, and we are going to discuss the next steps. Yes. Hadia is saying, "I think ICANN69 took over." Yes, for sure. And then, upcoming webinars, we are going to discuss that. And then, yeah, those were the action items from our last call. So, if we could go back to the agenda, please?

So, since we don't have, actually, the evaluation of the surveys, let's postpone the review of these previous presentations. We have the "Better Online Presentation" webinar and the split-cam webinar. But I think Gisella did actually provide us with some info in relation to the "Online Presentations" webinar last time, but we were waiting for the pie charts. So let's go, now, to the communication team update and Natalia's presentation. Natalia, the floor is yours.

NATALIA FILINA:

Thank you very much, Hadia. So, just a few words about our advertising strategy and our advertising campaign for our capacity-building webinars. I guess you will agree with me we are doing well. It's enough if someone posts the information somewhere in social media, in Twitter, on Facebook, or on Instagram, that's really ... And others are sharing it. As I see, Social Media Working Group members help to translate our messages.

It's good. It's good that we have a separate room on the At-Large website regarding our work and upcoming capacity-building webinars, and I think we may continue this way. And what we may do better on Twitter, I will tell now with this short presentation. Next slide, please.

So, I gathered information from Twitter. We see nothing new, I think, but the general recommendation from Twitter [Com] regarding use of the hashtag. I think we know it already and we see that Twitter advises using no more than two hashtags per tweet and to replace the words in our posts with hashtags. I think nothing new we can find here, and we can go to the next slide.

So, it is my information for our team. We should help people to find our tweets by hashtags as we know that, if our current audience already knew and waits for information about upcoming capacity-building webinars, it's easier for us just to post the information.

We will use a general hashtag. I saw the information for us, particularly as a hashtag #educationwebinar and #capacitybuilding is the set of the best hashtags for using. But I think we understand that each post we need

to complete the related to the webinar's topic hashtag, for example DNS, DNS abuse, GDPR, DoH, DoT, etc. So, I think we already did it, but we need to set up our ... I don't know.

Maybe more simple hashtag, for example "At-Large webinar," and time to time to remember for people look for our hashtag or for our hashtags, I think we may do this post on ICANN At-Large Twitter account. We need to understand that this way is not perfect if we have the records of our capacity-building webinars somewhere, for example on YouTube channel. Next slide, please.

So, I think we may share this information within our capacity-building and within our community members because it's a very simple rule and not so large set of rules which we may use for promotion our information.

So, the text must be short. We may put hashtags into the text. I mean, we may replace simple words with these hashtags. We should have the guest speakers or moderators, if they have Twitter accounts, and we should or have to have the ICANN At-Large account.

Of course, if we have this opportunity and time [inaudible] information, we do the same with our hashtags. I think a better way to post the information about upcoming webinars are four or five working days before the webinar ends or on the day of the webinar.

I think we ... [inaudible] need to change the way to create the promo cards because we need to put the minimum information, but part of information we will put on the post, and part of information on the tweet. I put the speakers already on the slide because [inaudible] is the best simple way to create a very attractive and very simple promo card.

Of course, we use the allowed photos of the guest speakers because it's the best way to attract the attention, and I think we may try, after the webinar, post the short pieces of the record, maybe to attract more attention and to remind people what about, maybe, the most interesting moments we had during webinars. Please, the next slide.

HADIA ELMINIAWI: Natalia, may I ask you something in relation to this previous slide?

NATALIA FILINA: Of course.

HADIA ELMINIAWI: Okay. So, if we can go to the previous ...? Yes, here. So I like, actually, the idea of having our own hashtags, like "At-Large webinar." You say that it is not effective if we don't actually have all recordings on a YouTube channel, for example, and the fact of the matter is that we actually don't. Yes. But we do actually have a link. We have a recording posted on our website, on the Wiki page. Maybe we could actually direct whoever sees this hashtag to that Wiki page, or not.

NATALIA FILINA: Yes. Yes, Hadia. I agree. I think at least we should do that. But when I think that someone is trying to find out webinar in the past and put this hashtag for searching the information on Twitter, it's not so good to have just the links to our Wiki, and maybe to have just the presentation, if we were putting the presentation as the link on our Wiki, because I think it's not

good if we think about usability of this information. But if we will repeat and do this webinar and describe the topic again, for example, I think it's ... I don't know. It works [inaudible]. But I think, if we already have such great webinars, we need to set up our own hashtag and use it. [inaudible].

HADIA ELMINIAWI: Okay. So, Heidi is saying in the chat that "I can note that as an action item." I believe the YouTube channel, having our own YouTube channel—

NATALIA FILINA: Yes.

HADIA ELMINIAWI: Yes, and I think that's something we should [act upon], if it's possible. So yes, for sure, having our own YouTube channel is a ...

NATALIA FILINA: Or it's a [inaudible]. Because I think we will create in our At-Large capacity-building learning zone something [inaudible].

HADIA ELMINIAWI: Okay. So, Heidi says that At-Large has a YouTube channel.

NATALIA FILINA: Ah, great.

HADIA ELMINIAWI: So, actually, we should start utilizing ... Yes. So, the idea here that we should start utilizing this YouTube channel and putting our presentations there.

NATALIA FILINA: Great. And if you remember that we already discussed what we will do with our records, we will put the information about timing of our webinars below the YouTube records, the information about speakers, etc. Great.

HADIA ELMINIAWI: Okay. So, Heidi is saying it hasn't been used in some time, so we need to start using it. Maybe Heidi could show us how to start using this YouTube channel.

NATALIA FILINA: Oh, great.

HADIA ELMINIAWI: So, let that be an action item, to start using the YouTube channel and putting our presentations there.

NATALIA FILINA: It's great, yes. It's our next stage, I think, more high-level. Thank you very much, Hadia and Heidi. If we can come back to the last slide of this

presentation just for one minute of your attention, yes, I found my mistake. I used not the right size of the picture because, sometimes, the part of information of our promo cards disappears [inaudible], and this slide, I think, more for myself and my work, in the future I will do this better. So, thank you very much. It's all from me.

HADIA ELMINIAWI:

Thank you so much, Natalia. That's actually a great presentation and great work, as usual. And then, I will ask you, here, about Instagram. I think that Instagram, now, people follow it more than anything else. Maybe focusing on that is also necessary. So, do you have any ideas in that regard?

NATALIA FILINA:

Yes. We discussed it during ICANN69 with colleagues. I remember I sent, maybe via e-mail, that Instagram is good for us. It's another channel to communicate with our audience. But I think it's not necessary because Instagram is the place to entertain people. But I think it's not our goal and aim, and not right audience, because Facebook and Twitter give out more specific [auditory], and I think we may use Instagram but it's not [necessary]. It needs our additional efforts and time, etc.

HADIA ELMINIAWI:

So, I beg to differ with you here, Natalia. I think that, now, Instagram actually is the most popular media, and advertising media. It's not only for entertaining. So I see, for example, new magazines starting to use Instagram just to advertise their magazines, or whatever they're going to

publish, and I find that, actually, people start building up on Instagram quicker more than any other media.

Definitely, Facebook is retreating in that direction. Instagram is now picking up more than Facebook. So, if you, for example, get 100 followers on Instagram in a day, you get 100 followers on Facebook in five days. So, I think it's a quicker way to reach people, and I also think that Instagram is worth considering. And then, I see Cheryl's hand is up. Cheryl?

CHERYL LANGDON-ORR:

Thanks. Frog in my throat. I apologize for that. Look, what I have observed over many years is these things cycle, and they cycle differently through different geo-regions and through different uses. Some platforms reinvent themselves, as well. What we should be doing is taking a two-step approach: look at what methodology we need to use to meet what our intended audience is.

And our intended audience is not seven billion people. It's not going to be the same response in uptake. Even if we have a population of 200,000, we are not going to get more than 0.01% who give a damn about ICANN, or even to do with Internet governance. So, it's not the same marketing approach to be picked up and lumped across, but we do need to learn from the experiences of the social media experiences in different platforms.

And what I would propose is, wherever possible, noting that some will be casting for absolutely no response back—we're going to get very little reaction back—if we can use aggregation services which send out messages to multiple platforms—and we have looked at that before and

even done this before in At-Large—then that does make it less onerous a task. So, perhaps we want to consider that in our comms strategy [effort]. Thanks.

HADIA ELMINIAWI: Okay. Thank you, Cheryl. Yes, for sure, I do definitely agree with you. But how do we do this? I'm not quite sure because I'm not really into social media. Natalia?

CHERYL LANGDON-ORR: There is a bunch of really good aggregation tools and we just need the comms strategy people to help us choose the best one for our purposes, noting our purposes might be different between regions. So, for example, you'll have a WeChat focus in some parts of Asia-Pac, and you'll have a different platform in another.

NATALIA FILINA: Okay. So, if I can add some words, I can say that I agree with Cheryl's thoughts and very wise ideas from you, Hadia. But as I wrote on the chat, Twitter [Com] is more transparent because we can see how much [newer] followers and when we put this text of some person, of very important persons, we promote faster our information and we will manage it.

Because with my experience in working in Instagram, a lot of not-transparent algorithms—Mark Zuckerberg in Facebook and Instagram—is using it. So, I don't know. I agree, we may do this because more young people we will have there. But if it's not so much time from us, it's not a

great feature for us and not a [great text] for promos, we will do this. Of course, I think multi-channels is a good way to promote our Internet.

HADIA ELMINIAWI: Okay, great. So, the action item here, we have two action items. One is relation to utilizing the YouTube channel and the other would be the aggregation tool. And then, Natalia, you will be doing that?

NATALIA FILINA: Yes, I will do this and ... I need to understand who managed our Instagram because the last post on At-Large account on Instagram was in 2015.

HADIA ELMINIAWI: Okay. So, maybe Heidi could help you with that, or maybe Claudia? I'm not sure. [inaudible] please take the floor.

HEIDI ULLRICH: Yes. So, even though I did have training from social-media-trained staff at ICANN, I'm not a social media expert by any means. So, I think we can even get Evin to help, or we do have a person who does work with social media, and perhaps we could invite her to either this group or, again, you might wish to bring this issue up to the Social Media Working Group, just for a broader discussion on how At-Large might wish to use social media more. I think this is a great discussion but I think that the webinars group is just one of many of the working groups, and even other groups that could benefit from this.

But as Cheryl noted, I think it's key to target the audience. What is the purpose of Instagram? What is the purpose of the tool that you are using, versus just reaching out for a tool just for the sake of using that tool?

As, also, I think Cheryl has noted, [depending] on the topic on your webinar, your strategy, I would assume, would change as well. Is it targeted mostly for younger people? Is it something that a broad audience would be interested? Is it a regional issue? So, all of these might wish to be discussed. Again, it might be that that space is the Social Media Group.

And also, what is the timing? Adam Peake reached out to me. He wasn't able to be on this call but he did note that the GSE team is very happy to work with you to promote your webinars. He did suggest that the key for him is that, if you could get the information on the date, the time, and the speakers, obviously the topic, as early as possible, then they would be able to use their networks, as well. So, the timing is key, as well.

And finally, the analysis. Is the social media working for you? Does Instagram work fast? Does Twitter work fast, Facebook, etc.? And also, how many people are you getting on YouTube? So, a lot for you, Natalia, as chair of the Social Media Working Group. Thank you.

HADIA ELMINIAWI:

Okay. Thank you, Heidi, for that. Definitely, it makes sense to bring this up with the social media team call, and maybe they could invite us, as well, to be there, so that we could actually listen and learn and use that with our webinars.

And I think that it's the question, who are you targeting? And I think the same people we are targeting with Instagram are the same people we target with YouTube. It's only ... With YouTube or with Twitter, I think the difference here is the age. So, Instagram has a younger population. If we are going to, or if we want to, attract younger generations, I think Instagram will work better. But then again, by no means am I any expert in social media, so I'm not the one to say anything in that regard. Okay. Yes, please.

NATALIA FILINA:

I am so sorry. Just two words from me. So, I had yet to say that, of course, YouTube is the great way and will allow us to be always there and use even old records of our webinars as a learning base. But I need to note that different channels will require their own way to give the information. We in Social Media Working Group will discuss and set up some rules of preparing the information for different social media channels. So, we just need to understand it. So, thank you.

HADIA ELMINIAMI:

Okay. Thank you, Natalia. Yeah. Heidi is saying, "So Siranush might have some thoughts to target the Fellowship network." So again, what's the action item in relation to the aggregation tools and the use of different social media platforms? Are we going to have this brought up with the social media ... You're the chair of the group, right, Natalia? So, you can take this with you and see if ... When you discuss it, let us know. So, maybe you could join.

NATALIA FILINA: Okay. Thank you, Hadia. I will do that and [video participation] [inaudible].

HADIA ELMINIAWI: Thank you. Thanks a lot. Okay. So, if we're done here, let's go to the preparation for the upcoming webinars. If we could please get the table on the screen? And the upcoming webinar is actually "The DNS and the Internet of Things." Obviously, we are not going to have a webinar on the 2nd of November, which is the first Monday of November. If we could have the table on the screen of the upcoming webinars? Thank you. Yes.

So, the next one is the ... Yeah. If we can scroll a little bit down? Yes, just here. Thank you so much. So, we have the upcoming "DNS and the Internet of Things," and we need to determine a date for that. So, would two weeks from now be good? Natalia, you have your hand up. Please, go ahead.

NATALIA FILINA: Sorry, Hadia. I am not ... Yes. Thank you very much. So, I just wanted to put the idea regarding the new topic of webinar. It's not about the date of [inaudible] webinar. I can say later.

HADIA ELMINIAWI: Okay. Thank you. So, what about the 16th of November? That's more than two weeks from now. That would be Monday the 16th. [inaudible].

CHERYL LANGDON-ORR: Where is that in terms of IGF? Because we've got people that are going to be midnight-to-dawning. The last thing they'll want to do is join us for yet another [inaudible] on Zoom.

HADIA ELMINIAWI: Okay. Just a second. I'm not sure. So, I think that the IGF is from the ... Okay. So, there is Phase 1 and Phase 2. So, Phase 1 is from the 2nd to the 6th, and then Phase 2 is from the 9th to the 17th. So, actually, we could have the webinar on the 24th—Monday the 24th. What about that?

CHERYL LANGDON-ORR: If you're going to do that then you're not going to run a December one. You almost need to decide, do you run one in November or one in December?

HADIA ELMINIAWI: So, what we could do is either have the November one on the 24th, and then no webinars in December, or we could just skip December and then have our next webinar on December the 7th. So, any thoughts? Okay. So, December 7th, Cheryl is saying. Maureen is agreeing. Natalia, you are agreeing to December 7th, as well. Thank you. Okay. So, let's put down a date for that, for "The DNS and the Internet of Things." Let's have December the 7th. And then, yes, we are ditching the ATRT3, and we have already decided on that on our last call.

CHERYL LANGDON-ORR: Yes, but it's still showing on the table.

HADIA ELMINIAWI: Yeah, so we should delete it from there. Yeah. So, if we could also remove the “ATRT3 Outcomes”? Yeah, that one. Okay. Thank you. So, I shall actually start contacting someone, a presenter, for “The DNS and the Internet of Things.” I was actually thinking of the author of the ICANN blog in that regard. But anyway, we have time. We have more than a month. So, Natalia, please go ahead. You want to talk about ... You have some ideas for some webinars, right?

NATALIA FILINA: Yes, right, Hadia. Thank you very much. So, at first, I would like to say that we can invite Andrey Kolesnikov to their webinar of Internet of Things because he is the director of the Internet of Things Association in Russia, and I think he can be the [second or the] [inaudible] on the webinar. It’s my first suggestion.

The second one, I would like to suggest the topic of our new webinar. It may be net neutrality because I think this topic is quite interesting, but not so clear to everyone. It affects the interests of end-users. So, that’s all for me.

HADIA ELMINIAWI: Okay. Thank you, Natalia, but I think net neutrality is more of an IGF topic than an ICANN topic. But yes, it’s not an ICANN issue, and Cheryl is saying that, as well. Yes. It’s more of a ... I personally do not see it, really, within ICANN’s remit. In relation to Andrey, yes, of course, he could be ... We could actually have more than one speaker and Andrey could definitely

be one of the speakers. Any other thoughts in relation to upcoming webinars?

CHERYL LANGDON-ORR: Sorry if I just jump in.

HADIA ELMINIAWI: Yes, Cheryl. Please, go ahead.

CHERYL LANGDON-ORR: Thank you. [I'm also very into editing] on my other screen. My apology. We don't normally hold anything in January but, by the end of January, we should be publishing our set of proposed topics at least six months out. We as a committee should meet in January to make sure that's done effectively.

HADIA ELMINIAWI: Yes, for sure. We are still meeting again two weeks from now in order to prepare for the 7th of December webinar. And yes, for sure, let's meet in January in order, also, to prepare for the upcoming webinars. And let's also try to encourage people to put suggestions on the Wiki page in relation to IGF or upcoming webinars. So, Jonathan, go ahead.

JONATHAN ZUCK: Hey. As far as who for topics, I'm sorry, I was a half-hour late to this meeting. I apologize. I lost track of time because we're trying to get on the road to Tucson. But I'm curious whether or not you all reached some

conclusion about whether or not the how-to-style webinars are of value, or if doing videos or ICANN Learn courses would be a better way to go. Because if they are useful, then I can propose a couple of other how-to-oriented webinars, as well. I just wanted to throw that in the mix.

HADIA ELMINIAWI: Okay. So I, personally, find them really useful.

JONATHAN ZUCK: From the surveys, did they appear to seem useful?

HADIA ELMINIAWI: So, we don't know because we don't have the evaluation of the surveys yet. So, we haven't been able, actually ... Yeah. We skipped that part. So, we had this on our agenda but we actually did not go through it this time.

JONATHAN ZUCK: I thought I'd missed it.

HADIA ELMINIAWI: No, you did not. So hopefully, next time, we will actually have the evaluation of the surveys, and then we can tell.

JONATHAN ZUCK: Okay.

HADIA ELMINIAWI: So, seeing no other hands up, let's go back to the agenda. We have a date for our upcoming webinar and we need to have some ideas for our future webinars. So, now it's Abdulkarim and next steps to the database that you have prepared along with the team. Abdulkarim, if you're able to speak, you can take the floor.

ABDULKARIM OLOYEDE: Oh, thank you very much. Yes, I think I finalized the document as we agreed during our last meeting. I'll probably thank Cheryl for comments, which I have taken into consideration, in coming to a conclusion with this document. So, the final document is still on Wiki. I will probably suggest we still need to put in suggested topics. [inaudible] wanted to mention some topics earlier on which we could put into this.

On the first one, which is the last [inaudible] want to do, I just wanted us to agree on this, finally, before I put it in. If you can scroll to the document, now? One second. If you look down a little bit more?

On the tables, the first one, I added a column which I wanted to be 100% it needs to be that level of expertise and examples—that should be “examples”— of previous engagement. Do we agree that's put in that column? Because I wanted there should be examples of previous comments [again] engagement. Do we agree that I should put in that?

HADIA ELMINIAWI: So, I think the examples of previous engagement is very relevant, but level of expertise, I'm not sure. It's very difficult to say, “I'm level one and level two. I'm a senior expert. I'm a junior expert.” The level, I don't know,

but the examples of previous engagements, definitely yes. That's for me. Let's hear from the others. So Cheryl is saying, "Some criteria need to be established." Indeed. So, any thoughts?

CHERYL LANGDON-ORR: If I may?

HADIA ELMINIAWI: Yes, Cheryl.

CHERYL LANGDON-ORR: Not only what I put on chat, but people can have magnificent expertise, huge amounts of publications, academic requirements all met, and they're crap presenters. We want to avoid that.

HADIA ELMINIAWI: Yep. It makes sense. Yep. So, the criteria should include being a presenter or a guest speaker somewhere, like previous engagements. That makes sense.

ABDULKARIM OLOYEDE: Okay. "Previous engagements." Okay. So, I would have that, the other columns, and that's the document. Yeah. Some example is important. Yeah, that's fine. Okay. So, that's everything. I want to thank everybody for contributing to these documents, and I would download the documents from the Wiki page and send it to staff upon the Google Doc so that it can be sent out. Thank you.

HADIA ELMINIAWI: Okay. Thank you. And then, what are the next steps, apart from sending it to the group? What do we do with it next? Do we—

ABDULKARIM OLOYEDE: The next is for us to send it out to everyone to fill it in. That's the next step. We need to send it out to as much people as possible so that we can have people fill in the gaps. Yeah.

HADIA ELMINIAWI: Okay. So, Cheryl also had [inaudible].

CHERYL LANGDON-ORR: Then it needs to be some sort of survey, because if it just goes out as a mailing list and comes in with all of this voluminous and vomitous material back from self-assessments of who knows what sort of people, we're going to have a logistical nightmare of collating it all out.

So, it needs to go into a [format]. It's going to go to the At-Large list or the At-Large list and regional list, which is a perfectly reasonable way of doing it. it needs to be in a mechanism, a form of some sort, where the collation of the information is easily managed.

ABDULKARIM OLOYEDE: Okay. Yeah. My suggestion is, why don't we leave it as a Google Doc, and just send out the link, and allow people to be able to edit it as a Google Doc so that we'll have it centralized?

CHERYL LANGDON-ORR: Okay. And I suggest you do the collation.

ABDULKARIM OLOYEDE: Okay.

HADIA ELMINIAWI: Actually, Abdulkarim, I think a survey is actually a simpler idea and allows for a wider contribution. If you leave it as a Google Doc, many people, if you're not really involved into this, you won't bother clicking, and reading, and commenting in a document. But if you receive it as a survey, whether you are particularly involved in the work of this group or not, you tend to do the survey.

CHERYL LANGDON-ORR: If I can follow on as well, Hadia, there are whole parts of the world that cannot and do not use Google Docs. Talk about disenfranchising!

HADIA ELMINIAWI: Yeah. Jon is saying ... Maureen is asking, "Are the topics suggestions for future webinars?" So, the topics ... My understanding is it's not these are suggestions for future ... No. We won't have ... Would we have a webinar on IP, just IP? I'm not sure. But it could be something related to IP, or root servers, security and stability. I'm not sure. I think it doesn't need—

[BARRACK OTIENO]: I think, Hadia, the idea is to have some examples. We're free to edit and tweak those topics as we want. It's just to allow ... Those are just examples.

HADIA ELMINIAWI: Okay.

[BARRACK OTIENO]: Yeah.

HEIDI ULLRICH: Hadia? Sorry, I cannot raise my hand right now.

HADIA ELMINIAWI: Yes, Heidi?

HEIDI ULLRICH: So, Abdulkarim, I know that Alp worked closely on the post-ATLAS survey and did a great job. He got quite a high response rate back, based on the normal ability of surveys to get responses. So, perhaps we could work with him to do a survey, as Cheryl and Hadia have suggested. And then, the second point, I'm wondering if you would want that to be in French and Spanish, as well, that survey, just to make sure that you are getting a broad spectrum of people from the At-Large community. Thank you.

ABDULKARIM OLOYEDE: Thanks, Heidi. I totally agree with you. Yes, we can work with him. We can have it as a survey. And also, yes, we can have it ... We should normally have it. Probably it would be better to have it in French and Spanish, yeah. Thank you.

CHERYL LANGDON-ORR: Hang on. This is one of those times when I would be saying all UN languages, which is an ICANN base. I would be saying all UN languages and the ones traditionally used by At-Large, which include, for example, Portuguese.

HEIDI ULLRICH: Noted, Cheryl.

CHERYL LANGDON-ORR: Because the whole aim of this, unless I have totally missed what we've been doing for, what? Seven, eight months now? Is to bring in fresh voice and new speakers. So, we have got to pitch it to the widest possible audience.

HADIA ELMINIAWI: Okay, agree. Abdulkarim?

ABDULKARIM OLOYEDE: Yes, I do agree with Cheryl.

HADIA ELMINIAWI: Okay. Very good. So, the action item here would be, first, that you will send it out to the list, and also preparing the survey and sending it out, right?

ABDULKARIM OLOYEDE: Should I [inaudible] to make sure it's put in as a survey in all the UN languages? Yes, that's going to be the action item.

HADIA ELMINIAWI: Okay, very good. And Maureen is saying, "I can see the list as being useful for when we have ICANN meeting plenaries and need speakers." Yes, for sure. Okay. So, seeing no hands up, let's go back to the agenda. Thank you so much, Abdulkarim, for your work on that. Any other business? Natalia, you may take the floor.

NATALIA FILINA: Thank you very much, Hadia. Thank you very much, Abdulkarim. Very interesting [and great amount] of work. So, I would like to come back for a minute to our communication strategy and advertising strategy. I think, maybe, we will think of something to attract more new speakers as we wanted.

I mean, maybe we will, I don't know, establish [inaudible] our speakers, or we will somehow highlight the names of speakers within and outside of our community team, especially in certain areas of knowledge. I think it helps us to [inaudible] them to join and offer different ideas for topics of our webinars.

And I think we still need to come back to the idea about certificates because I still see a lot of people on social media who post their certificates all the time, and I think, does it matter?

And I have another idea. Maybe, regarding the topic of our webinars, for example, each two months, we will set up webinars with original [landing]. In At-Large, we have five RALOs, five large regions, and, for example, time to time, we will give a freedom to each RALO to choose a topic of webinar, but always with [the landing] on the region-specific. I think it's really good to focus, maybe to restrict the target audience, but we may apply cases of a specific region and this topic, and I think we may [try, I think]. So, thank you.

HADIA ELMINIAWI:

Okay. Thank you, Natalia. So, yes, we have discussed the certificate part a lot before, but we haven't done anything in that regard. And I agree, no, certificates are ... If we do actually post or hand in a certificate of attendance, that encourages people, definitely, to come to the webinars. But I can't remember; where did we stop last time in relation to the certificates? Why weren't the certificates possible?

HEIDI ULLRICH:

Hadia?

HADIA ELMINIAWI:

Heidi, please go ahead.

HEIDI ULLRICH: Yeah. So I would need to get back to you, unless, Claudia, you happen to know? I know that Gisella and Yeşim were handling that, and I don't recall why they were stopped. Claudia, do you happen to know?

CLAUDIA RUIZ: No. Apologies, I don't recall, either.

HADIA ELMINIAWI: Okay, so maybe we can ... Okay. So, let's have this as an action item, following up on the certificates of attendance for the participants of the webinars.

CHERYL LANGDON-ORR: If memory serves, it had a lot to do with our choice in Zoom rooms. It had a lot to do with our ability to actually collect e-mails and information to even send people the certificates. It linked in with why we're doing surveys during calls, not sending it post-call. It was all e-mail, [that stuff], and some of that has changed, of course.

HADIA ELMINIAWI: Cheryl, yes, this is also what I remember. But I can't recall what was the problem exactly in relation to the—

CHERYL LANGDON-ORR: Because, at the time, we had chosen to use a type of room which did not allow for the collection of individual member e-mails and contact details. That's where I thought it was, the falling down.

HADIA ELMINIAWI: Okay. But I think we are still using the Zoom meeting room, right?

CHERYL LANGDON-ORR: We're also using registration processes.

HADIA ELMINIAWI: Okay. With the registration process, definitely, certificates would be possible.

CHERYL LANGDON-ORR: Should be possible.

HADIA ELMINIAWI: So, let's put this on the ... Yes. Yes, it should be possible with the registration. Okay. So, let's look into it, and let's have it as an action item.

CLAUDIA RUIZ: Hadia, hi. Sorry. I can't put my hand up. Actually, I remember the ... So, when we set up the webinar with registration, it has to go through IT, and they gather the information, and they wouldn't share it because of GDPR. So actually, when we file registration, we do not have access to the information, if that makes ... I mean, I know it doesn't really make sense, but for GDPR issues. And it was a lot more work, so that's why we decide to go with the regular webinar room. But we do get the attendance from

each other who joins, and we have their names, but not their e-mail addresses.

CHERYL LANGDON-ORR: We don't have e-mail addresses.

HADIA ELMINIAWI: Okay. So, for the purpose of issuing attendance certificates, would IT share with you the e-mails for that purpose?

CHERYL LANGDON-ORR: Not unless the person opted-in to have that happen before they registered.

HADIA ELMINIAWI: Yes. Okay. So, yeah, before registering, they need to agree to sharing this e-mail for the purpose of having attendance certificates.

CHERYL LANGDON-ORR: To me, it seems easier, as much as some people seem to value digital pieces of paper saying they went to the opening of an envelope, maybe we should set it up that if one wants to receive it, one has to register with a different, post-meeting procedure where they deliberately give us their contact details and where they want their digital piece of paper sent.

HADIA ELMINIAWI: Okay. Makes sense, Cheryl. So, maybe we could ask about that. So, Claudia, could you actually handle this part?

CLAUDIA RUIZ: Yeah. We'll make this an action item and look into it. Thank you.

HADIA ELMINIAWI: Okay, thank you. Thank you so much.

HEIDI ULLRICH: So, Hadia?

HADIA ELMINIAWI: Yes?

HEIDI ULLRICH: So, I'm writing the action item. This is going to be for the 2021 series, correct? This is not going to be for the end of this year?

HADIA ELMINIAWI: Yes. No. Not for December, no.

HEIDI ULLRICH: Okay. Okay, perfect. Thank you.

CHERYL LANGDON-ORR: It might also be that not all webinars even qualify to have a certificate. Some of that might be the topic, some of that might be the presenters.

HADIA ELMINIAWI: Yes. For example, I think those webinars like the split-cam webinar or “Better Presentation,” I’m not sure if, actually, you’ll need to hand out certificates of attendance in relation to [inaudible].

CHERYL LANGDON-ORR: I don’t know. I think that’s probably more relevant than something titled “IP.”

HADIA ELMINIAWI: Yeah, okay. Yeah.

CHERYL LANGDON-ORR: If I want to know about IP, I can Google it.

HADIA ELMINIAWI: Yeah. You can say, you know ... I don’t know! Okay. So, anyway, you would have a certificate that says you know how to present, you know how to use split-cam. Yeah, okay.

CHERYL LANGDON-ORR: If that is decided.

HADIA ELMINIAWI: Okay. Anyway, let's take it one step at a time and see if it's possible to have those certificates, and then let's see how we will start advertising that to the participants. Okay. And then, your other idea. But we are already two minutes past our time and, Natalia, you had another idea in relation to the RALOs, actually, each of the RALOs suggesting a topic related to their region.

But I think that we already have this happening through the surveys and through the Wiki page. RALO leaders could definitely go to the Wiki page and put in their suggestions. What we can actually do is send to the RALO chairs telling them, "Please suggest topics for future webinars that you see relevant to your region." But anyway, we can put this on the agenda for next time.

HEIDI ULLRICH: Hadia?

HADIA ELMINIAWI: Yes?

HEIDI ULLRICH: One more time, just really quickly, I think that's a great idea. I just do note that at least two of the RALOs have regular regional webinars, either on their ... I think that they are both actually on their monthly calls. So, the regions are already having regional-specific webinars. What might be useful is just to add this to the next cross-RALO call, which includes all of the RALOs. So, there might be some topics that all RALOs have an interest in. Thank you.

HADIA ELMINIAWI: Okay. Makes sense. Let's put this topic for discussion next time on the agenda. So, seeing no hands up, and we are already four minutes past our time, if there is nothing else to add, I thank you all for active participation, for attending today, and this call is now adjourned.

CLAUDIA RUIZ: Thank you all very much. Enjoy the rest of your day.

[END OF TRANSCRIPTION]