



Let`s go together

FILINA NATALIA, Regional Outreach Liaison Mentor and Trainer

27.10.2022

Outreach and Engagement 2022/2023

areas of focus



CO-CHAIR: DANIEL NANGHAKA, MEETING COORDINATOR

Oversight and support for the:
*Capacity Building Working Group (CBWG)
and Social Media Working Group (SMWG)

Include into meeting agenda: Feedback from
*O&EWG co-Chair
*Chair of the CBWG
*Chair of the SMWG
*Regional Outreach Liaisons
*Ambassador Programme
*Small groups working on policy outreach
activities and resources

CO-CHAIR: NATALIA FILINA, REGIONAL OUTREACH LIAISON MENTOR AND TRAINER

*will require an additional monthly call with
Liaisons

*building relationships with their GSE
partners – understanding their respective
roles to enhance regional events and
activities

*enhancing personal skills in order to be
more effective implementers and
coordinators of their regional outreach
strategies

*enhancing knowledge of policy issues to
support the work of the O&E WG small
groups

MAUREEN HILYARD/JOANNA KULESZA POLICY AMBASSADOR PROGRAMME

*2 representatives and a mentor from each
region (for 6 months)

*Comprehensive ICANN Learn programme

*Regular attendance and participation in
CPWG meetings

*Regular meetings with regional mentors

*Group discussions on policy issues & the
policy development process

*Regular evaluations and assessments

The roles of the Regional Outreach Liaisons have the following responsibilities:



- Represent their region in the Outreach and Engagement Working Group (O&EWG) and provide updates on regional activities during the monthly O&EWG call
- Represent the O&EWG in their regions and update their region on outcomes from the monthly O&EWG call
- Assist in the development of the regional O&E Strategies in collaboration with the Regional Leadership and the Global Stakeholder Engagement Team
- Assist in outreach activities in their region in collaboration with the O&EWG
- Collaborate with the Capacity Building and Social Media Working Groups in the development of engagement activities

work in coordinated manner



ROADMAP

At-Large Outreach and Engagement Strategy/At-Large Communication Strategy

REPORTING

5 RALOs` updates for ALAC calls

EXCHANGE

Local work: Ideas, achievements, gaps, solution, building up, **synergy**

MENTORING

APRALO Mentoring Program - scaling up best practices + trainings

Capacity Building
workshops and guest
trainers?

POLICY

Follow the current **policy issues**

DATA

Oil for clarifying the focus of end users interests



Structure of Regional Outreach Liaison reports (example, to be discussed)

simple unified forms make it easy to see the dynamics of the results and evaluate the success

EVENTS and completed tasks

POLICY ISSUES touched

SoMe - links and/OR metrics

AREAS OF GROWTH, plans

RALO`s OE activists -
personality

Here we go

1. Liaisons Names?
2. Set up the date of additional monthly call with Liaisons
3. Flexibility in the framework
4. RALO`s OE strategies and goals are in focus

THANK YOU VERY MUCH

YOUR FEEDBACK IS VERY WELCOMED

