

# The At-Large Loop: An Update

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At-Large

LOOP

**End User**



**IN**

**erests**



**Identify**

**Amplify**



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AFRALO

APRALO

EURALO

LACRALO

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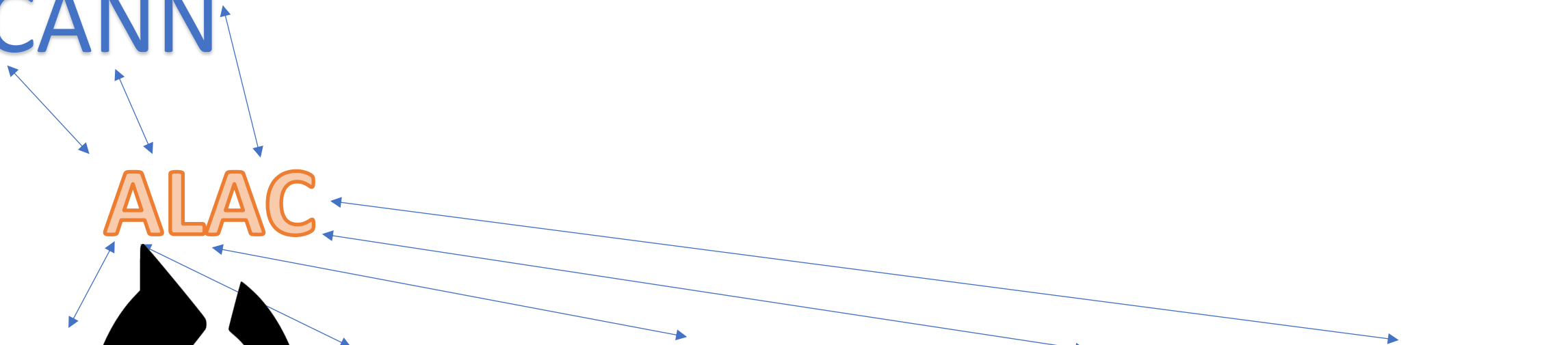
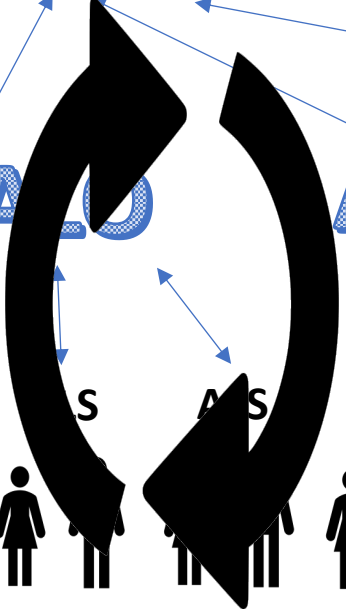
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**NOT an ORG CHART!**  
**A communications pathway.**

ALAC

AFRALO

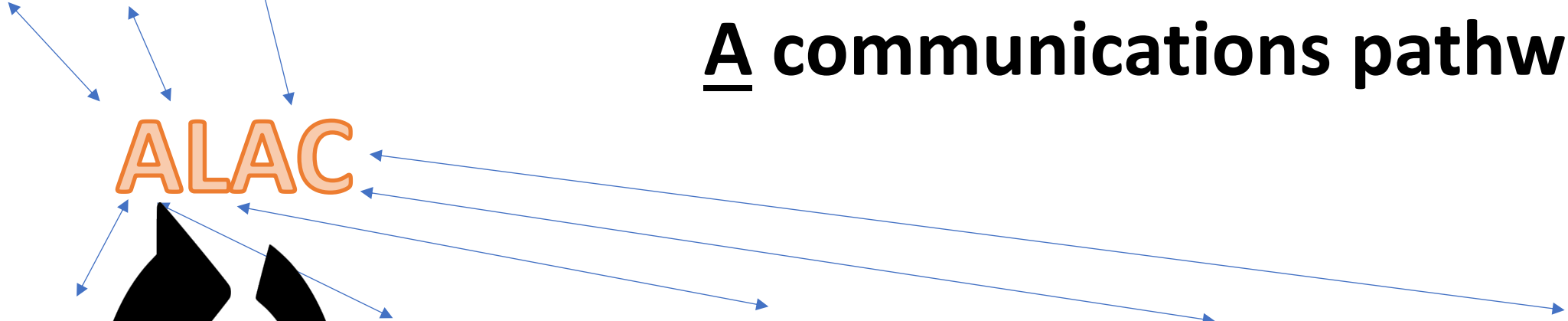
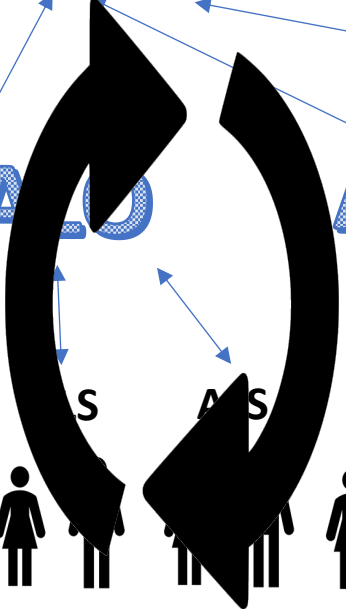
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# Identify

- Think real hard
- Debate, reach consensus
- Regional Feedback
- Community Feedback
- End User Feedback

# Amplify

- Global Webinars
- Regional Webinars
- Local Webinars
- Local Seminars
- Mail/Email Campaigns
- Phone Campaigns
- Social Media Campaigns



# Amplify

- Global Webinars
- Regional Webinars
- Local Webinars
- **Local Seminars – UA Day success story!**
- Mail/Email Campaigns
- Phone Campaigns
- Social Media Campaigns

# Developing a “Campaign Playbook”

- Series of Experiments/Refinements
- Infrastructure Investment (ITI)
- Incentive Development
  - \$\$ for event hosting and participation
  - Visibility
  - Capacity building
- Formalize/Document Development Processes
- Get outside help to refine
  - Grassroots specialist
  - Channel Marketing specialist

# Experiment: Phishing, Awareness and Reporting

- Type: Amplification
- Shepherd: Eduardo Diaz
- Model(s)
  - “Alert”
  - Seminar
  - Standing Resource

# Phishing Alert

- Email through communications channels
  - Brief problem statement
  - Tools video links
    - Google Phishing Quiz
    - ACID
    - NetBeacon
  - Call to action
- Measure reach and reaction

# “Phishing Friday”

- Develop Seminar “Kit”
  - Presentation
  - Sample Delivery Video
  - Customizable Promotional Video
- Recruit Organizers (RALOs and ALSs)
- Identify funding for catering, etc.
- Q&A or Training Webinar?
- Execute during specified date range
- Measure Reach and reaction

# Future Experiment: Position Development

- Identify a “broad appeal” topic
- Build discussion parameters in CPWG
- Push Discussion to ALS level
  - Webinar?
  - Survey?
  - Seminars, ALS level focus groups?

# Future Experiment: New Round

- Type: Amplification
- Shepherd: ???
- Identify End User Messaging with GSE
- Develop Alerts, Webinars and Seminars

# Long Term Goals

- Presentation Library
  - Multiple Languages
  - Demonstration videos
- Funding for Opportunistic Amplification



