

The At-Large Loop: An Update

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At-Large

LOOP

End User



IN

erests



Identify

Amplify



ICANN

ALAC

AFRALO

APRALO

EURALO

LACRALO

NARALO

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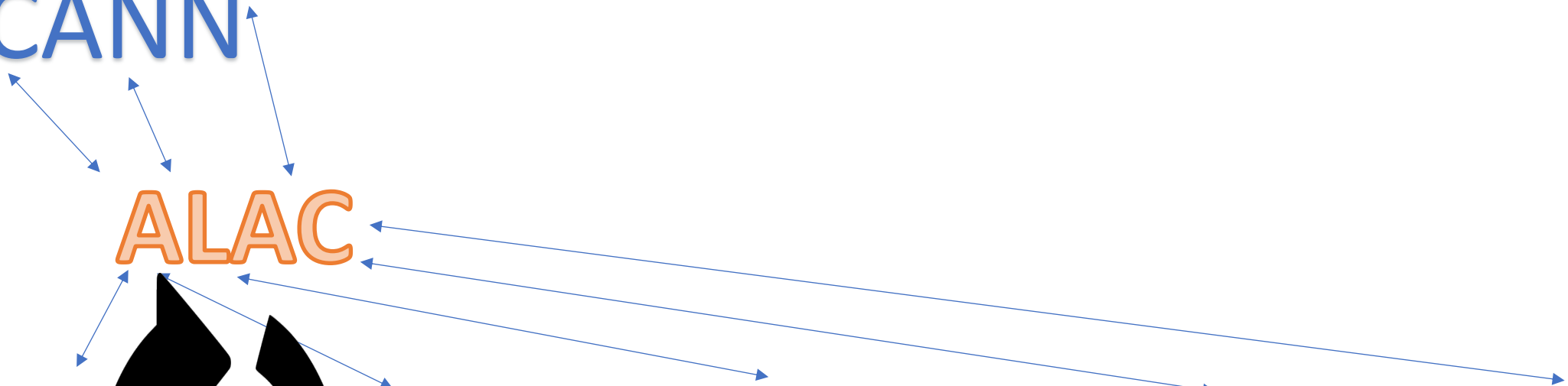
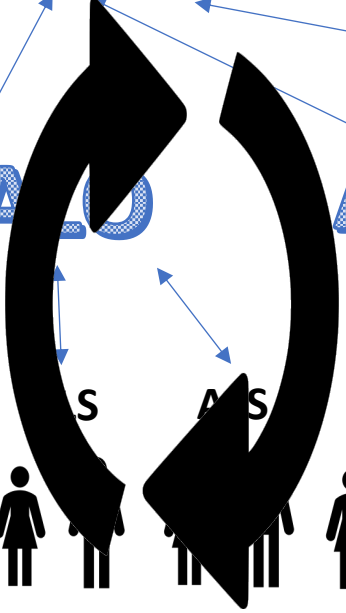
ALS

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ICANN

NOT an ORG CHART!
A communications pathway.

ALAC

AFRALO

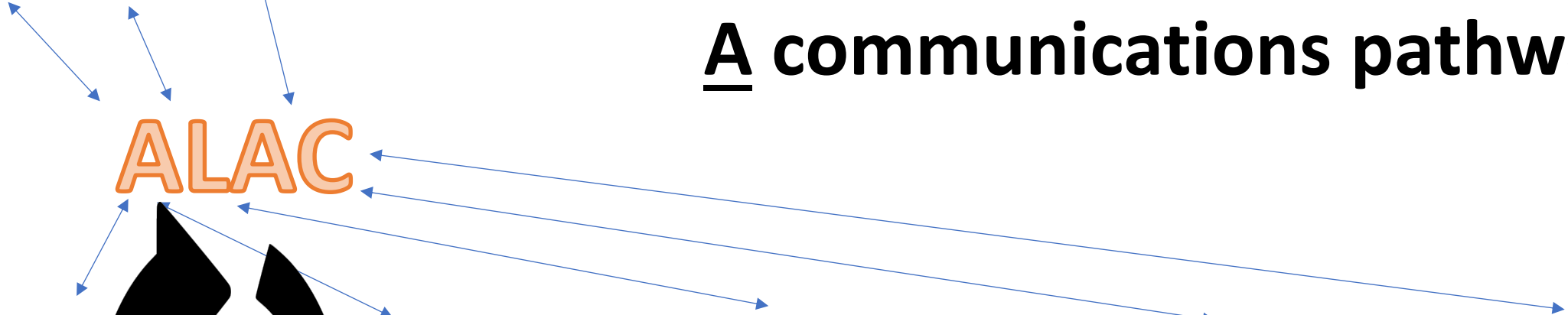
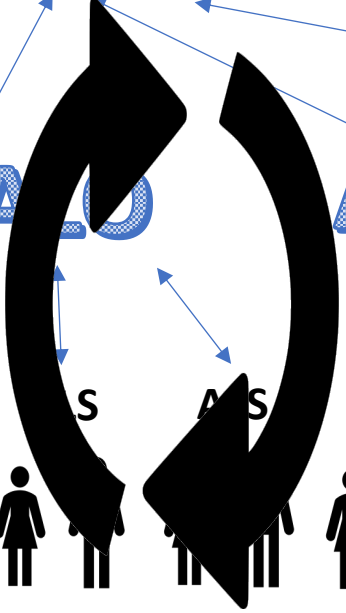
APRALO

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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

