Review our Expected Standards of Behavior when participating in ICANN Meetings.

Go to:
http://go.icann.org/expected-standards

Review the ICANN Community Anti-Harassment Policy when participating in ICANN Meetings.

Go to:
http://go.icann.org/anti-harassment

ICANN 78 ANNUAL GENERAL MEETING

ICANN AT-LARGE

ICANN 25 1998–2023

IANA Stewardship Transition 7 2016–2023

At-Large Leadership Development Session

Thursday, 26 October 2023

09:00-10:00 CEST

Agenda

1. Welcome and Aim of Meeting - Jonathan Zuck, ALAC Chair

2. Facilitating Distribution Channels - Sally Newell Cohen, SVP, Global Communications

3. Interactive Session - Jonathan Zuck, ALAC Chair

4. Next Steps - Jonathan Zuck, ALAC Chair

Distributed Communications Channels

Sally Newell Cohen, SVP Global Communications

At-Large Development Session, 26 October 2023

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Agenda

I. Communicating in a Multi-tiered Environment

II. Best Practices

III. At-Large Communications Channels

IV. Critical Role of Regional At-Large Organizations and At-Large Structures

V. Know Your Customer

Communicating in a Distributed Environment

Global companies with many products and disperse audiences use a distributed yet targeted model to amplify their message by reaching the intended audience with consistent yet tailored messaging.

Direct to consumer

Direct to retailer

Distribution channel

- Manufacturer → Distributor
- Distributor → Retailer/Seller
- Reseller/retailer → End User/Influencer

Communicating in a Distributed Environment: A For-Profit Example

INGRAM MICRO

- $50 Billion global technology distribution company
- Represents more than 1,500 technology vendors
- Customer base of 161K retailer/reseller customers in 200 countries
- Indirectly serves 90% of the global population

☑️ Comms strategy:

- Represent vendors by attracting resellers/retailers in specific audience channels
- Train resellers/retailers and arm them with consistent messaging to target sales channel end-user audience

☑️ Benefits:

- Brand consistency across channels
- Expectations are established and aligned
- Reputational benefits

ICANN "Products" and "Stakeholders"

Who are ICANN's stakeholders?

- Governments
- Business Community
- Technology Developers
- Academia
- Civil Society
- Internet Users
- And more…

What are ICANN's 'products'?

- DNSSEC
- DNS Abuse
- New gTLD Program Next Round
- Registry Data Request System
- Universal Acceptance – Digital
- Inclusivity
- And more…

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Communication Channels to Amplify Messaging

At-Large Community

- Regional At-Large Supporting Organizations
- At-Large Structures

ICANN Global Comms

- Blogs
- Announcements
- Social Media
- Traditional Media
- Material development
- Coordination with At-Large

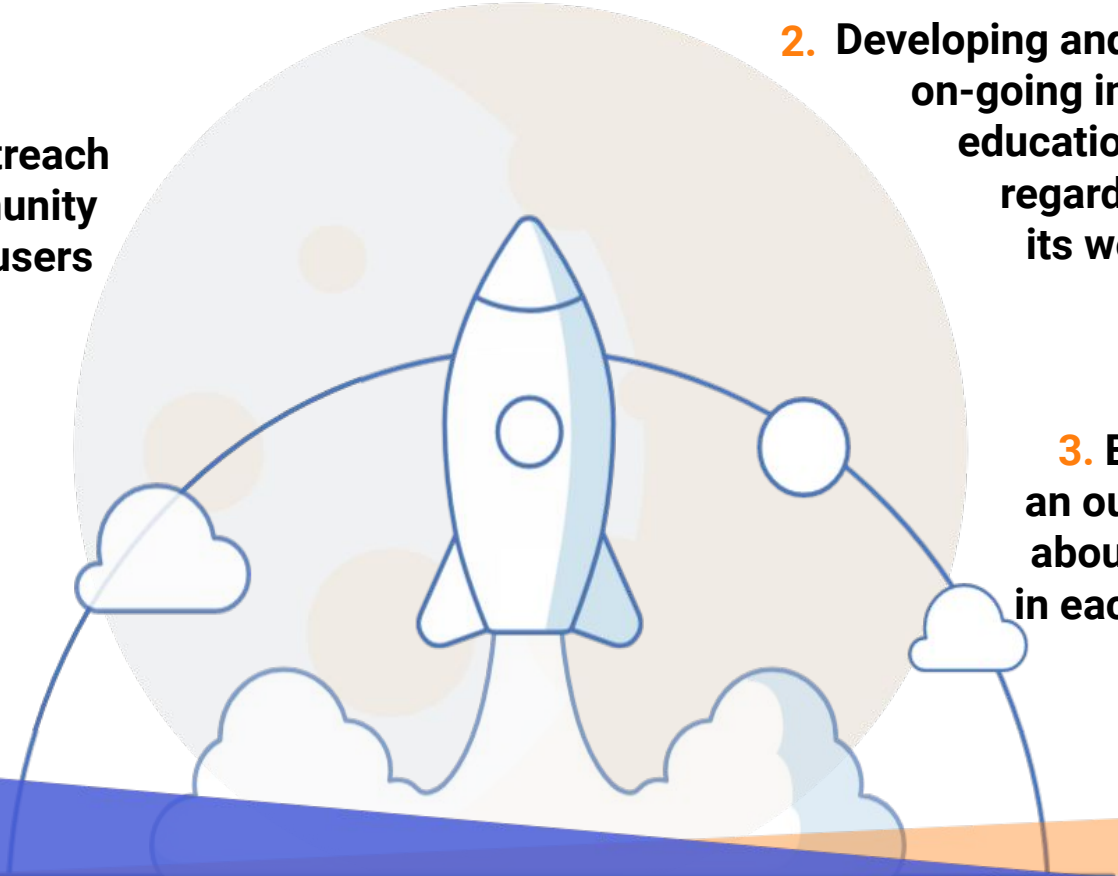
Global Stakeholder Engagement

- Community Engagement
  - Events
  - Webinars
- Coordination with At-Large

Critical Role of RALOs and ALS

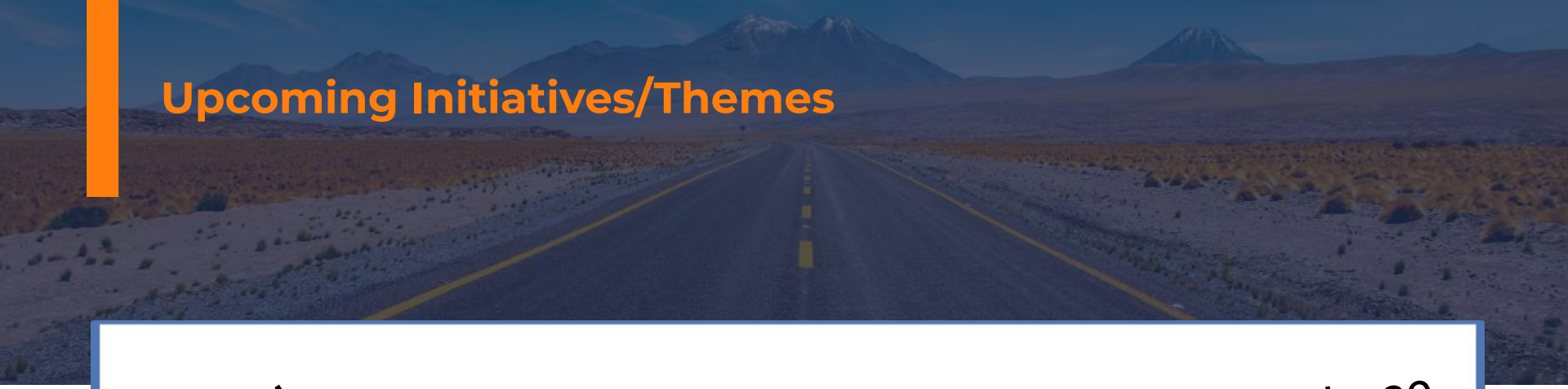
1. Promoting outreach activities in the community of individual Internet users

2. Developing and maintaining on-going information and education programs regarding ICANN and its work



3. Establishing an outreach strategy about ICANN issues in each RALO's Region

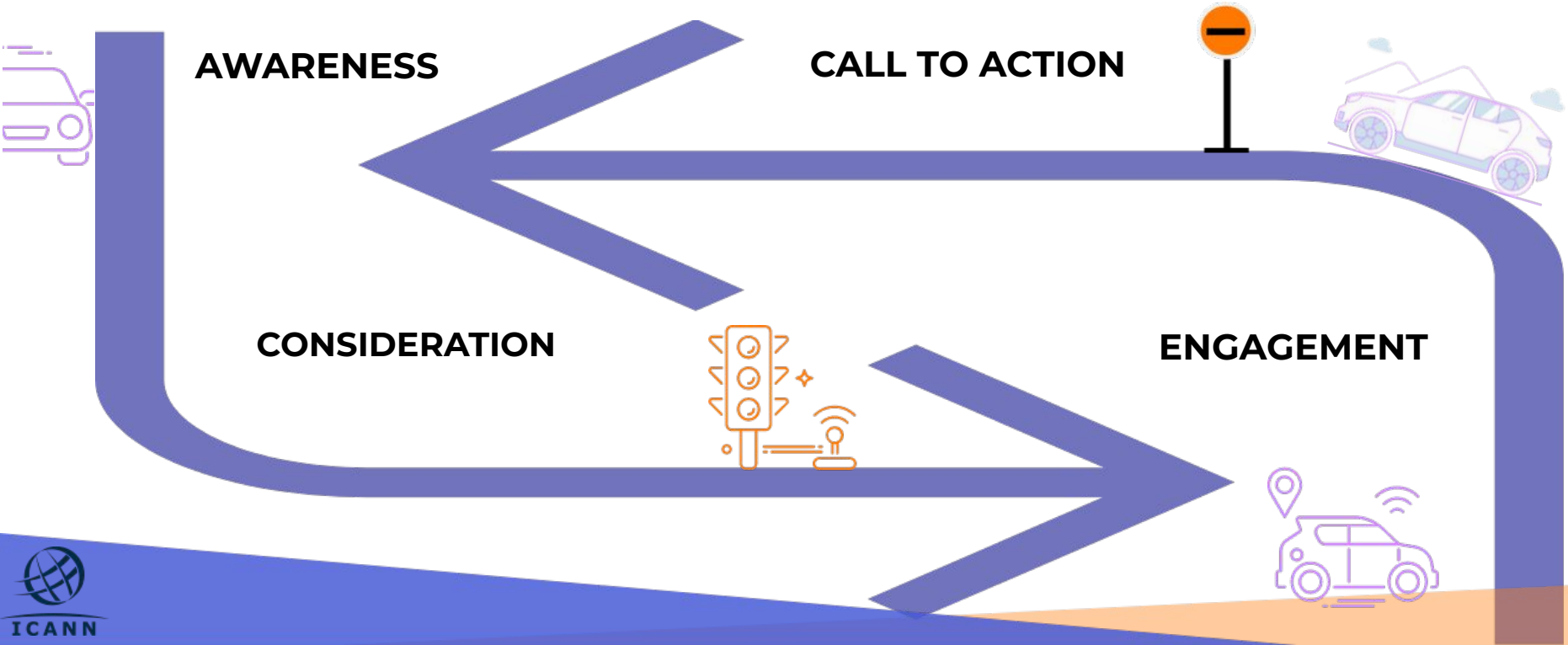
Upcoming Initiatives/Themes



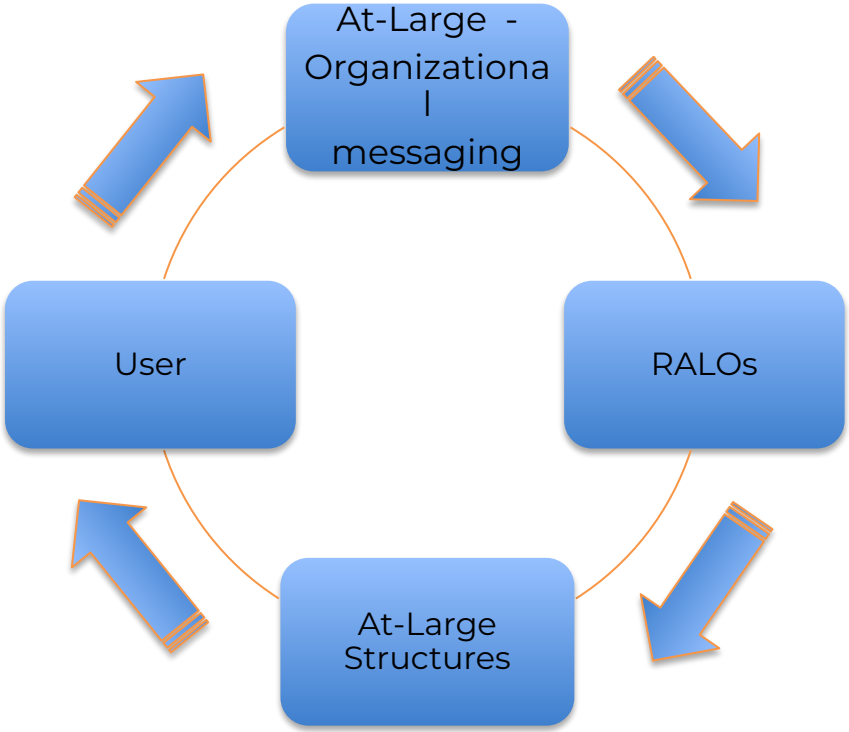
At-Large Loop

Goal: To create awareness of key initiatives among the user community

Objective: Leverage the At-Large Community to amplify core messages.



At-Large Loop



How to Succeed?

Know Your Customer

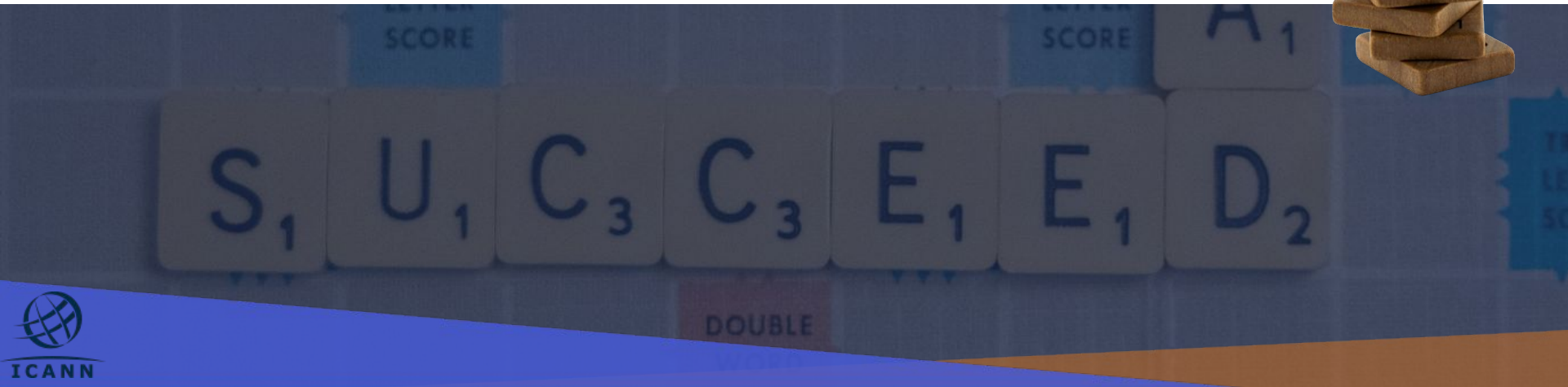
- Who is your audience?
- Why would they care?
- What action do you want thtem to take?

Be Consistent

- Mixed or unclear messages create confusion

Go Where They Are

- Social media
- Webinars
- Events



Resources

Materials:

- Position papers when available
- PowerPoint presentations
- Social media assets
- Email content

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THANK YOU

Engage with ICANN

Questions?

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