Round 1

How to Showcase?
- Internal or external – ccTLDs or ccNSO
- Social media
- ccTLD News - might be of interest to all attending meetings
- Tech Day - invite other areas to participate, including hosting it
- Showcase our PDPs - other tools include Meetings and Conferences, Outreach and Capacity Building, Publications and Reports, Collaboration with other SO's and AC's, Website, Reports, Strategic Planning. Mentoring, which is related to onboarding typically, was discussed.
- Problem – others unable to attend due to parallel sessions
- Problem - how do we use these tools better?
- Showcasing when presenting to other groups/industries might get us out of our silos
- Topics that are relevant and important

What is our goal?
- Present ccNSO both within the community and outside the community

What do we want to showcase?
- Things like best practices and sharing knowledge came up often, so community sharing. Presenting outside the ICANN community did not really get discussed – not seen necessarily as a concern at this moment **[(Sean) I think IGF will change this!**]

Outreach
Internally or externally? to ccNSO or ccTLDs?
- (Sean) I tried to get a discussion on both internal and external; people wanted to talk more internally. People could relate things better to ccTLD vs ccNSO, which was not quite where we wanted to go, however, it linked to the onboarding easier, even though this was ccTLD related
- Already do some (i.e., joint sessions)
- More than what we do now? (Sean) I thought this was interesting because there was hesitation -- I think the ccNSO vs ccTLD colored thinking
- Reach out to other groups

What other blocks in showcasing the ccNSO?
- Too much on the agenda --- many parallel sessions. (Sean) I think this is very important, I anticipate the continuous improvement will change this over time

Plenaries?
More proactive in the plenary sessions
- Selecting interesting topics that could be presented
- Keep the message short

What we should not be:

Boring!

Round 2

No one joined Round 2.

Round 3