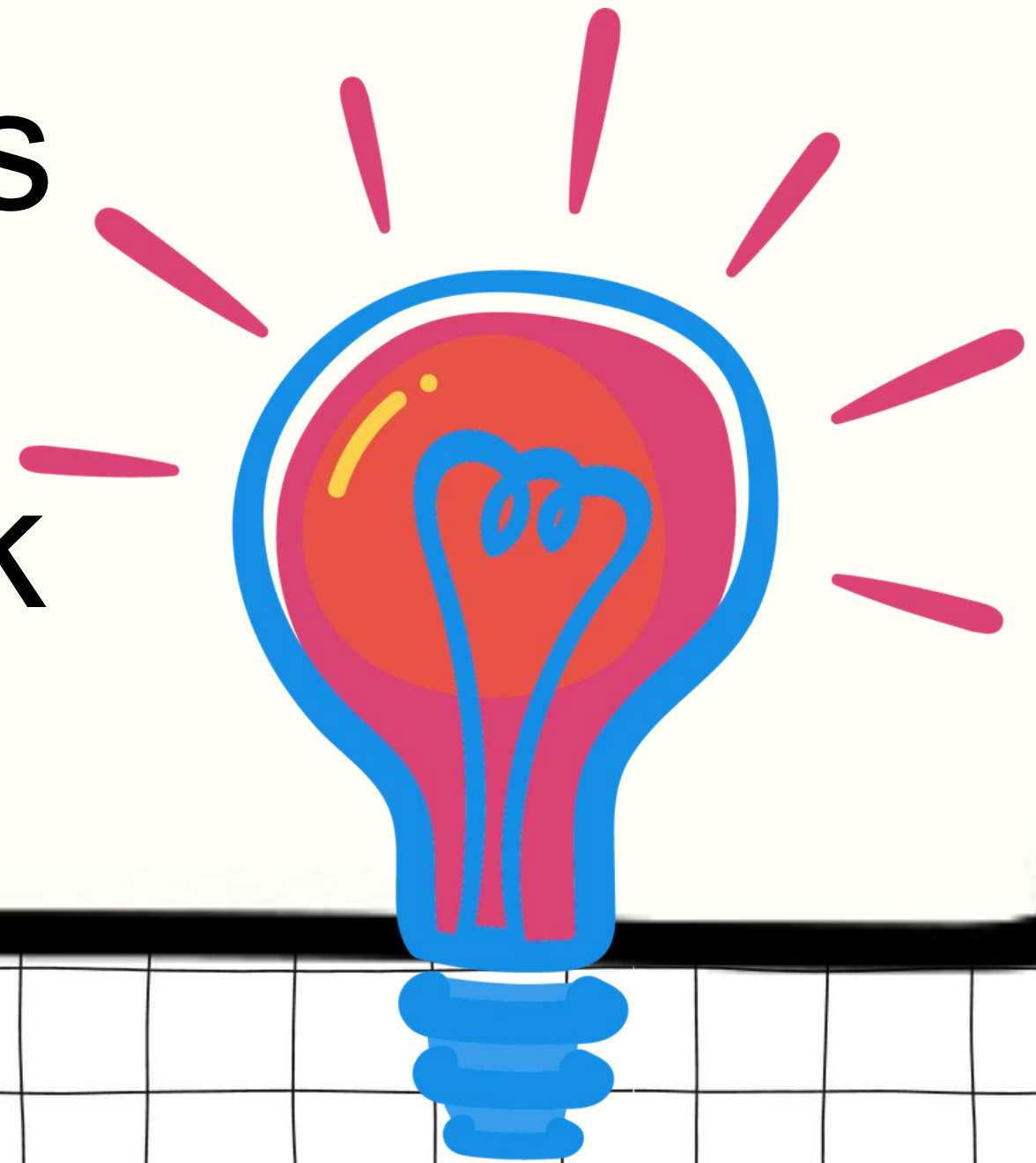


●●●
CB on Effectiveness
related to the
Campaign Playbook
project



Contents

01

About

02

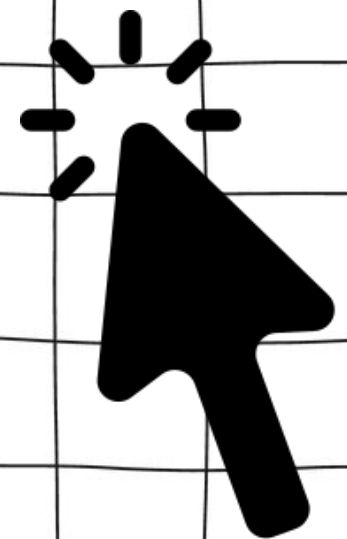
Process

03

Activity Proper

04

Questions



A hand-drawn window titled "About" is centered on a grid background. The window has a yellowish-beige fill and a black border. In the top right corner of the window, there are three small icons: a minus sign, a maximize button, and a close button (an 'X'). The text inside the window is black and centered. To the left of the window, there are thick, hand-drawn red wavy lines. To the right, there is a large red shape with white polka dots, and a thick blue wavy line is drawn over the bottom right corner of the window.

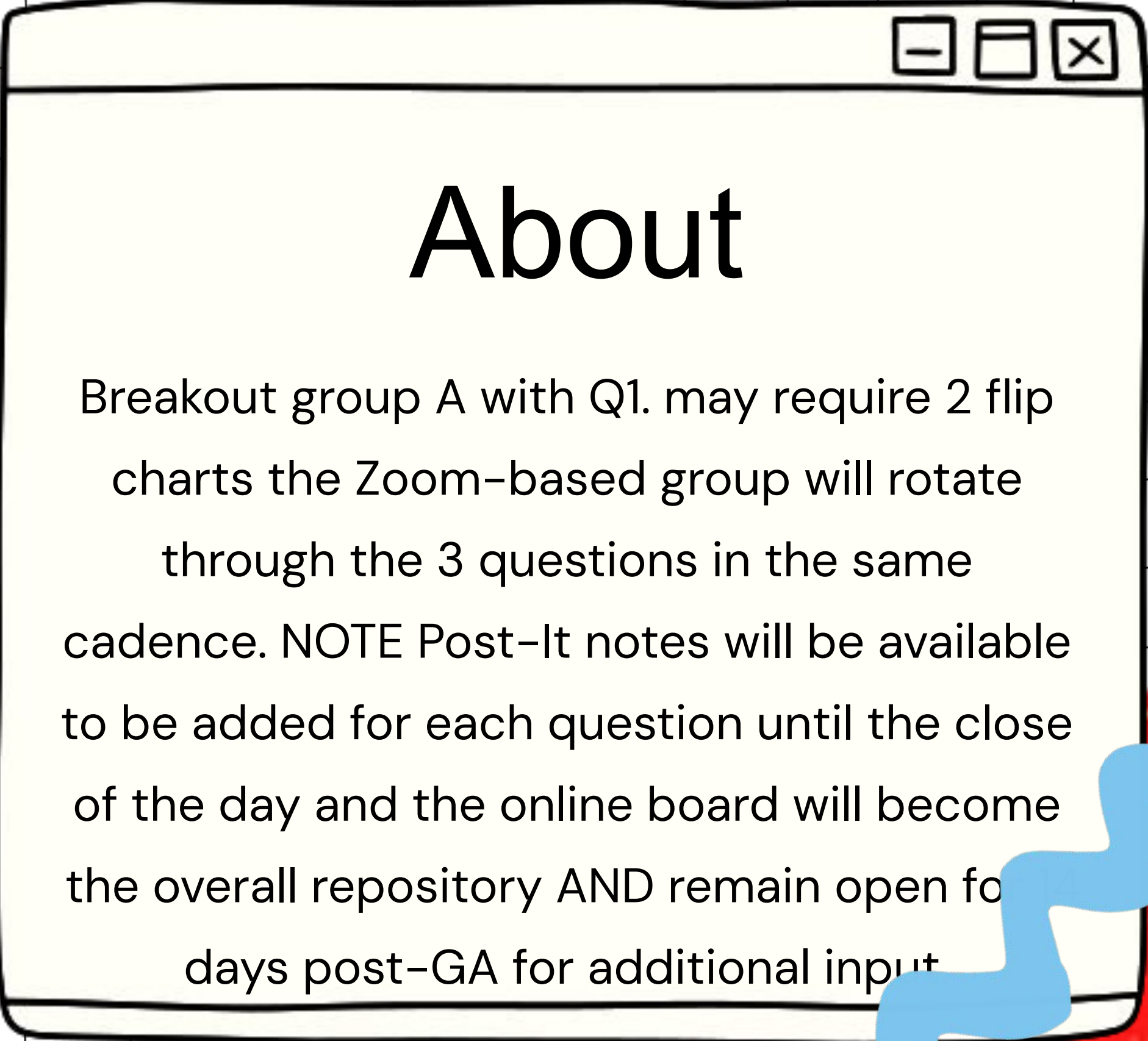
About

Zoom room and online board for remote group and Board will also capture feedback and reporting from small groups; Flip charts for each F2F breakout group with 2 pens per group for reporting no group to have the same pen colour combo is possible).

The image features a hand-drawn 'About' window on a grid background. The window has a title bar with three icons: a minus sign, a maximize button, and a close button. The text inside the window describes a process involving post-it notes, three groups, and breakout stations. The background is decorated with red wavy lines and a red area with white polka dots. A blue wavy line is also present near the bottom right of the window.

About

post-it notes in colours that match or shade with the pen colours used by each group each of the three (3) groups will address a single question and each will have 2 people assigned static reporters and facilitators, with the randomly assigned attendees to each group rotating between breakout stations.



About

Breakout group A with Q1. may require 2 flip charts the Zoom-based group will rotate through the 3 questions in the same cadence. NOTE Post-It notes will be available to be added for each question until the close of the day and the online board will become the overall repository AND remain open for 3 days post-GA for additional input

Activity Proper



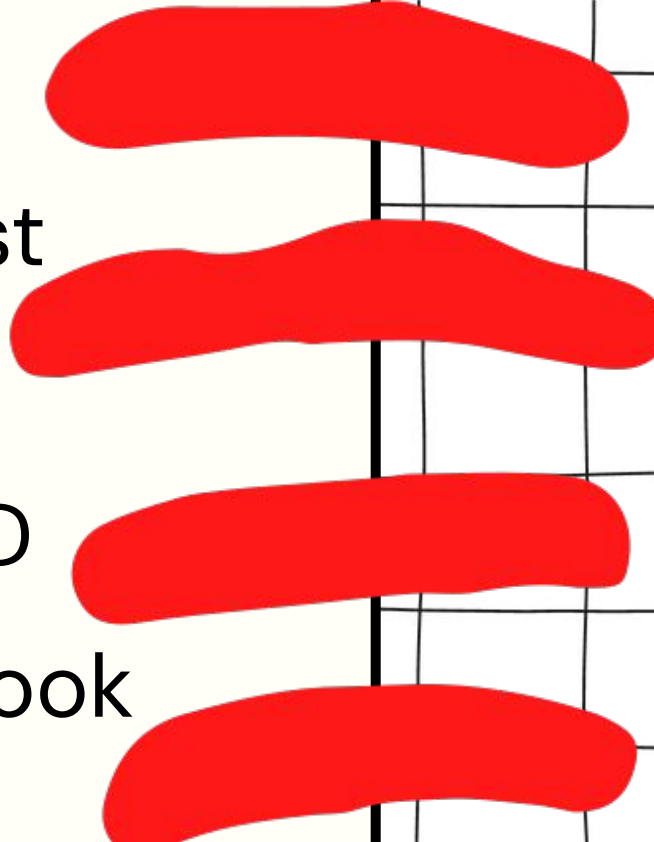
Jonathan Zuck
ALAC Chair

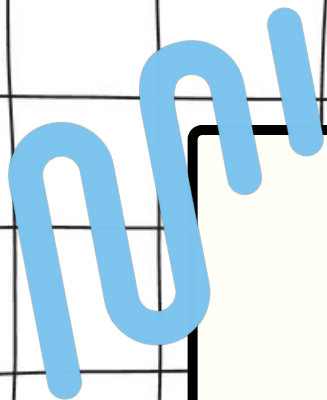


Questions

01

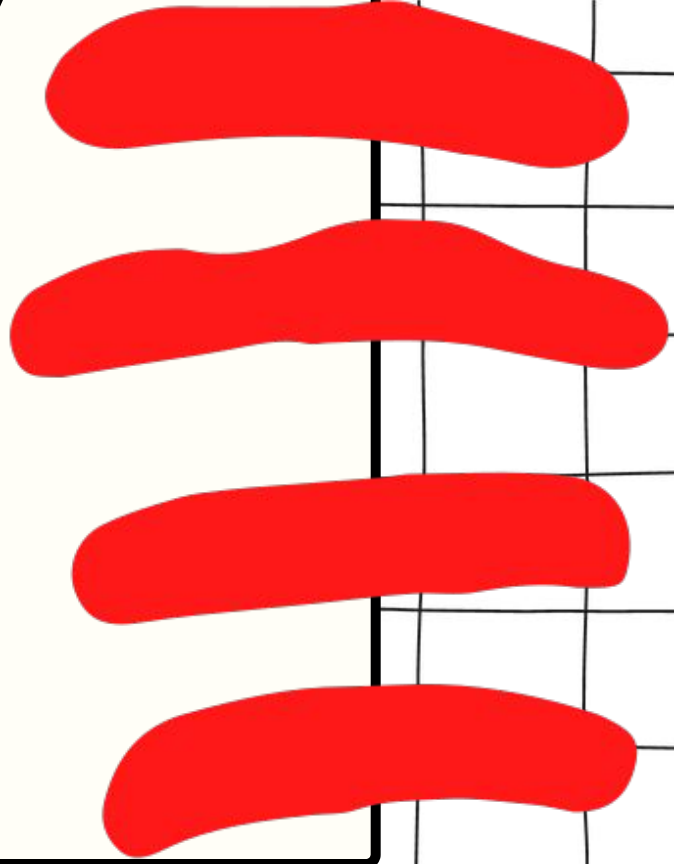
Identify which communication modalities of tools you believe would be most effective and efficient to spread the word about ICANN's upcoming Next Round for New gTLDs, including the associated Applicant Support Program, any unique opportunities for Regional Communities of Interest and Business, as well as Solicit feedback from local communities and Internet end users on ICANNs new gTLD Program including the (draft and) Final Applicant Guidebook and these opportunities.

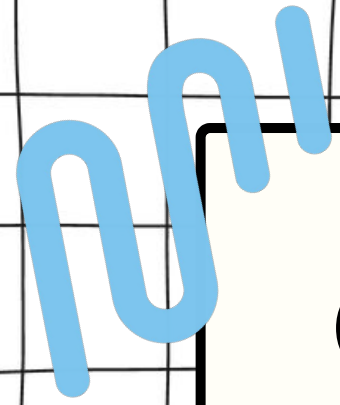




Questions

- 02 Propose 3 to 5 essential, and possibly unique, messages that could be included in APAC specifically focused outreach efforts especially with importance to the At-Large community such as Phishing and DNSSEC.

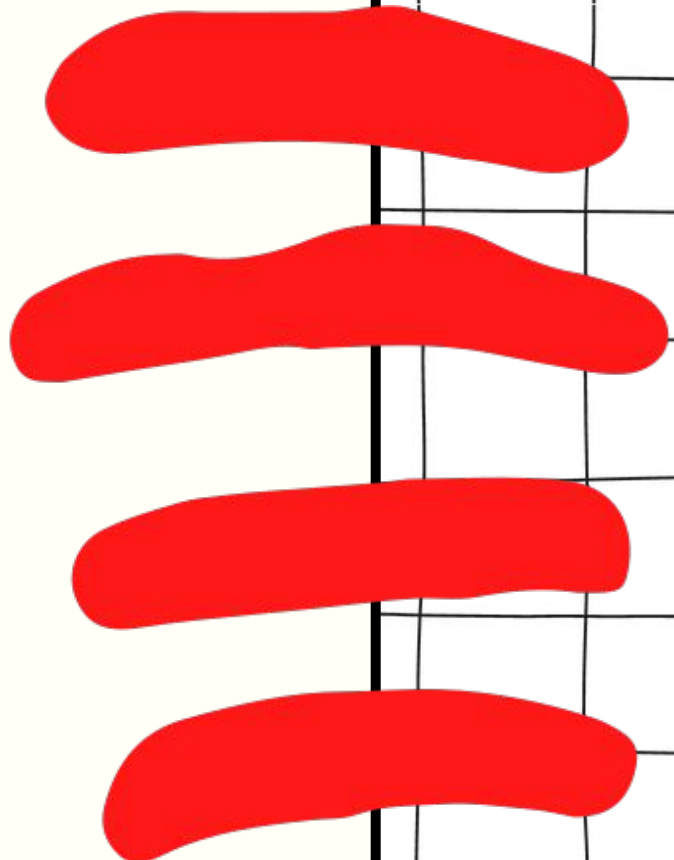




Questions

03

Propose 3 to 5 important areas of interest that could be highlighted in APAC specifically focused community engagement efforts - in your local community; in your sub-region and APAC wide.





Thank you

APRALO GA 2023