

12-13TH SEPTEMBER 2023

GRAND HYATT, ISTANBUL, TURKEY

- 12 SESSIONS
- 46 IN PERSON PARTICIPANTS
- 22 REMOTE PARTICIPANTS
- 2 DAYS
- NETWORKING
- COLLABORATION
- INTERACTION
- FEEDBACK
- MEETING
- #1 APRALO COMMUNITY

# APRALO GENERAL ASSEMBLY





# Welcome and Introduction to the General Assembly

Moderator: Amrita Choudhury, APRALO Chair

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- Welcome and a brief overview on what to expect in the next two days

- **At-Large Tracks**

- Policy advice development
- Outreach and engagement
- Operational issues.

- Productive discussions
- Sharing insights & experience
- Shape the future direction



# Interaction with the ICANN Board

Moderator: Maureen Hilyard, ALAC Member

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- Get updated on the vision and objectives before the ICANN Board
- Areas of focus
- Expectations from At Large/ APRALO end user community

- **Guest Board Members:**
  - León Sánchez
  - Edmon Chung
  - Maarten Botterman

- **Updates on latest developments**
- **Valuable insights**
- **ICANN Board's strategic directions**

# Summary of Key Policy and Policy Advice Issues for APRALO

Moderator: Justine Chew, ALAC Liaison to the GNSO and incoming ALAC Member

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- Continued discussion with ICANN Board.
- Summarizing the policy and policy advice issues of importance to APRALO based on the discussion

# Interaction with the Global Stakeholder Engagement (GSE) APAC and Middle East Teams

Moderator: Satish Babu, ALAC Member



- What GSE does?
- How GSE works with APRALO?
- Who are the GSE team members?

- **Leads:**

- Jia-Rong Low, VP, Stakeholder Engagement and Managing Director - Asia Pacific
- Baher Esmat, VP, Stakeholder Engagement - Middle East and Managing Director Middle East and Africa
- Savenaca (Save) Vocea, VP, Stakeholder Engagement - Oceania

- **Partnering APRALO**

- Relationships – help us with your networks
- Speak/participate at GSE-led events
- Support your events
- Outreach and Engagement (O&E) Plan



# At-Large Loop and Campaign Book

Moderator: Jonathan Zuck, ALAC Chair

- At-Large Structures and its activities
- Meeting/Seminar: Out of the box
- Engagement: Mobilization and Activation

- **End User Interests**
  - Identify and Amplify
  - With feedback
- **ICANN – ALAC**
  - AFRALO, APRALO, EURALO, LACRALO, NURALO
  - ALS

- **Identify**
  - Think Real Hard!
  - Debate, get Feedback
  - General consensus
- **Amplify**
  - Get the word out
  - UA Day success model

- **Campaign Book**
- **Outreach vs Engagement**
  - Mobilize and Activate



# Introduction to the APRALO Rules of Procedures (ROP)

Moderator: Cheryl Langdon-Orr

- Current Version: 2014
- Unaffiliated Individual Member, Roles, Election Process, Membership Status, New Membership Types, Code of Conduct

- **Expectations from ALSes**

- Report to the ALAC
- Redistribute or support to distribute targeted ICANN Updates
- Refer ICANN and At-Large on ALS internet presence

- **ALS to evaluate contributions on specific issues**

- **2-4 ALS representatives (office bearers)**
- **Know your members**
- **Participate in IG**
- **Vote**

- **Proposed amendments on Membership**

- **Concept of Individual Member**

- **Election Process**

- **Member in good standing**
- **Nominations**
- **Voting by nominated representatives**



# APRALO General Assembly Plenary

Moderator: Amrita Choudhury, APRALO Chair

- Resolution on Rules of Procedure with 2023 edits
- Annual General Meeting

- Resolved to adopt Rules of Procedure

- 2023 edits
- ICANN Legal review
- Call for participants to contribute

- APRALO AGM





# Discussion on the New gTLD Round & Opportunities

Moderators: Cheryl Landdon-Orr and Justine Chew

- Participants were divided into 3 groups:
- Discussions on 3 different questions and gathered input on communication tools and strategies that APRALO should look upto.

## Communication modalities effective and efficient for:

- **ICANN's upcoming Next Round for New gTLDs,ASP**
- **Any unique opportunities for Regional Communities of Interest and Business,**
- **Solicit feedback from local communities and Internet end users on ICANNs new gTLD**

- **Propose 3 to 5 essential, and possibly unique, messages that could be included in APAC specifically focussed outreach efforts.**

- **Propose 3 to 5 important areas of interest that could be highlighted in APAC specifically focussed community engagement efforts**
- **In your local community**
- **In your sub-region**
- **APAC wide**



# Capacity Building on Effectiveness related to the Campaign

Moderators: Aris Ignacio and Jonathan Zuck

- Participants were divided into 3 groups:
- Fishbowl session

- **Suggest what would best facilitate effectiveness in a Regionally, Sub-Regionally, Nationally or Community of Interest(s) focussed Outreach and Engagement Campaign(s).**

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**What resourcing might be required to achieve this for:**

- **Regional efforts**
- **Sub-Regional activities**
- **National and Local programs and/or**
- **for Communities of Interest(s)**



# Outreach & Engagement Planning

Moderator: Jia Rong Low and Amrita Choudhury

- ICANN Strategic Plan and Regional Plans by Jia Rong Low
- Review of draft FY24 O&E Plan by Amrita Choudhury
- Sub Regional Breakout Discussions and Wrap-up

- **ICANN's 5 years strategic plan for year 2021-2025**
- **Vision, Mission and Strategic Objective**
- **APAC Regional plan for Fiscal Year 2021-2025**

- **Firm up activities and targeted outcomes under the O&E plan for the FY24 .**<sup>11</sup>
- **Discuss how ICANN GSE and regional teams can partner/support APRALO**
- **Sharing by each breakout group**

- **Wrap-Up and Summary**



## Key Takeaways & Final Comments

Moderator: Gunela Astbrink

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- Opportunity for Participants to Share their experience
- Carrying forward the learnings
- Vote of Thanks to APRALO Leadership, ICANN org Team, TECH support