All questions and completed forms should be submitted to controller@icann.org
Please remember that the deadline for FY13 Budget Framework consideration is **December 22nd 2011**

REQUEST INFORMATION

Title of Proposed Activity	
Consumer-Event Focused Outreach	
Community Requestor Name	**Chair**
NARALO / EURALO	Beau Brendler, Wolf Ludwig
ICANN Staff Community Liaison	
Heidi Ulrich	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Establishment and volunteer staffing of a booth at the three major global consumer-focused electronics trade-shows – CES, CEBIT and Computex – to increase awareness of ICANN and specifically interest in At-Large participation

2. Type of Activity: **e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other**

Outreach and educational activities requiring regional travel in three of the five ICANN regions

3. Proposed Timeline/Schedule: **e.g. one time activity, recurring activity**

Jan 9-12 2013 (Las Vegas), March 4-10 2013 (Hannover), June 4-10 2013 (Taipei) – Total request: $27,450

REQUEST OBJECTIVES

1. *Strategic Alignment.* **Which area of ICANN's Strategic Plan does this request support?**

Enhancement of consumer trust AND healthy governance ecosystem

2. *Demographics.* **What audience(s), in which geographies, does your request target?**

One event each in Europe, North America and Asia, although these shows are globally known and have diverse geographical attendance. The intention is to reach out to members of the public who are knowledgeable in Internet and consumer electronics, but may be unaware of ICANN or their ability to get involved

3. *Deliverables.* **What are the desired outcomes of your proposed activity?**

- ⚲ **More At-Large Structures and individuals participating in At-Large**
- ⚲ **More numerous and diverse applications to the Nominating Committee for leadership positions**
- ⚲ **Better public awareness of ICANN's public-interest activities.**

4. *Metrics.* **What measurements will you use to determine whether your activity achieves its desired outcomes?**

- **A greater number of ALS applications, regionally diverse and from constuituencies not normally associated with Internet governance.**
- **More first-time applications to the Nominating Committee**

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Basic logistical support		Minimal	About 15 hours	About 8 hours	?

Subject Matter Expert Support:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
	N/A	N/A	N/A	N/A	

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
AV rental (PC, projector)			300	150	450
Internet in booth			300	150	450

Language Services Support:

Item	Costs or Quantity per quarter				Total

	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Brochure / web-page translation			German, French, Spanish, Russian	Chinese (trad), Chinese (simp)	?

Other:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Booth space rental (9m²)			6,000 (est)	3,000 (est)	9,000
Table/chair rental			300	150	450

Travel Support:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
2 people each (regional)			6,000	12,000	18,000

Potential/planned Sponsorship Contribution:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	