



FY14 COMMUNITY REQUEST FORM

All questions and completed forms should be posted to the Community Ad-Hoc Wiki. The submission deadline for FY14 Budget consideration is **March 22th 2013** for an early decision by the Beijing meeting and **April 19th 2013** for the regular track and decision by June.

REQUEST INFORMATION

Title of Proposed Activity

Outreach Events

Community Requestor Name

Business Constituency

Chair

Elisa Cooper

ICANN Staff Community Liaison

TBD by ICANN

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Outreach Events

BC managed initiative to hold Outreach two or more outreach events during FY14.

Note: This request was approved in FY13 as part of the January Intercessional which did not have any outreach content. The BC believes this in order to be successful the event has to be stand alone in order to ensure the focus is on outreach and the attendees are ‘new faces’.

Experience of previous events teaches us that the event must be carried out with a local partner organizations who have access to advising their membership and the local business event of the opportunity to learn about the activity of the BC and ICANN.

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

Outreach and Awareness events.

BC managed initiative to hold Outreach two or more outreach events during FY14.

Our previous experience it that organizing our own event generally (no always) does not lead to the highest number of attendees. A Co-Organized event with local organization is a strong option. Other scenario is BC sponsoring and sending a speaker to a suitable existing event.

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

Recurring Activity – two events in FY14 and ongoing years

REQUEST OBJECTIVES

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



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Continuing role in Internet Governance, Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

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

Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

Outline plan is to hold events in Europe and Arab region and Africa.
We intend to collaborate with Chris Mondini VP of Business Engagement.

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

Increased visibility for ICANN in the countries/regions; recruitment of associations and businesses who find value in joining the BC, or otherwise participating in ICANN's activities. Our goal is to increase the involvement and participation of business/representative associations from Europe, Africa, Latin America, and Arab states over a two year period to approximately 1/3 of the BC's membership – as well as increase the number of US businesses who work within ICANN.

Development of a meaningful and relevant event that serves the needs of business, as well as supports their interests within the BC

Increase in materials that are broadly relevant to business in explaining ICANN and why and how business can become involved, as well as providing clear and easy to understand materials relative to key policy actions or initiatives.

Increasing the participation of more businesses in feedback on policy issues and ICANN activities

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

Participation by 'new faces' will be an initial metric.
Increase in membership in the BC
Participation in policy discussions within the BC's processes.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise)

Description	Timeline	Assumptions	Costs	Comments

Subject Matter Expert Support

Description	Timeline	Assumptions	Costs	Comments

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

Description	Timeline	Assumptions	Costs	Comments

Language Services Support



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Description	Timeline	Assumptions	Costs	Comments

Support for ICANN Meetings Participation (Travel, Language Services, Meeting room, etc...)

Description	Timeline	Assumptions	Costs	Comments

Other Travel Support

Description	Timeline	Assumptions	Costs	Comments

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments
Europe Event			5.000	
Other Event			4.000	
Third Event			1.000	If funds available