

Durban Summary and Status Going Forward

Strategies Going Forward:

- Establish solid collaboration and reciprocity between staff and community
- Make sure outreach activities and resources serve ICANN's overall strategy
- Maintain some autonomy for community groups while keeping linked into ICANN's overall strategy

Group 1:

Framework around how to coordinate the work of Regional Strategic Engagement Working Groups looking at a variety of capacity building and regional needs and the to drive Outreach and Engagement focused on recruitment of volunteers

- What kind of resources will we need
- How do we attract the right type of participants/Who do we need?
- How will volunteers work alongside staff
- What do we do regionally vs globally

Group 2:

How can we use a prototype engagement platform to create relevant, coherent content that helps ICANN participants navigate our world and educate themselves as they go along

- How can we make sure content is accurate, easy to understand, accessible and up to date?
- How can we encourage our users to tell us what they need so that we can better address them?
- How can we encourage contributors from all over the community?
- What is the role of social media?

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Group 3:

Widen Outreach through use of a Master calendar to share all IG and other relevant events

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- What resources do we need
- How can we make the best use of the Speaker Bureau across the wider community
- How can we make sure we prioritize events for speakers, including geographic priorities/developing countries
- Who speaks for ICANN and how are they trained
- Who prepares content
- How do we ensure we are addressing “new” audiences as well as traditional IG ones