



All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org).  
Please remember that the deadline for FY15 Budget consideration is **March 7<sup>th</sup> 2014**.

REQUEST INFORMATION	
TITLE OF PROPOSED ACTIVITY	
Outreach at IETF Dallas	
COMMUNITY REQUESTOR NAME	CHAIR
Glenn McKnight	Garth Bruen
ICANN STAFF COMMUNITY LIAISON	
Heidi Ullrich	

REQUEST DESCRIPTION
<b>1. ACTIVITY: PLEASE DESCRIBE YOUR PROPOSED ACTIVITY IN DETAIL</b>
IETF 92 <a href="http://www.ietf.org/">http://www.ietf.org/</a> March 22-27, 2015 Location: Dallas, TX, USA -Booth display, literature distribution and networking at the IETF meeting
<b>2. TYPE OF ACTIVITY: E.G. OUTREACH - EDUCATION/TRAINING - TRAVEL SUPPORT - RESEARCH/STUDY - MEETINGS - OTHER</b>
Outreach at IETF Need Travel support and hotel for two attendees
<b>3. PROPOSED TIMELINE/SCHEDULE: E.G. ONE TIME ACTIVITY, RECURRING ACTIVITY</b>
March 22-27, 2015 One time activity <a href="http://www.ietf.org/meeting/upcoming.html">http://www.ietf.org/meeting/upcoming.html</a>

REQUEST OBJECTIVES
<b>1. STRATEGIC ALIGNMENT. WHICH AREA OF ICANN'S STRATEGIC PLAN DOES THIS REQUEST SUPPORT?</b>
Enhanced global engagement in North America

**2. DEMOGRAPHICS. WHAT AUDIENCE(S), IN WHICH GEOGRAPHIES, DOES YOUR REQUEST TARGET?**

It draws an international audience but our target group is North Americans. We are prepared to have other ICANN and other At-Large literature at booth.

**3. DELIVERABLES. WHAT ARE THE DESIRED OUTCOMES OF YOUR PROPOSED ACTIVITY?**

RAISE THE AWARENESS OF ICANN AND NARALO WITH THE IETF DELEGATES  
 REQUEST A SPEAKING OPPORTUNITY TO THE ORGANIZERS  
 PARTICIPATION IN THE ACCESSIBILITY WORKING GROUP

**4. METRICS. WHAT MEASUREMENTS WILL YOU USE TO DETERMINE WHETHER YOUR ACTIVITY ACHIEVES ITS DESIRED OUTCOMES?**

-Distribution of up to 250 brochures  
 -Engage up to 10 individuals per hour x 6 hrs per day x 4 days = 240 individuals  
 -Prospect up to 10 new ALSes for NARALO

**RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST**

**STAFF SUPPORT NEEDED (NOT INCLUDING SUBJECT MATTER EXPERTISE):**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Brochures	Jan 2015	Mail delivery timelines	ICANN stock	
NARALO Banner	Oct 2014	Arrange for shipment of Banner LA from staff	Already have banner purchased. Shipment costs.	

**SUBJECT MATTER EXPERT SUPPORT:**

Literature in Spanish, French and English NARALO brochures

**TECHNOLOGY SUPPORT: (TELEPHONE, ADOBE CONNECT, WEB STREAMING, ETC.)**

None

**LANGUAGE SERVICES SUPPORT:**

None

**OTHER:**

IETF Registration Fees	Feb 2015	After this date the rate goes to \$800	\$650 each	Early bird price per attendee
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**TRAVEL SUPPORT:**

Two return flights from Toronto, Ontario to Dallas, TX

Hotel	Feb 2015	Room at event hotel	Prevailing rates	No information on the venue hotel
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**POTENTIAL/PLANNED SPONSORSHIP CONTRIBUTION:**

None