

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

<b>Title of Proposed Activity</b>	
Outreach at South by Southwest	
<b>Community Requestor Name</b>	<b>Chair</b>
Judith Hellerstein	Garth Bruen
<b>ICANN Staff Community Liaison</b>	
Heidi Ullrich	

## REQUEST DESCRIPTION

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

South by South West 2015  
<http://sxsw.com/>  
 March 13-17, 2015  
 Location: Austin, TX, USA  
 Registration to Conference

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

Outreach at South by South West  
 Need Travel support, hotel, and registration fees for two attendees

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

March 13-17, 2015  
 One time activity  
<http://sxsw.com/>

## REQUEST OBJECTIVES

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

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 looking to target Technology professions and entrepreneurs to join ICANN and become an At Large Structure**

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

Raise the awareness of ICANN and NARALO with the SXSW delegates

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

-Distribution of up to 500 brochures  
 -Engage over up to 10 individuals per hour x 8 hrs per day x 5 days = 400 individuals  
 -Prospect up to 5 new ALS 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 at ICANN LA from staff	Already have banner purchased. Shipment of banner.	

**Subject Matter Expert Support:**

Literature in English NARALO brochures

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

None

**Language Services Support:**

None

**Other:**

SXSW Registration Fees	September 2014	After this date the rate goes up by \$100 a month. Walk in rate is \$1295	\$795 each	Early bird price per attendee	
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**Travel Support:**

Two return flights from Washington DC to Austin, 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