



# FY15 COMMUNITY REQUEST FORM

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 Events

### Community Requestor Name

Business Constituency

### Chair

Elisa Cooper

### ICANN Staff Community Liaison

Rob Hogarth

## REQUEST DESCRIPTION

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

BC managed initiative to hold Outreach two or more outreach events during FY15

This request was approved in FY14 and events and / sending BC members to events with the note:  
*"This is a valuable pilot idea which merits further exploration. Availability of sponsorship funding up to the approved amount (and no more than \$5000 per single event) will be dependent on consistency with regional outreach strategies developed in the ICANN regions throughout the world. Staff will develop an approval process that includes Regional Vice President approval and certification of consistency with regional strategic plans"*

At the time of this submission the pilot is still to be implemented in FY14 so this request is a continuation of this pilot into FY15.

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 is 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.**



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

Recurring Activity – two or three events in FY15.

## REQUEST OBJECTIVES

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

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 possible events in Europe, Arab region, Africa and/or South America.  
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.



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## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

### Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
First Event			5.000	
Second Event			4.000	
Third Event			1.000	

### Subject Matter Expert Support:

None foreseen

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

None foreseen

### Language Services Support:

None foreseen

### Other:

ICANN printed collateral for distribution

### Travel Support:

Possible model is travel support for BC member to third party event

### Potential/planned Sponsorship Contribution:

Possible model is ICANN / BC sponsor third party event.