



# Registry Services & Engagement

2014

# Agenda

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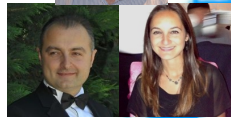
- Registry Services & Engagement Team
  - Dual Roles, One Goal
  - Subject Matter Experts
  - Engagement Managers
- Engagement Activities
- Cases General Handling Process
- Exceptional Case Handling & Escalation
- Engagement Managers Contacts

# Registry Services & Engagement Team

A global team of 7 individuals accessible to you



**Americas**

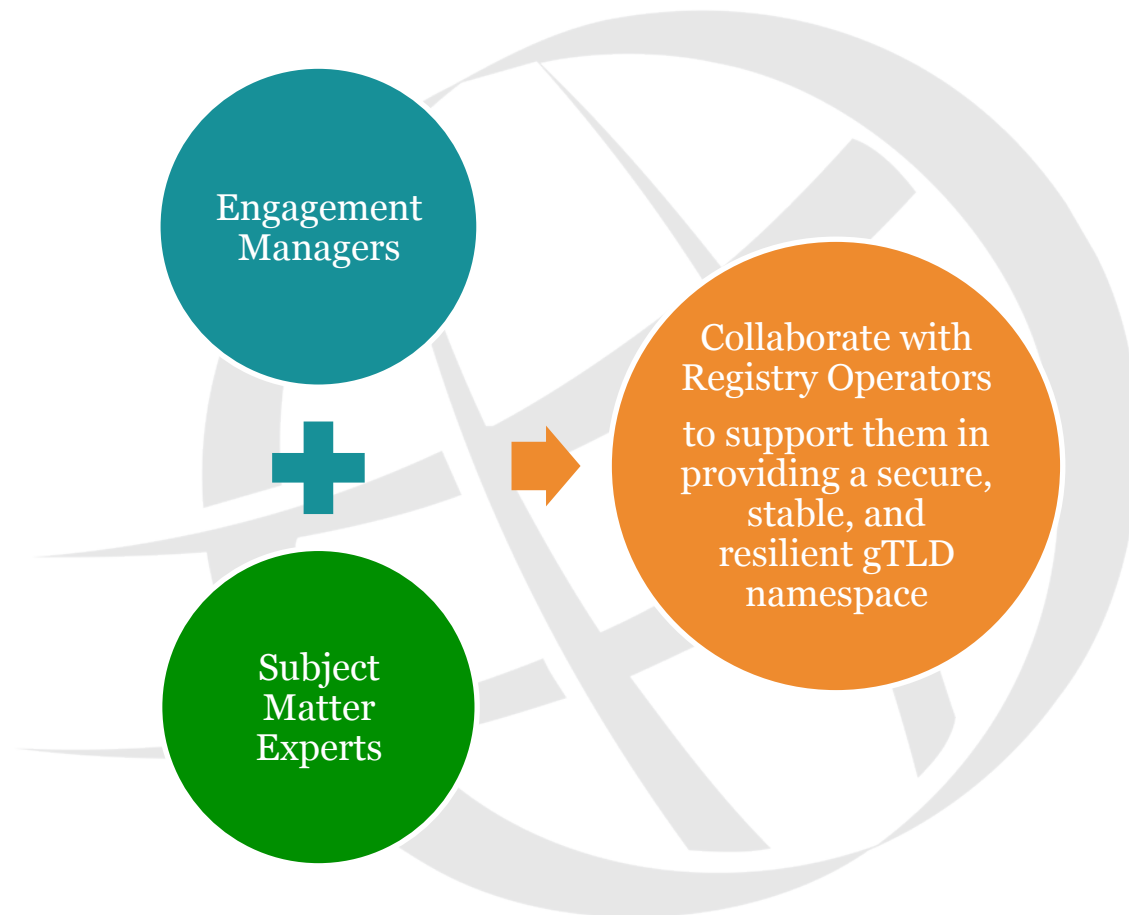


**Europe  
Middle East  
Africa  
(EMEA)**



**Asia  
Pacific  
(APAC)**

# Registry Services & Engagement Team – Dual Roles, One Goal



# Registry Services - Subject Matter Experts

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- Manage the life cycle of services designed and implemented by the Registry Services department.
- Manage policy implementation.
- Address questions in their area of expertise in a timely manner, and share their expertise proactively when possible.



# Registry Services – Engagement Managers

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- Assign an engagement manager to each gTLD applicant and registry operator.
- **Accessibility** – Be accessible in registries local time zone, and be the “escalation” point of contact for assigned registries.
- **Management of issues** – Understand applicants and registry operators’ concerns, and work with the respective Subject Matter Expert to resolve the issues.
- **Coordination** – Oversee Registry Services activities across the region.

Your **advocate** within  
ICANN

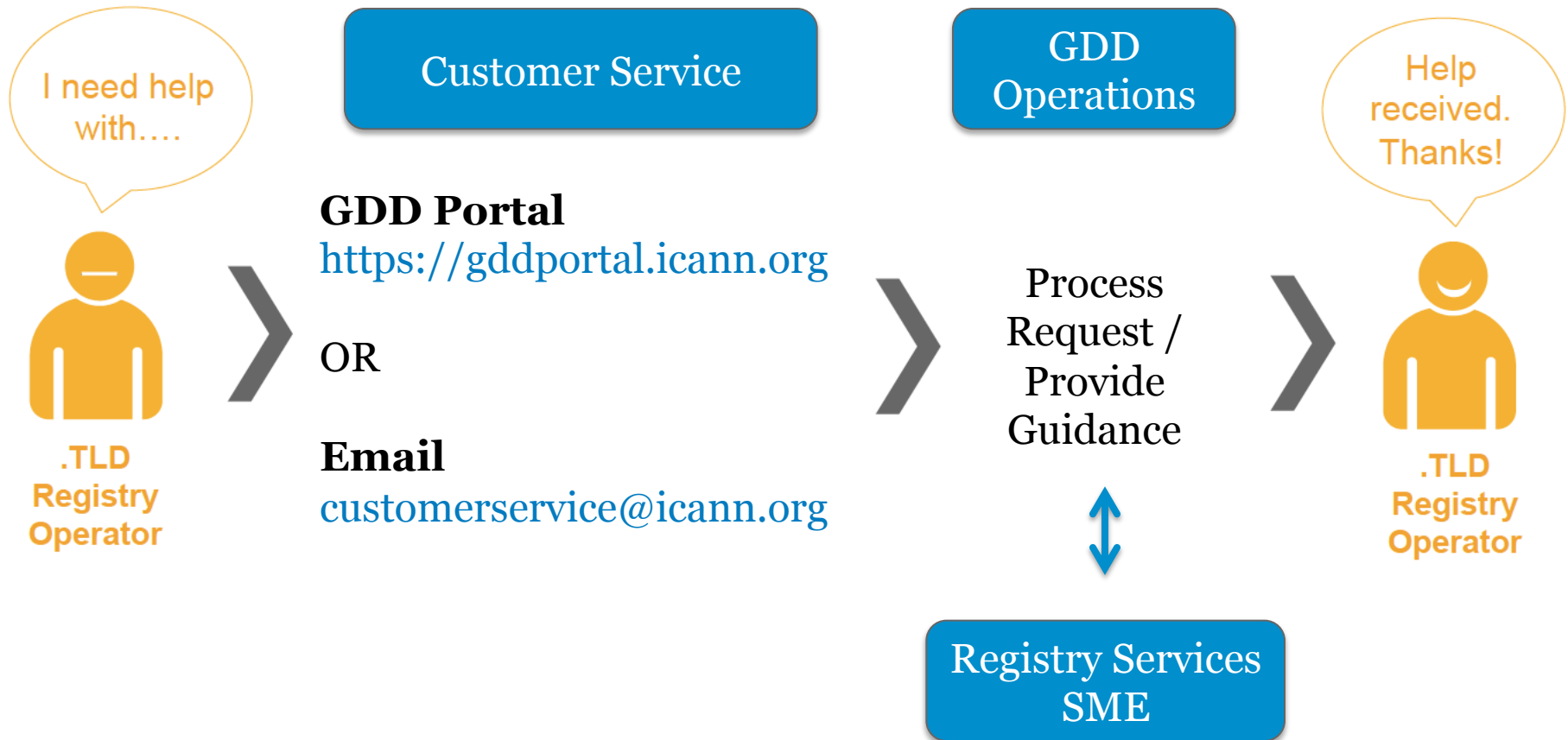
Your **access point** to  
help you navigate  
ICANN

Your **escalation point**  
for assistance and  
guidance

# Registry Services - Engagement Activities

Activities	Frequency	How
ICANN Meetings	3 times a year	In-person meetings with gTLD applicants and registry operators
Registries Stakeholder Group meeting	Bi-weekly	Conference call
Roadshows	Once a year	<ul style="list-style-type: none"><li>• In-person</li></ul>
Proactive communication	As needed on topics of interest	<ul style="list-style-type: none"><li>• Email, phone</li><li>• Webinar</li><li>• Workshops</li></ul>
Ongoing collaboration	On demand	<ul style="list-style-type: none"><li>• Discussions</li><li>• Working teams</li><li>• Handling escalated issues</li></ul>

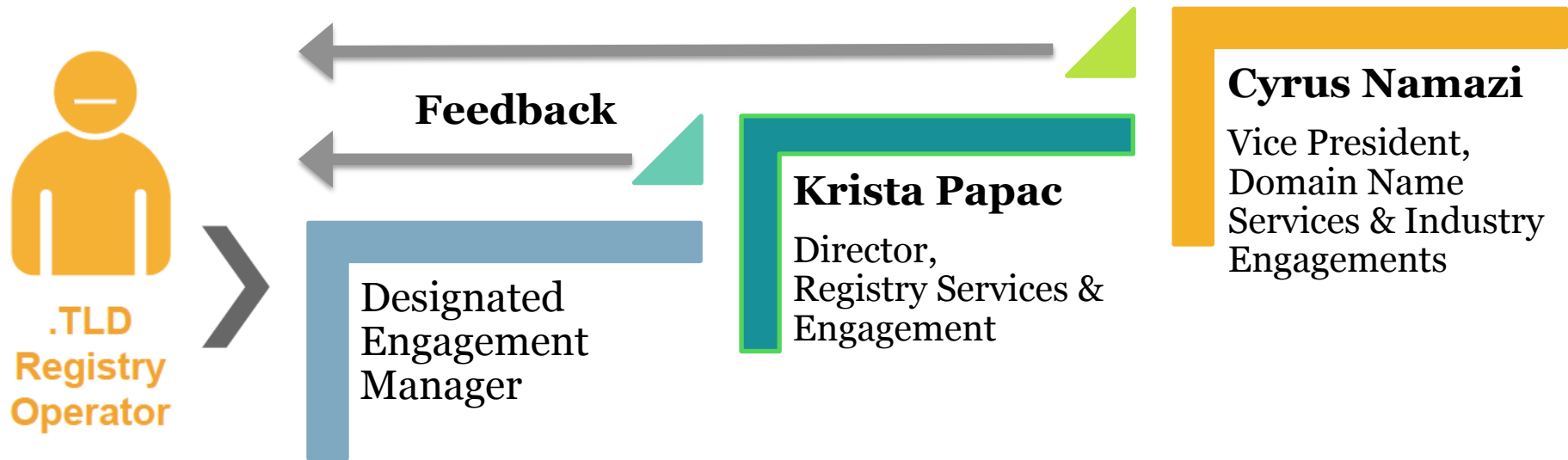
# Registry Services – Cases General Handling Process





# Registry Services – Exceptional Case Handling & Escalation

We listen and work with you through challenges



# Registry Services Engagement Manager's Contacts @icann.org

## GLOBAL

Krista.Papac  
Director, Registry Services & Engagement

### Regional Coverage

#### Americas

Ann.Yamashita

Fabien.Betremieux

#### APAC

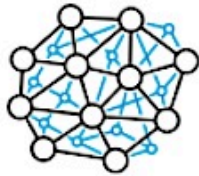
Valerie.Heng

#### EMEA

Aysegul.Tekce

Mert.Saka

# Take Away: Your Participation is Valued



**Get involved**



**Talk to us**



**Work with us**

Thank you for your  
active participation!