

# Fayre of Opportunities Event

## Atlas II London, England

A synopsis of the RALO Celebration at the  
ATLAS II event on June 24, 2014

Coordinator Glenn McKnight



## Summary

The **Fayre of Opportunities** was a special event as part of the larger ATLAS II event, held prior to the ICANN 50 meetings in London on June 24, 2014

The **FAYRE of Opportunities** was aptly named by the organizing committee as a special celebration of all the RALOs. It's core mission was the networking between and amongst all the RALOs and the wider community. A special onus was the table displays and information shared by **AFRALO**, **APRALO**, **EURALO**, **LACRALO** and **NARALO**

The event was held at the ICANN Hilton Metropole event hotel and commenced upon the cessation of the daily ICANN events, resulting in minimal disruption and confusion

General consensus was that it was the best RALO Showcase event



## Highlights

### Top Ten Things

- Community Musicians
- Event Venue
- Staff and volunteer collaboration
- AFRALO and APRALO booth enthusiasm
- Table displays and television sets
- Photography and video coverage of event
- Esteemed speakers
- Collegial attitude
- Systematic planning
- Sponsorship

### Least Liked Things

- Food
- Length of the speeches



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Fayre of Opportunities is a RALO celebration

## **1. Pre Event Planning**

### **1.1. Background**

The **Fayre Of Opportunities** was the largest and most expensive social event in the history of RALO showcase events

### **1.2. Planning**

Planning was accomplished with a volunteer committee using the ICANN Wiki, Adigo and Adobe conference calls. We had a total of eight(8) planning calls prior to the event

Main topics

- Facility
- Music
- Agenda and Speakers list
- Sponsorship
- RALO Table, Table clothes, banners, literature, television, slideshow etc

The planning was accomplished with the creation of an event planning group. Eduardo Diaz recruited Glenn McKnight to volunteer for the event planning, meeting coordination and event point person.

## Working Group Members

Ali Al-Meshal, APRALO  
Aris Ignacio, APRALO  
Baudouin Schombe, AFRALO  
Dev Anand Teelucksingh, LACRALO  
Eduardo Diaz, NARALO  
Glenn McKnight, Chair NARALO  
Judith Hellerstein, NARALO  
Maureen Hilyard, APRALO  
Olivier Crépin-Leblond, EURALO  
Pua Hunter, APRALO  
Tijani Ben Jemaa, AFRALO  
Wolf Ludwig, EURALO  
Youn Jung Park, APRALO

## Event Agenda:

19:25            Background music playing  
19:30-19:40    Socializing with music  
19:40-19:45    Welcome and Introductions by [Olivier Crépin-Leblond](#), Chair of the ALAC  
•Overview of ALAC/ATLAS II  
    •Introduction of [Fadi Chehadé](#), President and CEO  
19:45-19:50    Address by [Fadi Chehadé](#), President and CEO  
19:50-19:51    Introduction of [Steve Crocker](#), Chairman of the Board - Olivier Crépin-Leblond  
19:52-19:57    Address by [Steve Crocker](#), Chairman of the Board  
19:58            Introduction of [Vint Cerf](#) - Olivier Crépin-Leblond  
19:59-20:02    Address by [Vint Cerf](#) (on video)  
20:03            Introduction of Keynote Speaker, [Nnenna Nwakanma](#), Africa Regional Coordinator  
of the World Wide Web Foundation - Olivier Crépin-Leblond

- 20:04-20:15 Address by Keynote Speaker, [Nnenna Nwakanma](#), Africa Regional Coordinator of the World Wide Web Foundation
- 20:16 Introduction of Keynote Speaker, [Wolfgang Kleinwächter](#), ICANN Board Director - Olivier Crépin-Leblond
- 20:17-20:27 Address by Keynote Speaker, [Wolfgang Kleinwächter](#), ICANN Board Director  
Jeffrey Dunn and NextGen Students
- 20:28-20:38 ATLAS II Quiz - Pavan Budhrani
- 20:38-21:25 Socializing and invitation to RALO tables
- 21:25-21:30 Thank you and Close - Olivier Crépin-Leblond

### 1.3. Purpose of the Event

As the name implies **FAYRE OF OPPORTUNITIES** had one main purpose: to encourage the various ALS's to meet and greet other members of the community. Social networking was core in the event providing an opportunity for members to learn from each other in a social atmosphere

On the other hand, the event needed to take the public opportunity to demonstrate to ICANN community and management the achievements of the RALO membership.



### 2.0 Logistics of Event

The logistics of the event include

#### Room Preparation

- Pre-event communication with the hotel staff to remove all chairs. Event room layout

<https://community.icann.org/pages/viewpageattachments.action?pageId=45746748>

- Supply five tables for RALO and LCD televisions and stands
- Connection with televisions and computers
- Podium and sound system
- Speaker introduction slides
- Video feed from Vint Cerf
- Communication with the assigned RALO booth organizers prior to event
- Three photographers and one video camera to capture the event . Posted on Youtube and Flickr
- <https://www.flickr.com/photos/glennmcknight/sets/72157644961291308/>
- <http://animoto.com/play/t3t1LBFJ61hNf7tEaI0IQA>
- [https://www.youtube.com/watch?v=jk59hcc6IPw&list=UUJA15ByE\\_VwRwN6gGjZhWTg](https://www.youtube.com/watch?v=jk59hcc6IPw&list=UUJA15ByE_VwRwN6gGjZhWTg)
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#### 1.4. RALO Booth

##### Gold Standard



## AFRALO

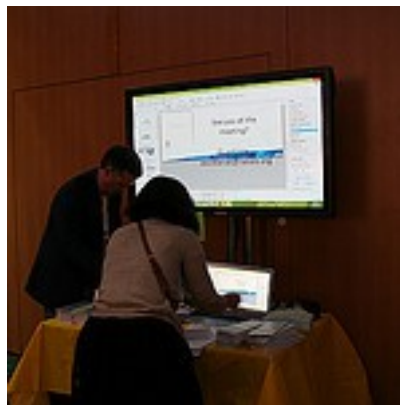
## APRALO

These two RALO's made a special effort to get their members to participate, taking the initiative to wear their RALO colors, pleasing visual display and provide small swag giveaways. They truly captured the spirit of the event.

EURALO, LACRALO and NARALO had the membership at the event but need to improve their game to come close to the enthusiasm and spirit displayed by AFRALO and APRALO

All the tables had their RALO colours, literature, banner, 3 by 6 foot table and table cloth. All RALO members were asked to wear something in the colour of their RALO. In fact one of Naralo members didn't have anything yellow wore as a vest a Selfridge shopping bag!

Each RALO was asked to assign a person responsible for setting up the computer, slideshow, literature and time allocation for the volunteers to be at the booth



In this example, Judith Hellerstein is organizing the booth before the opening of the Fayre, Each RALO supplied a volunteer to their booth and muster the troops to provide information and answer questions.

## 2.2 MUSIC

The strategy for the background music was to have each of the RALO upload to the WIKI page



10 songs representative of their region. An assigned person from each RALO created the music list. It was stressed that they should be creative commons license. Unfortunately the songs submitted were popular copyrighted music. This lead to lots of discussion and the rejection of this approach due the legal issues by ICANN legal on using copyrighted music without compensation to the artists. We decided instead to use volunteer musicians which did cover versions of popular songs. It was noted that the sound crew had blanket licenses to play music and a disc jockey could have been secured and the cost would have been minor. Regardless the move forward was to use free of charge volunteers. But the instruments was an issue. The musical instruments were rented and arranged by Gisela Gruber Musicians include

- Roberto Gaetano, saxophone
- Thomas Rickert, Drums
- Thomas Schneider, Guitar
- Eric Tomson, Piano
- Vocals - Isabelle Vanhollebeke
- Humberto Carrasco , Vocal and Guitar
- Anthony Niigani, Flute



“Dancing up a storm”

## 2.3 SPEAKERS

The evening main event was the speeches and the line up was created after a lot of discussion and voting on the main inspirational speaker. The original speaker due to conflict of schedules and/or speaker fee rates was replaced with a roster of speakers which the committee voted on their preference. This was then replaced with the speaker list which was mainly free speakers except the cost of flight for one of the speakers.

<p>Oliver Crepin-Leblond ALAC Chair</p>	 A photograph of Oliver Crepin-Leblond, ALAC Chair, speaking at a podium. He is wearing a light-colored jacket and a dark tie. Behind him is a backdrop featuring logos for Microsoft, Nominet, and a large '50' with a building illustration. A screen to the right displays the text 'The 50th Anniversary of the Internet'.
<p>Wolfgang Kleinwacher ICANN Board</p>	 A photograph of Wolfgang Kleinwacher, ICANN Board member, speaking at a podium. He is wearing a dark suit and glasses. Behind him is a backdrop featuring logos for Nominet and a large 'ICANN' sign with a building illustration. A screen to the right displays the text 'Wolfgang Kleinwacher ICANN Board'.

Nnenna Nwakanma  
World Wide Foundation



Vint Cerf  
Google



Dr. Steve Crocker,  
Chair, ICANN Board



Fadi Chahade  
President and CEO



Jeffrey Dunn and NextGen Students



Pavan Budhrani, APRALO Secretariat RALO Quiz	 A photograph of Pavan Budhrani, a man with a shaved head wearing a red t-shirt, speaking into a microphone at a podium. Behind him is a screen displaying a map of Africa and the text 'AFRA' and '#ICANN100'. The podium has several microphones and water bottles.

## 2.4 Catering

The catering was organized by ICANN staff and the level of sponsorship determine the amount and quality of the refreshments. A short SurveyMonkey survey was sent out and the overwhelming complaints was in this area

### Observations

- Due to the long speeches the food and drink was stopped to avoid any disruption and disrespect to the speakers
- Lots of grumbling of hungry participants
- Amount of appetizers was a concern
- Signage missing on food items ie. Halal, Vegan etc
- Minimum range of non alcohol drinks

## 2.5 . Sponsorship

The sponsorship for the event includes:

- ICANN
- Affilias
- PIR- .NGO and .ONG

Only PIR took advantage of a booth space at the event and the guests enjoyed taking some trade show swag with them.

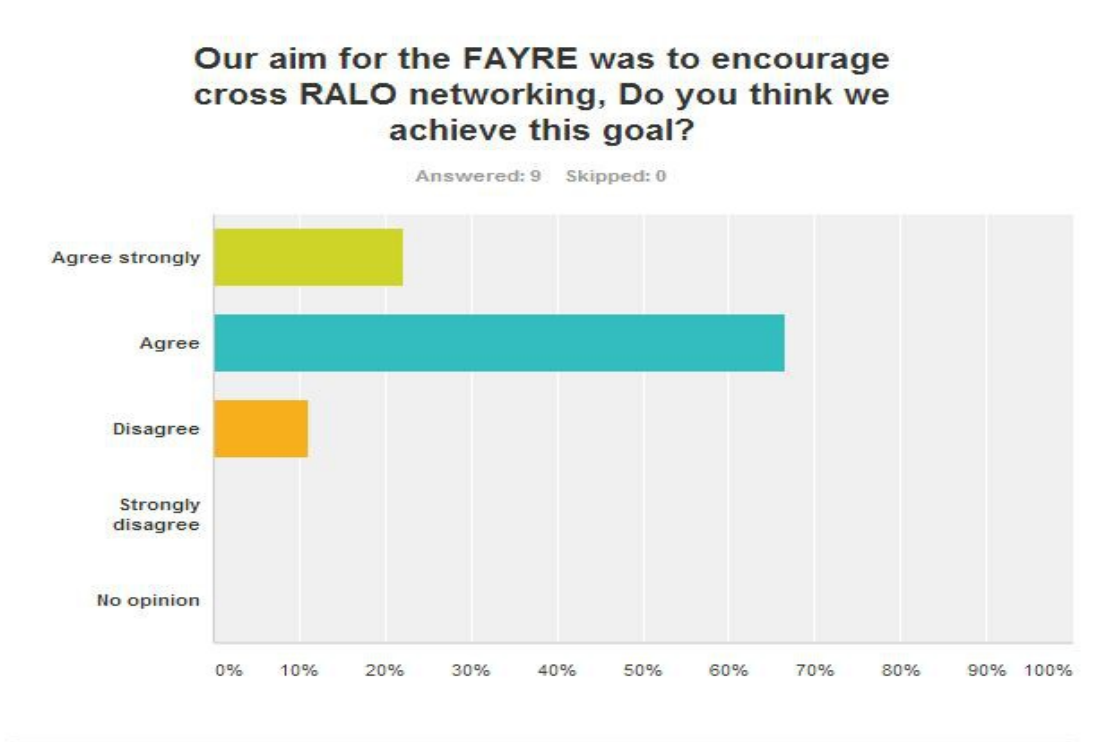


## 3 Post Event Evaluation

Due to time or lack of planning, we didn't publicly recognize the efforts of the various volunteers and organizers of the event. Since the audience didn't know who the organisers were it was very difficult to obtain individual feedback. The feedback to the coordinator at the event came only from the organizing committee and some of the public, those comments were mainly positive.

Next day a short survey was created using Survey Monkey and provided to the ATLAS 2 delegates on the Wednesday June 25th

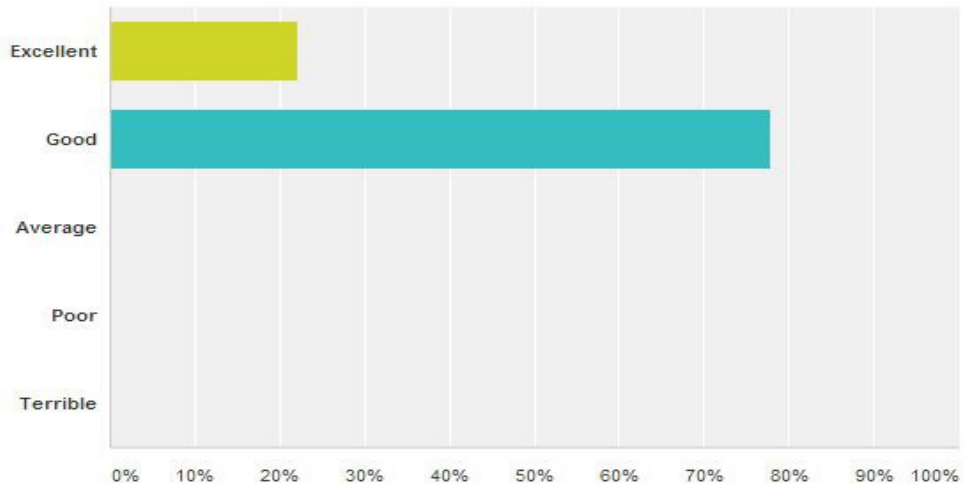
<https://www.surveymonkey.com/summary/lwqgWDeinLiVcWgeewMuRbVsv9riksbul7X8CDkv2g>  
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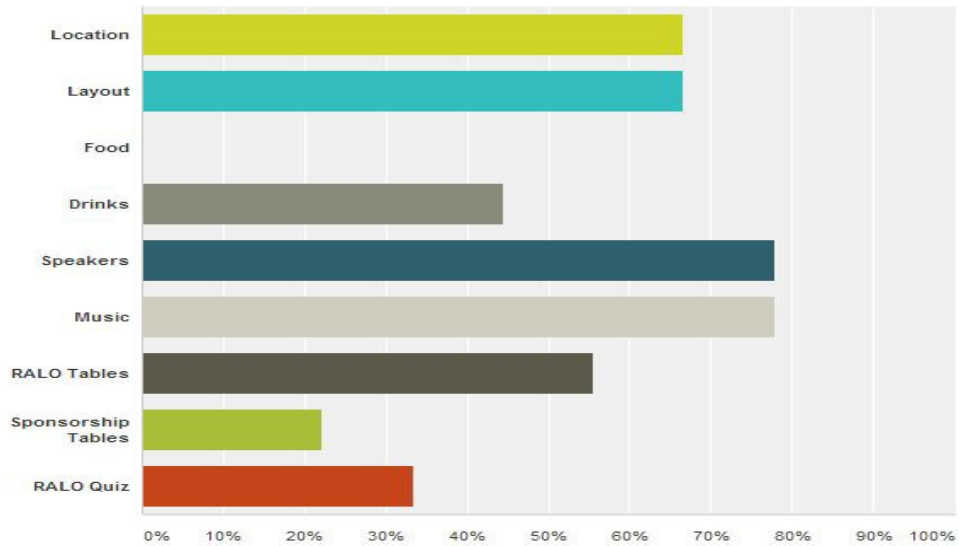
### Please rank your opinion of the event

Answered: 9 Skipped: 0



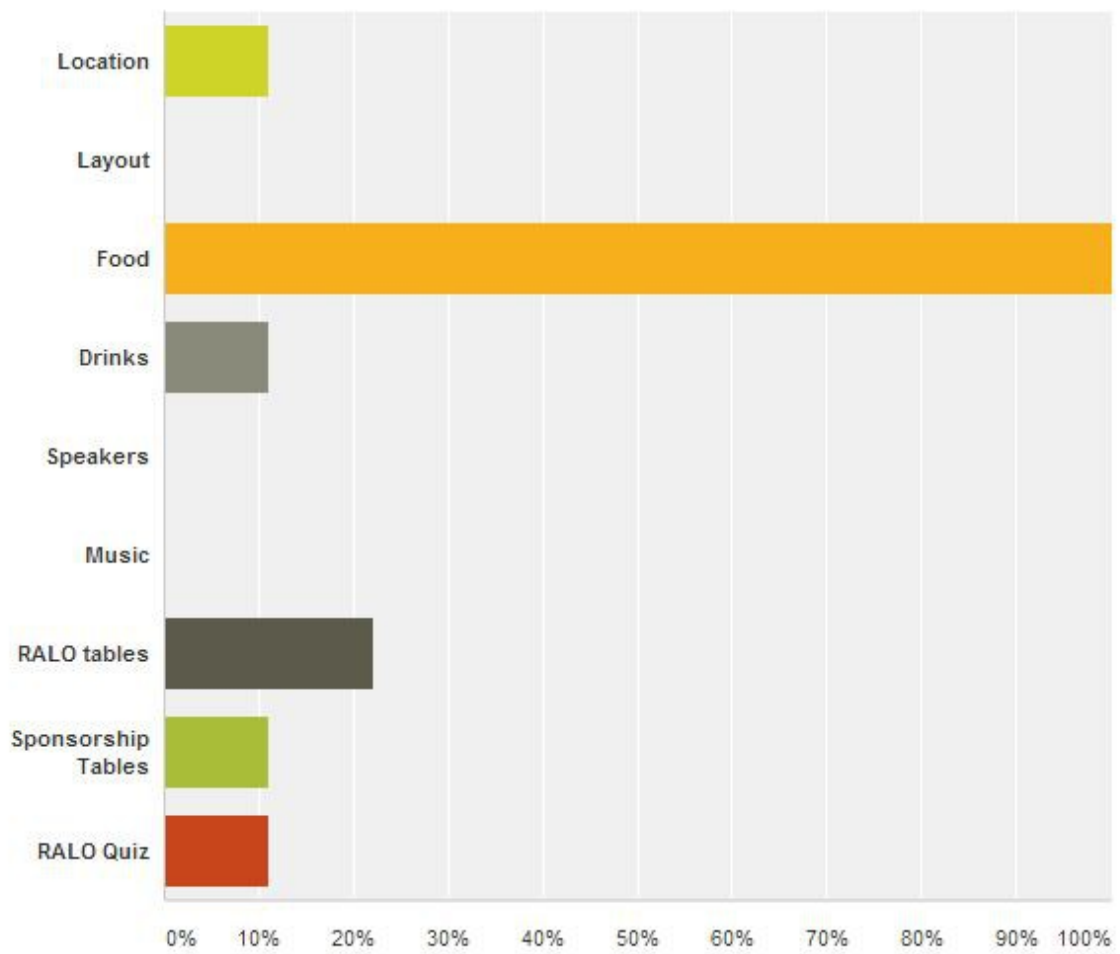
### What did you like? Answer all that applies

Answered: 9 Skipped: 0



## What were you UNHAPPY with?

Answered: 9 Skipped: 0



## Survey Questions

### What do you recommend for next showcase?

#### Answers

- better pre-event communication to warn the als of the importance of such event
- How could we improve CROSS-RALO networking? this showcase was great for consolidating individual RALO teams, but cross-RALO is a little more challenging
- better food.
- Inter-RALO exchange projects?
- Simple fruit, vegetables, cheese and coldcuts. Maybe some simple breads.
- Just continue doing what has been started. Good to network with people.
- More Sponsorship tables, more food.
- Before the event, please set up one session for the introduction such like the lightning talk.
- All ALS may think about sharing ID gift

### What theme do you recommend we do for a successful ALAC social event as we had?

- Make each more cultural? Cultural dress to emphasise that endusers come from around the world and with their own needs and interests
- make it more culturally inclined
- Colors and regional symbols seem to work well. Perhaps a song and images that reflect the nature and work of the region. Regional leadership present a skit with a message for all.
- Presentation of each RALO. :-)
- Musical diversity, achieve as many performers among our participants.

- the introduction of their regions
- A kind of process like Art of Hosting

#### **4. Conclusion**

In conclusion, the success of the event was a result of a number of key factors including good planning, cooperation amongst RALO leadership, staff and volunteers and the common will of the community to participate in a congenial manner.