

Turkey DNS Forum

Istanbul, 18 November 2014

Agenda

0900 – 0930 Registration

0930 – 1030 Opening Session – Keynote Address

Speakers welcome participants; set the scene for discussions to come; and share highlights of key trends and developments in the Internet and ICANN space both nationally and globally.

Speakers:

David Olive, ICANN
Didem Dinçer Başer, Garanti Bank

1030 – 1100 Coffee Break

1100 – 1230 Turkey's Internet Market – Innovation and Growth

The objective of this session is to provide insights on the broader Internet ecosystem in Turkey, and lay the ground for a more focused discussion on the domain name industry in the following sessions. Questions and topics to be addressed include:

- *Growth in mobile and broadband access;*
- *Innovation in service offerings;*
- *Turkey's digital economy in numbers;*
- *Why is entrepreneurship one of Turkey's main assets?*

Moderator:

Kemal Ciliz, Tubisad

Speakers:

Ali Çetrefli, Fins Bilisim
Pelin Kuzey, Google
Serhat Özeren, Internet Improvement Board
ISP (TBC)

1230 – 1330 Lunch

1330 – 1500 DNS Highlights – Open Dialogue

This session provides a quick overview and an update on the new gTLDs program; discuss ICANN's role in preserving the security and stability of DNS and shed light on key developments in the DNS security space; and give an overview about Turkey's ccTLD (.tr). Main topics the panelists will address include:

- *New gTLD program overview and update;*
- *The importance of DNS for networking and security;*

- *Deployment plan of DNSSEC under (.tr).*

Moderator:

Cyrus Namazi, ICANN

Speakers:

Attila Ozgit, METU

John Crain, ICANN

Krista Papac, ICANN

1500 – 1530 Coffee Break

1530 – 1700 Registrar Strategies in a Competitive Environment

The objective of this session is to provide information about ICANN's Registrars Accreditation process; share best practices on strategies that have been successful in growing the domain name business; and discuss opportunities that new gTLDs may bring to Turkey's domain name market. To that end, panelists will:

- *Give an overview of ICANN's Registrars Accreditation process and recent developments in this area;*
- *Share experiences and successful growth strategies from registries in Turkey;*
- *Discuss marketing strategies such as branding initiatives and promotional campaigns;*
- *Share insights on the range of opportunities new gTLDs can bring to Turkey's Registrars.*

Moderator:

Mukesh Chulani, IDC

Speakers:

Basak Tosun, Turkticaret

Danielle Andela, ICANN

Emre Sayın, IHS Telekom

Melih ANDIÇ, Isimtescil

1700 – 1730 Warp-up and Closing