

# **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, Turkicaret

Danielle Andela, ICANN

Emre Sayin, IHS Telekom

Melih ANDIÇ, Isimtescil

1700 – 1730 Warp-up and Closing