All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY16 Budget consideration is **February 28th, 2015.**

REQUEST INFORMATION

Title of Proposed Activity

 Outreach Events

Community Requestor Name	Chair
Business Constituency	Elisa Cooper

ICANN Staff Community Liaison	
Rob Hogarth	

REQUEST DESCRIPTION

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

BC managed initiative to hold three Outreach events during FY16 in Latin America, Africa and Asia.
.
It is similar to request approved in FY14 and it involves conducting outreach in collaboration with local partner member/association as an embedded event in a local event. Ref. FY14 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"

The pilot was implemented in FY14 so this request is a continuation of this pilot in FY16
with slight modification in that the fund will be provided to BC to support local outreach
event in collaboration with local partners.

The BC believes that in order to be successful, the event may be embedded with other event but
with focus 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 three outreach events during FY16 in Latin America, Africa, Asia.

Our previous experience is that organizing our own event generally (not always) does not lead to the highest number of attendees. A Co-Organized event with local organization is a strong option.

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
Recurring Activity – three events in FY16.

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 Africa, Latin America, Asia, Arab region. We intend to collaborate with Chris Mondini VP of Business Engagement and the relevant regional VPs.**

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 5 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. Past initiatives have added three new active members into BC.** **Participation in policy discussions within the BC's processes.**

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Subject Matter Expert Support:

In the Area of: Internet Governance, DNS Policy Development, Information Security etc

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

None foreseen

Language Services Support:

None foreseen

Other:

ICANN printed collateral for distribution

Travel Support:

CROPP model travel support for facilitators (may include traveller from other regions).

Potential/planned Sponsorship Contribution:

ICANN / BC co-sponsorship of an outreach event in developing countries.

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
First Event			USD$ 5.000	For outreach event in developing countries
Second Event			5.000	For outreach event in developing countries
Third Event			5.000	For outreach event in developing countries