
ALBERTO SOTO: This is Alberto Soto speaking. Thank you all very much, and welcome to this conference call. This is the LACRALO Showcase organizing committee teleconference. And with that, I will give the floor to Terri so that she can get this call started. Terri, go ahead please.

TERRI AGNEW: Thank you Alberto. Good morning, good afternoon, and good evening. Welcome to the LACRALO Showcase Organizing Committee teleconference on Monday the 13th of April, 2015 at 23:00 UTC.

On the Spanish channel we have Ana Belen Martell, Adrian Carballo, Alberto Soto, Aida Noblia, Vanda Scartezini, Johnny Laureano, Carlos Vera Quintana, and Tatiana Toculescu.

On the Portuguese channel we have Alyne Andrade.

I show no apologies for today's conference.

From staff, we have Heidi Ullrich, Silvia Vivanco, Gisella Gruber, and myself, Terri Agnew.

I would like to remind all participants to please state your name, not only for transcription purposes, but also for our interpreters. We have Spanish and Portuguese interpretation. Our Spanish interpreter is Sabrina, and our Portuguese interpreter is Bettina.

I will now turn it back over to you, Alberto, please begin.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

ALBERTO SOTO: Alberto speaking. Thank you Terri. I hope I can last until the end of this conference call, given that my voice is not very well today. So we're now going to move on to the next item on our agenda, budget review and discussion of possible sponsors. Let me say that the situation is quite challenging in Argentina in terms of getting sponsors. And on top of that, there have been two ICANN meetings held in Buenos Aires, with this one included, with a very short time window in between.

So it's very hard to get new sponsors, to get sponsors. With that, I would like to know if any of the people working on the budget and sponsors has made any progress. Please feel free to take the floor.

VANDA SCARTEZINI: This is Vanda speaking. I would like to take the floor.

ALBERTO SOTO: Alberto speaking. Yes, Vanda, go ahead.

VANDA SCARTEZINI: Vanda speaking. I am still searching for sponsors. I haven't been able to find any sponsors yet. However, I believe we will make it. I am aiming at American and European sponsors.

ALBERTO SOTO: Alberto Soto speaking. Thank you Vanda. Thank you very much.

VANDA SCARTEZINI: Vanda speaking. Okay, Alberto, I have a question of you, if I may. Have you tried sending out an email to [inaudible] from dot [BR]?

ALBERTO SOTO: Alberto speaking. No, I don't have that contact information. If you could please forward that by email, I would appreciate it, thank you.

VANDA SCARTEZINI: Vanda speaking. Sure, I'll do that.

ALBERTO SOTO: Alberto Soto speaking. If you do that, I will send that email right away. If you know of any other potential sponsor, and you would like me to contact that potential sponsor, please send me an email and I will contact that sponsor immediately. Silvia Vivanco, go ahead please.

SILVIA VIVANCO: Silvia Vivanco from staff. Hello everyone. I have some comments. Within the ICANN budget, we have 1,250 US dollars allocated to this LACRALO showcase. And secondly, when you choose the topic for your showcase, Alberto, maybe you can have a slogan or a motto, or a theme, that would promote that showcase in order to get more sponsors for the showcase.

That would be an interesting course of action, that we have put in practice in prior additions. Maybe you can think about development, about building on an Internet for everyone, something along those lines,

so that you make it a bit more interesting for the potential sponsors. Then Alberto, do you know, more or less, how many ALSs will be physically present? How many people will attend, physically attend, the showcase?

Last year, approximately 125 people attended the showcase. So, this is convenient to know or this is important information, to calculate the catering, the drinks, the food, so maybe 75 to 100 people would be suitable number of attendees.

I wanted to work on every, each and every one of these topics so that we can move on and continue working. Thank you.

ALBERTO SOTO:

Alberto Soto speaking. Thank you. Thank you Silvia. Thank you very much for the amount allocated in the budget, but I think it's very little, because in our prior showcase in Buenos Aires, we had 2,000 US dollars. Now, my question is, this 1,250 US dollars, what are we supposed to use them for? Are we supposed to pay the catering for all of these people? 75 to 100 people?

SILVIA VIVANCO:

Silvia Vivanco speaking. You can use, or spend, this budgetary allocation in any way you please. They are not allocated to any specific activity or items such as catering, for instance. This is for you to use at your discretion.

ALBERTO SOTO: Alberto Soto speaking. Thank you. So, here is the situation. I think the venue is the Sheraton Hotel again, right Silvia?

SILVIA VIVANCO: Correct. Yes, it's the same venue as in the prior occasion, as in 2013.

ALBERTO SOTO: Alberto speaking. Thank you Silvia. Now, the thing is that we, in the organizing committee, thought about the following. If we get sponsors, we are not going to collect or raise a lot of money. So, it's not as if we are going to have to hold the showcase outside of the venue, because the venue is quite expensive.

And no international hotel allows the following, that is, if I get catering that is free of charge, or if I get drinks that are free of charge, the hotel does not allow me to use those drinks or that food that is free of charge. So, we are considering the possibility of holding the showcase out of the venue, because it will be a showcase for very few people.

SILVIA VIVANCO: Silvia Vivanco speaking. Alberto, here is one possibility. Of course you are free to host the showcase wherever you want, however, I am thinking about transportation in downtown Buenos Aires, because of the traffic, etc. And secondly, I'm thinking of time and schedules, you know. Sometimes we have back to back sessions, and people have to rush from one session to the other.

That's why I wanted an explanation of the schedule, because we had two possibilities to hold the schedule, sorry, the showcase on Monday or on Wednesday. So depending on that possibility, we could consider whether to hold the showcase on the venue or off the venue. And that would impact on people, and people's transportation.

So one of my colleagues is on the English channel, so if she could explain the schedule please.

SABRINA: This is the interpreter on the English channel. I'm going to check who Silvia Vivanco was addressing. Just a second please.

ALBERTO SOTO: Alberto Soto speaking.

SILVIA VIVANCO: Silvia Vivanco speaking. So, Gisella, if you could...

ALBERTO SOTO: Alberto Soto speaking. Vanda, I'm reading what you're posting on the chat, and that information is relevant. But I insist, what I am saying is relevant. We have very little money. We do not have sponsors, and because we have, or we are constraining, and we have to hold the showcase at the venue, then that's a problem.

I'm going to hold a meeting this week to see if we have some more certain possibilities about holding the showcase somewhere else. I am

exploring one possibility. The city of Buenos Aires has informed me that an email that I sent has been forwarded to the right people, in the city of Buenos Aires, in the city government. So I am thinking about using our Argentinean foreign office venue, that is only two blocks away from the venue from the Sheraton Hotel.

So my idea is to have the foreign office venue to host our showcase, so that we can hold it there. It's just two blocks away from the venue.

SILVIA VIVANCO:

Silvia speaking. Alberto, if I may? The venue, the hotel, has already been paid for. So this 1,250 US dollars are maybe to spend on catering or other items, but we don't need to host the showcase somewhere else, because the hotel, the venue, has been paid for.

So maybe, if you're thinking about savings, the savings will be lost. This is what comes to mind.

ALBERTO SOTO:

Alberto speaking. Thank you Silvia. I'm trying to find something, or somewhere, free of charge, maybe a venue. And if I get a venue that is free of charge, then I will also get catering and drinks free of charge as well. If we get sponsors, of course, it is ideal to host the showcase at the Sheraton Hotel at the venue. I am jumping some steps ahead, but we have 700 USD maximum to spend on Tango dancers, and national or typical folklore dancers. And this is a very convenient budget.

And this time we're thinking about higher quality show with three couples instead of two couples. Now we would be showcasing three

couples that will be in charge of Tango dancing, and typical folklore dances. And we also have to include or factor in the videos that the ALSs will be sending, and then we have the live show. That is Tango or folklore.

And maybe we will have some other music, and we will have a written explanation both in English and Spanish, about each of the typical dances to be showcased. Our hands are tied, so to speak, because of sponsoring. So I am open to suggestions.

SILVIA VIVANCO:

Silvia Vivanco speaking. If I may? Why don't we consider two scenarios? Scenario A and scenario B. Scenario A is the Sheraton Hotel with 1,250 USD. And scenario B would be working on an external venue. So why don't we handle these two possibilities?

ALBERTO SOTO:

Alberto Soto speaking. That's great. I think it's great to work on these two scenarios this week. This week, we will be meeting the hosts. Most of you know that I relocated, I moved houses, so I can go to downtown Buenos Aries once or twice a week. And I believe I am the only person that is located nearby, I mean near downtown Buenos Aries. I can take care of this.

This means, I mean, moving houses has taking longer than expected. And on top of that, I have ongoing construction work at home, so I'm really fully booked right now. However, I will try to go to downtown Buenos Aries tomorrow to hold a meeting with the organizing

committee. Maybe I can do that on Friday, and by Friday, we could already define all of these items that we are now discussing.

Alberto Soto speaking. Go ahead please, someone is asking for the floor.

VANDA SCARTEZINI:

Vanda speaking. Thank you. In my experience with the DNS women breakfast, I can tell you that when we work using the ICANN meeting venue, we do the following. We always calculate whatever we do, thinking that half of the people that we have invited will show up. So if we have invited 100 people, we have to order catering for 60 people maybe.

So this resulted in considerable savings, and I think the same applies here. Even if we stay within the venue, if we use the meeting venue, because in my experience, even in Buenos Aries, and even more so in Buenos Aries than elsewhere, if we order catering for 50 attendees, we have extra catering that we can use, or were able to use at another breakfast.

ALBERTO SOTO:

Alberto Soto speaking. Thank you Vanda. Thank you. We will take that into account. We had thought about that, but thank you very much for your suggestion. Unfortunately, all of these topics or issues are interrelated. We cannot speak about catering right now because that depends on the level of sponsorship that we get. So I think we have to

focus on the sponsors for our next meeting, and maybe now we can focus on item number five, on our agenda.

For our prior showcase, ICANN gave us \$2,000, and now we are \$750 short. Did we ask for this \$2,000 we got last time?

SILVIA VIVANCO: Silvia Vivanco speaking. That's a very good question. I am going to ask the staff, the manager, to see if we can get a little bit more, for a higher budgetary allocation. Carlos Vera would like to take the floor please.

ALBERTO SOTO: Alberto Soto speaking. Go ahead Carlos.

CARLOS VERA QUINTANA: Carlos Vera speaking. Thank you Alberto. I would like to suggest the following. Please let us know, as soon as possible, when the event will take place, because many of the ALSs that will be physically present have, are supported, for example, by ISOC, as in our case. So, if we could have a confirmation of the date for us to be able to attend, because in general, when you are sponsored, or supported, traveler, you have to attend meetings.

So you need to know the date, well in advance, in order to confirm your attendance. Thank you very much.

ALBERTO SOTO: Alberto Soto speaking. Yes, yes, of course Carlos. Silvia, can you remind us of the two dates that were initially considered? Maybe we can define the definite date right now.

SILVIA VIVANCO: Silvia Vivanco speaking. We are thinking about Wednesday. I think it's Wednesday the 24th, and Monday the 25th. Gisella, are you on the line? Maybe you can confirm these two dates for the showcase, and which date would be more suitable? Maybe Wednesday is more suitable because it seems that there is not going to be a gala night. So maybe...

CARLOS VERA QUINTANA: Carlos Vera is taking the floor. I suggest it should be on Monday, because that would be better for us.

VANDA SCARTEZINI: Vanda speaking. Yes, but normally, usually, on Monday you have other meetings held by ICANN official sponsors.

SILVIA VIVANCO: Silvia Vivanco speaking. If I may, I would like to give the floor to Gisella. Gisella, go ahead please.

GISELLA GRUBER: Thank you Silvia. Gisella speaking. On Monday, we don't have the schedule yet. But yes, you are correct, that on Monday there are usually private events held after the meetings, by various groups. And

also, there may be a session that only finishes at 19:00. It's not yet confirmed. In which case, the showcase would need to be after 19:00 on Monday.

So, as it stands now, Wednesday would be a better option. Thank you Silvia.

SILVIA VIVANCO: Silvia Vivanco speaking. You are most welcome, Gisella. Alberto, go ahead please.

ALBERTO SOTO: Alberto Soto speaking. Thank you. So, if we all agree, then we can set Wednesday as the definite date for our showcase, to hold our showcase. Anyone opposes? I don't see anybody raising their hands. So it's going to be Wednesday. Now, any suggestions about the showcase itself so far?

VANDA SCARTEZINI: Vanda speaking. I think... Vanda speaking. I think we agreed on the suggestions put forward on our prior calls. That is to make a kind of mixture of videos and live dances, or dancing show.

ALBERTO SOTO: Alberto Soto speaking. Yes, of course. That has been defined, but what we need to define, what we need to agree on, is how much we're going

to spend on that specific part of the showcase. The theme of the showcase is different from the theme of the show, so to speak.

SILVIA VIVANCO: Silvia Vivanco speaking. Alberto, if I may? Some showcases have a slogan, a motto, such as Internet for everyone, Internet for development. So maybe that's something you could think about that is a unifying theme for LACRALO. Since we are really focused on capacity building, together with Rodrigo de la Perra, perhaps we could think about something like, Internet and Latin America, building capacities together, something along those lines, related to capacity building. Thank you.

ALBERTO SOTO: Alberto Soto speaking. That's great. I take your suggestion on board, and we will consider it on our meeting this Friday. We have to start working on it right away, start to advertising the showcase, Silvia.

SILVIA VIVANCO: Silvia Vivanco speaking. Thank you very much.

ALBERTO SOTO: Alberto Soto speaking. Okay. Of course, we will make changes depending on the level of sponsorship we can get. We have agreed on a topic, we have agreed on how to structure these showcase. Now we need to define the way we are going to combine live dances and videos.

I will be dressed up as an Argentinean gaucho, wearing my traditional gaucho costume.

VANDA SCARTEZINI: Vanda speaking. So will I.

ALBERTO SOTO: Alberto Soto speaking. Sylvia Herlein Leite will be wearing typical Brazilian costume.

VANDA SCARTEZINI: Vanda speaking. Yes, of course, I will be wearing typical dresses, traditional dresses, not a costume.

ALBERTO SOTO: Alberto Soto speaking. I imagine that our friends from Columbia, from Ecuador, from the Caribbean, will be wearing traditional costumes at the reception. The idea is for us to be wearing our traditional clothes or costumes at the reception, when we welcome our guests. That has been defined, it has been agreed on. Of course, we need more people onboard.

I don't want to delay this phone call, this conference call. I don't know if there are any topics to be raised.

SILVIA VIVANCO: Silvia Vivanco speaking. Alberto, one more suggestion. This is just a suggestion, an idea. Let's see what you think about it. Maybe you could hold a Tango lesson, a short Tango lesson, and maybe you can encourage people to dance, and that could be a great idea in terms of outreach. You can tell people there is going to be, you know, some Tango dances, and after that, a short Tango lesson.

So we could use, or work along those lines, to engage people. And use that as an outreach tool.

ALBERTO SOTO: Alberto Soto speaking. Of course, Heidi is typing something and she says that, Fadi is going to take the first lesson. Yes, for sure. Silvia, you and I were thinking along the same lines, because I have been in touch with the people, with the dancers that we hired, for our prior showcase, but I need to work a little bit more on cost. Let's say, maybe we can have fewer dancers for us to add the Tango lesson.

VANDA SCARTEZINI: Vanda speaking. I think it's a very good idea.

ALBERTO SOTO: Alberto Soto speaking. Exactly. And also, I am trying to add, or include, the following. During that week, the Colón theater, the Teatro Colón in Buenos Aires is one of the most famous opera houses worldwide. I think it ranks among the top three opera houses worldwide. That week, the Philharmonic Orchestra is going to be performing.

So, I am trying to obtain tickets. I cannot get 2,000 tickets, but maybe 100 tickets, and maybe we can include that as part of our showcase. Really, honestly, it's breathtakingly beautiful, the theater itself. So maybe you can agree with that.

VANDA SCARTEZINI: Vanda speaking.

SABRINA: The interpreter apologizes. I have speakers overlapping.

ALBERTO SOTO: Alberto Soto speaking. I haven't been able to obtain the tickets yet, but if I am able to obtain 100 tickets, the idea is for people to enroll, and then we will have a raffle, we will raffle the tickets. So the lucky ones will get to go. I have to find out the exact time of the performance, and I have to see the ICANN meeting schedule for that day, the last week, the last working session especially.

Alberto Soto speaking again. Silvia, I cannot work on the date, exact date, because the Colón theater has a fixed performance schedule. And honestly, I cannot recall, right now, the exact date. I know it is within the realm of possibilities. So I will update you later on by sending an email.

CARLOS VERA QUINTANA: Carlos Vera from Ecuador. That's a great idea, Alberto. Thank you very much.

ALBERTO SOTO: Alberto Soto speaking. Thank you, thank you Carlos. And my apologies, but I'm not feeling well, so if there is no other business, or there aren't any other business to raise, then let me remind you please to contact potential sponsors, as many as possible. Silvia will contact ICANN so that they raise their budgetary allocation from 1,250 to 2,000 USD, so that we can have a very good showcase.

I don't know if, at this point, there is any further idea or suggestion.

VANDA SCARTEZINI: Vanda speaking. I have an idea. For example, if the showcase were, if the venue were decorated, for example, with small tables resembling or imitating Buenos Aires café, that would be great. To give it that ambiance.

ALBERTO SOTO: Alberto Soto speaking. That's a great idea. That's great. So we will focus on Tango décor, rather than on a traditional folklore décor. So, my dear colleagues and friends, I thank you all very much for joining this conference call. Maybe we can meet on Friday, on Skype, as we did last time, so as to bring to a close as many items and topics as possible.

SILVIA VIVANCO: Silvia Vivanco speaking. Alberto, when would you like to hold the next conference call with interpretation, etc.?

ALBERTO SOTO: Alberto Soto speaking. We will discuss that this coming Friday, and depending on how we move on, we will let you know.

SILVIA VIVANCO: Silvia Vivanco speaking. Please let us know in advance so that we can coordinate this with our interpreters. As you know, we have a fully booked schedule, so we need to coordinate these conference calls, but it is very important to continue working, together with you and staff, so that we can work on cost and many other items.

ALBERTO SOTO: Alberto Soto speaking. Of course, of course. Before concluding this call, Ana Belen Martell, which ALS does she represent? She's on the call. Ana Belen Martell.

SILVIA VIVANCO: Silvia Vivanco speaking. Ana, if you can type something in the chat room, that would be great.

ALBERTO SOTO: Alberto Soto speaking. Simply because I want to thank her for joining us, that's all. So my dear colleagues and friends, I thank you all very much. I thank the interpreters. I thank ICANN staff for their continuous

support, and with that, I bring this meeting to a close, and I look forward to working with you on Friday. Thank you all very much.

[END OF TRANSCRIPTION]