
SILVIA VIVANCO: Good morning, good afternoon, good evening. Welcome to the EURALO Call on Updating the Outreach Brochure on Wednesday, 6th of August 2015 at 19:00 UTC. We welcome participants on the English channel. We have only one channel, sorry. Yrjö Länsipuro, Dj Mackintosh, Olivier Crépin-Leblond, Roberto Gaetano, Rudi Vansnick, Yuliya Morenets and Wolf Ludwig. From staff we have Heidi Ullrich, Gisella Gruber, Terri Agnew and myself, Silvia Vivanco. We have no apologies. We can start now. Over to you, Wolf.

WOLF LUDWIG: Okay. Thank you for the roll call. I'm still waiting while my AC is connecting. This is a private meeting. Now I am in. Okay. Okay, thank you for joining this call tonight, which is an extraordinary call, but in the context of our next GA preparations. You may recall that so far we had a EURALO brochure, which we created a couple of years ago. We used it for any outreach initiatives at EURODIG. We used it for the European Summer School on Internet Governance, et cetera, and I think it's now time to have some updated version or material.

Things have progressed in this direction over the last few years, and there was a brochure done for ALAC, which I personally think is the At-Large brochure, which is very well done, giving also a little bit of an overview about other RALOs and the regions distribution. I think this could be used as more or less the masterpiece for the new EURALO brochure. I'd like to have your opinions on this. What do you think about it? Any comments? Rudi?

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RUDI VANSNICK: Thank you Wolf. Well, I think that indeed the ALAC brochure is well done, attractive, it has all the information that you need when you're explaining who is ALAC. It's a perfect bridge to the RALOs. I was just wondering, do you have a view on the brochures from the other RALOs, so we could see if there is an alignment on the approach of these brochures? So there is a red line, or no red line at all?

WOLF LUDWIG: Can staff probably answer this question?

HEIDI ULLRICH: Yes Wolf. Again, the process for the ALAC outreach document, that was the first one that we did just in time for the BA Meeting. Now, in terms of RALOs, you'll be the first to develop the updated outreach document. What was agreed was that all RALOs will now follow the format followed for the ALAC brochure, which is the trifold you'll see in a moment. Within that, there are several elements that might be able to... Gisella, if we could put the ALAC document up?

WOLF LUDWIG: I think if there are no objections from the others, I think we should start from this baseline. If we have approval in this group that we basically like the At-Large brochure, and giving some standard information, and then we only have to look at what could be somehow modified for some regional specifications and inputs. I think it's a good idea to have a corporate identity brochure, which is the masterpiece At-Large

brochure, and then the RALOs can take over elements of this, and the design of it, and add some specific content elements.

This would then be afterwards a discussion of what elements we really need from our region after we've decided on the principle. My first question would be: can we agree on the principle that the working basis will be the At-Large brochure? If we can get approval on this key point then we can continue to identify parts of the At-Large brochure, which could be modified for our regional purpose. Further comments? Roberto?

ROBERTO GAETANO:

Thank you Wolf. I basically agree on this, but I would like also to have some data points to support the brochure, not only for our region but generally speaking. I think we're producing this because we think it's a useful tool, and most probably it is, but we have no feedback, or at least I am not aware of any feedback, on how important it is as an advertising tool, versus other tools we might think of.

My proposal will be for the time being yes, go on with this, update the content, make sure it's up-to-date and focusing on whatever the priorities are for our region and so on. But at the same time, I would like to generally talk about outreach, in making sure that this is the best tool, or whether it's cost-effective, and whether we should explore other outreach tools. I cannot think of anything in particular right now, so it's just brainstorming.

So okay, fine, but let's also think about other possibilities, other tools, and let's have a discussion. Generally, not only for Europe, but for other

regions, in terms of outreach, whether we can be more effective by using different tools.

WOLF LUDWIG:

Thank you very much for your comments and questions Roberto. Before I hand over to Jana, who's raised her hand, let me quickly ask some of you a question. So far we don't have many tools. We basically have our workspace, which is not very well known. I even think it's not broadly used among our Membership. It's only the usual suspects, or insiders, to my knowledge, who use this on a regular basis. Besides our workspace, we have our Facebook EURALO group and LinkedIn EURALO group.

These are the only two additional instruments we more or less have on the level of social media, and the brochure we've had so far was the only printed thing I worked on. I know that Olivier also worked a lot with the EURALO brochure. I cannot recall if other Members here on the call had experience as well. I'd like to give the floor now to Jana.

JANA JUGINOVIC:

Hi everyone. I just wanted to comment about the earlier gentleman who spoke - I can't remember who it was - but I agree with him that it's very difficult to determine whether a piece of printed material is effective or not. You don't necessarily have a data point. You're not getting engagement metrics from a brochure, a flyer, a pamphlet, that perhaps depending on who the audience is - and because it's EURALO, it's Europe, where Internet connections are obviously strong - that perhaps other methods of electronic content would be much more effective.

That's opposed to giving someone a flyer, which doesn't necessarily lend itself to deep engagement. Pointing them to a website, or being more involved with using social media channels might give you deeper involvement because it involves people having to come back to the website to learn more. A flyer, you just read it once, and you may or may not go to the website as a result of that, or to the social media channels. So what I have spoken to with Heidi about is talking to the RALOs about perhaps moving away from printed material and thinking more about digital content.

That might not work for all regions and all audiences, depending again on the availability of bandwidth in that particular region, but for some regions I think it's much more effective, and better, because you will get deeper engagement. Then you can measure how effective something is; because you can tell if somebody's reading your newsletter, if somebody's engaging with your social media posts, if somebody's reading a blog. You do have ways of measuring the effectiveness of it.

WOLF LUDWIG:

Thanks a lot for this input. I think you really raised some important points to be considered. Let me put it this way: in my opinion, the brochure we've had so far, the EURALO brochure, for me was just a complementary element besides the existing workspace and the Facebook and LinkedIn groups, and I only understood it as a teaser. So when we attended events like European conferences, like EURODIG, I always had a set of brochures with me.

I can only remember, over the years, two cases where I could trace back a following ALS application back to the person and to the moment I handed over the EURALO brochure. I handed out dozens of brochures, where I couldn't find out what happened with it - whether it was read, whether it was put in the next garbage bin, or whatever. So at this point, yes, I would like to encourage Olivier, who has also to my knowledge worked very well with EURALO brochures, and when he was at regional or national IGFs he always took some copies with him. Olivier, you have the floor.

OLIVIER CRÉPIN-LEBLOND: Thank you very much Wolf. You're right - I think just handing out a brochure like this, or making them available, is probably not the best way to do things, especially since the EURALO brochure is specifically about EURALO. What I have done in some cases in the past is to hand not only the EURALO or local RALO brochure, but also an ALAC brochure, which gives a wider idea of what At-Large does and how things sit together - how EURALO fits with the wider ICANN and the wider At-Large structures. I think that helps.

That said, have I traced back some new ALSes? I think that in some way, yes, we have had some ALSes that have applied, but it wasn't just after saying, "Have a brochure, goodbye." I think there was a lot more that went into talking to them, into perhaps answering further questions, maybe giving one's personal details on the brochure, or clamping a business card with it, so if they have any questions they can come back. There's always been a follow up by email afterwards, where I've asked and said, "Have you had the time to look at the brochure?"

It's quite obvious that if they haven't, and it's just sitting at the bottom of their bag, it's probably the time to pick it out of their bag at home. If they've thrown it in the bin already, it reminds them, and they probably go on the website. But the brochure does have some worth to it in that it's something you can give them right there and then, and it will juggle their memory when they get back at the end of the day, with having seen so many things.

WOLF LUDWIG:

Okay, thank you for your comments Olivier, which is quite helpful. Knowing about your experience is... Well, I think the basic question here still is: do we think we additionally or complementarily need such a printed item for our outreach efforts, or maybe some people think it would be enough to have just online tools? This is still the basic question we have to discuss, we have to consider, and then after we've more or less answered this question then we can continue. I realize there are three people with their hands raised. Jana, Olivier, and Yrjö.

JANA JUGINOVIC:

One thing I would suggest is perhaps that either, if we created something smaller, but something more visual - whether it's a business card that points people to the social media platforms, and the website, the online platform - to ask people to engage more, or whether it's a half-page or postcard, and we do a mini infographic that's very visual, doesn't have a lot of text, again to point people to engage with us on your digital platforms or social media accounts. That's something to think about. It might be more effective than creating a flyer.

It would be a little cheaper, just in terms of printing, and a little more environmental as well - so spending a little bit more money in creating the design, more effort in creating a great visual design to point someone to your digital platforms where you can measure the effectiveness.

WOLF LUDWIG: Thank you Jana. Olivier?

OLIVIER CRÉPIN-LEBLOND: Now, having just heard Jana, I'm not quite sure what to say. I was going to say yes, a brochure is needed. It's been easier to focalize people on something; to give them a brochure and point at it, so they can focus on At-Large and this sort of stuff. So something would be need. Now, if it was just a business card or a smaller card, maybe that would work. A smaller flyer, half the size? Maybe that might work. We definitely need something. Doing it entirely virtually I think is impossible.

You can tell people, "Go to At-Large," but at the end of the day, as I've said, they're going to go back home and they won't even remember At-Large. It's only when they empty their bag that they'll find out what they have in there, and that will jog their memory and make them follow up.

WOLF LUDWIG: Thanks Olivier. I can just underline from my experience what you said. Of course, whenever I handed out a EURALO brochure, it was together with my business card, where EURALO was the main part of it. Of

course, people need a person they remember afterwards who've given me this brochure, it was this person I spoke with. I never just handed out any brochure without having had a conversation beforehand, as Olivier confirmed from his experience. So this is a kind of introductory process to give them a first outline, a first idea about it. Then having something in the hand, I always found quite useful. But this is my personal experience. Next is Yrjö.

YRJÖ LÄNSIPURO:

Yes, I can just echo the speakers here. I think that the brochure is needed, because everybody else is handing out brochures. You need something to hand out, but that is not enough of course. The brochure is like an anchor, which hopefully will not be lost at sea, but actually used as a reminder later on. But the brochure should be, as Jana said, not a lot of text. It should be rather simple and perhaps more infographic, and also create strong links from that to whatever social media presence and virtual presence we have. Thanks.

WOLF LUDWIG:

Thank you. Rudi?

RUDI VANSNICK:

Thank you Wolf. I'm joining most of what's been said. The first comment that I have is there is the ALAC or At-Large brochure, so I'm wondering if there is a need for the EURALO one? I think the ALAC brochure is in fact giving all of what is also done in EURALO. I'm wondering if it's not an overload of paperwork at one time. The other

idea of using business cards, that's what most of the exhibitors at the ICANN Meeting are using, and that demonstrates it must be a good way of delivering a message.

A business card is something you can easily put in your pocket. You have with most of the smart phones the facility to scan it and get it immediately in your contacts, so it's a perfect dynamic link, although it is on paper. Last one is our experience we had with our last NPOC brochure, and that's that when you have a very clear message, even if it's short, that works really well. We experienced that one during the last BA Meeting - people were saying, "Wow, it works." Just in the middle of our trifold flyer is grouped together what NPOC stands for. Very clear message, not that much text.

It looks like bringing the message that people are trying to figure out, "Why should I join NPOC instead of NCUC," or whatever. I think the same goes for EURALO. There should be a good and strong message going to the community saying, "This is the reason why you have to join EURALO," inside the ALAC brochure.

WOLF LUDWIG:

Okay, thanks a lot for your valuable comments so far. Our next one is Heidi.

HEIDI ULLRICH:

Thank you Wolf. Perhaps we can do a little bit of everything. Perhaps you could use the ALAC outreach document that we already have, and we can just print more. We can also do a EURALO postcard. We're

going to be showing you the postcard that was created for the Leadership Training Program. It's basically just a large postcard size, very glossy, very light on text, lots of photos, with some key information: how to join, what it is, et cetera.

The third part is to create a EURALO business card. With those three documents we would have a full suite of documents that EURALO could use in their outreach and engagement activities, and I think it's within budget.

WOLF LUDWIG:

This would be another alternative, Heidi - to play with different elements, to have the key element; to keep the ALAC brochure as the key element, and we could additionally concentrate on just something in a postcard format; very short, concise, and only with key messages - nothing long and boring. Then, as a third complementary element, having a business card. So all three together gives a broader overview about ALAC, about the RALO regional pillars, and on the postcard having some concise messages that we'd like to distribute to potentially interested people or potential new Members.

This could be a sort of trial we could concentrate on. It would also, from the economic side, it would be much cheaper than adapting a brochure, to my experience. So this model could be an interesting one as well. I think we agreed before that most voices or comments I've heard, or understood, were in favor of having something printed as a complementary element to social media tools.

I think we have a sort of approval that something printed is useful, but as we have now a very interesting ALAC brochure, we could use this as the main tool and then complement it with a postcard. This would be the next version. Roberto?

ROBERTO GAETANO:

Thank you Wolf. I think a brochure, as I've said already, is useful. But I would not rush out now to produce a new version of the brochure, and I would wait until the EURALO General Assembly in October. The reason is that when we hand out outreach material we should clearly state not only what we are doing, but also what our strategic objectives are, and basically, if it's outreach material, why should potential ALSes join? That means what are going to be the benefits for them, and what can they bring to EURALO.

I'm under the impression - but it's my personal impression - that the GA in October will basically lay out the EURALO strategy for the next cycle of two or three years, and that right now, as EURALO, we are in the middle of a process, and we need to first agree on where we are heading, and then to the publishing new material that is going to support our view, our strategy, and our outreach activities. So while I agree on the tool, and I think it's important, I would rather postpone that for two or three months, until we agree formally on the content we're going to need.

Let me also remind you that while the other regions already have outreach committees formed, in our region we are at least formally just a set of volunteers, but there is not a committee formed. The Outreach

Committee in EURALO has lasted the last two years, and is formally disbanded. So we need to restart these activities. Thank you.

WOLF LUDWIG:

Thanks a lot Roberto, and as you may have realized, Olivier indicated his approval already. I think your arguments, to me, also make a lot of sense, because I do not see, for the moment, a real urgency to have something new, until Dublin. The remaining copies, the ones I have now are in French, but I think it makes more sense to have a discussion at our next GA, to put this on the Agenda, the outreach issue.

Then after discussing this with the broader Membership, we could decide on the exact tool - whether a brochure, whether a postcard - and particularly on the message we would like to send or to diffuse. Therefore, this is, in my opinion, a very good approach, and it's Olivier who has raised his hand. Olivier?

OLIVIER CRÉPIN-LEBLOND:

Thank you Wolf. I was going to type in what I was going to say, but then I thought of more things to say. I agree in that having a fully prepared new postcard for Dublin is not something we absolutely need. We probably would need something for the next EURODIG, because that's where we perform our outreach, but we don't need to do any outreach during an ICANN Meeting.

What would be probably a good idea is to perhaps have some of the current EURALO brochures, show them to our ALSes while we have them in front of us at the table, and say, "We're thinking of doing a postcard

instead of this - just an insert that would go into the overall At-Large brochure. If that's the case, what information on the flyer at the moment, do you think should be on the postcard?" Because we'll have them in front of us, people love giving their points of view. We'll have it physical in everybody's hands, and they'll be able to say, "This, this and that," so we'll have our insert ready before we even know it.

WOLF LUDWIG:

Thanks Olivier. I think you and Roberto made the most relevant points. As there is no hurry it doesn't seem to be useful for me now to start some activism to have something in our hands for the Dublin Meeting and our next GA. I think we should follow the suggestions by Roberto and you to wait. We can reflect what could be useful, submit the existing brochure to the community again and ask them for comments. I think including the broader membership is much more constructive, and including them, than just doing something in a top-down manner. I think this would be the most useful and best approach. Olivier?

OLIVIER CRÉPIN-LEBLOND:

Thanks. I guess the next question is: do we want to have something ready, or some examples of the sort of things we could include on the postcard? If we're settled on a postcard. Maybe that's the thing we need to discuss here. Do we think that a postcard or an insert in an At-Large brochure is okay? Or do we think a new brochure would be needed. Then the next question is: do we want to provide options for our Members, so instead of them having to design from scratch and say,

“We want this, this and that,” we say, “You could have it presented this way, or you could have it presented that way.”

Then at least we have a couple of examples of the sort of thing that could be done with a postcard, so it juggles their mind into thinking of creative ways of displaying the information. So we don’t just give them the full thing and say, “There’s the current brochure. What do you want instead?” but we say, “There’s the current brochure. We’ve been thinking a little bit about this. There are a couple of options, here they are.” That would need a little bit of thinking from our part.

WOLF LUDWIG:

Okay, the floor is open. Once again, the question is do we need just a rework of the existing brochure - in my opinion, that’s not the best way forward...

OLIVIER CRÉPIN-LEBLOND:

We could do a poll using AC? At least then if we see all greens... if we say, “Let’s get rid of the brochure,” then we’ve got a clear view to move forward.

WOLF LUDWIG:

Well, the best event for this I think would be the GA itself. So except the ICANN Studienkreis Meeting later this month in Amsterdam, Roberto, who will be present, could still work with the existing versions and the new ALAC brochure. I do not see any real hurry to have something new in our hands, except for next year and the next EURODIG in Brussels.

This is really something where we should come up with something improved.

Therefore, in my opinion, and as a result from this call and discussions, I think the best approach is to submit the existing version that many Members may not even be conscious about. We had it on the table in Lisbon, but I don't know how many of our Members are really aware of it and how many have ever used it for anything they did. So let's continue our discussions on what could be the best messages.

I think a complement to the ALAC brochure would be useful, but we could take the time for reflection until Dublin, and collecting comments, input and ideas from our Members. Then after the GA we could do something in a useful form. This, in my opinion, is for the moment the best idea so far. Heidi?

HEIDI ULLRICH: I just wanted to confirm that for Dublin, EURALO would like to have business cards though?

WOLF LUDWIG: Well, I don't know whether it makes a lot of sense to have business cards, because there are changes in the EURALO Leadership in Dublin, so I think the better moment for having EURALO business cards would be after the GA.

HEIDI ULLRICH: Wolf, the business cards are basically very simple. It has the At-Large logo, it has the tagline that we're using, I think it's "Come and shape the Internet," or something close to that, and then literally some contact information for social media. It doesn't have any information on who are the current leaders.

WOLF LUDWIG: Okay, this could be an option. Olivier?

OLIVIER CRÉPIN-LEBLOND: Heidi, what would the business card be used for?

HEIDI ULLRICH: If you plan on doing anything in Dublin about outreach, you could perhaps insert that into the EURALO brochure, the current one, or the ALAC outreach document, and say, "Follow up with me." Then you could put your name on the back of the card. That's what people are using them for. We use them during the LACRALO event in BA.

WOLF LUDWIG: Could be an option. Roberto?

ROBERTO GAETANO: I think it's useful, because oldcomers do know us, and don't need any physical support, but newcomers, who are our potential targets, normally get, in an ICANN Meeting, such a huge mass of information that there's no way they're going to remember when they go back. I

have myself this experience when I go to some sort of faire for whatever subject. After the faire, when I find the business card with the name and the subject and the point made in the back of the business card, that helps me very much to remember a week or two weeks afterwards what that was about. Then maybe I can take action.

Whereas if I don't have any physical support, I would have forgotten that. Of course, a lot of people are going to be very well equipped at ICANN Meetings with iPads, iPhones or whatever, and they type in things and so on. But in my opinion, that's not the vast majority of our targets. Thank you.

WOLF LUDWIG:

Okay, thanks a lot Roberto. I sense some sort of approval in the direction to say okay, there is no hurry, let's postpone the brochure or postcard element until after Dublin, when we'll discuss with our Members, collect feedback, and then produce anything after the GA. But having a sort of business card about ALAC and EURALO without any names available, so we could give it to Members to work with themselves, and when we use it we could quickly write our names on it. This would be the solution or conclusion I've drawn from this call so far.

Can we get some agreement on this procedure and timeline, to postpone any redrafting of the brochure or other elements, like a postcard, consulting our Members at the GA, collecting feedback, and doing something afterwards with the approval of our Members who expressed ideas? And as an interim element, just having the neutral business cards? This was offered by Heidi already. There are other

cases where this is an existing element. I see broad approval from all participants, including me. So we know exactly what the process will be like, and the next steps, and we'll just concentrate for the time being on the business card.

I see a comment from Heidi: "We have the following numbers of current EURALO docs: 75 in English, 125 in French and Russian." I think the next one who's doing outreach will be Roberto in Amsterdam, and the ICANN Studenkreis Meeting may be the appropriate environment. The question will be: should At-Large staff send you, Roberto, say 25 copies of the English version, or ship them directly to the ICANN Studenkreis? That's the most direct option. Roberto?

ROBERTO GAETANO:

Thanks. I don't mind having them shipped to me, I'm just wondering whether since the Studenkreis is so close, and actually not [backing 00:48:05] Vienna will be very [cold] on this Sunday - if there is a way to send them straight to the Studenkreis, to Wolfgang or to Sandra, I think that would be the safest bet.

WOLF LUDWIG:

Okay. I think regarding the timing, this is the most appropriate and safest way to do it. We only have to check the address of the next ICANN Studenkreis in Amsterdam, to the venue or hotel. We have to find this out. Then send it to Sandra or Wolfgang who can hand them over to Roberto on the spot. What about sending about 25 copies? Would that be enough to ICANN Studenkreis? What about sending

another 25 to Olivier? I don't know, Olivier, whether you still need some? The rest of the 25 copies could come to me.

Will that be enough? Netherland's Hilton Amsterdam Hotel. Okay, Olivier has already added the address in the chat room. Would this be all right for you, Olivier, getting another 25 and the rest of them, 25 to me? So we'd be more or less out of stock with the existing ones and we'd only have some French versions in reserve. But I hardly use the French versions, and I still have a pillow of them here at my disposal. Olivier?

OLIVIER CRÉPIN-LEBLOND: I'm fine with having 25 brochures. They will be useful for me, as I'm planned to be at quite a few conferences in September and October, so before the ICANN Meeting takes place. That said, do keep a few for the face-to-face meeting in Dublin, because we're going to have to show the current brochures to the people we have in Dublin, so do keep about 20. I don't know what are the stocks at the moment, but we need to keep that in mind.

WOLF LUDWIG: I don't have a lot of outreach opportunities until Dublin, so I'd keep a stock of at least 20 at my disposal for the GA. We can agree on this one. So I think we are almost through. This call was, in my opinion, quite useful, because we had a good inclusive discussion on this, we came up with some conclusions, and in my opinion we made the right decisions - not to put ourselves under any pressure or activism to do something,

but to reflect more about what could be the next step, and how we could improve such outreach tools by including our Members.

I think this is quite a good idea, and we know what we have to do. We agree that for the AIs that we only produce the EURALO business card, and we postpone any further decisions about a brochure or postcard to the GA, and after having discussed with our broader Membership. These are my conclusions from this call. Rudi?

RUDI VANSNICK:

Thank you Wolf. Well, as we probably are going to close this call, I'd like to know when we'll have our next call, in order to prepare the outreach activities that we discussed earlier. I know from staff that there is quite a lot of pressure to know who is going to do what, and who is going to meet which facilities in Dublin.

Myself, I discussed yesterday with Jean-Jacques about an outreach activity to civil society in Dublin, and that would be with NPOC, that we'd look forward to do this event together with EURALO, so that we're really reaching out to the NGOs coming to Dublin. I'd like to know when the next meeting is scheduled and how we're going to work on this outreach plan?

WOLF LUDWIG:

I think we agreed more or less in BA, at the first prep and brainstorming meeting, and at our last single issue call in July, that the next monthly calls will be dedicated to the preparation of the GA, drafting of the Agenda. This may also answer a question Gisella asked me via Skype. I

think we should organize a monthly call later in August. It can be even after Gisella's return, but then we will have an August monthly call, a September monthly call, for the final preparations for the GA.

We decided at our last call that we'll have this networking after the GA. We'll have this kind of networking event or social event, and this is part of the GA planning, Rudi. So there will be a next call in August, and the outreach aspects should be part of it. Does this answer your question, Rudi?

RUDI VANSNICK: Yes, Wolf. Thank you very much.

WOLF LUDWIG: I think it's the most realistic procedure and timeline, and that's what we agreed. Yes, it would be the usual dates, the third Tuesday, of the month. It would be, as Gisella said, the 18th of August. We could do it at this time. I'm rather flexible because I'm not going on holidays. It would depend more on whether other people will still be on summer vacations, until the middle of August. So the other option would be to have this call the week after, which would be... Let me check what date. Just a minute.

The week after would be the 25th of August, so I'm open to both options, but we must have... Roberto said 18th of August is okay for him. It's also okay for me. So please, guys, check your calendar, let us know whether most of you are available on the 18th of August. Then let's send an invitation for the 18th of August. A fall back option would be one week

later, but if we could have it on the 18th it would be fine. It again gives us a week more, and we have to make a big step ahead for the Dublin planning.

A main part would be the second part of the GA where we discuss the ordinary procedures. We agreed that our July calls will have two parts. One in the morning, which is a content element, focusing on the debate on the global public interest. Then after the lunch break we'll have the presentation of the annual report, and discussing inreach and outreach with our Members, and then having, as an additional element, selection of the next EURALO Leadership. Yes, Heidi?

HEIDI ULLRICH:

Just before we go, if we can take a look on the screen, that is the last EURALO business card. The bottom actually is the front. As I mentioned, it's simply the At-Large logo with EURALO spelled out, the acronym. Then what we also did was around the corners we wrote in the various languages that EURALO use. I think it was a tagline. I can't see what it says. "Help us shape the Internet". So on the logo all the way around on the bottom it says: "Help us shape the Internet's future".

So that would be the front, and you could choose if you wanted that tagline to be around the corner, in what languages. Then on the back, which is the upper part of the card, we had all of the At-Large social media information. So was that the look you'd be in agreement with?

WOLF LUDWIG: We could slightly modify it, as we have our own Facebook and LinkedIn groups. We could replace them with our social media tools and use our slogan, which to my memory we decided at ATLAS II in London, and that was: “The Internet is yours.” We could put this as the EURALO slogan on this business card as well.

HEIDI ULLRICH: Okay, would you like that just in English?

WOLF LUDWIG: According to our bylaws, English is the working language, and I think most people who work with the Internet and most people who are part of our target group are familiar with English. I think English would be enough. It makes it much more complicated if we then, on such a small space, operate with a second language. Let’s do it in English.

HEIDI ULLRICH: Okay. So what we could do is, Jana, I’ll work with you to make these changes. Could we then send the first draft to the list for feedback?

JANA JUGINOVIC: Yes, no problem.

WOLF LUDWIG: Okay, and then as Roberto suggested, can you mail the draft of the business card to this group, and get some comments from all of us?

HEIDI ULLRICH: Yes.

WOLF LUDWIG: You can set a deadline for comments. I would give a good week for comments, and those who haven't responded within this time, we can take it as approval. Okay, sounds good, and thanks for showing us the sample of such a business card. The regional color we have already. It's a blue one, and that's for Europe. Are there any further questions or comments from your side? If this is not the case, I would like to thank you all for this quite productive call tonight, where we found a lot of agreement on the next steps and timelines, et cetera, and how we should further proceed.

Thanks to all of you, and I wish you an excellent rest of the evening. I hope to hear you at our next call in August, which will most probably be on the 18th. Thanks a lot, and goodnight.

HEIDI ULLRICH: Thank you everyone.

WOLF LUDWIG: Thank you. Goodbye.

[END OF TRANSCRIPTION]