



FY17 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY17 Budget consideration is **15 February 2016**.

REQUEST INFORMATION

Title of Proposed Activity	
IPC Promotional/Informational Publication Development	
Community Requestor Name	Chair
Intellectual Property Constituency (GNSO)	Greg Shatan
ICANN Staff Community Liaison	
Robert Hoggarth	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail
The IPC has an increasing need for professional-grade promotional/informational publications, such as newsletters, brochures, flyers, leaflets and similar items to help encourage member recruitment and participation. Creating such items typically requires specialized graphic design and related expertise that the IPC currently does not possess. Printing through ICANN is also more cost-effective than the resources available to IPC.
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Outreach and education.
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
FY 2017

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?
Consumer trust; expand stakeholders; expand inclusion and orientation of new stakeholders; enhance global outreach.



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2. Demographics. What audience(s), in which geographies, does your request target?

New and existing IPC members throughout the world. The IPC has an international membership of organizations and individuals who: (1) are committed to the advocacy and development of intellectual property as fundamental components of meaningful commercial activity in the national, regional and global spheres; (2) are primarily and substantially involved in the field of intellectual property; and (3) make a substantial contribution through its members or otherwise to the field of intellectual property and consumer trust related to Internet / IP.

3. Deliverables. What are the desired outcomes of your proposed activity?

Newsletters, brochures, flyers, leaflets and other promotional/informational materials to supplement IPC website.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

(i) New IPC membership applications. (ii) Increased retention and participation by existing members.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
N/A				

Subject Matter Expert Support:

ICANN staff assistance is requested in order to provide input and guidance on publication content and format requirements.

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

ICANN information technology resources may be requested from time to time to assist with distribution.

Language Services Support:



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Translation services are also requested to reach potential members in underserved regions of the world.

Other:

N/A

Travel Support:

N/A

Potential/planned Sponsorship Contribution:

The IPC will contribute the time and subject matter expertise of individual IPC participants.