ICANN 58 Booth Report

Hamza Ben Mehrez
Pitinan Kooarmornpatana

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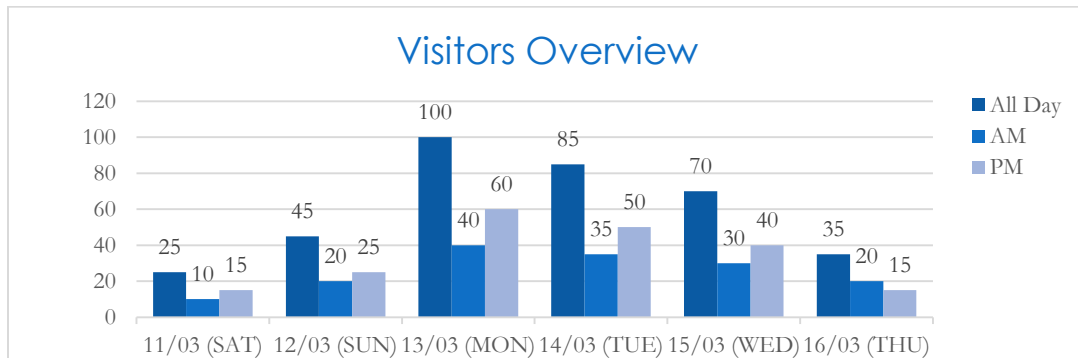
Summary

Highlights

There were about 360 visitors at the booth during 11 March – 16 March 2017. Newcomers, Fellows and NextGen alumni, and general participants were all welcome to visit, engage and network at ICANN 58 Booth!

The Number of visitors per day was recorded by estimation from 9.00-13.00 AM to 13.00-17.00 PM. ICANN 58 Booth original schedule was planned to operate until Wednesday 15 March. However, it seems like we couldn't get enough of the booth! So, we continued to operate on Thursday by hosting our last special guest in the morning. The most visitors were on the Opening Ceremony day. On average, there are more visitors in the afternoon.

Key Achievements

Objectives

- Provide welcoming, informative environment where experienced Fellows and NextGen share knowledge face-to-face with Newcomers
- Guide Newcomers through the Meeting Week and ICANN constituency engagement
- Focus on Newcomers experience, yet welcome other participants to join and share their networking activities at the booth
- Connect Newcomers with ICANN staff, experienced ICANN fellows and the global stakeholders engagement team (GSE) to share experiences, learning activities and networking opportunities

ICANN Information Booth aims to provide a welcoming, informative environment where experienced Fellows and NextGen can focus on Newcomers engagement track. In this environment, volunteers can share their previous ICANN experiences and enjoy what ICANN newcomers engagement would look like? What ICANN does and doesn't do? Why is it important for new voices/all voices to be engaged? How "easy" but challenging and rewarding the volunteer experience can be?

ICANN fellows' coaches and NextGen signed the booth coverage sheet and also guided ICANN 58 Newcomers through the Meeting Week's sessions. They arranged networking opportunities so that the ICANN Meeting Week is more effective and fulfilling. The booth volunteering experience provided a positive and lasting impact on ICANN Newcomers first encounter with the ICANN world, thereby, encouraging the continuation of ICANN newcomers journey as an active ICANN Community Volunteers.

ICANN Information Booth at ICANN#58 is located right next to the Registration Desk. The location of the booth was also an opportunity to welcome not only Newcomers but also everyone who need to ask for information, direction, or to share their wonderful ICANN experiences at the booth.

Mission Statement

We want your Newcomer Journey to stand out from the Crowd!

Make ICANN58 Booth a Great Experience for all!

ICANN 58 booth Leads Hamza Ben Mehrez and Pitinan Kooarmornpatana were committed to work with all alumnus leaders to create a welcoming, informative and fun atmosphere at the booth. With the booth objective in mind, they focused on Newcomers experience and engagement by guiding them through ICANN constituency sessions, disseminating questionnaires, acronym games, providing information, making them used to ICANNese (ICANN jargons). At the same time, encouraging them to make friends, listen to the experiences of ICANN fellows and meet ICANN 'superstars' represented by ICANN staff, ICANN constituencies Chairs/Vice Chairs and the Global Stakeholders Engagements team (GSE).

Keys Success Factors

- Guidance from Fellowship Coordinator Team
- Early engagement with ICANNWiki, NextGen and Fellowship coaches
- Strong cooperation and support from Fellowship and NextGen Alumnus
- Feedbacks from Newcomers on their ICANN 58 Booth experience and engagement

With the continuous engagement prior to the meeting from the Coordinator Team, we had clear vision of what to do? Where to focus? And what is the objective of the booth? This led to dynamic, active, constructive and engaging activities. By the end of the meeting, we collected the survey from visitors at the booth. The records/questionnaires answers showed that the percentage of Newcomers who can answer what area of interest is as high as 94%.

Info by Numbers

ICANN 58 Booth Survey

ICANN 58 Booth Visitors were asked to response to 10 short questions as shown. There were 46 forms returned and summarize as follows:

ICANN58 Booth Survey

1. Number of times you attended ICANN Meetings
- ○ First Time
- ○ 1
- ○ 2
- ○ 3
- ○ 4 or more

2. Region you come from
- ○ Africa
- ○ Europe
- ○ North America
- ○ Latin America
- ○ Asia Pacific
- ○ Other: _____

3. Are you involved in any of ICANN structures" IF yes, in which
- ☐ No, I'm not involve in any
- ☐ NomCom
- ☐ GNSO
- ☐ At-large
- ☐ ccNSO
- ☐ SSAC
- ☐ RSSAC
- ☐ GAC
- ☐ Other:

4. How did you fund your participation
- ☐ Fellowship
- ☐ NextGen
- ☐ Self-Funded
- ☐ Employer
- ☐ Other: _____

5. Any other I* Organization you involve in?
- ☐ None
- ☐ ISOC Chapter
- ☐ IETF
- ☐ IGF
- ☐ Regional IGF
- ☐ National IGF
- ☐ Other:

6. Rate your ICANN58 Booth experience
- ☐ Exellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

7. What opportunities do you think ICANN meetings have to offer?
Your answer

8. What Challenges did you face during the ICANN Meeting?
Your answer

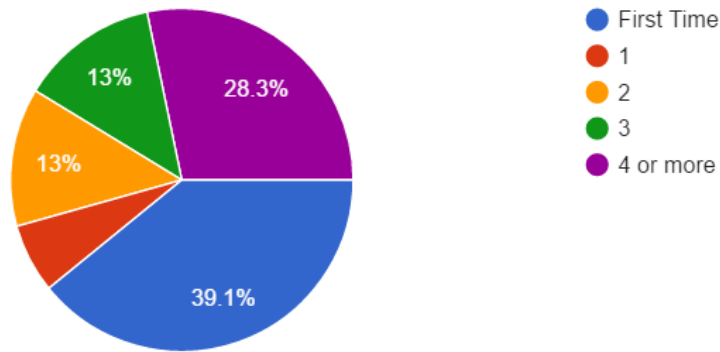**9. What expectations or assumptions did you have about ICANN before attending your first meeting?**
Your answer

10. Which topic interest you the most, and why?
Your answer

SUBMIT

Never submit passwords through Google Forms.

1. Number of times you attended ICANN Meetings (46 responses)

- First Time — 39.1%
- 1
- 2 — 13%
- 3 — 13%
- 4 or more — 28.3%

2. What is the Region you are coming from? (46 responses)

- Africa — 19.6%
- Europe — 32.6%
- North America
- Latin America — 13%
- Asia Pacific — 30.4%
- Other
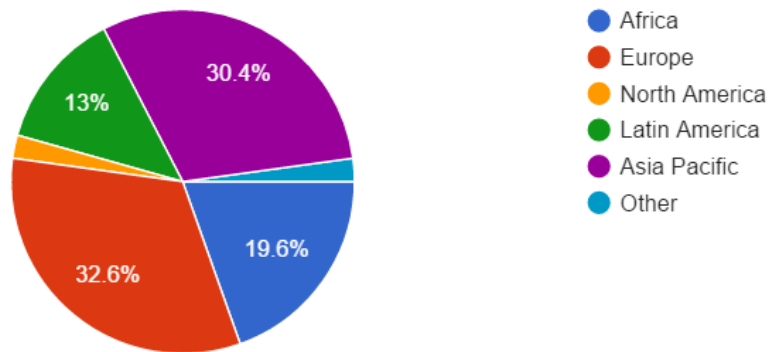
3. Are you involved in any of ICANN structures? If yes, which one? (46 responses)

- No, I'm not in... — 18 (39.1%)
- NomCom — 0 (0%)
- GNSO — 12 (26.1%)
- At-large — 8 (17.4%)
- ccNSO — 4 (8.7%)
- SSAC — 0 (0%)
- RSSAC — 0 (0%)
- GAC — 8 (17.4%)
- Other — 0 (0%)
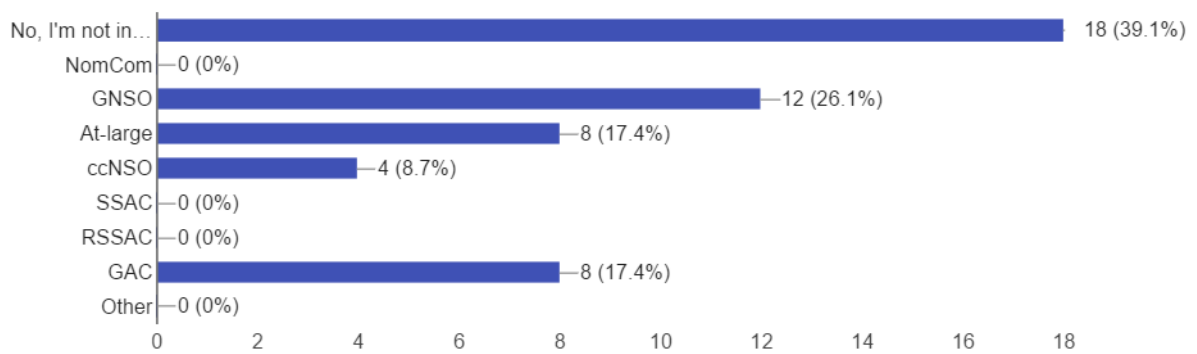
4. How did you fund your ICANN 58 participation (41 responses)

Fellowship	24 (58.5%)
NextGen	4 (9.8%)
Self-Funded	5 (12.2%)
Employer	10 (24.4%)
Other	3 (7.3%)
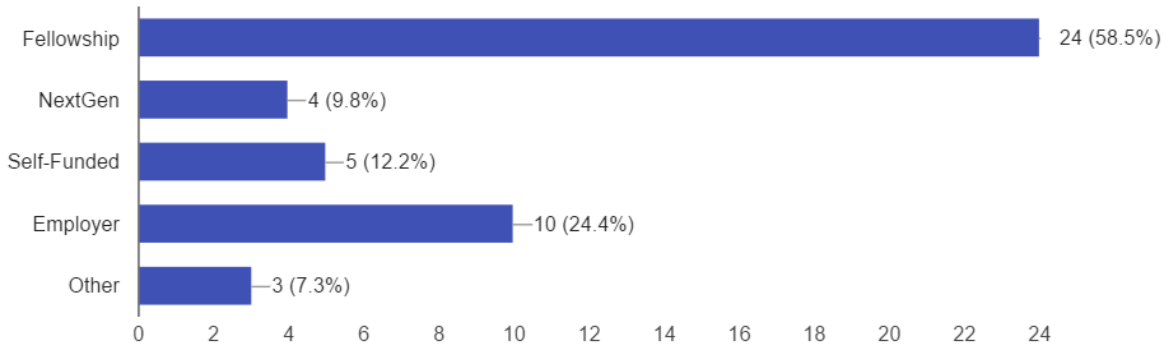
5. Are they any other Organization you are involved in? (41 responses)

None	23 (56.1%)
ISOC Chapter	15 (36.6%)
IETF	2 (4.9%)
IGF	10 (24.4%)
Regional IGF	8 (19.5%)
National IGF	1 (2.4%)
Other	8 (19.5%)
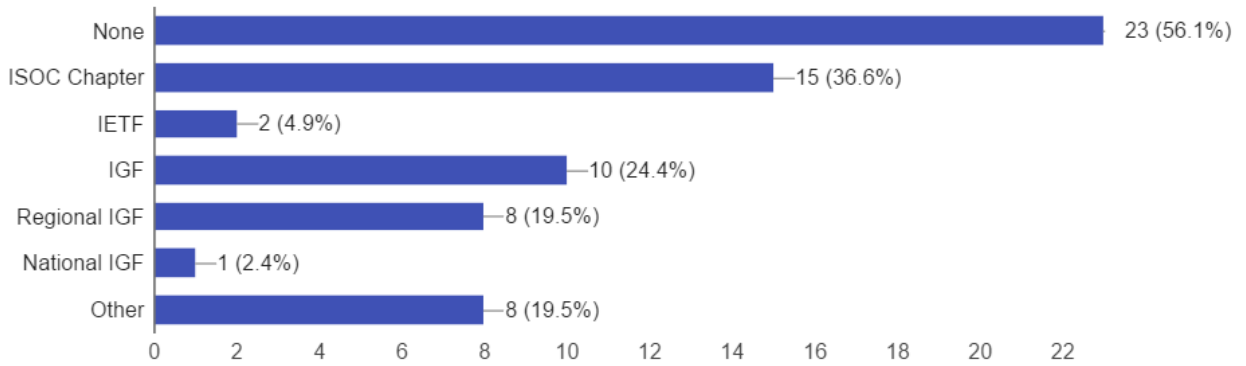
*6. Rate your ICANN58 Booth experience (45 responses)

Exellent	33 (73.3%)
Very Good	12 (26.7%)
Good	0 (0%)
Fair	0 (0%)
Poor	0 (0%)
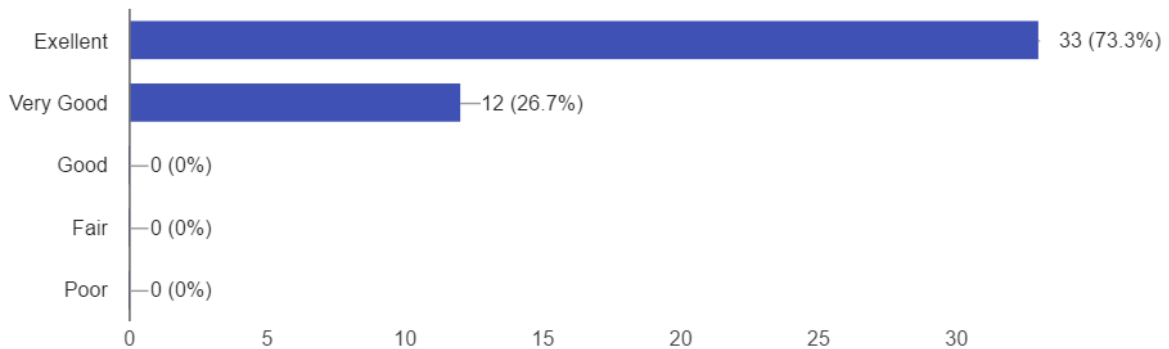
7. What newcomer's opportunities do you think ICANN meetings can offer? (38 responses)

#	Responses
1	Networking
2	Networking
3	Networking, Joint Activities
4	ICANN Is offering lots of things, I don't think something is missing in it.
5	Great experience and good knowledge of status and processing of ICANN work
6	A new policy and meeting with the other participants
7	Knowing what's going on to meet people
8	Meeting new people of other parts of the world with different ecosystem interest.
9	Meeting representatives from other countries - Vulgarization lobbying
10	Networking, new good practices, outreach
11	Networking and Knowledge about Policy and Development
12	An excellent opportunity to see how "The Internet" works and to meet and interact with all the stakeholders
13	Capacity Building, Networking. It's a space where inspiration can emerge from talking with people.
14	Networking between events may be hard sometimes, "only networking" session can be offered
15	Networking / More info and More links to other organization related to my work
16	Networking, Meeting people, making business conversations, learning about IG, contributing to something global
17	A better understanding of DNS + Internet Governance - Starting point for cooperation among representatives from stakeholders around the world that do familiar activities for IG, DNS , only safety , etc.
18	ICANN Should encourage people from under-served region with continuous technical support to the internet community by providing & introducing security technical e.g. DNSSEC
19	Understanding how Internet Community Organized
20	Networking to discuss about internet issues and the different constituency
21	I hope to learn about global discourses and value systems around the Internet
22	Networking with Internet Leaders
23	I'd like to learn from other counties about ccTLD
24	ICANN offer opportunities for every country to participate to make Internet better
25	Offer opportunities for every to raise their opinion equally
26	A lot
27	Education, Networking, Shaping a better Internet
28	ICANN Meetings offer a lot to the Internet Community in all aspects, legal, policy, technical, business. So , There is an opportunity to all Internet Stakeholders to have a chance in decision making ; from technical issue to policy making
29	Opportunities to engage and connect to people who might be doing just the job you need to complement your ideas.
30	Great opportunities to shape the policy around DNS and also to connect with others trying to get things done.
31	I want to know about all groups that collaborate in ICANN and take part of one of them. My major interest is cyber security
32	Networking Activities

#	Responses
33	To meet all groups of internet and work the possibility to learn from the others
34	Networking, Partnerships The knowledge on ccTLD , gTLDs, engagement
35	engaging works
36	Great networking events
37	Policy discussion
38	Networking / Learning / Making friends

8. What Challenges did you face during the ICANN Meeting? (38 responses)

#	Responses
1	None
2	None
3	None
4	None
5	None
6	Abbreviations :)
7	My main challenge is vegetarian food only.
8	Acronyms
9	It is difficult for me to understand the structure and final my field of interest
10	Trying to attend more meetings than the time I have
11	Find the ICANN58 from the hotel
12	Lack of sleep :)
13	Going through ICANNESE (ICANN Language)
14	First timer! trying to allocate inside the meeting is soft of scary at first.
15	The fellowship is awesome! Everyone is so welcoming which meant there was no challenges
16	Being overwhelmed with new information and acronyms
17	None
18	Following some of constituency groups discussion
19	Not much getting into a group
20	I was faced with a challenge of being engaged in a certain community and finding and way and time to participate
21	getting accustomed to the acronyms
22	So many sessions happening at the same time. So you need to be more focused.
23	GAC Engagement & Overlapping of agenda
24	To be able to meet as many people and learn about their experience regarding issues related to ICANN activities
25	I don't know where to start. Not true actually, I'm waiting for the newcomers session to return from lunch
26	Time Pressure
27	So far, so good
28	ICANN have a lot of content that can take time to digest
29	Too many interesting events held at the same time.
30	Session overlap i.e. PPSAI IRT and NGRDS were on at the same time
31	Conflicts - always relevant sessions clashing
32	none, so far
33	Facing the acronyms

#	Responses
34	Session pre-info / History or background
35	The main challenge is to attend as much meetings as ICANN (There are many interesting meetings to attend)
36	too much at once
37	complicated structure
38	Coordinating participation in various meetings

9. What expectations or assumptions did you have about ICANN before attending your first meeting?

(38 responses)

#	Response
1	Too technical
2	Too technical
3	I supposed it is too big, but small steps will impose the issue.
4	ICANN is too big, you may say, beyond my imagination.
5	I thought it was governmental entitled
6	a new knowledge
7	Too specific
8	Too technical meetings
9	Too big / Too 'Law'
10	to technical without space for people advocating for HR
11	Looking forward to meet people from all over the world.
12	Too Big!
13	Massive!
14	I used to think it was too technical
15	It is similar to what I assumed
16	too technical, cause I was just thinking about DNS operation
17	Too technical but I survived via research.
18	I was expecting it to be too technical but it wasn't and I could find a common ground to cope with
19	I was expecting & confusing it with APNIC but when I attended for the first time, I found out it ASO is only of the SO in ICANN. It's Huge
20	Few information on GAC
21	Too big, Too many topics to learn in a short period
22	I'm assuming to remain overwhelmed but that's fine :) I'm here to learn and out of curiosity
23	Too Technical
24	I have expected about technical , however when I participate, it have many things about policy development
25	None
26	As expected
27	It is diverse and this is what I found.
28	Too complicated structure
29	ICANNESE
30	The highest expectations in terms of engagement, networking and exchanging of experiences
31	I thought it was more technical and did not expect as much policy
32	I think it will be very interesting, I like technical stuff
33	Too big, but that it's special structure!
34	The Best!
35	Foggy, I didn't know how it works how the multi-stakeholder model works, how people engage and

#	Response
	work, how to make your perspectives heard and speak about your local and regional interest
36	Thought it was going to be technical, but I was shocked it detail more on policy
37	Too big, Too Technical
38	I was looking forward to experiencing the multi-stakeholder in action

10. Which topic interest you the most, and why? (40 responses)

#	Response
1	GAC, because we are under represented
2	Public Forum, and Root Server and DNSSEC Sessions
3	Policy, by laws, express of the information
4	IP Law & Cyber Law
5	Technical issue as I don't understand them as good as I need to.
6	End user rights
7	Technical & End Users
8	Privacy & Data Protection
9	Intellectual Property issues regarding Domain Names, because it is part of my everyday work.
10	Internet Governance
11	End user engagement. There needs to be more effort to ensure younger generation know the internet doesn't "Just Work" and participate in maintaining and open + free internet.
12	diversity, human rights and political regulation of the internet because I am a social advocate and I have studies International Relations
13	I'm more interested in the community's work, as it is puzzling me. But I started to understand it.
14	Root Server Operation, related for my technical tasks. - Business Constituency, I recently start my business and I want to learn about other non-technical of Domain Names.
15	Grooming young persons to make change count.
16	Communication, outreach, reaching to the newcomers
17	Data Protection, End-User , Child and Young People.
18	GAC, ccNSO , DNSSEC
19	IANA Transition, DNSSEC, IDN
20	GAC and ccTLD issues because I work for Government
21	ICANN Itself, and wellbeing of the Internet and human condition and prosperous future for all :)
22	Policy Development - Because I want to be involved in my country's policy regulatory matter.
23	IDN program, because this program can provide the countries to use their own language in the Domain Name
24	PSWG because it focuses on safely of the public
25	Bushiness Constituency, I am a member.
26	IDN + CJK Issue , I'm currently involved in this issue
27	Cyber Security because I'm on the GAC - Capacity Building because I believe internet access provides incredible opportunities to help bridge the global divide between the rich and the poor
28	Policy making, because this is in my opinion what shapes the way forward.
29	ISPs, Security, Since I'm engineer
30	Subsequent Procedures.
31	Jurisdictional Issue, Accountability, Dispute resolution.
32	Subsequent Procedures of new gTLDs, because it is important that we take care when adding more domain names into root zone.
33	Security, NCUC
34	Dispute Resolutions (I'm a lawyer)
35	ccNSP since I'm a ccTLD manager

#	Response
36	WHOIS & Security because I work about cybercrime
37	Next Gen RDS WG
38	IANA Transition
39	Internet Governance, It's important for the whole internet industry
40	Internet governance , Human Rights, Cyber Security, all because I work in academia

Top Questions at the booth

This section list all the question that were asked at the booth which could be benefit for preparation in the future meeting:

From ICANN 58 Newcomers!

- **Question:** How do I get started in my ICANN newcomer experience?
- **Questions:** I want to organize a meeting at the booth with ICANN constituency chair, How can I do that? Where can I find him/her?
- **Guided Answer:** Ask for newcomer's backgrounds, interests and direct him/her to related session or provide brochure of related constituency and encourage them to stay active.

From ICANN 58 Constituencies!

- **Question:** Where can the Global Stakeholders Engagement team (GSE) put their materials (brochures, booklets, flyers)?
- **Question:** How to manage joint schedule, where can (GSE) have a session at the booth?
- **Questions:** We are looking to engage more newcomers in our constituencies, how can we coordinate with you?

From ICANN 58 General Participants!

- **Question:** Housekeeping stuffs e.g. where is the toilet? Where is the room xxx? When is the open-close time?
- **Question:** How to setup Wi-Fi?
- **Question:** Transportation in the city and from to ICANN meeting venue?
- **Question:** Do you have ICANN 58 schedule in paper?

Activities

Acronym Games

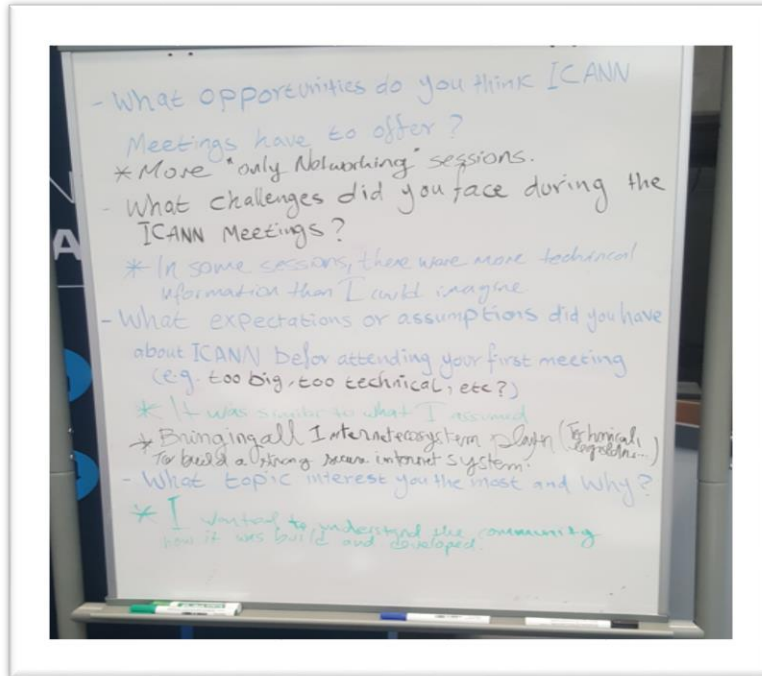We give away 120 flash drives, sticks anti-stress balls for the winners of Acronym Games!
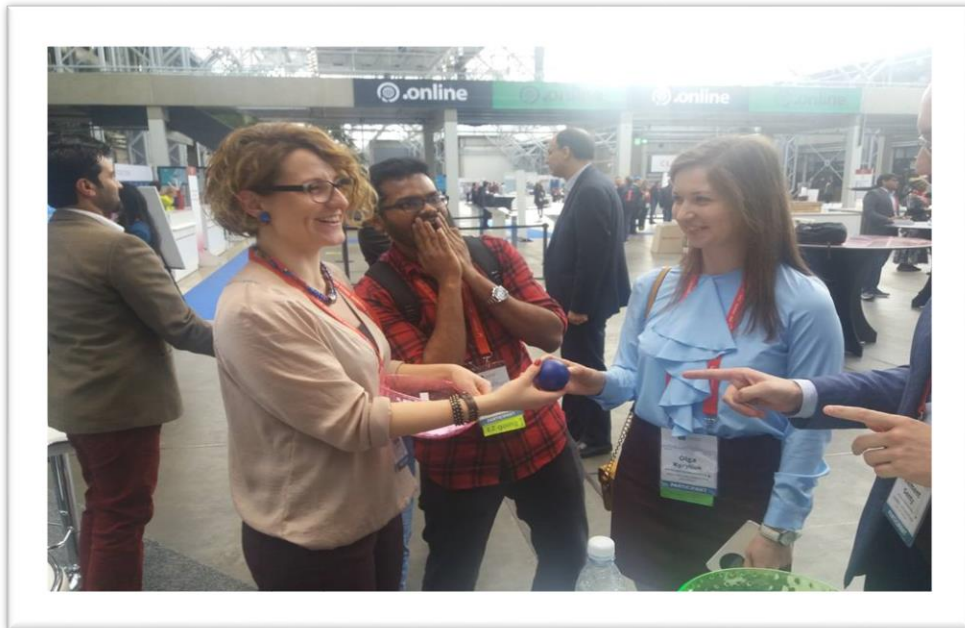
Where are you coming from Map

Newcomers were invited to pin their location on the map to see the distribution across the globe!
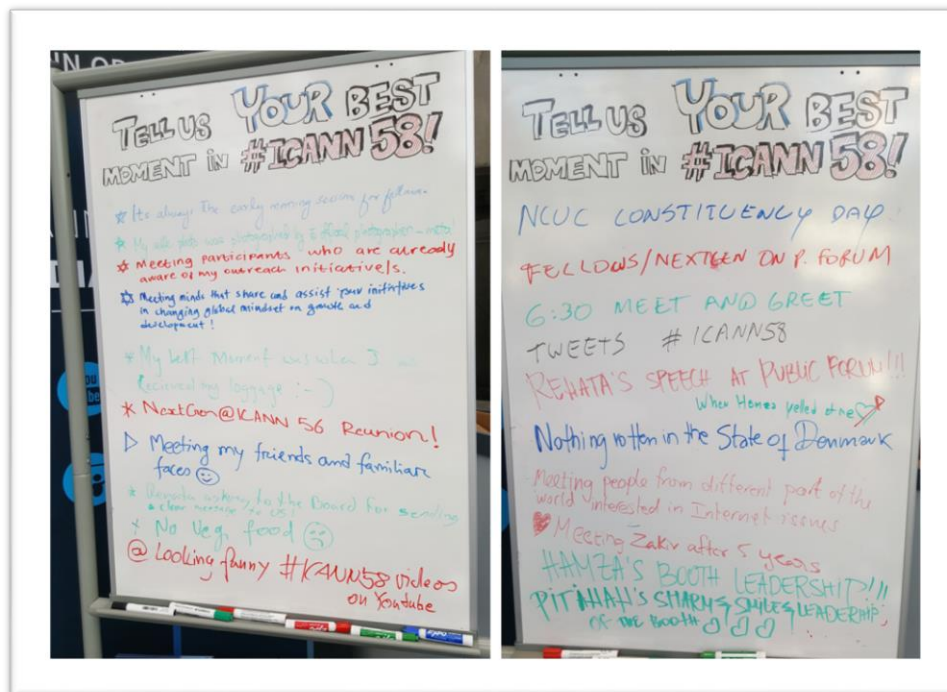
Active Boards

Monday: Question for Newcomers on the board for ICANN 58 feedbacks, opportunities and challenges!

Tuesday: Tell us more about your best moment, feelings and souvenirs at # ICANN 58!

Wednesday: Draw something about your # ICANN 58 experience!

Most Engagement

Thursday morning: Use keyholes to capture the most active Coaches and Newcomers in ICANN 58!

From left to right the Winners of #ICANN 58 social media engagement contest
Tau Ceti, Ann Vula Gill and Zakir Sayed celebrating with Mr Goran Marby ICANN CEO

Special Thanks

Siranush Verdanya, ICANN Fellowship Coordinator

The best women leaders we knew have circular vision that enabled us to be well-rounded at the ICANN 58 booth leadership. Siranush is the best example of a leader who can easily switch gears to give you her perspective on how to work more efficiently with passion, commitment and energy. She has been and continues to be an inspirational leader who sees the ICANN world through a lens of opportunity. She helped us search and find those opportunities previously unseen.

Janice Douma Lange, DPRD Fellowship and Newcomer Engagement Manager

Like many who grow up with upbringing, we were surrounded by strong-willed, hardworking and purpose-driven person. It is through her leadership that the traditions, values and legacy of the ICANN fellowship family have been upheld. With her natural leadership skills, she seamlessly kept us all in check while running her duties and supporting her trusted leaders. Mana J taught us that a woman's instincts and emotional intelligence can be off the chart. She seamlessly manages crisis and change and is turnaround ICANN newcomers sensing and neutralizing any signs of heavy challenges well before it invades our path. It is because of women like her that we were well-organized, full of love, spiritually aligned and well-balanced.

Deborah Escalera, Next Generation Program Manager

Our first professional tasks with Deborah showed us how much investment is needed to become knowledge seekers. She gave us a safe platform to express ourselves and to ask questions when needed. She was also more inspired to adopt new ideas and ideals. Our experience with the NexGen has taught us that when you create encouraging environment to collaborate, then the collaboration come fiction-freed, and it is the key for nurturing ICANN multi-stakeholder culture.

Dustin & Jackie, ICANN Wiki

Dustin and Jackie were two exceptional professionals who were passionate and motivated, that made us realize how hard working good organizing can lead to validation for ICANN Wiki and ICANN booth identity that matters and a voice that is heard. They have earned our respect. We truly believe they can influence their own advancement by serving others. Dustin and Jackie were both looking for more engagement, respect more than recognition. We learned from them that the most successful leaders don't seek to become the star of the show but they have enabled us to create a great show. They influenced our booth engagement ability with positive outcomes with maximum impact.

Walid & Amrita, ICANN Alumni

When confronted with ICANN 58 booth challenges, we remembered our fantastic Alumni's Walid and Amrita booth recommendations, wonderful guidance and social media skills. They let us look for the opportunity within to see the glass as half-full rather than half-empty. Amrita and Walid have encouraged us to push the boundaries and, when faced with adverse circumstances. We learned all what we can from their previous ICANN Booth experience. Their trust, faith and experience helped us succeed in our mission. Thank you for everything you did for us!

"Thanks a million for guiding us and together make our
ICANN 58 the best booth experience ever for our newcomer leaders"

Appendix

Notes and Suggestions

- ICANN information booth needs a structure in the form a board/management to run the future activities for upcoming fellowship program.
- A Literature rack is needed in various sizes to make space tidy and get efficient provision of info for every constituency.
- A more efficient coordination with the Global Stakeholders Engagement (GSE) team on 'when' and 'how' to choose appropriate slot for the (GSE) for their networking activity prior to the ICANN booth onsite set up.
- Rolls ups, flyers, flipcharts and any other materials that do not reflects ICANN constituencies content or ICANN related topics/themes are not permitted to be inside the booth(Keep an eye)!
- Ask for better level ground & access to a sustainable Internet connection for the online promotion of the Booth activities via videos, twitter, Facebook highlights & the booth can be set up quickly & should be best kept undercover.
- Diversify the activities and games at the booth, newcomers like to be entertained but do not let people eat at the booth and leave their stuff. Use highlighted messages and address rule of contact before setting up your booth.
- Use a diplomatic attitude with stranger/ guests who might step into the booth but do not let people grab any materials at the booth (flash disks, ICANN anti-stress ball, stickers, flyers…)
- Make sure NextGen, ICANN fellows and Coaches Sign up for a slot, but maximum at 3 volunteers at a time. Make sure they rotate and cover the booth the whole time, at least one of the booth leads, if the other attending a session.
- Use creative games, surveys, let the newcomers, meet new faces and share your great experiences that are really awesome and leave the space for people to network, run activities at the booth and to express themselves.
- Try to use and disseminate questionnaire, acronym names, meet ICANN superstar activities. Use a map to locate where your newcomers are coming from. This will help create a dynamic in the booth and engage more newcomers to facilitate their understanding of ICANN remit/mission.
- Do not forget to divide tasks and to devote time for you and continue your ICANN constituency engagement by dedicating time to go to ICANN constituency sessions or different working groups.
- Start planning your schedule during that busy week to make sure you don't miss the session of your interest and also manage to enjoy social events and the city.
- Do not forget to pose, press a button, stretch & let the camera do the rest message from your guests and never forget that the Booth experience is the ultimate ice breaker & guaranteed fun for all ages.

- Let newcomers talk about your event & booth and how much fun it was for years to come and use extensively social media and twitter to highlight your activities at the booth.
- Use Keyhole: Hashtag Tracking for Twitter, Instagram and Facebook and http://www.mecodem.eu/mecodify/ to track social media newcomers engagement then provide them with prices (ICANN crystal ball) for the recognition of their efforts and engagement at the booth, ICANN constituency structure, public forums and different WG.
- Last but not least, work with a spirit of collaboration not competition and never be afraid to say I don't know. Ask your colleagues, fellowship coordinators and experienced fellows if you can't provide information for newcomers.

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"Once a Fellow, Always a Fellow"
Welcome to the Family

For more information about ICANN and the Fellowship Program
Please visit www.icann.org