
MARIO ALEMAN: Okay. Thank you very much, Sarah. We will start the call right now. Good morning, good afternoon, and good evening, everyone. Welcome to the AFRALO Activities at ICANN59 Promotional Items Call on Monday, 15 May, 2017, at 18:00.

On the call, we have today on the English call, Tijani Ben Jemaa, Sarah Kiden, Daniel Nanghaka, Beran Dondoh, Michel Tchongang. On the French channel, we do have Baudouin Schombe. We have no apologies from –

TIJANI BEN JEMAA: Mario, I don't hear you anymore.

HEIDI ULLRICH: Tijani, do you hear me? Yeah. I think there's a –

TIJANI BEN JEMAA: I hear you.

HEIDI ULLRICH: Yeah. I think we're hearing some double echo from Mario. Let me see if we can see if we sort this out. Just a moment. Apologies for the inconvenience.

TIJANI BEN JEMAA: No problem.

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.

MARIO ALEMAN: Hello, this is Mario. I'll be managing today's call. We're now [inaudible].

TIJANI BEN JEMAA: Mario, there is a problem.

HEIDI ULLRICH: Yeah, yeah. Tijani, we're aware of it. We're working with it. We're disconnecting him and then he's going to come on again but we do know that there's an echo continuing for some reason. Yeah, so apologies.

TIJANI BEN JEMAA: For me, it's not an echo, it's Mario voice coming and then disappearing.

HEIDI ULLRICH: Yes. Correct. Yeah. Well actually, it's recording. For some reason, that's him, his voice being repeated, the same sentence being repeated, so yeah, we're just trying to solve this. So again, apologies for the inconvenience.

TIJANI BEN JEMAA: This is exactly what we had last call. Seun has a statement that he says and repeated several times as if it was recorded and replayed.

HEIDI ULLRICH: Yeah. It's a very good point. So I'm going to let –

MARIO ALEMAN: Hi, everyone.

HEIDI ULLRICH: Yeah. Okay, Mario. There you are.

MARIO ALEMAN: Yes. Thank you and very sorry for the inconvenience. There were two lines that [inaudible] from Adigo. So my apologies. I will start the call right now and keep in mind I can do the roll call again or we can start the call now.

TIJANI BEN JEMAA: Hello?

SARAH KIDEN: Yes, you can start the call.

MARIO ALEMAN: Okay. So good morning, good afternoon, and good evening, everyone. Welcome to the AFRALO Activities at ICANN 59 Promotional Items Call on Monday, 15 May, 2017, at 18:00.

On the call, we have today on the English call, Tijani Ben Jemaa, Sarah Kiden, Daniel Nanghaka, Beran Dondeh, Michel Tchonang. On the

French channel, we have Baudouin Schombe. And we have no apologies from any participant.

On the Staff we have Heidi Ullrich, Silvia Vivanco, and Mario Aleman – myself – who’s managing the call.

On the interpreters, we have Claire and Jacques.

I’d also like to remind that all participants to please state your name before speaking from transcription purposes and for our translators.

With this, I’ll turn it back over to you, Sarah, to please begin the call.

SARAH KIDEN:

Thank you, Mario, and thank you, everyone, for joining us for this call. [inaudible] actually joined us at [inaudible]. I think this is going to be a very short call if we discuss everything on time. The last week [inaudible] we sort of failed to agree on the promotional items for AFRALO activities at ICANN 59, so we just wanted to have a call to actually agree on [inaudible] and the quantities and preparation for the meeting.

So, I think I’m going to request Heidi to give an update of what we have been able to do so far, then we’ll carry the discussion from there.

HEIDI ULLRICH:

We have Bob on the line, so I’m wondering if we could get Bob to have an update on where we are with getting the buttons and the USB drives for both the AIS as well as the Africa AFRALO GA at ICANN59. Bob?

BOB OCHIENG: Hi, everyone. Not sure if you can all hear me.

TIJANI BEN JEMAA: We hear you.

BOB OCHIENG: Thanks, Tijani. So, I'll be brief and I'll try to just update the team on the status on the ground. Of course, out of the requests for the different flyers that AFRALO needs, I think in terms of the flyers themselves, we are still waiting for the translated versions before we can send them for printing. But printing takes four-day turnaround, so if we could get the translation by end of this week, then we are still okay to have them print it in time for AIS, before AIS starts. So, I hope that the translations can actually be received this week. Then I will go ahead and print.

I am sure I'll get in touch and including with quantities required. On the pins on the U.S. flash disks, USB flash disks, one we already confirmed that there's, the flash disks are ready. I just got a quotation today in the afternoon. I'm waiting for a quotation for the pins tomorrow. We should still be able to get this if we have confirmation on the quantities and the availability of the budget, then we should turn around within next week.

I only wanted to raise maybe a point on the budget for the flyers as a whole. I know there's an approval by Pierre to the tune of \$2,000 for the same, but the budget is going to go well beyond that, so just quoting that once I share the final quotation with you, then then the

budget is available. But roughly, you're looking at around 10,000. If we do 500 [inaudible] and 500 pins, that's the bulk of the budget.

HEIDI ULLRICH: Okay. May I ask some questions?

UNIDENTIFIED FEMALE: Yes.

HEIDI ULLRICH: So, I think we, for the... There seems to be a pretty major echo. Let's try again. Okay. That seems to be better.

So, for the flyers, it's my understanding and, perhaps, Silvia can confirm, that that cost for the brochures is going to be covered by ICANN Communications, so it's not within the 2,000 or the budget that was approved for the promotional items.

In terms of the quantity, I think we've established that. I'm just looking for the numbers that we've sent, and then Bob, just a little bit of clarity. On the flash drive, did you say that they are ready? And if so, just confirming how many you have and whether they do, just confirming that they do have the At-Large or the AFRALO logo on those flash drives. Thank you very much.

BOB OCHIENG: And so, thank you. So, I can confirm that the flash drives are available. The supplier has them in stock. There is quite a quantity. Of course, the

e-mail that I see was for 500 and the supplier confirmed that he has 500 in stock. Once we approve and give them the go ahead, then they fix the logos. So, they're just the flash disks but they're yet to go for production to put in the logos. This awaits confirmation on the budget from your end.

HEIDI ULLRICH:

So, Bob, just confirming. You say that there are 500 flash drives ready but there's no logo on them yet. Is there going to be a sticker placed on them or how is... I'm not sure what that means. If you could just clarify that, please.

BOB OCHIENG:

So, remember. Normally, you have the flash drives and then the printer sends you a design on how you want them to be produced, whether you got the different ship, for example, time you could prefer that the ones that look like cards, like credit cards or the normal USBs. So, he sent two samples, but he says here enough in stock, will enough to choose on the design that we want. Then he will affix the logo. So, it's done through laser, so they're available. What he needs to do is to put in the logos once we have approved that this is the design that we want, so we have them in stock but they have not yet been branded with the logos.

HEIDI ULLRICH:

Okay. Bob, thank you for that. So, I'm looking through the most recent e-mails where we talked about numbers, and I'm going to put into the chat what we agreed. So, you'll see that we said for USBs, 100, and we

said that four gigabytes is going to be okay, and then we said that could you please source 200 in total rather than 500. So, we could 100 for the AIS and 100 for the GA. So, again, I'm just wondering if can you reduce the number to 200 in total? And that will obviously reduce the budget quite a bit, too.

BOB OCHIENG:

I think the last e-mail I had was actually talking of 500, but yes. So, we, at this point, we can actually reduce the numbers to whatever number that we want. The only [thing] that I see that we have is that they have them in stock. We just need to agree on the final number, so I think the last [inaudible] I had 500, but other than... I haven't committed on anything yet, yes.

HEIDI ULLRICH:

Okay. Good to know. So, just going through the numbers, it looks like we need for total, we need 200 USBs, 100 for the AIS, 100 for the GA. We need buttons. Let's see, it looks like we need 500 total for the buttons and that's 250 for the AIS, and 250 for the GA buttons. And then we have the candy we'll need, then that's where the activities that we'll do and I think we can do that ourselves. I think that's easy.

And then Silvia, I think we said for the brochures, we said 500. Silvia, I'm going to hand that over to you for the numbers of that.

SILVIA VIVANCO:

Yes, Heidi. About the flyers, what I understood from Bob is that the larger the amount, the cheaper the price. And also based on previous

GAs and activities in all the RALOs, usually we ask for about 500 per language. So, if we get this inflation for Arabic for French, we will have 500 for each language and we are aware that not all of them are actually distributed at the event. However, members can take them home and in other RALOs, they have done so. The Chair, the Secretariat, and other members we can distribute among the ALSes present in Johannesburg and they can take them home to do some outreach in their home countries. So, that's why I think it's convenient to do 500 per language.

And Bob, if you can confirm that the larger the amount, the cheaper price. I think that will be great.

BOB OCHIENG:

You are correct. Actually, the only item that I think that are significantly different in cost is just the flash drives and the pins. The flyers are fine. The larger the number, the better.

SILVIA VIVANCO:

Okay, great. Thank you very much. And I will ask Tijani, Aziz, and Sarah to help us distribute among all and every participant so they can take them, some of them home and actually that's a very good practice because there are many activities in the region and so they can use them. Thank you.

SARAH KIDEN:

Okay. Thank you, Heidi, Silvia, and Bob. Tijani has his hand up. So Tijani, you have the floor. Tijani?

TIJANI BEN JEMAA: Do you hear me? Do you hear me?

SARAH KIDEN: Yes.

TIJANI BEN JEMAA: You hear me. Okay. So, I said that I am a little bit concerned about this issue of translation because I thought we had the flyer in two languages, so I think that the text is there. We don't need any translation. We'll not need translation anymore. But if there is something, please send me. I'd like to know. As Heidi said, the flyer is not under the budget of the [GNSO] so don't count it, Bob, please. Don't count it inside the budget of Pierre. Other thing.

Concerning the flash disk, yes, I agree with Heidi 100 for each event it will be okay. Bob is proposing two designs. One, which is a credit card and the second is a normal USB. And I don't know. I think that this group has to decide on that. I don't have any preference but I think that if we want a beautiful logo, perhaps the credit card will be better 200, but it is not, I don't feel strongly for any choice, anyone.

Now, back to the buttons, 500 will be okay. And so half for the Summit and half for the Johannesburg. The logo shouldn't be very large, as I said, as Heidi said, also, in her e-mail. It should be \$1, one euro size, or even less. Something that you can hold on your jacket, not a big one like the one we had sometimes in our meetings that you can barely put it on your badge, but not elsewhere.

I think that's all, Sarah. We spoke about the shirt. Shall we go to the t-shirt or it is not, it is now not considered anymore?

SARAH KIDEN: The first thing I want to discuss [inaudible]... I have an echo now. Okay. Let me try again.

2000 for both AIS and the ICANN meeting, the General Assembly is [inaudible] the proposal [inaudible] and now I don't know if the money is enough so maybe Bob can [inaudible].

BOB OCHIENG: So, I think we only have 2,000, so... I also have an echo. But it will actually be you seem to tell us what to allocate it to, so to answer you, I think we only have up to end of June. That is what has been our budget, but we could assign to any of your ICANNs that you will certify.

SARAH KIDEN: Thank you [inaudible] Tijani [inaudible].

TIJANI BEN JEMAA: That's okay. Thank you. Bob, don't think about that, the 2,000. We will not use them all. We will use only what is needed to be used. Thank you. So, Sarah, go ahead.

SARAH KIDEN: Okay, Heidi [inaudible].

HEIDI ULLRICH: Yeah. So, one other item, Bob, that they will need and, hopefully, you can purchase one for use at the AIS and then bring it with you to [inaudible] is an orange that we can use for AFRALO. Is that possible? Just an orange table cover for the table, outreach table?

BOB OCHIENG: Yeah. I was just typing on the chat but that is very possible. Even if you need the logo and the cover itself, we can do that.

HEIDI ULLRICH: Probably not. I mean, it's up to you, it's up to this group. I am aware, actually, that for in Johannesburg, there will likely be an ICANN booth that AFRALO will be sharing with other ACs and SOs, so I don't know if you need an AFRALO logo for that but it's up to this group if they need it for the AIS.

SARAH KIDEN: I think it will be nice to have a logo and Tijani wanted to say something. Tijani?

TIJANI BEN JEMAA: Yes. Yes, thank you, Sarah. Yes, I prefer that we have the logo on it.

SARAH KIDEN: Okay, thank you. So [inaudible]. And Heidi, you still have your hand raised. Would you like to say something?

HEIDI ULLRICH: It's an old hand. No. Sorry. Old hand.

SARAH KIDEN: Okay. So, at this point I think we've agreed on the USB [inaudible] button, we should remove one of them from our [inaudible] and then we, the business cards and flyers, [inaudible]. For the other items, we have talked about t-shirts and pins. That is now the [funds] until we know how much [inaudible] pricing [inaudible] then see if we can fund it or just remove it from there. Remove the item altogether. What do you think?

Aziz would like to say something. Aziz, you have the floor.

AZIZ HILALI: Thank you very much. Can you hear me?

SARAH KIDEN: Yes.

AZIZ HILALI: Okay. I just wanted to stress on the t-shirt that was proposed if there is a possibility to have t-shirts of all the ALSes will wear it on the AG day, on the General Assembly day. I have seen in the stand in Copenhagen,

in the ICANN stand, the ICANN booth in Copenhagen, I've seen something I don't know if you have spoken about that.

It's a logo that you can put on your mobile phone. It was very well appreciated. It was given in Copenhagen and it was very well appreciated. Can we do something like that? Thank you.

SARAH KIDEN:

Thank you, Aziz. I think that that was for [inaudible]. Let's get Michel the [inaudible] and then we'll [get] answers to that. Michel, you have the floor.

MICHEL TCHONANG:

Hi, everybody. Hello, everybody. I just wanted to say that I agree with Aziz for the t-shirts. It's a good idea. We have stressed on that because it is very easy to be seen when the event is finished, so the t-shirt is a good idea. It's easy to be seen and our idea about communication is to be seen.

The second proposal of Aziz is a good idea, also, because more and more we see that the word is functioning with a mobile phone, so I think that this is a good tool because it's very easy to be seen, so it's important for us to have that.

It may be difficult about the budget but we can analyze the opportunity we have to make these objects in the country itself so we can reduce the cost. We can ask South Africa, the host country, to try to compare different prices so we can take a decision. We are at the digital era. We can send the design in a digital way and we will have a good result. It

doesn't matter where it is printed. It can be printed in South Africa and France or in the United States.

SARAH KIDEN: Thank you, Michel. Tijani wants to respond to that. Tijani, you have the floor.

TIJANI BEN JEMAA: Thank you very much, Sarah. I wanted to say that I agree with t-shirts proposal. We will need only 50 t-shirts, so we will ask the ALSes what they need for T-shirts and we will write AFRALO on it. So I think it won't be very expensive and about the other proposal you made, if it's not so expensive, it's okay, but if it's expensive, I think it's a problem. We won't use the money we have for that. We can use it for a better use. But if it's not so expensive, if it's cheap, okay, no problem.

SARAH KIDEN: Thank you, Tijani. Heidi, I don't know if you had the... because Tijani sent you [inaudible] t-shirt, so [inaudible].

HEIDI ULLRICH: Yeah, so yeah. We are absolutely at the top of the budget. I mean, I just don't think that it would be good use of money to get t-shirts like that. Everybody's going to be getting ICANN t-shirts already. We could ask people to wear something orange that day of the GA. I mean, that, a lot of the other RALOs do that. You've seen that at the showcase. So, that's probably a better use of money is to do that.

SARAH KIDEN: Okay. Thank you, Heidi. So, I think for now, we just [inaudible] Tijani wants to respond. Tijani, you have the floor.

TIJANI BEN JEMAA: Okay. May I speak?

UNIDENTIFIED FEMALE: Yes, Tijani. Go ahead.

TIJANI BEN JEMAA: Okay. Thank you very much, Heidi. I understand the budget concerns, but how much a t-shirt is because we need [inaudible]. That's right.

BOB OCHIENG: Yes. I can get an echo. Okay, I think it's better now.

So, normally, again, with t-shirts, as well, if there are few, they are more expensive to print. If there are more, you actually get it cheaper. So 50 would actually attract a [bid] but what I can do is to share a quotation tomorrow because I didn't ask for this yet. It was not asked in the previous communication, but I can get that quotation tomorrow because we did print t-shirts last year during our [office] launch, so it's a quotation that I'm able to get tomorrow, then that decision could be made.

But I know t-shirts will also be a significant cost. If I refer maybe to what we spent, then maybe I can give you an idea if you get me maybe in five minutes, I can just check what I spent for the ICANN t-shirts we did in Nairobi last year because this is the same printer.

SARAH KIDEN: Thank you, Bob. I think we'll give you a few minutes and then we can decide. In the meantime, Tijani can make his comments.

TIJANI BEN JEMAA: Same color and the orange color, and you ask for the price of those t-shirts. You will not manufacture them for us. You will take them from the market, so it must be cheaper, and after that, you ask for the price of printing something on it. That's all. So, I think it is something that we can do, but try to find the right price and then we can speak about it. Thank you.

SARAH KIDEN: Thank you for the comments. I don't know if anyone has comments or questions. No? So, maybe you can just [hang on] for Bob.

BOB OCHIENG: Yeah, I'm just getting the quotes. [Briefly] what I used last time. Meanwhile, maybe finally the other thing that I could then ask is if I could get a final lead from Heidi on the items and their quantities, and probably a project ID possible, then I'll use that as a final list of the items to produce, including the flyers.

The other issue is on the design. If I told you I'm going to do t-shirts, then normally what the printer does is, of course, the t-shirts are printed in [inaudible]. But they share sample designs, then we give them a go ahead, depending on how you want the logo to appear, where you want it to appear, what appear in front, what appear at the back.

So, normally, there are a number of designs that they consider then they're sent back to us to choose before they actually take them for printing.

SARAH KIDEN: Yes, Tijani, you have the floor.

TIJANI BEN JEMAA: Thank you very much, Sarah. Bob, I think that we need AFRALO on the back and the logo of AFRALO... No, the logo of At-Large and AFRALO written on the bottom of the logo. On the heart means on the front face, on the front side, and on the top, and the left. I think this is something that can work. Thank you.

BOB OCHIENG: Okay, so great. So, I just got the quotation that I used last time. That was May last year when we did the office launch. So, we have two variations of t-shirts. We have polo t-shirts, polo shirts, and t-shirts. T-shirts are the round necks. The polo shirts are the ones with button. And we actually did 50 pieces for the polo shirt. Each was around \$8 (USD).

For the t-shirts, we did 100 pieces. Each was \$5 (USD). But I'm giving you an idea. Maybe if that [inaudible] it could be maybe plus or minus one, so that gives you an idea on what would cost us per piece.

SARAH KIDEN:

Thank you, Bob. I see Heidi typing. Heidi says, "Bob, I have a question. It would be good to see our quotation to let me know where we stand in terms of finances, so that we'd maybe get everything." Heidi is saying, for those who are not on Adobe Connect, that Amazon has plain orange t-shirts for about \$300. I don't know how many t-shirts that would be, but okay. Okay. That's the \$300 for 50 t-shirts.

So maybe what I'll suggest is get a quotation, then we'll see if within the budget if we can get it together with the USBs and the pins, then it's fine. If we cannot, then we'll just have to remove something from the budget. Unless anyone has a suggestion or another comment about this, I think...

Okay, Tijani, you have the floor. Tijani? Yes.

TIJANI BEN JEMAA:

Do you hear me? Do you hear me?

SARAH KIDEN:

Yes, we do.

TIJANI BEN JEMAA: Okay. I agree. I think that it is what Bob just said and what Heidi just said is something, which is reasonable 400 would be good. It's not too expensive and I think it is a good thing to have a polo t-shirt for all the ALSes with AFRALO on the back and the logo on the front. This is something that is not too expensive but that has a lot of impact. Thank you.

SARAH KIDEN: I think for me, I don't have any more comments. If someone else has any questions, then you can raise now. Otherwise, I think we'll have, we are finished our call. Does anyone have questions? [inaudible] for the floor.

UNIDENTIFIED FEMALE: Bauduoin is asking for the floor, Sarah.

SARAH KIDEN: Okay, so we have Bauduoin, and Daniel. Bauduoin, Daniel, then Heidi. Bauduoin, you have the floor.

INTERPRETER: Sarah, can I give the floor to Bauduoin?

SARAH KIDEN: Yes, please.

BAUDOUIN SCHOMBE: Okay. I think it's a good idea for the t-shirt but...

INTERPRETER: I can't hear, Baudouin, I'm sorry, but I can't hear him.

SARAH KIDEN: Maybe we can [inaudible].

INTERPRETER: Baudouin, we can't hear you.

SARAH KIDEN: Okay. I think we'll return to him after [inaudible].

INTERPRETER: I'm very sorry but I can't translate. Baudouin is proposing to have the logo on the t-shirt. That's all I understood. Daniel, you have the floor.

DANIEL NANGHAKA: Thanks so much. I hope you can hear me. I think my point that I had wanted to mention would have come so much earlier but I did not get the floor. But this is regarding to the USB stick. If the USB can be [inaudible] plenty, we can also reserve some [such that] you can have them as a [inaudible]. Can you hear me now?

SARAH KIDEN: Yes, now we can hear you.

DANIEL NANGHAKA: Hello? Yes. What I'm saying is that if we can have like plenty of flash disks printed because the costs are cheaper, you can also reserve some for the AfriNIC meeting that will be held towards the end of the year. And also, if possible, we can also have [inaudible] some t-shirts probably during the [African] Summit. I don't know how much cost for this but since the time is limited, I don't think it can be viable, and also I suppose the [inaudible] polo t-shirt with the logo on the back. Thank you.

SARAH KIDEN: Thank you, Daniel. Heidi, you wanted to say something.

HEIDI ULLRICH: Yes. Kicked out of the AC room for some reason. So, just I know we're ending the call soon, so just as a follow-up. If we could just confirm. I'm going to send the quantities of the items and then to Bob and to everyone here. And then, also, list the possibility of a polo t-shirt. Looks like 50 for \$400 with a logo, that same logo, Bob, as we sent you for the pin on the back of that. And then if you can get back to us about the total cost for all of those items. So, again, it would be the pins, the flash drives, the candy, the orange table mat with the logo on it and the polo shirts, not the brochures because those are being covered by the communications department, and then just let's see where we are with the budget, and then we can go ahead and move forward if that's agreeable.

SARAH KIDEN: That's agreeable with me and I think with Bob, too, so that's a good way to go forward. Well, I would like to suggest is it possible to get a comparison for the follow-on for the [inaudible] the application with [inaudible]. I send them depending on how much you have, we'll decide, or we can just [inaudible] the option.

BOB OCHIENG: Sarah, actually we have both because I printed both, so the polo shirts were \$8 (USD) and the round necks were \$4.5 to \$5 (USD), so that was the variation. \$3 difference. Yes.

SARAH KIDEN: Yeah. So we'll do the polo again and I think that's a good way to end the meeting. I don't know if anyone else has comments or questions. Otherwise, we can end this call if no one has comments or questions. No hands raised.

So thank you, everyone, for joining us for this call. We will update the rest of the group on Wednesday. We have another call on Wednesday. We will update the group on what we have agreed today. Thank you for joining us. Thank you, staff, thank you, Bob, and thank you for the interpreters. Also to you, Mario.

HEIDI ULLRICH: Thank you so much, Sarah. Excellent chairing. Thank you.

UNIDENTIFIED MALE: Thank you.

UNIDENTIFIED FEMALE: Thank you, Sarah. Bye.

MARIO ALEMAN: The meeting has been adjourned. Thank you very much.

[END OF TRANSCRIPTION]