The deadline for FY19 Budget consideration is **31 January 2018.** All questions and completed forms should be sent to **planning@icann.org**.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| APRALO Outreach Activities at APrIGF 2018 |  |  |
| Community Requestor Name | Chair | |
| Satish Babu/APRALO Leadership Team | Satish Babu | |
| ICANN Staff Community Liaison |  | |
| Heidi Ullrich |  | |

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| request description |
| *1. Activity:* Please describe your proposed activity in detail |
| APRALO had a very successful General Assembly at Abu Dhabi at ICANN 60 in 2018. However, there are no ICANN meetings in the Asia-Pacific region in 2018, and consequently, there are no opportunities to build on the momentum generated by the 2017 GA.  The Asia-Pacific Regional IGF (APrIGF) is a community event that attracts a cross-section of the IG community in the region. In 2018, the event scheduled at Port Vila, Vanuatu, in August 2018.  APRALO proposes to conduct the following outreach/inreach activities for the At-Large community of the region, as well as for potential newcomers:   * An APRALO Booth at APrIGF with outreach material and giveaways which will be driven by volunteers from APRALO ALSes and individual members * Display of APRALO and ICANN logos prominently through standees in different areas during the event * A Workshop around the theme of stimulating At-Large activities in the region, jointly with ICANN APAC Hub as was done in APrIGF 2017 * A joint cultural event with Dot Asia (without financial outlay, as two APRALO/ALAC leaders are also Board members of DotAsia). |
| *2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| The proposal seeks to create an active and visible role for APRALO and ICANN At-Large through multiple activities at this key regional event |
| *3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity |
| One-time activity that does not need to be done when there is an ICANN meeting in the region. |

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| request objectives |
| 1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support? |
| 4.3 Enhance the visibility, credibility and trust in the multistakeholder model in general and for ICANN in particular.   * Raise awareness about ICANN At-Large, and networking with potential At-Large members from the Asia- Pacific to encourage them to become members of the ICANN At-Large community * Help to engage with existing organizations and networks in Asia-Pacific in order to explore them becoming ALSes in Asia Pacific and Australia region |
| 2. *Demographics.* What audience(s), in which geographies, does your request target? |
| The proposal is addressed at individuals and organizations that are part of the existing At-Large community in Asia-Pacific or new to ICANN At-Large. It will also address other sister organizations in the IG community in the region. |
| 3. *Deliverables.* What are the desired outcomes of your proposed activity? |
| The proposal aims to:   * provide enhanced visibility to ICANN's At-Large community in general, and APRALO in particular * encourage interaction with members of the Asia-Pacific Internet Community, including APRALO ALSes, individual members, as well as sister organizations such as APNIC, APTLD, APrIGF, ISOC and DotAsia. * Provide support to ICANN's presence at regional events and enhance visibility & trust of APRALO, At-Large and ICANN |
| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
| * Enhanced engagement with existing community (ALSes + individual members) as measured by their participation in these activities * Applications for new ALSes and individual members |

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| Resource Planning – incremental to accommodate this request |
| Staff Support Needed (not including subject matter expertise): |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** | | APRALO Booth, Standees, give-aways |  |  | Actual booth rent |  | | Display Board/Screen and laptop rental |  |  |  |  | |  |  |  |  |  | |
| Subject Matter Expert Support: |
| None |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| None |
| Language Services Support: |
| None |
| Other: |
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| Travel Support: |
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| Potential/planned Sponsorship Contribution: |
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