AT-LARGE GLOBAL ENGAGEMENT AND CAPACITY-BUILDING AT THE IGF GENEVA, 16-21 DECEMBER, 2017

GLENN McKNIGHT (Outreach and Engagement) and MAUREEN HILYARD (ALAC)

KEY OBJECTIVE: To coordinate an effective At-Large Outreach Strategy targeting global stakeholders in the Internet Ecosystem to heighten awareness about At-Large, its role within ICANN and its activities (via outreach at the booth and formal participation in IGF workshops).

PROPOSAL OBJECTIVES

The original objectives of this proposal is to coordinate an effective and sustainable At-Large IGF Outreach Strategy that Incorporates relevant outreach objectives from ICANN's Strategic Plan - in particular, to:

- promote ICANN's role within the context of At-Large, targeting global stakeholders within the Internet Ecosystem who are not yet engaged with ICANN and by coordinating a more proactive and collaborative approach to the outreach of other sections of the ICANN community.
- take ICANN's multi-stakeholder model to the world by way of a heightened participation and engagement of a balanced representation of At-Large's diverse community, within an existing international Internet governance ecosystem
- enable At-Large participants to address Internet governance issues within a global, trusted and inclusive multi-stakeholder Internet governance ecosystem, by submitting successful workshop applications to enable their full participation in the IGF 2017 programme

TARGET DELIVERABLES

- Enhance ICANN At-Large engagement within the arena of global Internet governance
- Manage a booth which will enhance reaching out to individuals and/or organisations not yet engaged with ICANN and who can contribute to At-Large's bottom up approach to engaging key stakeholders in At-Large and the ALAC policy development process.
- Participate in other IGF activities that will encourage wider specific regional outreach in the name of their RALO (for example the APrIGF session which happens at each Global IGF, or a SIDS session on some IG topic relevant to APC SIDS)
- Participate in five IGF Targeted Sessions accepted by MAG to increase the opportunity to build awareness and self promotion
- Build a long term sustainability plan

This year's IGF is packed with sessions (over 200) – including main and high-level sessions – dozens of workshops running in parallel, Dynamic Coalitions (DCs) and Best Practice Forums (BPFs) presenting their work, and Open Forums and sessions dedicated to newcomers. The complex schedule allows participants to focus on the topics they are interested in. But it is also challenging: Parallel sessions make it difficult to follow and absorb the vast amount of information and data shared.

At-Large BOOTH

The At-Large booth was a great success which can be attributed to its possibly unintentional strategic placement within the plan of the booths. Glenn's early booking ensured that it was given a place where all booth traffic passed by, so that it captured the interest of passers-by. Although **10 At-Large members** are listed as having carried out a duty session at the booth, several other At-Large members also called in and got caught up in discussions with potential volunteers. This enlarged our outreach even more, but unfortunately we were unable to capture all the names of these visitors.

Although attempts were made to get the names of all those with whom Glenn and Maureen (and others) spoke to, this was not very practical as people were checking out a brochure, or asking questions while they were on the run to their next sessions. Many sessions overlapped so that people often did not have time to have a break in between.

We did manage to get **109 people over the 3 days** of the booth to sign and leave their email addresses so that we could contact them after the event. This would have to be in the form of marketing and surveying what would be the most appropriate follow up for them. However it is unsure as to who would be expected to do this.

Incentivising engagement with our booth was made possible by EURALO purchasing **200 adapters** with the At-Large Logo stamped onto them. After Day One we were able to get names of people who took one, but they were very popular (even for some seasoned travellers who had left home without an adapter for Swiss electrical outlets). The **display rack** purchased by the ICANN office in Geneva displayed the At-Large brochures more prominently, and chocolates care of EURODIG were also very popular. Unfortunately the **At-Large pins** that were sent to Canada, did not arrive in time for Glenn's departure for Geneva. The **DNS Women's banner** which had been specifically brought to raise some awareness of the organisation for women, collapsed, and has been sent to the Geneva office for transferring to the HQ for repair.   Other banners were fine, although we could have done with some **posters** as a backdrop, especially for when we took photos of visitors.

Many thanks to Glenn for his great photos of the event, in between taking part in several IGF sessions himself.

See below for further information and data relating to At-Large participation at IGF Geneva 2017.

Closing Ceremonies

Sébastien Bachollet open mic during the closing ceremonies and Matthew Rantanen in the closing ceremonies

GF2017 – Day 4 – Assembly Hall – Closing Ceremony – English

IGF2017 – Day 4 – Assembly Hall – Closing Ceremony – English

To watch Matthew's closing ceremony comments see here

https://www.youtube.com/results?search_query=IGF2017+%E2%80%93+Day+4+%E2%80%93+Assembly+Hall+%E2%80%93+Closing+Ceremony

GIP Digital Watch: https://dig.watch/sessions/closing-ceremony-0 (also including Jianne Soriano, Hong Kong Net Mission Ambassador)

EVALUATION MATRIX (achieved, partially achieved, not achieved)

#	Deliverables	Indicators	Measures	Achievement Gauge					Comments
1	Pre-IGF preparation	1) Coordination Meetings held prior to event	Three meetings	1	2	3	4	5	Meetings called and chaired by Glenn McKnight. ICANN Staff-Mandy and Adam reports, NCUC and ALAC and At-Large participation. Reminder for everyone to register and bring email and passport on the day to pick up badges
		2) Outreach and Engagement activities held in collaboration with Capacity Building WG	2)# of Outreach topics incorporated into the Capacity Building sessions	1	2	3	4	5	No topics were specified. O&E and CB incorporated wherever possible into session presentations
		3) Cross community shared planning of booth activities	3) # Participants from A-L, NCUC, GSE Civil Society, A-L support staff share inputs at meetings	1	2	3	4	5	Renata and Tatiana of NCUC full participation. Mandy and Adam updates on ICANN events. Various At-Large and ALAC participation
		4) Booth roster is completed by volunteers	4) % of booth roster is filled in BEFORE the event A-L participants volunteer for booth schedule prior to the event	20	40	60	80	100	https://community.icann.org/display/atlarge/At-Large+Booth+at+IGF2017 Repeated calls leading up the event for booth times to SKYPE and AT-LARGE Lists. 90% completed before launch date. 100% completed on Dec 11. 10 Volunteers: Glenn, Maureen, Satish, Judith, Sarah, Lianna, Matthew, Thomas, Wale. Tijani, Many times people came and helped in non scheduled hours at the booth.
		5) A-L workshop participants complete workspace schedule to share potential capacity building activities	5)# A-L participants entered their workshops onto the A-L workspace	1	2	3	4	5	Most of the sessions included. Friendly reminders to all participates to also include their Lightning talks
		6) Brochures, badges, EURALO Banner, Chocolates, Portable display rack, adaptors	6) # Different Resources to incentivise connection & encourage engagement	1	2	3	4	5	-Giveaway chocolates (obtained free from EURODIG). Olivier (EURALO) has organised ordering of adapters & display rack - paid for by EURALO Discretionary funding. -Label pins didn't arrive for distribution until 27 Dec -No charge for the booth or power - the display rack and ICANN/At-Large/DNS Women's banners are to be returned to ICANN via Geneva office
		7) Pick up at ICANN offices above	7) 100% Costs reimbursed	20	40	60	80	100	Cost -Extra luggage to bring promotional items to Geneva -Taxis
		8) Move on Day Zero, to the Palais on the 16th at 1 30	8) equipment set up on 16th						Limited to one person to setup on DAY ZERO
	At-Large Involvement in Outreach and Engagement at IGF	1) Booth regularly attended by A-L volunteers	1a) Booking of booth in May 2017 1b) Coordinate with IGF Staff for volunteer setup 1c) # of volunteers took their turn at the booth the booth	1	2	3	4	5	Dec 10- Eight persons signed up -90% of coverage by Sunday Dec 10th Dec 11- Nine volunteers 100% completed
			2a) % of booth time was attended by volunteers during conference event	20	40	60	80	100	Glenn 8+ hours Maureen 6+ Wale 4+ Thomas 3 Satish 2 Matt 2

#	Objective	Activity	Indicator						Notes
									Judith 2+ Sarah 4 Tijani 3 Oliver 3+
3	Enhanced At-Large engagement within the arena of the Global IGF	At the booth – with visitors 1) Raised awareness about ICANN 2) increased interest in ICANN 3) interested in joining ICANN	1) % of visitors who did not know about ICANN	20	40	60	80	100	
			2) % of visitors who asked for a brochure for more information	20	40	60	80	100	200 Plus attendees
			3)% of visitors who said that they would be interested in joining a RALO 3a) with an ALS (or) 3b) as an individual member	20	40	60	80	100	119 visitors interested
		At workshops 4) increased participation by A-L in workshop activities	4a) # of workshops organised by A-L members	4	8	12	16	20+	see table below
			4b) # workshops in which A-L members participated as speakers, panellists, etc	4	8	12	16	20+	see table below
			4c) # of A-L members who were involved as rapporteurs, remote moderators, etc	4	8	12	16	20+	see table below
			4d) # of A-L members at the IGF per region (balance?)	AF	AP	EU	LAC	NA	We did not have a list of all A-L members who attended the IGF (CANN-funded or self-funded)
4	Sharing on Social Media of pictures and activities	Workshops IGF Booth	1 a) Number of sessions photographed 1.b) Number of pictures of A-L community speakers 1 c) Number of pictures at social events						LInk to Flickr https://www.flickr.com/photos/glennmcknight/albums/72157688188242422 1567 photographs

AT-LARGE OUTREACH AND ENGAGEMENT WORKING GROUP PARTICIPANTS:

CO-CHAIRS: Glen McKnight (**NARALO**); Olivier Crepin-Leblond (**EURALO**), Maureen Hilyard (**ALAC-APRALO**), Daniel Nanghaka (**AFRALO-remote**), Dev Anand Teelucksingh (**LACRALO – remote**); **MEMBERS:** Satish Babu (**APRALO**), Sara Kiden (**AFRALO**), Tijani Ben Jemaa (**AFRALO**)

1. Observations

Attendee Interest in At-Large/Metrics

- 26 names unclear emails
- 17 Afralo
- 21 Apralo
- 21 EURALO
- 19 Lacralo
- 5 Naralo

    109 and counting

Action

- Creation of a database of all the leads at the booth which was 109 interested attendees
- https://docs.google.com/spreadsheets/d/1HRL3T3qMsSwdllHKdkCj1Tp-bz3gP8_jQ3lVUREdquI/edit#gid=2145374811
- List to be shared with all the Outreach and Engagement leads

2. Literature, Banners and Booth

The booth was well stocked with the ICANN literature and the RALO literature. Glenn brought 12 pounds of literature from Canada and boxes of brochures were picked up at the booth on Sunday. Unfortunately the lack of any literature from LACRALO in English , Spanish or Portuguese was a major disappointment. All paper resources - eg brochures - were taken at the end of the IGF event by regional volunteers, so that they could be available for their next event.

Pictures of the booth at the FLICKR website

https://www.flickr.com/photos/glennmcknight/albums/72157688188242422

Action

- Day Zero pick up literature and four banners at the iCANN offices at mid day- Olivier and Glenn
- Emphasis that all RALO information should be ordered and delivered to the venue
- Power adapters arrive at Glenn's home the night before leaving. 55 lbs, overweight for one bag, result needed extra bag
- The Pins were shipped after Glenn left for Geneva. Fed Ex was asked to return them to the sender
- Each of the Ralo reps were given large quantities of literature to take back to their countries for the next venue
- Nothing was left at the booth nor thrown out.
- Banners were returned to the ICANN booth- Staff left at 12 30 and we had some issues with Adam Peake in taking the banners.

It is important to acknowledge the contribution of EURALO in providing their discretionary funds for the purchase of the power adapters and the label pins. Thank you Olivier for your hard work in sourcing these items. As above the pins never arrived for the event and this item needs to be rectified

3. Workshops - At-Large in Action

The following list of community participation at IGF Geneva

	Session	Organizer	At-Large Panelists/Speakers
Day 0 (Sun)	**DC Schools of IG**	**Satish**	**Sandra, Satish, Glenn,**
	APSIG	**Satish**	**Satish, Glenn, Amrita, Maureen**
	SIDS - Preparing for 2018	**Salanieta**	**Maureen, Tracy, Sala**
	Creating a world of inclusion for women	**Marilyn Cade**	**Maureen, Mary (Nigeria)**
	How Digital Activists are shaping the evolution of the Internet	**Adam**	**Alan, Satish, Sarah**
Day 1 (Mon)	**SIDS - resources and bandwidth**	**Sala, Tracy**	**Tracy, Maureen, Sala, Jackie, Cintra**
	Data is the new oil	**Ali, Satish (APRALO)**	**Ali, Satish,Lianna, Sarah**
	The Future of Internet Identifiers: How the DNS will Function in a Smart Cyberspace?	**Wolfgang Kleinwachter**	**Olivier**
	Asia Pacific School on Internet Governance (APSIG)	**Satish Babu/Glenn McKnight**	**Gunela, Lianna, Maureen**
Day 2 (Tues)	**Universal IOT**	**Gunela**	**Gunela, Judith**

	Dynamic Coalition on Core Internet Values		OCL is Chair
Day 3 (Wed)	Free and Open Source Software	Satish	Satish, Sarah, Glenn and Maureen (remote moderator)
	Accessibility Universal Access		Judith, Gunela Judith, Gunela
	APrIGF Multi-stakeholder Group meeting	Jennifer Chung	Maureen, Satish, Yannis, Raj, Izumi, Maheesh, Babu, Hiro, Amrita, Edmon
Day 4 (Thurs)	Exploring Implications of Big Data and Artificial Intelligence for building Inclusive Knowledge Societies and achieving SDGs	(UNESCO OF #66)	Tijani
	Local content: an opportunity for human, economic and social development and free flow of information in underserved regions: The MENA as an example	Aziz	Tijani, Glenn, Aziz
	NRI - APRIGF Synthesis Document	Yannis	Maureen, Jennifer,Yannis, Edmon, (Amrita, Anju)
	Islands surrounded by land and sea: The road to full connectivity for LLDCs LDCs and SIDs		Maureen, Anju, Sala
	Redefining Rights for a Gender Inclusive Networked Future	Amrita	Amrita, Anju

Total Sessions: ? as we did not get a list of all At-Large participants.

Core Values

DC on Core Internet Values

MODERATOR:
OLIVIER MJ CRÉPIN-LEBLOND

Panellists:
Vint Cerf
Matthew Shears

http://sched.co/CSCu
MONDAY DECEMBER 18, 2017 09:00 - 11:00
Room XXII - E

IGF 2017 "Redefining Rights for a Gender Inclusive Networked Future (WS102)

MODERATOR

Amrita Choudhury - CCAOI - India - Organizer and Moderator

· Nadira Al-Araj - ISOC Palestine –Palestine- Co Organiser[Online]
· Angelica Contreras – SIG Women - Mexico
· Anju Mangal - KM-ICT Specialist - Fiji
· Nooria Ahmadi - AfIGF, Afghanistan
· Sarah Kiden - Mozilla Fellow - Uganda
· Renata Aquino Ribeiro, Brazil

THURSDAY, DECEMBER 21 · 11:20 - 12:20
ROOM XXI - E UNITED NATIONS OFFICE AT GENEVA (UNOG)

---

http://WWW

Multistakeholder Governance of the Domain Name Space Lessons Learned for other IG issues

MODERATOR: MARKUS KUMMER
Speaker: Larry Strickling
Speaker: Keith Drazek
Speaker: Lori Schulman
Speaker: Matthew Shears
Speaker: Arda Gerkens
Speaker: Grace Mutung'u
Speaker: Jordan Carter
Speaker: Farzaneh Badii
Speaker: Lilian Deluque Bruges

TUESDAY, DECEMBER 19 · 09:00 - 10:30
ROOM XXI - E

IGF 2017 WS #8 ROOM 25-E

OPEN SOURCE: DEFENDING FREEDOMS IN THE DIGITAL FUTURE

Moderator Satish Babu

Dr. Oliver Crepin Leblond, Glenn McKnight, Mishi Choudhary, Sarah Kiden, Panayotis Antoniadis, Oktavia Hrund, Nicolas Echaniz

WED DEC 20@ 10:40-12:10

https://tinyurl.com/y7s8odup

ACCESSIBILITY

Dynamic Coalition on Accessibility

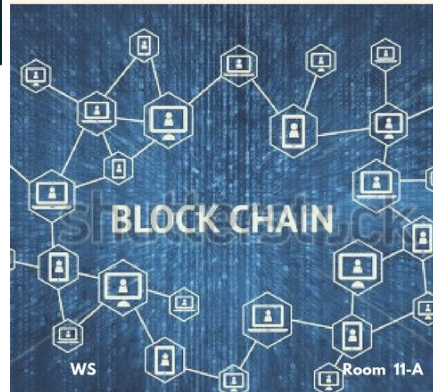MODERATOR: JUDITH HELLERSTEIN
SPEAKER: ANDREA SAKS

- Brief review of DCAD workshop on "Universal Design and Creating an Accessible Global Digital Future" which will have taken place one day earlier.
- Review of IGF2017 accessibility
- Possible additional clauses to DCAD accessibility guidelines to meet the changing ICT situation.
- Future DCAD activities:

WEDNESDAY DECEMBER 20@ 3PM
ROOM XXIII - E

NRIs Collaborative Session on Digital Currency

IGF Armenia, Host Lianna Galstyan

Tues Dec 19, 2017 15:00-16:30,

BLOCK CHAIN

WS   Room 11-A

Universal Design and Creating an Accessible Digital Future
MODERATOR: JUDITH HELLERSTEIN
Speaker: Andrea Saks
Speaker: Gerry Ellis
Speaker: Gunela Astbrink
Speaker: Muhammad Shabir
Speaker: Shadi Abou-Zahra
(WS54)-ROOM XXVII-E
TUES DECEMBER 19, 3:00PM

DATA IS THE NEW OIL
SHAPING THE DIGITAL ECONOMY OF MENA WS 50
https://tinyurl.com/y96swt07
Moderator Mr. Ali AlMeshal
Mon. Dec 18 @ 10:30   Room 12A

ICANN ATLARGE @IGF
INVITE
Mark your calendar with these topics

☐ Asia Pacific School on Internet Governance (APSIG) Sunday Dec 17 @ 10:30 to 12:00 in Room 18
☐ Women & Gender event, Sun Dec 17 _____ in Room ____
☐ Internet Governance 2017: Realizing SDGs through Policies Enabling Digital Monday Dec 18, @ 9:00, in Trade Room
☐ Data is the New Oil": Shaping the Digital Economy of MENA Session WS50 Monday Dec 18 @ 10:30-12:30 in Room 12-A
☐ Internet Governance 2017: Realizing SDGs through Policies Enabling Digital Trade Tuesday, Dec 19,@ 4:30 -6:00 in Room___
☐ Open Source: Defending Freedoms in the Digital Future, WS#8 Wed Dec 20, @ 10:40-12:10 in Room 25-E,
☐ Local Content: an opportunity for underserved regions (WS238)) Thursday Dec 21 @ 1:30-13:00 in Room 27-E

Funding provision for At-Large attendees

1	ICANN Outreach and Engagement	Glenn McKnight (O&E) Maureen Hilyard (ALAC)
2	RALO - Accepted IGF Workshops	AFRALO - APRALO - Satish Babu, Ali AlMeshal EURALO - LACRALO - NARALO -
3	Other sponsors	AFRALO - APRALO - Lianna Galstyan EURALO - LACRALO - NARALO -
4	Self-funded	AFRALO - APRALO - Maureen Hilyard (part)

		EURALO - Sébastien Bachollet **LACRALO -** **NARALO - Glenn McKnight (part-one day) Judith Hellerstein**

At-Large in Action

Olivier Crepin-Leblond (EU)

Satish Babu (AP)

Gunela Astbrink (AP)

Sarah Kiden (AF)

Ali AlMeshal (AP)

Lianna Galstyan (AP)

Glenn McKnight (NA)

Maureen Hilyard (AP)

Judith Hellerstein (NA)

Amrita Choudhury (AP)

Tijani Ben Jemaa (AF)

Avri Doria (NA)

Aziz Hilali (AF)

Leon Sanchez (LAC)

Salanieta Tamanikaiwaimaro (AP)

Maheeshwara Kirindigoda (AP)

Sandra Hoferichter (EU)

Babu Ram Aryal (AP)

Olawale Bakare (EU)

Alan Greenberg (NA)

Aris Ignacio (AP)

Sébastien & Anne Marie Bachollet (EU)

Matthew Rantanen (Tribal Ambassador, NA)

Anju Mangal (AP)

EURALO Ad-Hoc Meeting: includes Roberto Gaetano, Bastiaan Gosling, Sébastien Bachollet, Olivier Crepin-Leblond

Zakir Syed (AP)   Said Zazai (AP)   Shreedeep Rayamahji (AP)

4. Social Media

Hashtags #ICANN, #AFRALO, #ICANNAtLarge

Number of Tweets

Number of Retweets

Live Tweets from At-Large:

 #ICANN At-Large Indigenous Ambassador Matthew Rantanen advocates for Native American representation in the global end user community at #IGF2017 Closing Ceremony! @mrrdesign

https://twitter.com/ICANNAtLarge/status/944106357422280704

Video: #ICANN At-Large Indigenous Ambassador Matthew Rantanen speaks at the #IGF2017 Closing Ceremony! @mrrdesign

#ICANN At-Large #AFRALO leader Tijani Ben-Jemaa holds an AFRALO Workshop at #IGF2017 in Geneva, in Room XXVII-E (Palais des Nations, Geneva). Join!

https://twitter.com/ICANNAtLarge/status/943775659968684033

Great group shot at #IGF2017 of #ICANN At-Large leaders - Satish, Maureen, Oliver, Sarah and Glenn! @satish_babu @MaureenHilyard @Olivier_CL @MsKiden @Inkmedia

https://twitter.com/ICANNAtLarge/status/943539529792835584

#ICANN At-Large #AFRALO leader Tijani Ben-Jemaa leads planning group for an #IGF2017 session this Thursday!

https://twitter.com/ICANNAtLarge/status/943536806540271622

#ICANN At-Large is all smiles at the At-Large Booth! #IGF2017 @MaureenHilyard @Olivier_CL @lion05 @GalstyanLianna Keep up the great work!

https://twitter.com/ICANNAtLarge/status/943430962792288256

At the #IDF2017 Digital Currency and Blockchain Technologies Session, where #APRALO leaders Lianna Galstyan and Satish Babu are speakers! @GalstyanLianna @satish_babu #ICANN

https://twitter.com/ICANNAtLarge/status/943428860871364608

Busy #ICANN At-Large booth today at #IGF2017, engaging participants! Thanks @mskiden @lnkmedia

https://twitter.com/ICANNAtLarge/status/943149367070023680

Today #ICANN President Göran Marby @icann_president signed an MOU with the MTCIT of #Armenia at the #IGF2017, with At-Large in attendance!

https://twitter.com/ICANNAtLarge/status/943146277331750912

#multistakeholder #Governance of the Domain Name System, lessons learned for other IG issues now in room XXI https:// http://youtu.be/D_0rj8KryCo @ICANN #IGF2017

https://twitter.com/Olivier_CL/status/943044448845475840

Satish Babu, Chair of #APRALO, is one of the Panelists at the Policy Challenges for AI Development at #IGF2017 today! #ICANN

https://twitter.com/ICANNAtLarge/status/943041646698131456

ALAC Vice Chair Bastiaan Goslings @bassiegos and At-Large Community members engage at #IGF2017! #ICANN

https://twitter.com/ICANNAtLarge/status/943038930731008000

Fun at the At-Large Booth at #IGF2017 Geneva! Stop by and learn more about the #ICANN Internet end user community! @lnkmedia @mrrdesign @MaureenHilyard

https://twitter.com/ICANNAtLarge/status/943037102064848898

.@icann_president "We have to improve ourselves and do better...I look forward to working with everybody here in the room" #IGF2017 #ICANN

https://twitter.com/L_Madi/status/942798147759362049

#ICANN At-Large Community at #IGF2017 Booth with #ICANN President Göran Marby - thank you for stopping by! @icann_president @Internetsociety @mrrdesign @Olivier_CL

https://twitter.com/ICANNAtLarge/status/942762637695348737

Ali AlMeshal @alialmeshal and Satish Babu @satish_babu present at #APRALO Workshop "'Data is the New Oil': Shaping the Digital Economy of MENA" this morning in Geneva: http://bit.ly/2AQ6loW #ICANN

https://twitter.com/ICANNAtLarge/status/942704053330632704

#ICANN At-Large #NARALO Community Member Glenn McKnight @lnkmedia shares photos from #IGF2017 on Flickr: http://bit.ly/2oC4By9

https://twitter.com/ICANNAtLarge/status/942703005496946688

Olivier Crepin-Leblond @Olivier_CL and Sébastien Bachollet @SebBach at #IGF2017 in Geneva.

https://twitter.com/ICANNAtLarge/status/942702267530141696

@lnkmedia @MaureenHilyard @satish_babu in front of the "three-legged chair"!

https://twitter.com/ICANNAtLarge/status/942701358905311232

#ICANN At-Large #NARALO leader Glenn McKnight with #APRALO leaders Maureen Hilyard and Satish Babu, all smiles in front of the UN building at #IGF2017!

https://twitter.com/ICANNAtLarge/status/942700516899020800

I'm excited to Chair the "DC on Core Internet Values" at IGF 2017: Shape Your Digital Future!. Join us at 08:00 UTC!

https://twitter.com/Olivier_CL/status/942628936781058048

#ICANN At-Large's Sarah Kiden @MsKiden and Satish Babu @satish_babu, from #AFRALO and #APRALO, speak at #IGF2017!

https://twitter.com/ICANNAtLarge/status/942452478020288513

#ICANN At-Large, #APRALO's Lianna Galstyan @GalstyanLianna at #IGF2017!

https://twitter.com/ICANNAtLarge/status/942451360745836544

At #IGF2017, day 0. We have a session with all Schools of Internet Governance (#SIG) and share our experience. I speak on behalf of #ArmSIG and #SEEDIG.

https://twitter.com/GalstyanLianna/status/942347655937777664

Maureen Hilyard of #ICANN At-Large #APRALO at #IGF2017!

https://twitter.com/ICANNAtLarge/status/942450206049816578

Sandra Hoferichter @Shoferichter opens the DC Schools of IG at #IGF2017! #ICANN

https://twitter.com/ICANNAtLarge/status/942447650326155267

#GeoIGF2017 #Tbilisi opens with @shoferichter from @_eurodig speaking in the first panel #EuroDIG18

https://twitter.com/Olivier_CL/status/907495454493102081

Stay tuned to the #ICANN At-Large Website for #IGF2017 updates! https://go.icann.org/2BzU23G
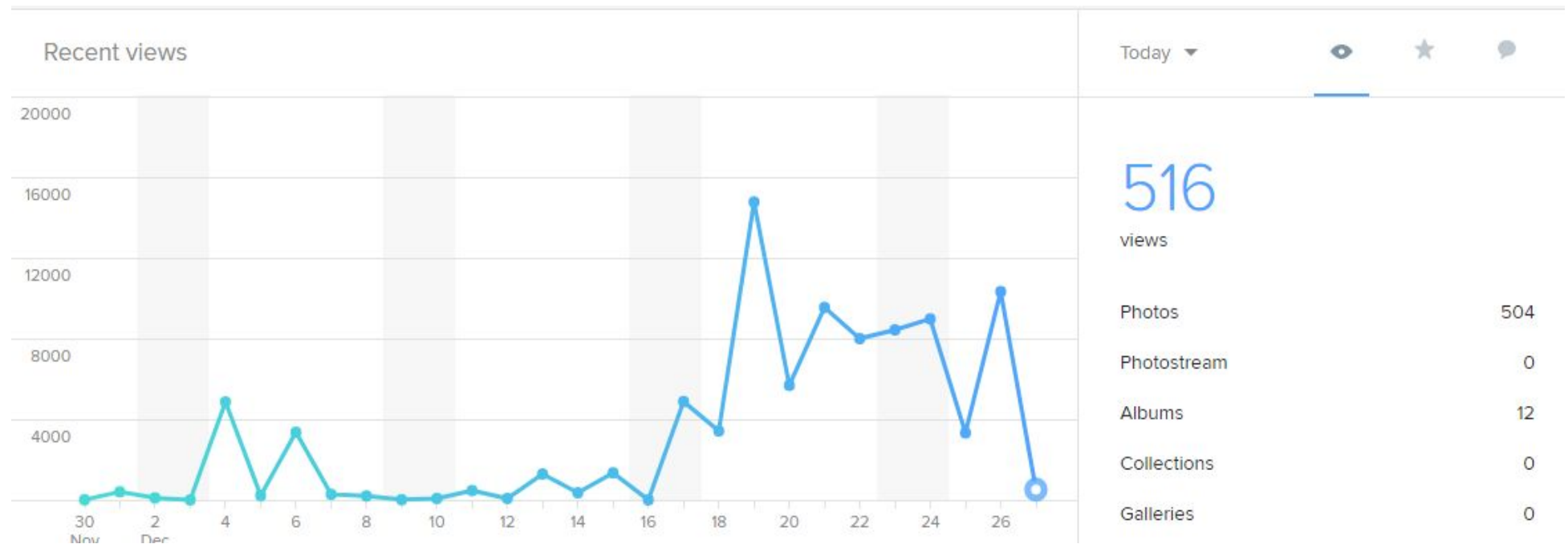
https://twitter.com/ICANNAtLarge/status/942445229281632256

Follow @ICANNAtLarge for Community activity during #IGF2017!

https://twitter.com/ICANNAtLarge/status/941667613368664064

FLICKR Pictures

https://www.flickr.com/photos/glennmcknight/albums/72157688188242422

5. Recommendations

Pre Meetings

- Since the coordination meetings of all At-Large participants and ICANN support staff contributed to the success of this activity, they should be a standing IGF pre-activity.

Volunteer recruitment

- All ICANN-funded At-Large volunteers should have attended pre-meetings to be assigned tasks to support this activity
- All ICANN sponsored voluneers to review their calendars and provide times and days that they can volunteer for booth duty or social media support
- Designate envoys to visit each booth with a At-Large pitch and some literature during the slow times to meet all the booth organizers from civil society
- Provide brochures to each of the speakers at the workshops
- Acknowledgement to all the booth volunteers
  - Sponsored
    - Maureen- Co-coordinator
    - Glenn- Co-Coordinator
    - Satish
    - Tijani
    - Sarah
  - Non Sponsored
    - Ann Marie
    - Sébastien
    - Thomas S
    - Judith H
    - Matthew

ICANN Staff

- Staff should send all materials in advance to the hotel/ ICANN offices or Conference venue
- ICANN staff should be on time to coordinate the arrival of materials to the venue, to avoid volunteers having to spend 3 hours going to ICANN offices and transporting all the banners and materials to the location, and also the cost of these as additional luggage, to the volunteer carrier.
- Staff should be available at the end of Day 4 to take packed up equipment to be returned to ICANN HQ

Booth Organization

- ICANN-funded participants should put in at least one session at the booth during the event to promote ICANN.

- According to the booth configuration and size, prepare adequate posters and displays, for example, showing ALSes on an interactive or globe map, and any other useful information.
- Just as we have banners to take to events, a roll of A2 or A3 posters about ICANN or RALOs would help to promote our activities as an organisation or region. (Size would be reliant on how much board space available for 5 large regional posters).
- All banners must be checked beforehand so that they are in good condition - the DNS Women's banner broke apart because it was "stitched" up with thick sellotape that did not work. (In its few minutes of "airing", we attracted several young women making enquiries about the DNS Women's group)
- Booth schedules should be prepared beforehand as it was in Geneva which was well organised - changes were easily managed when other helpers turned up to volunteer some additional time during the event.
- A major issue is the capture of accurate information on sign up sheets. The information is very difficult to read. Perhaps we can look at using two IPADs to have people self identify and add their information or just a simple Google form and a QR code so people can enter information on the fly with their phones.

January 8, 2018

Report completed by Maureen and Glenn with community feedback