



## FY19 COMMUNITY REQUEST FORM

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

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

REQUEST DESCRIPTION
<b>1. Activity: Please describe your proposed activity in detail</b>
<p>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.</p> <p>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.</p> <p>APRALO proposes to conduct the following outreach/inreach activities for the At-Large community of the region, as well as for potential newcomers:</p> <ul style="list-style-type: none"><li>• An APRALO Booth at APriGF with outreach material and giveaways which will be driven by volunteers from APRALO ALSes and individual members</li><li>• Display of APRALO and ICANN logos prominently through standees in different areas during the event</li><li>• A Workshop around the theme of stimulating At-Large activities in the region, jointly with ICANN APAC Hub as was done in APriGF 2017</li></ul>



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- 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.

### 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?



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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

## 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.)**



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None

**Language Services Support:**

None

**Other:**

**Travel Support:**

**Potential/planned Sponsorship Contribution:**