

# Turkey DNS Forum

## Turkey DNS Forum

Istanbul, 18 November 2014

### Organizer



### Sponsor



### About

The Turkey DNS Forum is intended to be an annual event where interested groups and key stakeholders of the domain name industry can come together and discuss issues of relevance to the industry and Turkey.

### Objectives

The objective is to further develop and strengthen the domain name industry in Turkey in the interest of the overall Internet ecosystem. How?

- Create educational and awareness campaigns on the potential of the domain name industry;
- Facilitate sharing of best practices;
- Provide complete and accurate information to local entrepreneurs and encourage them to engage in domain name related businesses;
- Develop local expertise and know-how in different aspects of the domain name ecosystem; and
- Gather feedback on the last round of gTLDs and start building awareness for possible, future rounds.

The Turkey DNS Forum will be the place to meet and network with the industry's top players. Participants from ICANN, other Internet organizations, Registries, Registrars, Registrants, ccTLDs, new gTLD applicants, policy makers, Internet service providers, IT businesses, brand owners, academia, and legal firms will participate in the event in an aim to build bridges between interested parties in the field; share experiences and best practices; inform the audience of what is taking place in the domain name industry at a global level, and of emerging business opportunities.

The first edition of the forum is expected to be the building block for future annual forums. The end target of having such an annual forum is to spread the message around and introduce interested parties to the key players in the DNS industry, thus leading to a stronger domain name industry in the Turkey.

### Target Audience

The forum is open to anyone interested in issues pertaining to the domain name industry and the business opportunities it can provide, and engage/network with key players and experts in the field. Target audience includes domain name Registries, Registrars and Resellers, Registrants, ccTLD operators, gTLD applicants, Regional TLD Organizations, brand owners, IT and Internet businesses, legal and IP firms, policy makers, academics, amongst others.

### Registration

Please register for the event at <https://registration.icann.org/register.php?id=ISTDNS2014>. If you do not maintain an account on the ICANN registration system, please create one.

Please note that registration is for onsite participation only as no remote participation will be available.

### Venue

The venue is **Garanti Bank**. The address for the venue is as follows:

Garanti Bankasi Genel Mudurluk

Nispetiye Mah. Aytaç Cad. No:2

Levent / Besiktas / Istanbul

34340

Turkey

<http://www.garanti.com.tr/en>

You can locate the above address on Google Maps [here](#).

**IMPORTANT:** Due to security measures at the bank, only registered attendees will be granted access to the meeting facility. Please ensure that you register your on-site attendance as instructed above.

## Agenda (Download in PDF)

Time	Session	Session Details	Moderators and Speakers
9.00 – 9.30	Registration		
9.30 – 10.30	Opening Session - Keynote Address	Keynote speakers to welcome participants, set the scene for discussions to come, and share highlights of key trends and developments in the Internet and ICANN space both nationally and globally	<b>Speakers</b>  Didem Dinçer Baer, Garanti Bank  David Olive, ICANN  Musa AHN, BTK
10.30 – 11.00	Coffee Break		
11.00 – 12.30	Turkey's Internet Market – Innovation and Growth	<p>The objective of this session is to provide insights on the broader Internet ecosystem in Turkey, and lay the ground for a more focused discussion on the domain name industry in the following sessions. Questions and topics to be addressed include:</p> <ul style="list-style-type: none"><li>• Growth in mobile and broadband access;</li><li>• Innovation in service offerings;</li><li>• Turkey's digital economy in numbers;</li><li>• Why is entrepreneurship one of Turkey's main assets?</li></ul>	<b>Moderator</b>  Kemal Ciliz, TUBISAA  <b>Speakers</b>  Serhat Özeren, Internet Improvement Board  Pelin Kuzey, Google  <a href="#">Ali Çetrefli, Fins Bilisim</a>
12.30 – 13.30	Lunch		

13.30 – 15.00	DNS Highlights – Open Dialogue	<p>This session provides a quick overview and an update on the new gTLDs program; discuss ICANN's role in preserving the security and stability of DNS and shed light on key developments in the DNS security space; and give an overview about Turkey's ccTLD (.tr). Main topics the panelists will address include:</p> <ul style="list-style-type: none"> <li>• New gTLD program overview and update;</li> <li>• The importance of DNS for networking and security;</li> <li>• Deployment plan of DNSSEC under (.tr)</li> </ul>	<p><b>Moderator</b></p> <p>Cyrus Namazi, ICANN</p> <p><b>Speakers</b></p> <p>Krista Papac, ICANN</p> <p>John Crain, ICANN</p> <p>Attila Ozgit, METU</p>
15.00 –15.30	Coffee Break		
15.30 – 17.00	Registrar Strategies in a Competitive Environment	<p>The objective of this session is to provide information about ICANN's Registrars Accreditation process; share best practices on strategies that have been successful in growing the domain name business; and discuss opportunities that new gTLDs may bring to Turkey's domain name market. To that end, panelists will:</p> <ul style="list-style-type: none"> <li>• Give an overview of ICANN's Registrars Accreditation process and recent developments in this area;</li> <li>• Share experiences and successful growth strategies from registries in Turkey;</li> <li>• Discuss marketing strategies such as branding initiatives and promotional campaigns;</li> <li>• Share insights on the range of opportunities new gTLDs can bring to Turkey's Registrars</li> </ul>	<p><b>Moderator</b></p> <p>Mukesh Chulani, IDC</p> <p><b>Speakers</b></p> <p>Danielle Andela, ICANN</p> <p>Emre Sayn, IHS Telekom</p> <p>Basak Tosun, Turkticaret</p> <p>Melih ANDIÇ, Isimtescil</p>
17.00 – 17.30	Wrap-up and Closing		

## Social Media

If you are a Twitter user, you can use the hash-tag **#TRDNSF**. You can also subscribe to the LinkedIn page at <http://www.linkedin.com/groups/TRDNS-Forum-8192253>.