

**EURALO\_2009\_Oct 28\_1010200\_261722**

Heike Jensen: Heike Jensen. Hello? Hello?

Operator: Hi, this is the Operator. The call hasn't started yet.

Heike Jensen: Okay, thank you.

Operator: You're welcome.

Wolf Ludwig: So just for the records, I repeat the attendance after the call again. It's Adam Peake. It's Sebastien Bachollet. It's Wolfgang Kleinwachter, Patrick Vande Walle, Rudi Vansnick, Lutz Donnerhacke, Heike Jensen, and Wolf Ludwig. And Olivier is just coming in. Welcome, Olivier. Apologies-- Christopher, yes, who joined. Yes, exactly.

And apologies we have Dessi and Annette.

Review of summary minutes of our last EURALO call from 23rd September. Anybody had a look on the minutes? I had a look on them two, three days ago. For me, it was okay. Yes, I don't see any objections.

The same with review of action items of the mentioned meeting. No objection? Okay, (inaudible).

Anything on the open public comment periods? I think as we have a rather dense agenda today, we start immediately with the proposed agenda items of today. Results of At-Large election/NomCom appointments and welcome to us a new leadership.

I think the results of the last elections, NomComs, it was clear this was Olivier who was nominated from EURALO side. Congratulations again. It's Wolfgang who is the chair of the NomCom for the next period. So we have two personalities from EURALO in the NomCom.

As elections and appointments, it was a (inaudible) liaison from ALAC. And it was Vanda from Brazil who was finally elected, succeeding Wendy Seltzer I think from the end of the Seoul meeting.

Next point, point 2, is-- oh yes, and sorry, Patrick; Sebastien is just pinpointing. We had the reelection of Patrick representing EURALO at ALAC.

Patrick Vande Walle: Well, I wouldn't call that an election.

Wolf Ludwig: Reelection.

Patrick Vande Walle: Yes, but there was no voting, so--

Wolf Ludwig: Well okay, though, it was acclimation, let's say.

Point 2, Seoul meeting, update from Seoul. It was a very dense week. We had so far beginning on Sunday with an all-day ALAC meeting where we had all kinds of topics on the agenda. Anybody from here who would like to shortly conclude Sunday's meeting? Sebastien, you guys have vice chair of the meeting. Try to concentrate on the necessary.

Sebastien Bachollet: Yes. I guess we went to sort of lot of different topics. We discuss about what's next after GPA. And now with the affirmation of commitment, what are important for At-Large and for ALAC.

We discussed about the improving institutional confidence. We I guess finally agree with one document, and it will be back to vote by the ALAC member in the next few days, I think.

We discussed about some organizational topics. We discussed about-- I would say the main subject during this week that the [IOT] and all things linked with trademark and so on and so forth. But there are people much more aware of that in this room, and I will not say anything on that in new detailed.

The new IDN who are supposed to be launched for the ccTLD by a decision that could be or must be or will be taken by the Board at the end of this week.

We discussed about the-- an internal matter about we already have the job description for ALAC member and ALAC issue. And we are discussing about metrics and how we follow the job done by each and every others and see if we are fulfilling our job or not.

I am sure that I miss something, but it's what I am recalling by heart. And if not, then I have to find on their webpage.

And by the way, what I think, as we have short time for this meeting, maybe now I told what are the main subject, maybe you can-- sorry. One thing, why I think this meeting it's important during Seoul, it's not too much to discuss among the participants in Seoul what is happening, but for you who stay in Europe to know what is happening because we can chat in other places together.

Then please, if you have question or if you have topics you want to know better what is happening, just ask us. And now I remind me that Patrick make some good presentation also about the security issue and about DNSSEC, and maybe will be able to say more on that. Thank you.

Wolf Ludwig: Okay. Thanks a lot, Sebastien. Over the last two days, after the opening of usual ALAC meetings, the first day be mostly separated, covering different sessions. Therefore, I just ask around the table who wants just to give from the program portions you covered, just to give a short summary. Starting with Olivier, yes.

Olivier Crépin-Leblond: I covered-- thank you, both. I covered two program portions today, which seem to be flooded in the nine things that I went to. So it's a little bit jumbled up with everything else.

The first one I went to was the trademark protection and new gTLDs session which happened just before-- no, during lunch, which is the reason why I missed lunch. And it was a panel that basically spoke about the IRT issue.

And the two remaining issues being the URS, Uniform--

Unidentified Participant: Rapid Suspension System.

Olivier Crépin-Leblond: And to lose it. And the second one being the Trademark Clearinghouse, which is the new name for the IP Clearinghouse.

The majority of people there just reiterated what their points were. It was just a case of questions and answers on a few points. The presentations were just going through the points which were still to be addressed.

The real work is actually going to take place separately because effective-- Patrick and I were at a meeting this afternoon for ALAC where what's basically happened is the GNSO had been asked to provide answers to a set of questions that were sent by the Board, and those two points, the URS and the Trademark Clearinghouse. So they have to provide answers to this and everything has got to be done pretty quickly because otherwise it would delay the whole introduction of new gTLD process.

As a result, because of a meeting that we had on Sunday, if I recall, or Saturday last week, there was an idea that At-Large could actually join a panel of a small number of people from within GNSO.

And it was resolved I believe either yesterday or this morning that one member of ALAC would be able to work within the drafting team, with a second member being able to advise, but not be able to actually take part in the discussions taking place on the phone, which I believe will happen next few days. The two people are Alan Greenberg and I. We haven't chosen yet between us who will be speaking and who will be supporting.

That's it. It's still all work going on at the moment.

So we do appreciate input from absolutely everyone at EURALO on these issues because they're very important. There is a wiki webpage which has been set up. And basically it asks for input over here. And if anyone has any input, we welcome it. What I'll probably do is to e-mail the address of the wiki webpage to the EURALO list.

Wolf Ludwig: That would be very helpful. Thank you, Olivier. Adam? Short--

Adam Peak: It will be short. I'll be short just because I've done much less, but I can pretend this because I'm being--. New gTLD program, very clear that there's a great deal of frustration at the delays which are ongoing, ongoing, ongoing, and they're costing people a lot of money.

I don't know if that's particularly potential applicants a lot of money. Obviously you have to start preparing applications. There are marketing teams in place. There are people in place and they're talking about millions of dollars. Someone even said that while we've been discussing this curse, it's cost me \$200,000. I mean I think that was probably some kind of exaggeration. I may have been an aggregation figure that it's cost us \$200,000 just to hear ICANN say there's going to be no timeline of delay on the new gTLD program.

So I think there's a great deal of frustration amongst the applicants that things are getting less clear, not more clear, as we move forward. So that was just a very simple message that I think came out of the new gTLD program.

There's the board review -- excuse me if that doesn't -- the board review working group earlier today. And most of the-- I think the most important thing going forward is that I think there's going to be payment made of some kind, compensation of some kind to board members for their work as volunteers in the organization. There's still a lot of discussion about how that will happen, but it seems to be a movement that that's one of the things that was up in the air after the last meeting that will actually be taken forward. I've forgotten something I was going to say that was carrying on from that.

So I'll move on to the nominating committee, which is just started and held its first meeting. And one of our old EURALO members, Thomas Roessler, is the chair. And that was quite an interesting meeting in various ways.

One of the issues that was discussed at some length was actually the size of the nominating committee and whether or not ALAC in particular should reduce the number of people that it delegates to be sent to the nominating committee. And I think for the moment in time, we will retain the five delegates rather than the three that there was the original proposal from the review working group. So from an ALAC perspective, things are no-- there's no change, but I think that's an important thing because we need ALAC representation on that committee.

And that's about it. I wish I could remember what I was going to say about the Board, but I can't.

Wolf Ludwig: Okay. Thanks a lot, Adam. Wolfgang? Take the [micro], please.

Wolfgang Kleinwaechter: My main activity so far has been around the nomination committee because I have to chair the next month. And I have nothing to add what Adam has just said from the NomCom review.

Looking forward in the year 2010, we have to understand that the Europeans have to get an appointment for the 2010 for a two year period. Adam Peake, who was on the ticket, his term terminates at the end of 2010. And so the nomination committee will have to have a new candidate, or we can re-nominate Adam if the nomination committee comes to this conclusion.

But this brings me to the point to all EURALO members. I would ask everybody to help us with outreach to find good candidates, not only for the European seat in the At-Large advisory committee, but also for the other positions.

So we have three directives which will leave the Board, and all this be coming from Europe. So probably we will enable to nominate again three good Europeans because this will be a little bit out of balance. But we need good candidates from Europe. And I think with your help, we probably will find first-class candidates. And we have all the candidate for the GNSO Council and the CNSO Council, and here we also need good candidates.

So this is my main message today. The year 2010 outreach phase for the nomination committee is important. We will have this phase until April 1, so please help us to get good candidates. Thank you.

Wolf Ludwig: Okay, thank you, Wolfgang. And over to Patrick now.

Patrick Vande Walle: I'll try to make it short. I don't know if I will succeed. I won't cover what Olivier and Adam already said regarding the whole context of new gTLDs and trademarks short of noting that I've been working in that area, too, but I will agree with Olivier about what he said on this issue. So I will concentrate on things related on my own, if I may say so.

Two big discussion subjects were DNSSEC and the root scaling. About the root scaling, there were several sessions, presentations, discussions about the report. And currently, there are still no real conclusions we can have from this report.

There are several interpretations of the recommendations of the report, especially the one saying that we should do DNSSEC before we start adding new gTLDs to the root. There is apparently some misunderstanding because in the-- the drafters of the report wanted to emphasize the fact that it is the root that should be signed, and that DS records with TLDs could be added at the late stage.

And that doesn't mean that we need to have all DS records for all TLDs in the root before we can start accepting and before we can start adding new gTLDs. So this is a bit of relief on the side of the potential gTLD operators.

On the other hand, we do not know right now how the root will scale when we will had all these things, more or less, at the same time, which means that some advised that we should go slowly, certainly at the start, and maybe not add the several hundred TLDs to the root on a very short term. And which, of course, creates some uncertainty on the side of new gTLD operators.

So the question being, if ICANN does have to choose between which new gTLDs will be added to the root and when? Who will be the first on the list and who will be the last on the last? And for the business of this gTLD operators, of course, it does matter to know if they will be added to the root at the end of 2010 or the end of 2011. This is their concern. And that was for the root scaling study.

On the DNSSEC front we have seen there has been a workshop where several TLDs, especially ccTLDs, demonstrated what they have done up to now. And does (inaudible), different approaches, different sizes. Also, there were the big ones like (inaudible). But there were also, for example, the TLD for (inaudible), which only has 2,000 registrations. So it's a totally different scale.

And the conclusion of that is that there needs to be different approaches because there are so many different TLD models. We cannot just say, here's a tool and it will work if you have 70 million records or if you have 2,000 records.

So it's important that we keep that in mind that overall it seems that TLD operators are very gumptious that they are doing something which could have great consequences if they do it wrong. So all of them are I think aware that they need to do it right and do extra checks, and so is IANA in that case.

Wolf Ludwig: Okay. Thanks a lot, Patrick. And we are now handing over to--

Lutz Donnerhacke: Just a moment, please. I'd like to add some interesting points on DNSSEC for Europe. The Swiss domain has already signed and going into productive state at the beginning of 2010. And we are going to make a product that's testbed for the .de domain. It would be one of the most impressive tests here because we are going to make the tested the whole scale of domain names. One of the largest ones what can be done in the near future. I do expect that this will be productive by the end of 2010.

- Wolf Ludwig: Thank you, Lutz. I have no comment, so I hope all will go well. As I understand, DENIC will not go into production until the root is signed, from what I've heard.
- Lutz Donnerhacke: Yes, of course. But they have to do a testbed before. And they are going to make a very interesting testbed from the few points I have heard in the last weeks. It might be an interesting example for others. It might be an interesting example for even IANA to fix some points on testbed. They had find some very interesting points to add. Let's wait for it. I promise it will be very interesting, yes.
- Wolf Ludwig: Okay. I thank Lutz for your additional comment on that. Other questions to Patrick, or should I hand over now to Rudi? Okay, it's your plat, Rudi.
- Rudi Vansnick: Well being the last one, I will try not to short cut for the rest of the meeting. I will be short. In aside my two days' participation in the ccNSO meetings, I have participated today in a few others where I found some other (inaudible), but one particular was the Registration Abuse Policies Working Group where there was a low attendance from the group itself. Aside me from the At-Large, there was Beau.
- Result of that workgroup seems to be something like, we have done something, we have a list, now we have to check if the list is complete. If it's not complete, we have to extend. The tracking policy is not for tomorrow.
- And I have been asking at the end of the meeting, as it was a real good meeting, whereas if you're not a member, you are not allowed to put a question on the table aside at the end. I asked them when they think to finally produce a report which will help to produce policy, and there was no date defined; certainly not for Nairobi.
- In the ccNSO meetings, what popped up is very particular for Europe. It looks like that. The position from Northern European ccTLDs against the geographical TLDs. They tried to get the geographical names out of the new gTLDs list.
- And even today, they have re-insisted they are going to re-launch the ad hoc working group they had on this issue, and they're going to come again with some proposals against the geographical names.
- That's quite interesting to know for us, and maybe we have to reach out to our European ALSes in that region to understand the reason why this pops us, especially from the Northern European countries. We saw that in the GAC - ALAC meeting. They popped up over there also.
- Aside that, the proposal I have made Tuesday to the ALAC, the ALS-ccTLD bridge proposal has been well received by the ccNSO. There were no questions at all. It looks like they have had their meeting in the morning with the Board. They have been talking about it. And it looks like they are going to work out their answer for collaboration for the next council meeting.
- Wolf Ludwig: Okay. Thanks a lot, Rudi, for the summary. It was Sebastien who wanted to add something.
- Sebastien Bachollet: Yes. After this presentation of Rudi, we discussed, and I put on the table, a proposal of when including EURALO project -- but this one it's one important, if not the most important piece of this overall project -- is I name it one ALS, one country. That to say that in one country, you must have just one ALS.

It's not the case in Germany, in France, and some other country, and that's great, but in the country where we don't have ALS, to try to have it. And of course cc could be a good channel and vice versa, but there are country where we will need to go with the (inaudible).

And the other thought is that if we can include that into the strategy planning, it will allow us to have funding help of the other constituency to this work. And then I would like to push this idea at the At-Large level, and I already start to say that to the Strategic Planning Committee this morning.

Wolf Ludwig:

Okay. Thanks a lot, Sebastien. I think this is quite a good idea because it's a practical example how we could on the practical level better include our ALSes into EURALO's work.

If we launch a concrete project by, for example, finding out what is the situation like in the individual countries where we have ALS presence, what is the feeling about pros and cons regarding new gTLEs, etc. Around what is the idea of the government? What is the general feeling from the business side, etc? What are the great objectives and what are the major proponents? This is something we will come back again in the next time.

I now would like to conclude these briefings from the Seoul meeting a little bit. Just in case you have question, of course we can continue.

I can make one reference. I was looking at (inaudible) over the last days, and I really must admit, Monica Emmit (ph) did a great job again. Sometimes I'm wondering how she's doing this, but she made excellent conclusions about the main issues which were on the agenda over the last couple of days. So the reports on the ICANN meeting in Seoul (inaudible) are really recommendable.

Sebastien Bachollet:

And if you are willing to-- if you can't follow minutes by minutes what is happening here, if you go to the website, you have links to the presentation. A lot are already download, and then you can go to the topic of the meeting you want to see what's happened. And very often, you have the presentation or the recording in different language. And that's a great improvement in the (inaudible).

Wolf Ludwig:

Okay. Thanks a lot, Sebastien. Are there any questions from your side regarding further information on the Seoul meeting? If that's not the case, I would like to come to the next point.

In the meantime, we have Bill who joined us for the meeting. And I would, due to a lack of time we are facing again, I would like now to go to the point 4.2, At-Large relations with NCUC.

As you may remember, this was a major point of discussion at our last call in September. In the meantime, there has been quite a lot of exchanges of mails on the ALAC list. There have been quite a lot of talks and negotiations. We agreed we will have a common dinner here in Seoul. And while we tried to let's say revitalize the context a little bit, as far as I can perceive, it's a situation is still dense, so to say. And Bill, do you want to comment on this?

Bill Drake:

It's hard to be very enthusiastic about doing so, but yes, okay. First of all, I'm sorry I'm late, but there was a Board GNSO restructuring meeting downstairs. And since this has been a very time-consuming thing for me, I was late, I felt that I had to be there. Actually, there's also a meeting right now on the Affirmation of Commitments. They

have full translation in that room, by the way. Very impressive. Jean-Jacques spoke French, so Sebastien would have been happy.

Well, I think there's a lot of-- there's been a lot of artificial conflicts that doesn't really make a lot of sense. Much of it I think has been based on misunderstanding and a lack of communication, which we're hopefully getting over.

Some of it I think has been particularly driven by a very small group of personalities on both sides who just don't get along. And unfortunately, they're in leadership positions, and so therefore, that's been a problem as well.

My experience, and I think the experience of a lot of people in NCUC and now NCSG, is that when it comes to actual substantive matters, they have a great deal of agreement with people from the ALAC community, and indeed very often they are the same people from the ALAC community. There are many ALAC members who are in NCUC and vice versa.

So for there to be any kind of conflict is just ridiculous. And I think a lot of it was driven, as I say, A) by personalities, B) by I would argue the propensity of some people to view things in turf terms that are completely crazy. And I would be happy to talk about that, but I don't really prefer to.

But there was-- if anybody was in the GNSO council this morning and heard Alan declare that ALAC is basically a GNSO constituency, which made a lot of people kind of go crazy, you would understand that sometimes people frame things in ways that perhaps they don't intend to, but which sound like it's kind of all territory and whatever.

I was looking at the text of this implementation guideline or whatever the hell it is that the ALAC has got now in which the ALAC is calling for the Board to make an official declaration that ALAC is the primary home of the user or something like that. I mean this is, you know, users and NCSG, too. So I don't understand why people do things that create conflict that don't have to be there. But I'm hoping that eventually we'll get over these things.

I think a third source of conflict was that there was a desire by a couple of people in the ALAC community that council seats be wired to new constituencies so that as you form a constituency, you get a council seat (inaudible). And the Board has said no. Boom; that's over, that's done with. So that's off the table.

So I think from here, what I hope will happen is that ALAC and NCSG, or NCUC, depending, will collaborate closely on matters of substantive concern where they have shared interests. They're doing [some] on intellectual property now on the STI. Hopefully they will do more on the Registrant Rights issue. We're at least trying to get a people back engaged in that. There are other issue areas as well where I think there's a lot of shared interest.

So hopefully those things will emerge organically, people will start to work together with each other and understand each other better, and from that we'll grow greater comity.

And hopefully also, people from the ALAC community who want to participate in the GNSO in a more formal sense will participate in the NCSG, which is open to membership. And anybody can join and anybody can help to participate in launching constituencies or interest groups or whatever the formations you end up having. And that would be great. It'd be great to work together and it'd be great to not have anymore

ridiculous petty arguments of things of such little significance in the larger scheme of life.

So that's that. And by the way, yes, we did have dinner the other night, which was I think kind of nice. And people hung out together, and I'll recognize that nobody has horns. And I had a nice long chat with Cloe (ph) and Alan and heard their concerns. And so hopefully we're moving forward and these things will no longer be preoccupying anybody's time. That would be my hope.

I think we're all-- I think the whole process of restructuring, anytime when you have a kind of major restructuring with institutional arrangements like this, there's going to be conflicts over exactly how the positioning is going to work. We're now there. I mean the Board has said this is the way this is going to work. NCSG is moving on. We're moving into the new phase. We're launching new mechanisms. We've got these counselors. We're just going to go forward now. And I think it will get better, and hopefully we can play a more constructive role in representing non-commercial users' perspectives on those issues.

Wolf Ludwig: Okay. Thanks a lot, Bill. Any further comments regarding this issue from Adam's side?

Unidentified Participant: What is Adam (inaudible)?

Wolf Ludwig: We actually had some crisis of identify. Adam.

Adam Peak: No, I don't-- one of the things I think we have to see now is what happens with these constituency applications as they're going forward, because we don't know. Apparently there are four on the table, and I don't know exactly which ones they are. And we don't know which the Board may or may not approve, and I don't think we've seen the recommendations for staff on any of them, if that's correct.

The one that seems to be the most advanced is the Consumer Constituency, which Beau in particular has been championing. But again, it doesn't seem from my point of view, from what I've seen that doesn't seem to have some of the international representativeness that you'd hope to see from a constituency. So there's a risk of setting a very low standard for creating constituencies, which would then have to be carried forward and could potentially create problems. So I don't know. We have to see.

A lot of it depends on what the staff and Board do. It's sort of out of our hands, I think, in many ways. Or there does seem to be a move towards, as I understand it, the NCU's proposals, simply because in the long run, they create fewer sort of politically-oriented problems for the Board than the siloed constituency model that SIC proposed. But I don't know. We have to, I think, wait for what staff and Board start to decide.

Wolf Ludwig: Okay, thanks, Adam. Olivier?

Olivier Crépin-Leblond: Thank you, Wolf. I just wanted to echo Bill's remarks. I think it's-- we reach a point when the stakes are getting too important to start behaving like children. Although there has been improvement, I still think there is some friction between the constituencies. And it's funny because between the constituencies, between specific people. But then the majority of us get along with each other extremely well.

So really, maybe we have to ask whoever the friends of those people are to tell them in private to just put a lid on what's going on for the better of everyone. Because we are really making good progress as far as work is concerned.

- Wolf Ludwig: Okay. Thanks a lot, Olivier, for this additional conclusion.
- Sebastien Bachollet: One other thing I have to (inaudible). I was not at the dinner, and I still feel very uncomfortable with what has happened on Friday with Milton. And then I think that it's not necessary to put some oils on the system.
- I quite-- I disagree with a lot of things say in this arena, and I am willing to discuss that, but there's a premise that always will discuss that except for the dinner where I was not able to come and I didn't wish in two minutes, in five minutes.
- I think it's a huge question because my always feeling in ICANN is we need to have a systemic view of the situation. And if we start to take one piece, we have to take all the system, and it takes time. And today, there are so many thick position on that then, on this other. For example, you say about (inaudible) is the first place for the end user. It's something written in the reports. Not by ALAC it was written. It's by this group who studies ALAC. Don't remember the name; sorry.
- Olivier Crépin-Leblond: The ALAC Review.
- Sebastien Bachollet: The Review. And it's-- you had talked about that.
- Olivier Crépin-Leblond: That was written by the contractors that were taken for the ALAC Review.
- Sebastien Bachollet: Then that's all what ALAC say and want to say. There's a lot of misunderstanding of-- and when you are in [this attrition], if you tweak a little bit, it could be very, very, very worse or very, very better. And we don't know each time, and then we are willing to try. Sorry about that, but I hope that the thing will be better in the future, and I think we need to keep on to try and to keep onto to talk.
- Bill Drake: I'm sorry. I didn't realize the genesis of that document. It was just the timing was funny. Given the conversations, I thought, oh, we're making progress. And then I look into here like, listen here's the thing, and then, what the hell is that? It just seemed like one step forward, two steps back. I'm glad to hear that it wasn't what I thought it was, and I stand completely corrected.
- Olivier Crépin-Leblond: And thank you. I'll be very quick. I wanted to thank Bill for doing the running back and forth, because he has I think done a heck of a lot to bring the two sides to slow down a little bit and start thinking before speaking.
- Adam Peak: Yes, but you occasionally punch back, so that's all right. And I think one of the problems, from an ALAC perspective and not an NCUC perspective, is that we haven't done enough commenting on this particular document. We haven't reached a statement on it since I think April. And we should have looked at it in more detail because we do obviously have interest in it.
- And as a committee, we haven't actually looked at it closely enough and made decisions on actually what do we think about the various-- whether it's whichever proposal it is. It doesn't matter. I think it would have been helpful had we done that, and we should have done that. It's a major piece of policy development that we haven't really been as involved with recently. I know it's something that the committee has been commenting on massively for the last two years, but we've kind of gone silent at a critical period. And that has not helped this disconnect with the NCUC.
- Unidentified Participant: Are you talking about the ALAC Review document?

Adam Peak: No, I'm talking about the proposal for the Non-Commercial Stakeholders' Group. The ALAC was very active in the early days at putting comments, but we've been silent in this critical period. And that's been the period when the NCUC has been sort of fighting it out with, for want of a better word, with the Board and the staff and the SIC. And we haven't really had our own definitive position. And I think that was probably contributed to the lack of harmony or harmonious discussion with the NCUC.

Sebastien Bachollet: Yes. And the other fact that we didn't have any (inaudible), that's something we need to discuss here to know where and how we would be able to rebuild, or we build the liaison. Sorry. But that's something we need to discuss. Because if we want a job done, we need somebody assigned for it because it's not-- it will not be done. That's when (inaudible). It's not the only, but that's when (inaudible).

Adam Peak: More than anything I was just trying to-- we can't go back in time and correct anything; and I'm not saying that at all. It's just I think that's another reason why we got into the situation we're in.

About the future of having a liaison, I think we're probably right in that we should wait to see what happens with the Non-Commercial Stakeholders' Group. But in the meantime, the non-commercials are 50% at least represented by the Non-Commercial Users' Constituency.

So let's keep Bill as our liaison, and all of us keep talking to him. And then we will formally decide what our return liaison should be once they stakeholders' group has been established. And I will say that I am quite interested in being that position. I should also say that I generally, although it probably sounds like I'm closer to the NCUC than anybody at the time, I tend not to agree with a lot of what the NCUC says, but in fact, it's just by the (inaudible).

Wolf Ludwig: Bill, okay.

Bill Drake: I don't want to belabor this, and actually, we should do more EURALO conversation. Just one last point, though. And of course it would be great to have Adam as a liaison, too.

Actually, I want to take issue with one thing that Olivier said. You said the stakes were high. I don't think they are. I mean that's the really pathetic thing about it. I'm on the GNSO council. Let me tell you; it's a pain in the ass. You get-- you do an unbelievable amount of bureaucratic, arcane crap work. And if people think that this is wonderful, elegated, elevated position that you can put a feather in your cap and march around and say, woo woo woo, it's not. It's no big deal.

And so for people to be battling over how two or three seats on the council might be allocated, life is short. And compared to like staying alive, having food, having friends, all the things that matter in actual life, this is like, so what? Everybody wants my feet, I'll give it to them. You know what the big payoff is? You get to come to Seoul and spend 12 hours a day in a hotel in a sealed box and then you fly home.

So it's-- we do this because we think it's important at the community and for the Internet and etc, but it's not like some wonderful positional good that people should be struggling to have one of these. It's really crazy to me, actually.

Wolf Ludwig: Okay. As you may realize, we are now in the middle of the discussion again. I give the last word now for the time being to Olivier, and then we cut off this point because we are running short of time. Olivier.

Olivier Crépin-Leblond: Actually-- thank you. I wasn't part of the discussion, actually. And I must apologize because I brought it into my own little world which was the one to do with the IRT response where I'm kind of mixing things.

We are working with NCUC on the IRT, and so that's why I felt that the stakes are high. So we cannot risk going back into some whatever story, whatever happened before. Thanks very much.

Wolf Ludwig: Okay. Thanks a lot for this last remark. As you may have realized, or as I would call it, there's a nice German word for this thing. It's (spoken in German). And it's an (spoken in German). This is an assumption. I just would like to conclude this point.

As I communicated already on the (inaudible) workspace, yesterday we suggested to drop the next agenda items, 4.3 and 4.4, which there's briefings for Sweden on proposed bylaw changes to improve accountability. And 4.1 was just a briefing on GNSO improvements. And due to the fact that we have a very dense, overloaded agenda, we decided to drop this.

And therefore, I would like to come to point 5, recent and upcoming activities of ALAC. And I would like to have short comments and conclusions from Sebastien and-- okay, it's your turn, Sebastien.

Sebastien Bachollet: Adam and Patrick left, and we are supposed to have finished our meeting since five minutes. And I guess the room will be occupied in the next few minutes, and we need to go.

Frankly, I am not sure that I have something to add to what we do here, because it was what I explained what we do on the Sunday here and even on Tuesday. So it [stakes] the overall question we are discussing.

What is interesting is that we progress in the follow up of the review of the At-Large and ALAC. And there is now a big document when [SAB] because it's on the [A5 side field] instrument. And there are four pages already. It's what we follow, we need to do, and how we know we're doing the meeting. We like prioritization, and that is something we will have to follow.

I guess the other point, it's something Mr.-- forget it's three process to select the At-Large [working] board director. I think we will need to come back on that, but I am not sure that we need to do that straight on now as we are, other meetings starting in few minutes.

And once again, my feeling is that what is important with the exchange today is the people who are still in Europe. It's to have a flavor of what is happening here. But if you need, I can come back on those subject.

Wolf Ludwig: Okay. Thanks, Sebastien, just for pointing out that I didn't consider the process to select At-Large (inaudible) board director, but we are not in such a terrible hurry, and we can come up with this on one of the next calls.

And you can, by the way, follow the discussion which was done so far on the workspace of At-Large, and there is a whole discussion process. There was one briefing call and there are questions submitted to the briefing call, etc. And all this you can see on the workspaces.

After the briefing of Sebastien on the upcoming activities of ALAC, we are now going over to point 7, which is EURALO outreach. There is only one thing on the outreach list

at the moment on the possible outreach list which is ICANN Studienkreis meeting. It was supposed to happen in October, but was postponed due to the ongoing-- has problem both going to beginning of next year. Now the new date was fixed and communicated. It's in the last week of January. And we just had a meeting yesterday, day before yesterday at lunch for the first draft of the Studienkreis program. And as soon as we have more details, we will communicate this via the EURALO list.

This is the only-- yes, Sebastien.

Sebastien Bachollet: Just on this question, I would like to officially say that I was, but I guess I was not the only one, to read here that we were very desperate. It was documentation we got during EuroDIG. And that's not the professional way to work with us. We need something done.

We spend a lot of time as individuals to do the document, to set up the text, to do that on time, and we get very bad sheet of paper with no other document to distribute. And we really need to at least fix for the next even whatever event is in the future. Thank you.

Heike Jensen: Sorry. Was that the flyer you were referring to?

Wolf Ludwig: Pardon?

Sebastien Bachollet: Yes, flyer.

Heike Jensen: That was the flyer. And that turned up in very bad shape?

Wolf Ludwig: Well actually, we are really talking about a flyer. And after finally at the EuroDIG, then it has already started taking up to the kind of leaflet, which very much reminded me in his appearance to my early days of [Carlos Fundy] at [Heidelbeck] University where we had material like this. So it really was not something to be very representative at the event like EuroDIG. And I therefore perfectly agree the frustrations of Sebastien and also the frustrations of Olivier.

And Olivier greeted me after the meeting. He did pointed to this disappointment from our side that there was quite considerable time via repeated phone calls and drafting sessions, etc. And so there was a lot of (inaudible) effort involved in this whole period, and then afterwards, they come up with some kind of yellow leaflet, which that's not colored with any corporate design patterns or whatsoever, which wasn't good.

But we deposited this complaint already, and we will hope that the next, the second attempt of the production will be better. Rudi, you wanted to comment.

Rudi Vansnick: Yes, I would just add, I was at the ITU world meeting in Geneva, and there were some flyers from the At-Large ALAC. And I was a little bit missing a flyer from Europe, while Geneva I was in Europe. So nobody has been thinking about it from ICANN staff or whatever, to bring eventually these flyers also to the table.

Wolf Ludwig: Yes, okay. They would have had some time in between EURALO-- EuroDIG and the telecom to reap your juices on a real paper in a real flyer shape. But while it's again-- yes, Olivier.

Olivier Crépin-Leblond: Thank you, Wolf. I've actually had a chat with Heidi [Welts] here, and we were going to schedule a new meeting with Scott Pinzon, who I understand deals with those things over here. Hasn't been scheduled yet. I will drop an e-mail over to her and see if we can still

do something in the next few days. Perhaps have a quick ad hoc discussion with him to see where we can go with that.

Wolf Ludwig: Yes. It would be a good opportunity to come back during the time we still have here in Seoul. But frankly, I do not think it's a problem with-- this is what I think -- it's not a final implementation; it was a problem of At-Large staff into Geneva. They had it on the table and at the very last minute they realized (inaudible) to submit something in the next couple of hours. They went to the next copy shop, or-- okay. But we are running out of time, so therefore I think we cannot spend much time over this issue anymore. We will just trust that we will have a better version.

Unidentified Participant: (Inaudible - microphone inaccessible).

Wolf Ludwig: Okay, but we said 6:30 is including then the pre-- the after session regarding this point of outreach and outreach material and our public relation, I think.

I would say I do not see a necessity to continue with the other points on our today's agenda. We (inaudible) point 8, Strategic Planning for Fiscal Year 2011. In case there are no questions from you. You want to comment on this, Sebastien?

Sebastien Bachollet: Just to say why it's important. It's important because if we have project we want to push at the European level, we need to do that now because it's the only way we will get to the operating plan after, and then to get money. It's why it's now is that we need to start. It's one of the reasons, once again, I push for the idea of one ALS, one city, one country because it could be one way to be included in the finals at the end of the day.

Wolf Ludwig: Okay. There's one more comment from-- two more from Rudi and from Olivier.

Rudi Vansnick: Yes, very shortly; we have to keep in mind that next year in Brussels in June we have the ICANN meeting. And maybe we have to keep in mind that that is the ideal place to get all the European ALSes together and have a strong EURALO meeting. And we can have there a good discussion on the content of our plans for 2011.

Wolf Ludwig: Okay. Thanks, Rudi. Olivier?

Olivier Crépin-Leblond: Just wanted to add that as far as outreach was concerned, a number of people from EURALO went to the ICANN fellows in the morning to try and find new potential recruits. We did not find any other, to my knowledge, there weren't any other RALO representatives. And so we were kind of doing recruitment for other RALOs rather than EURALO, to some extent. Hopefully the other RALOs will pursue this during the next ICANN conferences, because it's really good opportunity.

Wolf Ludwig: Okay. Thanks, Olivier. It's Nick who just joined us and Heidi. And I guess the floor to them now. And Matthias, sorry.

Heidi Ullrich: And we also have Scott Pinzon, who is the policy communications director, who has joined us.

Unidentified Participant: I just wanted to note, in connection with Strategic and Operating Planning and Budgeting, one of the recommendations that was adopted by the Board and the At-Large Review working group proposal is that At-Large evaluate on a strategic level its resource means during this fiscal year so that all of the improvements related to the review implementation, where they recommend something that is of an enduring nature, not a one-time charge, that At-Large should look over things like that so that it's possible during this fiscal year to work with the staff to plan out what is required for the long-term

objectives for resourcing that the community needs. So in this fiscal year, you normally want to look at what you need for next year, but what you need on a continuing basis in connection with the implementation.

Unidentified Participant: (Inaudible - microphone inaccessible)

Unidentified Participant: Well whatever it is. The review left open, whether you needed more staff or more resources or both, but that's a dialogue that's meant to be taking place over the course of the next eight months.

Heidi Ullrich: I wanted to respond to Olivier's statement regarding the fellowships. We are happy to announce that we already actually have an ALS application from Pakistan who is a fellow. And I had a good discussion with him during the evening event on Monday. So that was I think-- we've actually had other members of At-Large apparently talk with this gentleman who has now submitted his application.

And also, Janice, who is--

Wolf Ludwig: May who I ask who you are talking about (inaudible)?

Heidi Ullrich: So one ALS, one country, we actually now have two applicants from Pakistan at the same time. So we have two current ALS applications going through the process for Pakistan. So two ALSes per country might be the next goal.

Unidentified Participant: There are a few stands missing, I might add though.

Heidi Ullrich: And just one last item on the fellowship. We do already have the contact sheet for all of the fellows at Seoul. We can distribute those to the relevant RALOs so they can follow up with them to discuss At-Large and perhaps joining, putting in an application.

Rudi Vansnick: Just one question for the future. Is it possible that, for instance taking the case of Brussels meeting, that we have in the fellowship window for At-Large to make an official presentation of what we are doing and what we expect from them?

Wolf Ludwig: Sebastien?

Sebastien Bachollet: The fellowship program organized this topic. And last time, we were invited to talk. This time, they decide to have one-on-one fashion. But I was at the first breakfast and I make a statement. And I was at this morning's session and I make a statement after the (inaudible) and corporates because the part of the answer of some question was how we can be involved. And I explained that one way it's At-Large. I say that there are other way to come and to be involved within ICANN, but I insist on At-Large.

And I think all of that, the (inaudible) discussion, the discussion in Geneva during EuroDIG, and the preparation of the IGF Forum, and the discussion you are having individually on currently we are (inaudible). It's not one of them. We need all of that to be done.

And then I can go to any breakfast, to any meetings and make a speech and explain why the ALAC and the At-Large to solve the problem. It will depend on the program. If it's more specifically organized with IEC and ISO responsible or not, but that's okay, I guess.

Wolf Ludwig: Okay, Heidi.

Heidi Ullrich: So I'll mark that as an action item from this meeting.

- Wolf Ludwig: A what?
- Heidi Ullrich: As an action for this meeting that I can contact or be in touch with the fellowship manager.
- Wolf Ludwig: Yes, of course. In my eyes, it's a standing item, to improve our outreach. I simply can add I have repeated talks with (inaudible) foundation. It's a fellow with whom I had the European capacity building (inaudible) on Internet governance of 18 people from Eastern European countries. And some of them I am in close contact, and I'm steadily trying to encourage them, after completing the course, to stay involved in the process.
- The process (inaudible) do not represent an organization in Eastern European countries as they are more or less individuals, and they would prefer to join us as individuals. And I told them all, of course, you are welcome even as individuals, but it's taking time. And I think it needs some further encouragement for them to get involved. And this is an ongoing progress which I think is important, and Heidi and Nick is doing this in respect of the ICANN fellowship program, etc. This is very helpful.
- I just wanted to be, before I give a word to Olivier, as to make enough of remark of what is probably a question. It's still regarding the point strategic planning for the fiscal year, and that we have to submit some suggestions from the community or some planning material, etc.
- And I wanted to remind we have working via working program for (inaudible). It's our General Assembly in Mexico City. According to the working program, we submitted a budget proposal which goes in line, etc, this working program. And this could be a basis for these considerations so we don't have to produce something new. This is already something that is done. This just could be considered because it's a question.
- There are two options. You can permanently increase the capacities on the staff side, or you can, on the other hand, as an alternative, invest on empowerment of the community. And I think this could be a good idea, at least to be reflected or at least to be considered.
- If there are some programs and work plans and considerations in the community how to improve the outreach, etc, then you can come back to this and can think how this can be improved and empowered. Olivier. Oh yes, sorry. I didn't announce. Yes, Christopher.
- Christopher Wilkinson: Yes, can you hear me? I was just going to follow up on an earlier point that Sebastien raised. It's one ALS per country. It would be helpful maybe to just have a checklist, at least, in Europe as to which countries have the most highest priorities for trying to achieve the necessary outreach and promotion. I know that a lot of European countries have one or more ALS, but I think we need a checklist as to where the priorities would lie in the next few months so that something concrete should be done before the June meetings in Brussels.
- Wolf Ludwig: Okay. Thank you very much, Christopher. You wanted-- no, okay. Is there anything else regarding the agenda point on the Strategic Planning for Fiscal Year '11? No more questions? Then as Nick and Heidi are here, I would like more or less to conclude the official agenda with some information on initial planning for the Nairobi meeting. Heidi or Nick or who is--?
- Heidi Ullrich: Actually, the reason that we're here is to talk about marketing and outreach issues. That was something that my understanding was that there was one-- EURALO wanted to have an informal meeting on this topic while in Seoul. And due to the lack of room with

meeting rooms that we would put this as an agenda item following, or as an informal meeting following the EURALO meeting.

- Sebastien Bachollet: It's exactly what he say, but we are finishing admitting and we would like to know what other inputs you can give us about the Nairobi meeting to start to scale you for that. And then we will close the meeting and we will start the (inaudible) meeting on the topics you are talking about exactly. Sorry.
- Wolf Ludwig: Thank you for the interpretation, Sebastien. This is exactly what I perhaps didn't express but I wanted to say. Nairobi, if you have something to--
- Nick Ashton-Hart: What I can tell you is that the information about Nairobi will be posted I think within a couple of days after the Seoul meeting ends from ICANN.org. But I don't actually know any particulars about that. There's nothing-- and the staff, they really haven't said anything about it yet.
- Wolf Ludwig: Okay. So as it stand, are people from Kenya downstairs into lobby. We can collect some postcards and PR material for you, if you like. Or we can send it to you or bring it to you on our way back. But otherwise, to my knowledge, there's not much at the moment. But I'm sure it will immediately start after the conclusion of the Seoul meeting.
- Therefore, I think we will come back to this Nairobi preparation point over the next weeks. And to say it again, this fifth point, as of this note, I would like to conclude now the official agenda of today's call, and then come back to the after session on working--
- Lutz Donnerhacke: I had a question.
- Wolf Ludwig: Yes, please.
- Lutz Donnerhacke: We have a strong political discussion in Europe and outside Europe about net censorship and net neutrality. Will EURALO is going to engage in this discussion or not?
- Wolf Ludwig: Well, it's a good point. I think whatever is on the European agenda we cannot be deaf and we cannot do like the issues wouldn't be on the agenda. It was not only on the European agenda, it was an issue, as far as I've seen, in the States as well. There's a Communication Commission that was--
- Lutz Donnerhacke: But that's a relevant issue. We have the problem in Europe that we are going to get the European law overruling the national success in fighting against net censorship. So net neutrality seems a little bit different. And it looks on the commercial issue, we have a political issue in Europe at the moment. And it's a very burning one.
- Wolf Ludwig: Nick?
- Nick Ashton-Hart: Well, I don't know what ICANN could do. I mean that's completely outside of ICANN's remand.
- Lutz Donnerhacke: Of course that's why I asking the question. Should EURALO include going to a (inaudible) or not? It's a clear statement saying it's not in the remand of ICANN.
- Wolf Ludwig: Well, I agree with Nick. We cannot do it within the ICANN remand. But we are not only covering ICANN; we were present at EuroDIG as well. And therefore, sometimes we are a little bit [transborder], and we can discuss it on the calls.

But I would hesitate at the moment, let's say, to make a press release, releasing the name of EURALO on this issue. I think it could discuss other channels. How we could enforce or participate in this discussion on net neutrality, but it's not an original issue of EURALO, in my eyes.

Lutz Donnerhacke: Do we have contacts to lobby organizations in Brussels?

Olivier Crépin-Leblond: I think in the EuroDIG context there's a sustained follow up effort, mailing lists, but that EuroDIG-- the participants in EuroDIG are participating in European debates about the Internet.

Lutz Donnerhacke: But don't get me wrong; I only try to make sure which organization can be included in such (inaudible) activity or not. It's not saying we have to do it. It's only to make clear for my personal mind.

Wolf Ludwig: I must say; quite a lot of-- I couldn't mention the European (inaudible) party could be a partner about this. Olivier or Patrick could be approached--

Lutz Donnerhacke: Okay. I do not talking about partners. We already had a lot of partners, especially (inaudible) is very active and doing a very good job on the subject. But we-- the question here is will we as EURALO do something to produce some activity or not?

Wolf Ludwig: I do not see this as a priority, of course.

Lutz Donnerhacke: Then I will postpone this question to a later issue or through the mailing list. Thank you very much.

Wolf Ludwig: Okay. Any other questions?

Christopher Wilkinson: This is Christopher again. Sorry, I missed who was speaking just now, but--

Lutz Donnerhacke: Lutz Donnerhacke.

Christopher Wilkinson: Oh, hello. Just to say that a number of ALSes were also Internet Society Chapters have cooperated in taking a position both on intellectual property aspects and on network neutrality. So I agree with Wolf that EURALO would not be a very effective additional channel. I think that should go through directly to the European Parliament, to the European Institutions, and possibly through EuroDIG, though I have no first-time knowledge recently as to what EuroDIG had to say about this. Thank you.

Wolf Ludwig: I can just support what Christopher said. And I can repeat, it was the day before yesterday when ISOC Belgium, which is one our ALSes, had a press conference in Brussels on data retention. And they are also covering questions of net neutrality, but it's in the (inaudible) of our ALSes. And I think for you, Lutz, a partner or a lobby link in Brussels would be ISOC Belgium.

Lutz Donnerhacke: There's no problems. Just got question about our own organization.

Wolf Ludwig: No, but--

Lutz Donnerhacke: I do understand it completely. I do not want to open the marketplace for contacts here. It was the question about our own organization -- yes or no? The answer is no. The answer is no, and it's completely understandable. It's fine. Thank you.

Wolf Ludwig: Calm down, please. Okay, Nick.

- Nick Ashton-Hart: I'm somewhat-- I'll follow up with your later, Lutz. But there are, the DNS Security Working Group and At-Large, which you're co-chairing, there are some issues that are coming up now that are topical to the new gTLD program related to root service scaling and DNS implementation and the like. We'll come back to you because I think we'll need you.
- Lutz Donnerhacke: That's fine. That's okay. I'm really sorry that I'm not as active as I wished. But we are-- please, close this political issue. I do not want to get upset or something. It's just to make sure for me, for me personally, that I do not (inaudible) on one organization now.
- For the root scaling, for the DNS Security issue, there's no problems, completely out of topic. That's fine.
- Wolf Ludwig: Okay. If there are no other questions, I really now would like to close the official part. Everybody who now wants to participate, continue now in the after session, is welcome. You can stay on the phone bridge and we can communicate with you if you are interested. But this is the after session regarding our outreach work and the flyer we produced and ways how we can improve this. But thanks so far for your participation and for your patience in participating at a very early stage in Europe. For us it's afternoon here. Heidi?
- Heidi Ullrich: If I can call on Olivier to set the context for this next discussion, please. And again, just to note that this is going to be a brief discussion because of time conflicts with other meetings. Olivier?
- Olivier Crépin-Leblond: So official meeting, but--. Okay. We discussed it actually just a few seconds, I should say, before you stepped into the room, and it was (inaudible) from Europe.
- When we were in Geneva at the EuroDIG, we were supposed to receive a number of brochures. And what we thought we were going to receive is a set of brochures and so on. And unfortunately what we ended up with was a yellow sheet of paper which didn't quite fit with the image that we wanted to portray to potential new RALOs-- new ALSes over in Europe. And especially when you compared it to the other type of material that was provided by other organizations.
- So I hope that we can-- I know that Scott is dealing specifically with these types of issues, and now that we have a little bit of time until the next event that is taking place, I gather-- well, there's IGF in a few weeks time, but of course there's going to be the Studienkreis in the a few months time. Perhaps we can already start work on preparing some proper documentation that will support the outreach process which we're trying to put together basically to get more ALSes in Europe. Does that cover the--?
- Heidi Ullrich: I think that was one of the starting points of the discussion. But my understanding from calling for this meeting was more of a broader issue, not only for EURALO, but just in terms of where we go with outreach and marketing. So if we can maybe just have a few minutes of discussion on that. And if we don't reach the solutions today, maybe we can identify a process for further discussion on this.
- Heike Jensen: But I mean given that the IGF will take place in a very short time, and given that we did some substantial work on the flyer even prior to the EuroDIG, I think it's very important to now deal with whether we'll have the flyer as we envisioned it for IGF or not. And if not, why not?
- Wolf Ludwig: This was a question to start, I guess.

Heike Jensen: Yes.

Nick Ashton-Hart: Well the flyer, in the state that it is presently, is in that state because we actually got the final text something like 48 hours in terms of business days before EuroDIG began. So the DTP people literally worked over the weekend to produce a version that I could take to the copy shop on a rush basis to get it (inaudible) all.

If it needs to be reconfigured, then we can change the look and feel of it and how it's printed and all that sort of thing. We would just need to know from you if it's okay in its current layout -- the title is a fairly dry one; we could do something more interesting with the title -- but we can then get it printed on glossy paper instead of matte paper or what have you, and taken by the Global Top Partnerships people to IGF, along with the flyers which are being reprinted. And the text has been somewhat revised because some of it was actually out of date anyway, and it was also a bit dry and corporate looking.

Heike Jensen: So where's the latest version of the text, then?

Wolf Ludwig: In our hands. Well as I said before, at the moment, it's printed-- it's leaflet (inaudible). It's not in the form of a flyer, what I consider normally as a flyer. A flyer to me is normally-- perhaps it is a language confusion between chairmen and translates to English. A flyer for me normally is a [lepagelo]. And it's like the one we had from At-Large.

And I took this as a pattern for the EURALO flyer. I also thought we agreed on the fact that we wanted the blue color. Because yellow, if you now come back to color scheme of the summit, there are different color selected for different RALOs, and we clearly said from European, the only color of common identity in Europe I see is the color of the Council of Europe, and it's blue with yellow star elements, but not-- the present leaflet is on yellow paper. And I must admit, I'm-- I will prefer another kind of layout.

Nick Ashton-Hart: Well we can certainly have it re-laid out as a trifold, change the title, prepare it for blue, which is more of standard ICANN color that happens anyway, and using the At-Large logo in full color.

Wolf Ludwig: Right. The question of Heike was where is the last text version of this flyer? I spontaneously cannot remember anymore.

Heidi Ullrich: We can send it onto the list later on today.

Nick Ashton-Hart: I think it was sent onto the list at the time when we received this version from the desktop publishers. But again, that's now some time back. It's easy to--

Wolf Ludwig: It must have been in the first part of September. I think a week before-- a couple of days before the start of the EuroDIG. But I think it would be a good opportunity to also post it on the EURALO workspace so we have continuously, and ever it's needed to download it, and if needed, to print it out by yourself. Heidi.

Heike Jensen: So would it be possible to maybe work on this during the coming week, and then by the end of this week, have a clearer sense of the final wording and also final layout so that we'll be in time for IGF with the printing?

Wolf Ludwig: Well, I don't know. I wouldn't-- honestly speaking, I wouldn't reopen the wording again because the problem is now we are at above almost always the limit of the text you really can place on an a4 format. So if you come at this proposal, which includes a 10% cut of the text quantity, I would be more in favor. But if you are restart now editing, according to my experience, it 99% leads to 10%, 20% of text long. And I would really object

against a re-editing ending up as more text because it increases our dilemma and it's not going to solve the problems.

Heike Jensen: No, absolutely. Sorry. I was just referring to what Nick said, that maybe we need some more snappy headlines. Nothing major, oh god.

Nick Ashton-Hart: Yes, I remember when we spoke about this. At the EuroDIG I said, perhaps a title or something like, "The Internet Needs You" or the like would be better than "Invitation to Join EURALO." It's a bit dry.

Heike Jensen: Yes. So I was only talking about revising on that level.

Nick Ashton-Hart: I think when you see it, Heike, you'll see that the text is already quite small just to get it all onto two a4 sides. I think let us have them do it as a trifold with a different title. I think we'll find that the text will be even smaller than it is now because of the margins required for the trifold. And we may actually need to reduce the text anyway to avoid people needing a magnifying glass to read some of the text. But let us see what they can come up with.

Wolf Ludwig: I agree. This is the first point Nick mentioned, invitation to join EURALO, it sounds like an invitation to a nun school in a monastery. It's completely out of, I don't know. So this main title really must be something different into directions, "The Internet Needs You" or whatever, but not invitation for whatsoever.

I would say the title need not to be on this side. The number of the subtitles here, in my eyes, are far too big. So it would be as the same size as the rest of the text in bold would be enough.

There are still a lot of options to jangle around with this. But probably there are still some reductions needed. And I would suggest to try it under the art issues. If we could do the art issues in one sense, more or less, and in a very clear provocative sense, or sometimes you can deal with art issue in the form of a question -- just asking the right question, but trying to give an answer here. But you cannot give in a normal leaf-- you can not give in a flyer, in my eyes.

These are just suggestions how we can-- what Heike is arguing for how we could finalize this thing, making a new version and having something ready that people going to [Shamanshag] in two weeks -- I don't know when it will start -- could be ready.

Nick Ashton-Hart: We'll send a note to our person in Marina del Ray tonight. They'll get it overnight. And knowing them, they'll turn something around as an example very quickly. So with any luck, maybe by the end of this week we'll even have a layout and heading and all the rest that you're all happy with.

Heike Jensen: Yes, that would be great. The IGF sides on November 15th, by the way. So it's still a good time off.

Nick Ashton-Hart: And that's-- it would be especially good if we got something back before the weekend because the three of us are actually going to be in Hong Kong taking a few days off through next Wednesday or something. It just happened that way; we're not all--.

Heidi Ullrich: If I could-- I mean this is fantastic and thank you. And, Bill, I'll send this to Marina del Ray today.

But if I could just move onto the next step of having this -- what are your ideas and your thoughts. And then also get perhaps some input from Scott is what do you plan on doing with this flyer? What is the most effective way to utilize this document with the At-Large brochure that will be revised in the next few weeks at your regional events?

For example, are you planning on just walking up to people and handing them this? Are you going to have a booth? Are you going to have a table that the people who are at this event rotate manning that table and discussing EURALO, etc?

Wolf Ludwig:

This is more or less a major events like EuroDIG in Geneva or like ICANN Studienkreis meeting in Barcelona. Of course, this is almost a must. The moment that the people arrive at ICANN Studienkreis in Barcelona get registered, etc, at the registration desk must have a pile of EURALO flyers. This is the easiest way to approach the people to get into a discussion with them, etc.

And I'm having, I'm covering at least 20 conferences a year in Switzerland, which are related to the Internet, etc, and their different issues. When I have flyers with me wherever I go, in a coffee break, in a lunch break, etc, people are asking me, what are you doing, etc. And then I always say in my real life, I am doing this. In my unreal life, I do ICANN. What is ICANN about, etc? And then exactly it's the moment when you need to have a good flyer and give it to the people, etc. That's the way I normally do outreach.

And let's say if seven people in the EURALO Board, plus three, four, five other ALS members who are active do this in Berlin, in Brussels, in Paris, in Madrid, etc, and Italy. This is what I understand it doesn't, within a couple of weeks or few months, double the number of ALS applications, but this is the way to get flyers spread by conventional means.

Then of course we have to think about other options. How we can improve our presence let's say on Facebook. It's just another option. But there are the conventional ways where in your daily life you can do whatever kind of outreach and contacts. And for this, a flyer is very helpful for it, besides business cards, etc, but there are of course other ways and means. Nick and Olivier.

Olivier Crépin-Leblond:

I just wanted to note that we could also make sure that ISOC Belgium has a set of these. And so they could-- whenever they go to Internet-related symposia or meetings in Brussels where there are so many organizations from all over Europe who show up to things, if they can make it habit of seeing that a few are always available on the table, then it would get spread quite widely, I'd think.

Geneva is the same thing. Lots of people come from everywhere, other capitals maybe less so, but still somewhat.

On the Facebook front, you may all realize or not that there is an At-Large Facebook page. A couple of RALOs have a Facebook page, but the At-Large wide page has started right after Sydney or right before, I forget. Has about 250 fans. It's on the front page of At-Large.icann.org. And it went from zero fans to 250 relatively quickly. Obviously this is not like Bon Jovi or something, but you know. Then again, we don't have top 10 rock tunes to give away.

So there's nothing that would prevent taking, creating a badge like you see for Facebook on At-Large.icann.org. We can make a EURALO one or not, or just use the At-Large one. I think it is actually embedded in EURALO's homepage, the wiki homepage. Is it not? I think the Facebook, the badge for Facebook is actually on the front page of EURALO.org.

- Heike Jensen: I think another outreach trend to follow would DENIC. And they are doing this German evening at every Internet governance-related event that they're attending where Germans and friends of Germans always gather. And it's getting bigger and bigger all the time, so that would be a good outreach thing.
- Then there is this German-speaking Domain Pulse, which puts together the registries for German speaking countries, including DENIC. And all of these contacts are contacts where outreach would be really easy, I think, specifically concerning European issues.
- Wolf Ludwig: Olivier first.
- Olivier Crépin-Leblond: Thank you, Wolf. I think that we should all remember that we're all EURALO ambassadors for outreach. Everyone at EURALO is. And I would even hope that everyone in all the ALSes are as well in order to get more people to join and more organizations to join.
- One of the ways is to always have some of these flyers handy if any member from any ALS is going to meetings that will involve other like organizations that could be interested in this type of material. Having that at hand and having a distribution mechanism for this is always something that triggers dissemination of it. Thank you.
- Wolf Ludwig: Adam.
- Adam Peak: It might be quite nice to give it to the ccTLD operators as well so they can have them in their office entrances, as I'm sure many of them have flyers and bits of information of various kinds. And it would help if the relationships that Rudi is trying to build, perhaps, or an aspect of that.
- Wolf Ludwig: Thanks. Any other comments? Well my question was actually, I see a kind of a public outreach or public relation concept on the global level of ICANN, what Kieran is responsible and other ICANN staff members. But let me ask, do we have a concept for regional parts, let's say, for Africa, for Europe?
- Scott Pinzon: The short answer to that is not yet. ICANN has lacked the marketing department for its entire existence. So there's been no one focused on how does ICANN express outwardly anything about itself.
- If you look on ICANN's jobs board now, you'll see that they're advertising for a vice president of communications. So they're aware of the need, and they're trying to get a person in place who can address it. But until then, there's no champion to carry it forward.
- Wolf Ludwig: Olivier.
- Olivier Crépin-Leblond: Thank you, Wolf. There might be no champion to carry it forward until then, but is there a budget to carry it forward?
- Scott Pinzon: There is budget. The trick there is that everyone of every interest group is competing for it. So my task here tonight is to listen and take the best ideas and go lobby for them.
- But if I may somewhat change the subject or the direction here, I have a lot of concerns about the process that we went through to get this one flyer to exist. I have worked in marketing communications departments for most of my adult life, and that's the kind of thing that the text would be banged out in four or five days, even in a bureaucratic organization.

And I realize what I'm saying is going to sound critical. I mean it very respectfully because I want to support you and want you to have the materials you need. But in that case, when I came on board, it had already been in process for two months, and went on for several months with different visions of the wording and people putting in topics that we all care very much about, but had nothing to do with ICANN, such as civil rights.

So I would suggest that if we want some quantity of these, perhaps the process should be that you tell us strategies and messages, but not down to the exact wording. Then let us draft something and propose it to you, and then you could respond to that. I think that would be more efficient than starting with a blank page and having everybody have a scrum over every word.

Olivier Crépin-Leblond: You're such a diplomat there, Scott.

Wolf Ludwig: Yes, it's exactly what was my-- I wasn't sure, but I would call it diplomatic. My point is we on the one hand need from the RALO side a kind of empowerment. Let's say if it's only prescribed from the above, from the ICANN bureaucracy and the ICANN staff, what we should do and what we should not do. This is not very encouraging for people who are doing volunteer work. If you don't have a kind of autonomy or a kind of a bringing in your own ideas, implementing ideas, etc, it's getting very static and boring on the volunteer level. Therefore, I think you need some empowerment on the basis.

On the other hand, as you may have some difficulties to design a global concept for marketing, public relation and outreach. Because maybe he works at Coca-Cola. Maybe he works for Toyota. Maybe he works in other circumstances where you do marketing of a trademark since you can globalize. But I still believe social process you cannot globalize because things are closely linked with cultures, with languages, with traditions, values, backgrounds, whatsoever.

So instead of engaging, allows the expanses of PR or marketing company in Los Angeles, in New York, or wherever, the smartest thing you could do is losing some potential you have in the RALOs in the different regions of the world, and trying to use them, if you like, as a test field. How we can still approach people in these areas in these regions and in these cultures. Nick.

Nick Ashton-Hart: I would put it in a slightly different way than Scott, but I think it will actually be complementary. You all have to carry a message that you buy, or you're not going to sell that message because it doesn't represent you. But at the same time, a process where it takes several months to produce a single flyer-- and this is your time we're really talking about. I mean the multiplier of the number of hours you all spend would be at least in the hundreds.

What we're saying is if you give us the messages you want to carry, let us use the expertise of somebody like Scott and others that will be brought on board or that are on board to turn that message-- if you want a flyer, let us try and put together-- this example here was originally going to be an insert to a flyer. It's now long enough that it is actually its own flyer, which is okay. But if you give us the messages that you want, let us come back to you and say, here's an example. You asked for an insert; here's an example of an insert, the right number of words, it's laid out. Is this the message-- is this the package for the message that you want? Does it reflect the messages that you want? So then you can concentrate on the actual substance and whether it reflects your view rather than every step of the way of crafting the output, which is what took so long.

I think we're not trying to say that you shouldn't have control of the message; just that this process was not actually sustainable if you multiply it even across multiple RALOs, I think.

- Scott Pinzon: May I? Yes, I'm not at all trying to imply a top-down approach. In fact, I'm trying to position us as craft people supporting you. So to make up a poor analogy on the spot, some architect decided what those doors will look like over there. It was the architect's vision. But I'm sure the architect did not build those doors and make sure that they hang straight and they meet nicely when they close and all that. So I'm encouraging you to be the architects, but let someone who's used to making doors efficiently fill in the-- color in the spaces for you, to mix metaphors. Does that make sense?
- Olivier Crépin-Leblond: Thank you, Wolf. Actually, Scott, it does make sense. In fact, I think it kind of meets a little bit with my view of how it was going to be done, which is maybe one of the reasons why I was rather disappointed by the finished product, thinking that you would have done your magic on what we had started with and perhaps sort of propped it up.
- So when I saw it and thought, okay, well it doesn't look as though any magic has been performed, it was a bit of an-- and I hope I didn't offend anybody by saying there was no magic performed. It was magical to have a flyer to start with. But perhaps the magic could be propped up a little, one crank higher, and come up with something that's going to be good for everyone. I would go along those lines. Thank you.
- Wolf Ludwig: Thank you, Olivier. Any other questions or suggestions?
- Heike Jensen: Well I think both points are valid. The point that was made that you have to take into account that these issues get discussed at national and regional context differently and that you therefore can really draw on the expertise of EURALO-- of RALOs to get into the swing of how the things are discussed. But also then of course professionals have other possibilities and can be quicker.
- So I think now we should rather plan forward looking then, look how this thing came about and how long it took and who was to blame for what for the layout, for the wording, for whatever. Let's make this productive and let's get it out and let's make it beautiful and sufficient, okay?
- Wolf Ludwig: Thanks for your encouragement, Heike. I can trust it because you mentioned it already. Besides ICANN Studienkreis, last week of [Chenery] in Barcelona. I'm already booked for it. I hope that more members of support or members of EURALO will be in Barcelona. I guess it will be a very interesting agenda.
- The next following event will be the Domain Pulse, which is a common registrar DENIC, SWITCH, [Seha], and nic.at Austria, which will be in [Lutzen]. And I'm also booked already for the Domain Pulse and whatsoever other outreach. I put one on the list. The last days which will be in Germany. Next two weeks, I don't know whether somebody can be present in Cologne. Or whenever something is happening in Berlin, in Munich, etc, there are people representing ALSes. There will be presences, other good opportunities to do practical outreach. Heidi.
- Heidi Ullrich: Thank you, Wolf. I just wanted to again remind everyone in EURALO that there is a EURALO regional events wiki page that lists as it's again, bottom-up. It's up to you to post the upcoming regional events, including who the organizer of the EURALO outreach events. Also, there are tables for each of these events so you can list whether you will be attending these events. So I would encourage you to utilize this on the EURALO wiki for all of these upcoming events that Wolf has just mentioned. Thank you.
- Wolf Ludwig: Right. Thanks. Adam.

- Adam Peak: Yes. So genreal question is, what is the, or do you know what the outreach sort of work will be at the IGF meeting in [Cham]? Will there be booths? Will there be an ICANN booth? Will it be staffed? Because one of the-- this is-- Chris might heard this week from a couple of people is that the ICANN booth was not staffed fully during the height of that meeting and it contrasted very badly with the ITU booth which was completely staffed and obviously selling hard as a message to get out.
- Christopher Wilkinson: I don't know exactly what they're going to do, but we can certainly find out and get back to you. It's the Global Partnerships people who will be-- I'm sure there will be-- there's generally a quite large ICANN contingent of directors and staff and all the rest, but we can find out exactly what they're going to do. My suspicion is that they will have learned the lesson from that that (inaudible) bad experience, given the current ITU situation.
- Wolf Ludwig: Are there any more suggestions? I would like to refer to what Heidi said. We have a lot of working instruments now on our workspace. But this doesn't work if it's only the same one, two people who are updating them. There needs to be more input from the community.
- But I doubt whether it makes sense to make under the EURALO regional events listing of all events in the ICT sector field, etc, because this may be dozens which are not necessarily always relevant for us. And I don't see a reason to list events we cannot cover.
- So I think we should concentrate on events we know and we know Rudi or somebody of us will go anyhow or will go purposely. We can really cover this all capacities. But at least those should be noted under the events. Heidi and Nick.
- Heidi Ullrich: I fully agree, Wolf, that the EURALO regional events wiki should be focused or targeted to events where there's going to be a critical mass of people. The current, the recent developments and launch of the At-Large external events calendar that is on the At-Large wiki, again, all secretaries and chairs have posting rights. That calendar is for all regional events. So just to keep up, to keep informed of what's going on in your region related to IT. Thank you.
- Nick Ashton-Hart: And I would say that we're also regularly, we have regular liaison between Global Partnerships and the policy staff. And all of the regional liaisons are aware of the external events calendar. So if you put events on there, even if you're not going but you think someone should be going to, that's a good way to flag it to the external relations people so that they can perhaps consider going either this year, or if it's a standing event, going in the future. Or sending one of us or something.
- Wolf Ludwig: It brings me to another point. Is this principally possible, because I can imagine there are sometimes you have your basis in Brussels in five different places. Then you have a staff working basis like Geneva, which is not an official one, but--
- And when you are in trouble covering certain events, as far as I perceive it now, you make a clear distinction. In case you cannot cover event by steps, you forget about it. Why you don't try to get volunteers, delegating volunteers? Let's say regional officers or regional board members saying, well, we cannot do it, we are overloaded with work, etc. We have other priorities. If you are going to it, I can cover travel, but you must send the report. You must represent, more or less, ICANN there, and afterwards you have to present a report.
- Nick Ashton-Hart: It's funny; this came up in the Secretariats meeting while you were here. It's just--

Wolf Ludwig: I was not here. I was at a round table with Scott during the Secretariats meeting.

Nick Ashton-Hart: Oh, right. I'm sorry. Something similar was brought up. Internally, we do not yet have all the interconnections between the staff who attend meetings for their own needs or their departments' needs, other departments who attend meetings for ICANN's needs or their needs, community members who attend meetings for their needs. This is not all yet connected.

And it's not far from being connected. We're actually working-- when the final stages of planning a calendar system that both volunteers and staff would all be able to populate with events, and they would roll up as you went up the organization. So it would become visible to all communities what events were going on whether they were ICANN events or external events and who was going to them and all of this.

And so at that point it becomes a little easier to see, okay, well is there nobody going, or is there somebody not going from At-Large but going from a GNSO? And I know that person and they can take some brochures. Sort of so who is the available ICANN ambassador? Is it a staff person? Is it a community member? Is it both? Could they team up? Somebody is going and knows the organizer and could get a speaking slot to somebody else? It's just not all-- the synergies are not yet all connected, not only at a systemic level, but just on a staff and coordination level. We're working towards that; it's just not yet really happening.

And so I think then it becomes a lot-- once you get a little closer to that, it becomes easier to say, well, there ought to be ambassador of some kind. Or maybe this meeting, meeting X is important enough that there should be staff there and volunteers acting in an ambassadorial capacity for the community in general. Maybe it's enough at another meeting just to have a person from the community or a person from the staff. But it's siloized in a way that doesn't allow that sort of debate to go on yet. But we're not far from the point where it will actually be possible to see things in a more holistic way.

And so without that ability, it's harder to make judgments about, well, meeting X means we should send somebody to go do X or Y and get a report. We're just, we're not quite to the point. I think that this will become more of an important thing going into next year because there's a need to cover more meetings, there are more people to cover them, and there are more interconnections to make it viable.

Wolf Ludwig: Right. Oliver?

Olivier Crépin-Leblond: Thank you, Wolf. I'm very happy to hear what you just told us, Nick. ICANN staff and the structure has been accused on many occasions of not spending enough time to look at the structure for helping public (inaudible) and certainly bring more outreach in this.

I understand that there was a lot of work to do and a lot of other departments as well, I gather. And it's only now that the dust is starting to settle. Scott coming on board is also best of coming things to move forward one step at a time, I guess.

I'm not going to ask for new gTLDs today, but let's concentrate on our corner. I might be the only one asking for that, but I might ask for a lot of other things later on. Thanks. Bye bye.

Wolf Ludwig: Okay. Scott, please.

Scott Pinzon: (Inaudible - microphone inaccessible)

Wolf Ludwig: Okay. If there are no other questions anymore, I think we can conclude this meeting. Thanks, everybody, for participating. Thanks, Scott. Thanks, Heike. Thanks, Lutz, etc. And I think we will continue with this discussion because it's work in process. Thanks a lot and wish you all of you good evening and a nice day in Germany. Goodbye.

Unidentified Participant: And Hoson (ph) in Hong Kong. Bye bye.