

---

BUENOS AIRES – Joint ATLAS II, Capacity Building WG and Regional Secretariats Meeting  
Wednesday, November 20, 2013 – 11:00 to 13:00  
ICANN – Buenos Aires, Argentina

UNIDENTIFIED MALE: The time is 11:07 a.m. on November 20<sup>th</sup>, 2013. We will shortly begin the Joint ATLAS II Capacity Building Work Group and Regional Secretariats meeting for ICANN 48 in Buenos Aires.

EDUARDO DIAZ: Good morning, everyone. We are going to start. Thank you.

Good morning, everyone. This is the Joint ATLAS II Capacity Building Working Group and Regional Secretariats meeting. Today, we are here basically to talk about the ATLAS and talk about survey results and see how we can move forward in putting together, with the help of all the RALOs, in putting together a framework of how this is going to look like from beginning to the end, meaning Saturday, Sunday, and the rest of the week that we are going to have in London. There is another meeting at 1 p.m., which is going to be with the capacity building people, working group.

The idea between these two meetings is to be able to talk about this, putting together how this is going to look like. We don't want to talk about specifics yet, because I believe Tijani is going to talk about the result of the survey, but we don't have the analysis yet. Once we have that, we will try to plug in whatever analysis or whatever things people

---

want to talk about in this framework of how this is going to be scheduled.

Do you have any questions about this? No questions? Okay. So the first thing in the agenda, second thing is, Tijani, if you can update us on the results of the ATLAS II survey. Thank you.

TIJANI BEN JEMAA:

Thank you, Eduardo. Tijani speaking. Shall I speak French? Okay.

We prepared these questionnaires, these surveys, which will be useful to us so that we can plan the summit. We need data from the survey to decide on the subjects that will be discussed, to prepare the schedule for the week, and to decide on the zones for the ALSes need capacity before they get to London.

This survey was prepared because I think 15 or 20 people participated at the survey, 15% or 20% of the ALSes took part in the survey. We started analyzing it for the greater part, and some parts of the survey are not easy to figure out because they deal with open issues.

So these open issues that they deal with are hard to enter into a chart. It's a really hard job that we're going to have to do, but for the time being we have everything we need to do it, and we haven't yet done it. So what I would like to ask Eduardo, given that he deals with the timeline, is that we take this timeline now and decide here today, clearly, who's going to do what and when. Because we're going to have hard times because we do not have much time, particularly because

---

we're going to organize capacity building for ALSes, which takes time, precisely.

Given that all the RALOs are here today, I would like to try and see with the RALOs how we're going to manage to conduct these capacity building sessions, what are the tools that we're going to use, and of course given that we have Sandra here as well, I ask Sandra to be here for this, so we're going to call on the ICANN Academy to do this job because the capacity building working group has defined the needs, but perhaps we could also define the tools that are necessary for the job, and ultimately it's going to be up to the academy to conduct this job. So given that we have Sandra here, she's going to help us do this.

I think the hardest thing that we have to do right now is to divide the work that we have at hand and to start right away because we have no more time.

EDUARDO DIAZ:

Thank you, Tijani. Wolf, do you want to say something?

WOLF LUDWIG:

If you allow me, Tijani, to disagree on your last point. I do not see, really, the link to the academy. I understood that there may be certain needs for capacity building measures prior to ATLAS II because there may be some new incoming ALSes who have no experience, who do not know the context probably, etc.

---

I agree that there might be some cases who need this type of assistance, who need this type of preparation. Again, for the European ALSes, most of our members are old hands and the last incoming new members are somehow, as I could realize during our last general assembly, they are somehow into the discussion.

I wouldn't see on the regional European level any need or necessity for capacity building programs. But depending on the regional context, there may be a need, and I think then it should be done. This must be a complementary step of planning, process, and as I've mentioned yesterday, I see the whole ATLAS preparation as an inclusive process with different parts, with different steps, etc., different needs, and we have to try our best to prepare our members by different measures for the summit, since they won't arrive at the summit as consumers, but they should have an active role to play during the summit.

EDUARDO DIAZ: Tijani?

TIJANI BEN JEMAA: So you don't disagree with me. That's exactly what I said.

EDUARDO DIAZ: I guess he is saying the same thing in a different way, maybe on the way of doing it.

In talking to Tijani yesterday, this capacity building, one of the things that I have in my mind is once we know what type of capacity building

we want to give, one of the things that comes to my mind is, if this is happening in June, how many weeks before June you want to do something like this?

Because, if you do it earlier, like say mid-March or something like that, by the time we get to June, people will forget what it is all about. So maybe we need to start thinking about doing some kind of webinar, which is what we talked about, to bring people up-to-date very close to the meeting. If you have other ideas, let me know.

Anyhow, I was also thinking about webinars are very good to bring people up to date in the ICANN ecosystem, but I think we need to think about identifying within us the experienced people that can mentor most of these ALSes because there is nothing like a face-to-face talk. The webinars are good to give you a general idea what you are getting into, but face-to-face is the best thing.

Especially if, since we're thinking about Saturday and Sunday having the real summit, which is going to happen the whole week, but the real, our work where we're going to be together Saturday and Sunday. I suspect that that ALSes will mingle through the rest of the week and we will have other activities. That these mentors will help the ALSes are interested in knowing and GNSO work and to be able to go to a meeting like this and there will be somebody there that will explain what's going on in the meeting so they can understand the conversation because sometimes I hear people that go to the meeting and they don't know what's happening.

---

Anyhow, do you have any questions about this? No? Do you have anything to say more about the survey results? Can you think of more details in terms of? No? Okay.

So what we need to think about is what things we need to do from here on with respect to pulling this stuff together. So any ideas of the things that you think we need to put anything together, please let me know. Tijani?

TIJANI BEN JEMAA:

Thank you, Eduardo. We have to make use of the presence of the RALOs here, which is very important, why we decided to do this joint meeting with the secretariats is exactly for that. Because without them, we will not be able to organize the summit. We need them for everything and especially for how to reach the ALSes, what is the best way to communicate information and knowledge for them. We are committed to do so, but how? What is the best way? What are the tools we have to use? This is the first point.

Second point, also we need their input regarding the overall organizing of the summit, the overall planning of the summit. Perhaps we have to give the floor to the RALOs so that they, especially, they tell us how they see we can do the capacity building.

EDUARDO DIAZ:

Thank you, Tijani. I have a question for you, Tijani. When you say their inputs regarding the planning, are you talking about the whole planning

---

process? Or are we talking about just the planning of the actual events that are going to happen within the week?

TIJANI BEN JEMAA:

No, I am speaking about the overall, the overall view.

EDUARDO DIAZ:

Okay. So should we start with NARALO and see which will be the best way of communicating with, and tools to communicate with the RALOs? I'm thinking about mails here. Please?

You're not talking? Okay. Any other RALO that wants to talk to give ideas on what's the best way of communicating with your ALSes? Sylvia, please.

SYLVIA HERLEIN LEITE:

I think I can speak on behalf of all the RALOs because of the secretariats meetings we are conducting. I think we are working in the same way as we have done now, trying to communicate in the monthly teleconferences so as to foster people and to start passing knowledge regarding the importance of ATLAS II.

Of course, this is done over the mailing list, and we also insist to the fact of getting these such a high level of answer to the survey that, in the case of LACRALO, I tried to communicate individually with each one of the ALSes, whether it is by e-mail or over the phone. So I think we need to go on working in that respect.

---

As Wolf said, for those who are old people or those who participate very much or that know their requirements that we will need, this will help them transmit that information for a fruitful summit. So we will need to work face-to-face, one-on-one to achieve results.

SIRANUSH VARDANYAN: I would agree with Sylvia that, yes, e-mail still remains the main communication tool. As for APRALO, we are really very diverse and very far from each other, so e-mail is the only tool, actually, I used till now. Even when there was necessity to call, there was no possibility to do that to reach those ALSes in person.

But in some cases, for example, for those who didn't submit their survey vote, how we deal with that issue? We tried to find those people who are in the board. For example, if there is an ALS and we know the board member is one of active members of this group, we send an e-mail to that person asking to personally reach that ALS or to find out if those people are still there or maybe the contact has changed. So besides those e-mails, we tried also to reach on personal level those who are based in the same community. Thank you.

EDUARDO DIAZ: Thank you. Sylvia, please.

SYLVIA HERLEIN LEITE: I would like to ask you a question regarding what to do with the ALSes with whom we could not obtain a communication. My question is, what



---

do we do with the ALSes that participated in the year 2009 on the first ATLAS? And as from there, and I'm speaking about LACRALO specifically, and since 2009, they have never come into contact. They have never responded an e-mail.

However, they have responded the survey with intention of going to London. Four years have gone by. We have never heard anything from them in four years, but they have effectively responded the survey. This is a problem we need to address.

EDUARDO DIAZ:

Garth?

GARTH BRUEN:

Thank you. This is Garth Bruen, chair of NARALO. I think we can remedy some of those situations and just as a general strategy to include all of the ALSes is to give them all something to do. Give them something concrete to do in preparation for the summit and let them prove themselves.

So, I mean, there are many, many reasons why somebody may not have been in contact. I mean, in NARALO, we have people who come to the monthly calls every month consistently. But they're not necessarily active participants, and we want to find ways to reach out to them.

Two things that we can do is ask them, what can they do in their capacity as ALS do they want to see done? What kind of projects do they want to put forward? What kind of topics do they want to talk

---

about? And two, give them something specific to do, a task to do for the summit. And this can feed right into metrics, as well.

EDUARDO DIAZ: Thank you, Garth. Darlene?

DARLENE THOMPSON: I would have to agree with that because when we were getting the CROP working team RC together, I found someone that was going, "Yeah, I wanted to do something more in the way of ICANN, but I really didn't know where I fit, what I could do."

Sometimes, these people, you just need to get to know them and find out where is their area of expertise and where they might be a fit and to maybe put them into a working group or suggest that they go into a working group, and then that might get their participation up a bit.

EDUARDO DIAZ: The way I see this is that the fact that you have people that have been there for four years and you don't hear about them and suddenly you hear by them, say, because you might think that they wanted to go to London or have a free trip, at least you got in contact with this person and even when they go to London they don't get to go there on vacation. They're going to be with us learning about ICANN.

So if we look at it from that perspective, I think it's a positive thing that this ALS came forward and said, "I want to be there with you." Thank you.

---

Jose? Go ahead.

JOSE ARCE:

Thank you, Eduardo.

I think the experience of LACRALO in Costa Rica was absolutely different. We gave the opportunity, as we are seeking to do now. We are giving the opportunity to the ALSes, and I'm speaking about my region. But most of them responded the survey. Some others went there on tourism. Nobody says that they shouldn't do that, but not during the times the meetings are being developed.

In our region, we think that we should do what Garth is saying, that is to test what is happening. This is the experience of our region recently in Costa Rica.

SIRANUSH VARDANYAN:

I clearly agree with the point that we need to encourage them for participation. And APRALO has started a new, quite well-working initiative, ALS Spotlight the name is. And we are asking each and every ALS during every monthly call to volunteer to present their ALS, to provide to all others the information what this ALS is doing, how the experience can be shared among other ALSes.

We started this initiative actually prior to Beijing, and we are doing quite well because a lot of people started to volunteer on their own. They expressed interest to talk about themselves. And when you show them that they are really important and their voice or their information

---

is important for us, they feel appreciated. So I hope that we are continuing this spotlight initiative, and it's a good practice till now.

EDUARDO: Thank you. Garth?

GARTH BRUEN: Yeah. It's my understanding that staff was doing something to actually formalize this showcase that we started in the RALOs. Has there been any movement on that?

SILVIA VIVANCO: Regarding the showcases, you mean?

GARTH BRUEN: Yes. In Beijing, it was actually Fadi's idea. He wanted to actually do this from the top down. I don't know if there's been any follow up on that.

SILVIA VIVANCO: What we have been doing is in every ICANN meeting, we have a showcase. Each RALO, it is the initiative of the RALO to have a showcase showing what they do with a folkloric event, as well. And regarding the spotlight, we have NARALO and we have APRALO doing a spotlight which is an in-reach exercise. Every month we call one ALS present their activities. That's so far what we have been doing within At-Large, but it's not a top-down exercise. It is something that was born out of this community.

---

GARTH BRUEN: Right. I have to go back and see what Fadi actually said because I think he wanted to formalize it, and I don't know if anything ever came of that. Okay.

EDUARDO DIAZ: This is Eduardo. Glenn?

I was just wanting to say that the initiative you're taking, I think we did that. We're doing it in NARALO also. I encourage all the RALOs to do the same because it encourages people to talk about their ALSes. And to hear other people talking about their ALSes, well, it's good. And it's something that I'm not sure about how you take it from the top down, but the RALO should do it.

Anyhow, Glenn?

GLENN MCKNIGHT: Yeah. It was Garth's idea, actually, that suggested the spotlight idea initially over a year ago, and it's a great idea.

But I would like to go back to – I'm getting a lot of feedback – Garth's idea of assigning duties. That's a difficult one. I think we need to think it through in terms of what duties to assign people. It's an onerous task, and I think one has to think it through because we don't want to scare people away.

---

We have had lots of examples of people coming to these meetings, and they can opt out. There's nobody putting a gun to them to force them to attend the meetings, so we have to be conscious of persuading people to attend these things without a huge amount of responsibility. But, on the other hand, how we can coax them to participate, it's a bit of a challenge.

EDUARDO DIAZ: Tijani, please?

TIJANI BEN JEMAA: Thank you, Eduardo. All you've said now is very important, but the question was other. I asked how we can give them capacity building about the issues that will be discussed during the summit because we don't want the ALSes to come to the summit only to watch and to listen. We want them to contribute.

So I am thinking about using the online platform. This is one of the ways we will use, but I think we need more. It will be used, the online platform, but I think we need more. And I am asking you what kind of tool, what kind of learning we can give them.

EDUARDO DIAZ: Tijani, to clarify, when you say tool of learning, you're talking about the actual material that they are going to use or just a way of getting?

TIJANI BEN JEMAA:

The way.

EDUARDO DIAZ:

Okay. It was already mentioned about the e-mail to use as a major communication tool. We talked about having webinars. Is that the type of thing that we're talking about?

TIJANI BEN JEMAA:

There will be a program established for capacity building. How do you want it to be implemented? This is the question.

EDUARDO DIAZ:

Again for clarification, when you say how, you mean if this is a webinar or if it's a mentoring system or things like that?

TIJANI BEN JEMAA:

If it is webinar. If it is, how you say, a virtual, even an online courses, or use only the online platform, those are all of the tools that we can.

EDUARDO DIAZ:

Okay, thank you.

SIRANUSH VARDANYAN:

Based on what we have seen in the survey analysis, so based on what people wanted to have prior to the ATLAS survey and during the summit

---

itself, so we can really rely on those answers and to find out the tools through which we can implement.

For example, they were asking for advanced information provided to them prior to the summit. So we can prepare the documentation, post it on Wiki, send an e-mail announcing to the mailing list, our regional mailing list. On ICANN website it can be posted to share as much as possible for them to find that information.

But if those people, after all those announcements, will not read that information, we can't do anything with that, and the same with the participation of them during the summit itself. So we can provide them as much as we can within the capacity in which we can according to what they have said in their survey results, but we can't do more than that.

EDUARDO DIAZ:

Thank you. Jose?

JOSE ARCE:

Okay. I know that participate, but I want to highlight a situation that LACRALO lived in Costa Rica, and I don't want to see other regions to repeat this situation. It was very sad because few people of our community changed to another organization just to travel to Costa Rica. So this is important, so please be sure that all the people who are going to travel don't do that. Thank you.



EDUARDO DIAZ:

Thank you. Sandra?

SANDRA HOFERICHTER:

Thank you, Eduardo. I agree with what has been said, and I would like to add something. I think the online learning platform plus webinar plus other online tools is the only way to prepare our community. I don't think there is any way to waste – and when I say waste I don't mean that should be a waste of time – but I think we still don't have the time to do anything in terms of capacity building face-to-face. I think that's purely impossible. We should use that time for community networking, interaction, and so on and so forth.

What we can actually do, also, in terms of preventing what Jose just pointed out, preventing that the wrong people are just taking advantage of getting travel and so on, we might put in a sort of a system in the online learning platform that is going to be developed in that way that people have to fulfill this online course before they are allowed to apply for travel support.

I mean, it's not that they are getting credits or something like that, but at least they should prove that they have went through this online tool where they get some basic understanding.

And we, actually, all five regions, the chairs, the secretariat, chairs from capacity working groups and so on and so forth, we should actually take care on the content, which is going to feed in and which is going to be provided in this course material. We will be able to either use material which is already in that learning platform, but we can also set up our

own course. We have to decide and we have to look into detail what might be the better option or if it could be a combination of others.

But I think asking them to fulfill that course before they get funded I think that's just fair, and this will give them also some sort of preparation to enter the discussion directly once they arrived in London. I'm asking if this sounds like a feasible option for others in the room, as well?

EDUARDO DIAZ:

Thank you, Sandra. I just want to comment on that. We required all the ALSes that wanted to participate in the summit to fill out the survey as a requirement. If we do this, by mid-February we have to tell constituency travel who is going to go and who is not going to go.

That means that between now and before that, probably doing something like this will be very hard to put together and having people filling out or going through this course. I mean, imagine. To get the 92% response in the surveys, it took us a lot of work and a lot of sending mails just for that part. It's a great idea, but I don't think the way I see this, I don't think we have time to do something like that. That's another extra step. But yes, we should take into consideration what has been said.

Sorry, I have you. Yes?

ALI ALMESHAL:

Ali AlMeshal, Bahrain ALS. I think it's not the time now to look into whether we get these ALSes who responded to the survey yes or no, but they already, as we have committed in the survey, that once you respond to that, you'll be eligible to attend the summit.

So the point is, as Tijani mentioned now, the capacity building. This is I totally agree that we have to focus on. We want the ALSes to come and at least have basic, initial idea about what we want them to do and how to contribute in the summit.

So I would say the webinar will be a fantastic tool because we are looking at the people who are not yet too much engaged with the ICANN community, so the webinar will be good. And then follow on that with the online platform.

But I don't want to put any of this as a condition to their attendance to the summit because we are already past that stage. Thank you.

EDUARDO DIAZ:

Thank you. Garth, I will let you go now.

The other thing that we can do that we can put together is a tool kit that we can send beforehand. It is something they can look at and browse it and read it. That's another tool that we can use, and it's something that is very easy to put together. I mean, I don't think that since the material is there. Sorry. Garth?

---

GARTH BRUEN: Thank you, Mr. Chair. This could be an opportunity to test the ICANN Academy with some of the newer ALSes or ALSes who don't usually attend meetings to see how they use it and respond. It might be useful feedback for you.

EDUARDO DIAZ: I have a clarification. When you say test the ICANN Academy, is going through the ICANN Academy as part of the events?

GARTH BRUEN: Not as a requirement because we've already established that it's too late to do that. But I still think it would be a useful opportunity for these people to be invited to use it.

EDUARDO DIAZ: Sandra?

SANDRA HOFERICHTER: Just to respond to that, yeah, I take your point and I agree that it might be too late. What we still can do is ICANN 101 is on. This program is going to be the one which is developed by ICANN staff. Even the customized program for the leadership training program, and we have to be very clear, which was under the umbrella of the ICANN Academy. ICANN Academy is not leadership training program. ICANN Academy is newcomers program and all the things together.

---

But what we can do, actually, is offer them – and this can be done immediately – the ICANN 101 thing. It would at least provide those who are not actively engaged a basic ground of understanding. And those who are actively engaged, they will find their way and maybe go to a ccNSO track on the OLP, which is already for that one. I mean, it's an open tool. Everybody can use it.

But we have proposed some tools there. Okay, this is for an entry level and this is maybe for a specific advanced level, then they might be able to prepare themselves as an offer only then if it's too late to get them to do this.

EDUARDO DIAZ:

Thank you, Sandra. So, you know, we — you want to say something else, Tijani? Tijani, please?

TIJANI BEN JEMAA:

Yes, to make it easier, I will tell you what I understood from this discussion. So to make the capacity building, we will use the online platform, and I will see with the people here of the online platform if we can customize the 101 to be, how to say, relevant with our need. The second point, we can use webinars. And the last thing, send e-mails, means if we have toolkits, as you said, we can send it to the ALSes. Is this the idea?

---

EDUARDO DIAZ: I believe so. That's what I was going to wrap up, the things we have been talking about. We're talking about engaging RALOs via e-mails, webinars, tool kits, some kind of online presence, and through the 101 Academy, which I think that's an online thing, right? Yeah.

Anyhow, Olivier?

OLIVIER CREPIN-LEBLOND: Thank you, Eduardo. So, we've spoken about the online learning platform and the feedback, informal feedback I must say because, unfortunately, I missed the meeting that looked at the formal feedback. But the informal feedback I've received regarding the current state of the online learning platform is that it's not up to the mark. There needs to be a lot of work done on it, both on the quality of the content on it but also the way that it brings the content forward. It reads more like a book. It's not a book. It's not a presentation. It's an interactive platform. It should be an interactive platform. There are ways to engage people.

Now if the current, I guess, the current beta testers of the online learning platform who are leaders about to take on positions so who are therefore very motivated to use it gave such negative feedback the state that it is today, I'm really concerned that ALSes that don't have a, what do you call it, a stake in the game they will just come and try to learn and be, I guess, at a more basic level than the leaders that are trying to or that are going to take positions. I'm really concerned that they turn off very quickly.

We need to really push on two levels. One, content and produce our own content, as well. I don't think we should expect others to produce

---

the content. And two, put pressure on whatever content is already there to be brought up to the mark by ICANN staff.

EDUARDO DIAZ: Thank you, Olivier. I believe there is a remote participant.

MATT ASHTIANI: Hello, this is Matt Ashtiani, for the record. We have a remote participation question from Baudouin Schombe. Baudouin says, "Why not conduct an expert study that would allow us to understand the whole issue that we are facing?"

EDUARDO DIAZ: I guess I'm confused as to the working group and study. What issue? That issue that the ALSes are not getting engaged? Sandra?

SANDRA HOFERICHTER: I just wanted to respond to Olivier. You are right. There is indeed a great amount of criticism in the room, but everybody agreed that this is actually going to be a very useful too. And I think there's at least one module, which is the ICANN 101, which is most advanced. I heard there are other modules from the ccNSO, as well. And in the afternoon today, the official launch of the online learning platform will be done during the session. I think it starts at 4 o'clock. I think we can bring that to their attention.

---

I think there is still time enough to at least develop some of the modules in a way that they will be really useful for our community to participate in the summit. And they have time until the summit starts to prepare on their own, if we don't demand their preparation before arranging travel. So they have time, like six months, to work on the content and, I mean, that's what they're duty is to improve and to work on the content. I think we can implement this tool into our outreach to our ALSes.

As far as I know, the LACRALO has a pretty good advanced capacity building program already. Maybe this can be implemented in that online learning tool already, also giving other constituencies and other stakeholder groups an idea how it could look like. I think, even if I don't read Spanish, but I might be able to go through the roadmap or something like this. I think this could be an idea if you are taking up the lead to take your little program for your region on that global ICANN platform.

EDUARDO DIAZ: Tijani, do you want to respond to that?

TIJANI BEN JEMAA: No, Olivier.

EDUARDO DIAZ: Oh, Olivier.



TIJANI BEN JEMAA:

I don't know if you already went through the online platform 101, but I did. I did from the beginning to the end. It is a very good tool. I understand the criticism. It was done by the leadership, and I understand it because they want something professional. They just put the existing material in this 101. It is not elaborated as a course, but it is very informative and it is very well put together. If you want something, you can go and find everything. Everything is there.

There was some small problems. I sent an e-mail to explain that those have to be corrected, and I think they did. They said they did. Some said it is not done. I didn't verify. But I think that is very good tool that we can use. It is not perfect at all, but what we can do in few months? How we can build the new material in few months? We have to be realistic. Who will do that? This is the problem.

I promise that I will get in touch with people of the online platform to try to customize the content of the 101 to be relevant with our need according to the survey. I hope they will do. Even if they don't do, the overall 101 can be used. But it is not perfect, but it can be used, I think.

EDUARDO DIAZ:

Thank you, Tijani. We're close to the top of the hour here, and I think we need to look at this capacity building and how to get people prepared for the meeting. I just want to have a sense of the amount of work and time that we need to put this together.

For example, the webinar, how far in advance would you have this? A week, two weeks, three weeks? If I take the example of ICANN, there is a webinar that goes the week before that brings you up as to the types

---

of discussions that are going to happen during the ICANN. So to me, if we use the same model, we can have this webinar or set of webinars for all the ALSes like the week before going or the two weeks before.

Now to get to the point of providing this webinar, there is work that needs to be performed. I just want to have a sense, because we are here all to help with this, I would like to have a sense of how long it will take or you think it will take to put a webinar together based on the results of the survey and the things that we need to show in in this webinar. Can somebody answer that or give me ideas?

I like it like that because I will say that three months will be enough to do this, but it might, it might not. So if we're saying that we're going to have a webinar put together in June, it should be worked out three months before that. Which I think is doable because by that time we will know exactly what the results of the surveys will be, and we will be able to put something together.

Tijani?

TIJANI BEN JEMAA:

You're right, Eduardo. I think that by Singapore we have to have all of our programs set up and we have to start there the first activity of the capacity building.

EDUARDO DIAZ:

Okay, and I would say before Singapore we should have some kind of program put together that we can start talking about even before

Singapore. In fact, the timeline that we put together and was approved is to have something by the end of this year that we can start looking at it and then develop it. And maybe Singapore we can look at it more detailed face-to-face and get it going. Yes?

So we have been talking about all these tools, and basically the e-mail is the communication tool. I was thinking, and I'm not sure and this is an idea for the table, that I don't know if it would be appropriate to have a specific e-mail list just for the ALSes that answered the survey. I don't know, Heidi, if you can help me with this here because we have a mailing list for all the ALSes in all regions, right? But I don't know if it would be appropriate to have one just for the summit for all the ALSes and summit-related work. I just want to hear some ideas. I'm sorry?

UNIDENTIFIED WOMAN: With the e-mail of the person who submitted the survey?

EDUARDO DIAZ: Exactly, people that are going to attend.

UNIDENTIFIED WOMAN: Not all contacts here. Probably the person who is going to attend?

EDUARDO DIAZ: Yes, exactly. Garth?

---

GARTH BRUEN: I don't think it hurts. We do have people in the region who can't travel for different reasons. So they may not have been aggressive in responding. They still may want to participate, but that's just something I don't want to exclude people who are actually interested in the topic but couldn't travel for some reason.

EDUARDO DIAZ: The reason for this idea is this specifically will be summit related. People that are going to go. That doesn't mean that anybody else can't hear what is being done. You're free to. I mean, this is not a closed list.

It's just that if we are going to talk about specific things about the summit and I'm interested the NARALO as a whole, why do I want to know that something is going to happen X in X day and that I will be there? But I just want to hear more ideas about that.

I like it when there are no ideas. Darlene?

DARLENE THOMPSON: I do agree with Garth, but also you don't want to be flooding people's e-mail boxes with information on the summit when they've already elected not to go by not filling out the survey. So I think it would be a good idea to have a list that's just for the summit and those who chose that elect to elect to be on it. If they want to be on it, great.

RAFID FATANI: I fully agree with the previous comment.

---

EDUARDO DIAZ: So what you're saying is that we should have a list like this and ask people to join it? Or we can start with the whole group and whoever unsubscribe if you don't like it? I'm talking about the survey group.

UNIDENTIFIED MALE: And then ask other people if they want to join it.

EDUARDO DIAZ: Okay. So let me see if I understood that. So the e-mails that we have from the survey group, we use that to create this list. And then, we ask anybody else that wants to join to join.

UNIDENTIFIED MALE: Yes.

EDUARDO DIAZ: Okay. Got it.

Tijani?

TIJANI BEN JEMAA: The people who took the survey are all considered. People who didn't take the survey, I don't think it is useful to put them on this list, on the list of the summit. If they don't take the survey, that means that the ALS is not there anymore. That means that they are not interested in ICANN

---

at all. But people who took the survey normally, even if they are not coming, they are sending other one, it's not a problem.

EDUARDO DIAZ:

Tijani, I think what we are saying is that we want to have in this list only the people, to start the list, only the people who answered the survey. But what Garth is saying is that whoever else wants to be part of this list just to ask to be put in the list. Okay?

TIJANI BEN JEMAA:

Okay.

EDUARDO DIAZ:

So we have an action item here for staff to create another e-mail list for the summit for the group of the people that answered the survey with their e-mails. And the purpose of this list is to communicate with each other with things related to the summit. So if there something related to the GNSO that doesn't have to do anything with the summit, you do in the regular list or something like that. Are we in accord with this? Okay. Thank you.

Ali, go ahead.

ALI ALMESHAL:

Did we agree now at least on a tentative date that we will notify the ALSes about the webinar or the capacity building?

EDUARDO DIAZ:

Yeah, we need to put a timeline in place. And the reason I started talking about the webinars is if we're going to have it one week before the event, then we will have like three months before the event to develop the webinar with the information. I don't know if three months would be enough or not or less, but I didn't hear anything so I always use three as a perfect number. So three months before that I think we have enough people here with experience we will be able to put a webinar together. I don't think it would require lots of work because the information is there. It's just getting that information adjusted to what the results of the surveys gave us.

Did I answer your question, more or less?

ALI ALMESHAL:

But more looking to the dates to be communicated back to the ALSes so they are even prepared for the webinars. And the ALS people who are going to be attending this summit will know the schedule at least.

EDUARDO DIAZ:

Okay, I have a question for staff that is going to help us putting together this tool kit. How long will it take to put this thing together, whatever it is that we're going to do.

HEIDI ULLRICH:

Thank you, Eduardo. Well, it depends on what materials you would like to have in that tool kit. If we're talking about existing materials, for example the beginners guides, I believe there are six or seven now, but

---

really entirely depends on what contents you would like in there. And then I would expect that maybe after the Singapore meeting, we could start shipping them. Are you talking about sending hard copies?

EDUARDO DIAZ: Okay, we can send them hard copies. We can send them via e-mail.

HEIDI ULLRICH: Yeah, either that or we send them everything on a USB drive. It's up to you. It's up to this group to decide.

EDUARDO DIAZ: Okay, any questions or ideas about that? Any comments?

What about this? It was mentioned here an online presence with a website where people can go and see what is going to happen in the summit or materials and all these things. Is that something that staff can also help with that, putting that stuff together? We just need to help as a group decide what kind of materials we are going to have in there.

I'm sorry. Go ahead, Heidi.

HEIDI ULLRICH: So, Eduardo, thank you. We have Duncan Burns in the back of the room. He is the VP for communications, and perhaps he might have a few comments on what kind of materials you may wish to have or that ICANN can provide.



EDUARDO DIAZ:

Okay. So we need to put a timeline together, and I want to think about something. I want to propose something that we'll talk together. So this afternoon we can talk more about, now that we're here, how we're going to get there and just try to agree to something that we can actually work towards.

There is another meeting like this in Singapore where we have another chance to talk about face-to-face, and there we have to really finalize most of what we need to do so we are ready for the next one, which will be in London in June.

So I think, according to our agenda, we can turn to the public relations. We're going to talk about public relations.

OLIVIER CREPIN-LEBLOND:

Sorry. I'm doing millions of things at the same time. I've just been thrown in to this. So I'm part of the public relations sub-group that has been created in London by Sally Costerton. Some of you or in fact all of you might know by now that ICANN's meeting in London will be the 50<sup>th</sup> ICANN meeting, so the summit is not the only big thing that's going to happen there. There are a number of other activities that ICANN is planning on putting together.

And so Sally Costerton put together a group of all the people that were based in the UK or at least based in London to be able to prepare a program and coordinate all of the events together and perhaps even

find some synergy between the different events and the different things that are taking place.

This gives us the ability to do more than just the normal showcase, to do more than just a normal set of activities with the people, with the ALSes that will come. And this is why we've got our public relations working group, as well, in the ATLAS preparation groups.

And I gather that this preparation group will work a lot with Global Stakeholder Engagement because on the one hand there's some synergy that can be done, some coordination that can be done between the two groups. On the other, we might be able to save part of the funding and be able to make use of what is already there, what is already being prepared for other parts of ICANN and for the wider ICANN mission.

And we might even, I think we actually not might, we need to also bring in our input into the wider ICANN processes of all of the things that are going to take place in London. It's good to have our summit, but if we can have our summit well-interfaced with everything else that's going on in ICANN, that would be doubly good. I don't know if you can say that, but at this point of the week, I think you probably can.

That's why Duncan is here to be able to maybe share a little bit of what is going to take place. He's been on all the meetings in London so far. The next meeting is in December, and well I guess I'm probably sort of saying too much. I thought maybe we can pass the floor over to Duncan to give us a bit more of an overall view of how everything will fit together.

DUNCAN BURNS:

Thank you, Olivier. Good morning, everyone.

So as Olivier mentioned, we had an informal lunch in London a couple of months ago with a selection of UK-based community members. And it was really informal, just trying to “Look, it's our 50<sup>th</sup> meeting. We've got a lot of opportunities. There's a lot of interest in Internet governance issues and new gTLDs. They'll start to be in the root by then. How do we make the most of the fact that we're going to be meeting? We're going to have thousands of people – well 1,000 to 2,000. What could we, should we be thinking about doing in advance and during the meeting to have the most impact, build awareness of ICANN and our mission, what we're trying to achieve, bring people in to the broader community and build some awareness.”

We have a follow-up session in mid-December, which Olivier is also coming to, to start to think through, okay, we had a lot of suggestions. Which do we think are feasible? Which do we have resources for? What do we think is going to work? Some of it is prosaic as, “Okay, we have X amount of meeting space. What can we really do physically onsite?” You see how all the meeting rooms here are always taken all the time. But how do we build broader awareness?

I think also part of this, it is ATLAS. You know, you have your second session. I think it's happening beforehand, how we can partner together. I think I heard just now and also when we were in over the weekend, that you have a working group. I would like to partner with you on whatever ideas and suggestions you have to help you achieve

---

your objectives. And so if you have any thoughts, recommendations, happy to discuss now, answer questions, think about the various channels we have open to raise awareness and discussion and engagement around this.

EDUARDO DIAZ: Thank you, Duncan. Any comments about that? Any ideas? Please?

SIVASUBRAMANIAN MUTHUSAMY: This is Sivasubramanian from ISOC India Chennai At-Large. As Olivier said, it's the 50<sup>th</sup> year of ICANN and that's a major showcase even with the At-Large worldwide happening. So now we have a good communications department in ICANN. So this time as far as the display part of the showcase event is concerned, we usually have our displays, small displays, in the showcase room during the showcase hours.

Instead, can we move our display of At-Large activities and the presentations of At-Large to the main corridors and have life-sized, professional displays, which are open throughout the ICANN meeting so that every visitor of ICANN gets exposed to what At-Large has been doing? And I suggest that these professional displays are very professionally designed and taking probably some help from advertising agencies, and that would give a very good impression about At-Large. Thank you.

---

EDUARDO DIAZ:                    Anyone else? This is a time that you can, we want to hear ideas about what public relations things you want to do when we are there. So please, we just want to hear ideas here. That's why we have Duncan, right?

Fatimata, please?

FATIMATA SEYE SYLLA:            Thank you, Eduardo. Fatimata Seye Sylla, chair of AFRALO.

I would like to thank Olivier for initiating this thinking about making a link within the summit and what's going on right now within the ICANN system. And I think it would be a good opportunity for us to prepare our ALSes about thinking about what we think should be a model we would like to carry on, just to provide an input to this working group being set up. If we are not part of it, at least we will be able to provide some input about it.

And I think also as a community we might be able to have our summit agenda session about this new issue, because I think it's just being thought of. The discussion is just being started, and we need to be able to provide our own inputs inside. Bye.

RAFID FATANI:                    The fact that we will be based in London, I think we should have a little bit more than the usual outreach to the media agencies and the usual PR output. But we should maybe have further outreach to the technical community, and I mean that in the media sense. So, we have the

Telegraph, the whatever, that has a bigger outreach than the region because it has a global audience. And the fact they're in London, I think we should take an opportunity to actively engage them not just at the ICANN meeting as a whole but in the ATLAS summit and just to make sure that they're given a space to really report on what we do within the At-Large through our structures and how we reach out.

And that's one way of showcasing the bottom-up approach of ICANN. And I think it really is a fantastic opportunity that we are in London to be able to do that. And I think they maybe wouldn't necessarily come out to different locations, but the fact that we are there, I think we should take full opportunity of that.

DUNCAN BURNS:

I think you make a great point. There's a big, addressable market as it were in London people who should have an interest in these issues who we need to find a way to reach in the right way. And some of that will be through media relations. A lot of that will be building awareness with some of the already formed groups that are there. I think that's where we very much look to work with your and your local At-Large structures to see what are the opportunities for partnership? What content can we co-create together that might be helpful to explain what ATLAS is, what ICANN is, what the opportunities to get involved are? And then take it a little further because if we're really trying to get them to do something, why it matters? What the opportunity is?

---

The hope is by that point, everything being willing, we'll have this more accessible website. It will be a little easier for people to understand what we're about, what we're doing.

To some of Fatimata's questions, some of the IG issues, it will be post-results. Some of it will be post-Singapore. There will be some element of new areas for conversation and discussion, and it's also just a very big media market, which is very helpful.

EDUARDO DIAZ: Thank you. Sala?

SALANIETA TAMANIKAIWAIMARO: Thank you, Eduardo. First of all, I would like to commend the excellent work the team is doing, Eduardo. I just wanted to throw in a couple of suggestions that the working group may wish to take on board or feel free to discard them.

I fully concur with what Rafid had raised in extensively using diverse portals on the ground. I would add to that to say that we have opportunities. We shouldn't be limited by budget constraints when we're planning for the event but if we can find ways to liaise and partner with vendors or providers. And I know many of them have additional budget mechanisms for this sort of thing because it makes them look good. Particularly if you sell it to them from a point of view that the At-Large base is a global base, you know? They use your products and that sort of thing.

---

And get them to put – I won't name any vendor, I'll be vendor neutral, and I don't work for any vendor – but to put up like big platinum TV screens that can be simultaneously put and you can have different ALSes being featured and that sort of thing. If you've been to Broadband Communication Asia, which is a massive event that the global vendors come to, and even in the IETC community, it happens twice a year in Singapore. And I know the Americans, you have your own similar shows in the U.S. You know that it's like a dynamic context where you see these kinds of things happening.

And I think it's also an excellent opportunity to show off the ALSes and to celebrate the diversity of our At-Large structures because this is one of the core units within ICANN, particularly in terms of global public interest. So partner with the vendors or even the registrars if they are interested. Talk to people like affiliates, were they interested in sponsoring and that sort of thing.

Just thoughts. Thank you.

EDUARDO DIAZ:

Duncan?

DUNCAN BURNS:

Just very quick. So I think in terms of partnerships, as the meeting starts to come together, I'm sure that will be addressed. One thing I wanted to touch on is around video content. Hopefully, you're seeing some of this working with the team. We're really trying to create more video content, more compelling imagery. I think looking ahead, perhaps in



Singapore, that might be an opportunity to get some of the different representatives who come to this meeting in Singapore and have them captured on video because we'll have a crew there talking about why people should be involved in ATLAS. And not just in English. In however many languages we can. Because then that is sort of something we can give back to you. You can then use locally to try and drive awareness and understanding.

I'm not totally up-to-speed on what the remote participation will be, but I think we were talking about it earlier. If there is that opportunity to really get people, even if they physically can't be there, and that may help some of what you were trying to achieve.

EDUARDO DIAZ:

Garth?

GARTH BRUEN:

Thank you. Building on what Raf said about utilizing the resources that are already in London and following up on a conversation I had with Siranush this morning, can we make an effort to identify user groups in the London area who are blind, deaf, and disabled and get them to the meeting? Get them to that meeting, and start talking about it now. It's one of the biggest metropolitan areas in the world. I'm sure it won't be hard to find them.

---

DUNCAN BURNS: I think if there are ways to give content outreach, I think that's an area where we would really want to work with you on that.

GARTH BRUEN: This isn't about content. This is about people.

DUNCAN BURNS: Physically. We've got to give them a reason to attend. Just because we're having a meeting, they need to understand why they should come.

GARTH BRUEN: They should want to attend so they can figure out how to better use the Internet as a blind person, as a deaf person, as a person with mobility issues. That's why they need to be there.

DUNCAN BURNS: We'll work with Olivier, and see where we can help.

EDUARDO DIAZ: Okay, thank you. Rafid?

RAFID FATANI: With regards to what Garth said, the one thing that we should be able to, if we do expand in this area, that we need to make sure that what we have is accessible. And what I mean by that is not accessibility in

---

terms of ramps. I mean, will we have a transcript? Will we have live transcription? Will we have transcribers? Will we have the live translations on the board so people that are deaf can see what's being said? That's one example of many, many. That's something that should be considered if this is a route we go into.

EDUARDO DIAZ:

Okay, I'm sorry. So this is a very important issue for ICANN as a whole, not necessarily for the summit itself. I think they have gotten the information. Fatimata, please?

FATIMATA SEYE SYLLA:

Yes. Thank you. I just wanted to add a point to what Garth and Rafid said about mobilizing local community. I think it would be very good if the RALO could have support to mobilize the community. We did that in Durban, but we had to do it by ourselves. We had to look for sponsors to bring more people, more local communities to participate in the meeting. And this time, it would be great if we could have, as Garth said, more local communities come in and participate to the At-Large summit.

EDUARDO DIAZ:

Okay, thank you. I want to recognize Sally Costerton, senior advisor to the president. If you want to jump in and tell some of your ideas, too? Thank you.

SALLY COSTERTON:

Thank you, very much. Okay, sorry. Just wanted to apologize. I was late. I do apologize. Slight mix-up on the meeting rooms. I think it feels like we're mixing some different things together here, which is fine, but I just want to make sure we keep them in their right places.

So issues about bringing people to the meeting and the funding to do that and the availability of transcription, scribing, and so forth, my understanding and in fact the working group of the meeting is addressing those issues. I'm looking at Heidi. I think she's going to nod.

So I am assuming, it is an assumption so it needs to be checked, that those are issues that are already on the agenda of the working group and they've been factored into the budget, which was put together quite a long time ago, signed off by the board, and so forth. It sounds like we need to double check that everybody's expectations in this group are the same about what is, in fact, going to happen. But the communications team doesn't have this knowledge or this responsibility.

What it does have is the responsibility to take the plan for the meeting that the group has developed and to make sure that we do everything we can, both ahead of the meeting, at the meeting and after the meeting, to raise awareness of what is going on. Some of the things you that were talking about when I walked into the room about media engagement, for example, having them not just look at just the ICANN meeting but the summit, is a very good example.

I want to just try to be clear so that everybody's got good expectations about who is doing what. Now that process, by the way, should be very

---

coordinated. So I'm not suggesting that this is going to happen in silos, but just to be clear about that, I thought that might be helpful.

EDUARDO DIAZ:

Thank you. Anybody want to comment on that? So Darlene?

DARLENE THOMPSON:

Actually, I realize this is outside of the summit so it's not something that Sally was just mentioning that we were budgeting for and all of that, but it's to go back to what Garth was saying about accessibility to people with disabilities. That should be looked at at every single ICANN meeting.

I'm thinking of Costa Rica right now. I don't know if you all remember how long that building was? You couldn't get up to the rooms without using stairs. You couldn't get up to some of meeting rooms without use of stairs, so it was completely wheelchair unfriendly. We have to watch that sort of thing, again, in the future so that we're not making it impossible for those with disabilities to actually come to our meetings.

EDUARDO DIAZ:

Sally?

SALLY COSTERON:

Yes, that is a very specific issue. It is a very important issue. And when I was here earlier in the week with the regional vice presidents, I don't know if everyone was in the meeting, just for clarity, we had a great

discussion in this room with this group about this precise issue. The action that we took out of the meeting, we being the ICANN stakeholder engagement team, was to set up or to facilitate the setting up of, better word, a discussion group from the wider community, so not just ALAC but the wider community, on this topic about accessibility issues for disability for different kinds of groups at ICANN meetings, whether they're in person or whether they're remotely, that this is something that we definitely need to take a look at. So we have that action.

And I want to assure you that, actually, even since we met a few days ago, I can't remember when it was, the team has already started to coalesce. I've asked Christopher Mondini to lead that process from the staff side, who is our North America engagement head. So if anybody who was not part of that discussion and would like to contribute to that discussion, please do let Christopher know that you would like to participate in that and we will start that process moving.

EDUARDO DIAZ:

Thank you. I just want to point out that there is a specific group for the summit that was put together for public relations, and it will be the group that basically will work together.

You can look at the Wiki page. Olivier and myself are there. Humberto Carrasco from Latin America. Maybe, Jose, you know Humberto. Victor, I'm sorry if I pronounce these names incorrectly, Victor Ndonngang, Pastor Peters Omoragbon, Baudouin Schombe, [Anupam Agrawal], Evan Leibovitch, Wolfgang Kleinwächter, the new Board member. I guess he signed up for this before that, right? Juan Manuel Rojas [and Garth], and

---

I want to invite anybody interested in helping in this outreach, in this public relations effort which is going to be big, to come and join this group because there will be a lot of ideas flying, and the more ideas that we have the better this is going to be. Thank you.

Duncan?

DUNCAN BURNS:

Perhaps we can set up a regular engagement with that committee and my coms team as we start to plan for London? I welcome how regularly you'd like to make that and how you'd like to do that. And perhaps we could have a working session in Singapore physically when we're there because we'll be so close to London and that will be the starting gun, as it were.

EDUARDO DIAZ:

So we're going to have an action item for that. And it's to, can you rephrase this? Well, I'm trying to rephrase it in Spanish, but your English.

UNIDENTIFIED MALE:

Duncan will say it.

EDUARDO DIAZ:

Duncan, okay.

---

DUNCAN BURNS: To set up a ICANN staff and PR working group for the ATLAS summit for the London meeting, please.

EDUARDO DIAZ: That was simple. Okay. So I guess we will talk to your group before Singapore but before that. And please, you know, whatever idea comes to your mind, bring it on. And if it's good, it's good. If it's not good, then we do it later or we don't do it ever. But this is opportunity for all of us and these are the groups and things that you should be involved with that will make a difference as how successful or more successful this summit is going to be.

SIVASUBRAMANIAN MUTHUSAMY: Again, Garth was talking about reaching out to disability groups and, as an extension, he is very well connected to the consumer groups. And why don't he also focus on getting the consumer groups from Europe to take part and get exposed to the Internet issues? And so this is something that you could really work through your network and get as many as 20-25 groups participate. And they would participate without funding from ICANN, so that would give an all new user dimension to our engagements. So think about that.

GARTH BRUEN: Think about taking more work. Thank you, Siva.



---

EDUARDO DIAZ: Any other comments, please? I haven't heard anything from this side over there or here. Do you have any ideas on how we can improve public relations, what things you would like to see? I was going to talk about the video, which I think is a great idea. Have people talk about what their expectations are for the summit, why they got involved with ICANN, what they can recommend to motivate other people to get involved with the ICANN.

RAFID FATANI: Can we hear from the communications team, actually, what they had in mind? I know this is part of what we're representing, but maybe what they had in mind and we can build on that. So if they come up with something, we can say, "Yeah, maybe that will work. Maybe that won't work." And we can work together on that.

DUNCAN BURNS: Part of this, we're still in the planning phase, which is why we're having these two London informal lunches trying to get a sense of what's needed and in particular for ATLAS we have the channels. What I need to do is really work with you on what your objectives are for the summit, who you're trying to reach, what you want to achieve, and then we can start to build out a plan. And I think perhaps I can reserve that input until we've had a chance to talk with the working group. But I'd be happy to come back to you with some specifics.

EDUARDO DIAZ: So, I have another action item. Well, Olivier, go ahead.

---

OLIVIER CREPIN-LEBLOND: Thank you. Thank you, Eduardo. I was just going to suggest, actually, with Rafid spending some considerable amount of time in London, as well, maybe we could include him in the group working on these issues. Because I think he would be doing well, also, in that working group on the PR because I'm not always in London. Thank you.

EDUARDO DIAZ: So can we add Rafid into the group and to the mailing list, please.

I have an action item for the PR working group for the ATLAS, and it is that this group should come together and think what is what we want to achieve with this summit and put some ideas and do some brainstorming and come up with specific things that we want to achieve.

And then we come to you and say, "Well, how do we do this? Is this a good idea? How does this fit with your overall thing?" And then we go from there. Okay?

So the action item is for the public relations group to do a little bit of brainstorming to come up with ideas of what we want to achieve with the summit with the purpose of going back and then have a joint working group with staff to move forward on this PR. Rafid?

RAFID FATANI: Do we have a set of or list of things that we were looking for in the first ATLAS summit? And then we can build on that. If there is something

---

that is already concrete that is available from the first summit, let's not start from scratch.

OLIVIER CREPIN-LEBLOND: Wolf, I might be calling upon you. You were in the first ATLAS I prep group. Do you remember if there were any specifics on public relations and this subject? I'm sorry. I know it wasn't your field, specifically, but I think you might be the only one from the first batch of people in preparation for ATLAS I.

WOLF LUDWIG: Thanks, Olivier, for asking me. Good point. Let's say it was not a priority at the time. We were rather modest, as everybody knows or everybody who has been involved at the time at At-Large, we were still at the cat's table. We were not taken serious by ICANN. So were just a bunch of user representatives at the far end of the system or of the bench, and we were fighting by means of the first At-Large summit for recognition.

So our ideas regarding public relations were not very developed, to put it that way. We were mostly concentrated on two aspects. One was the programming. I was chairing the content working group and then with Evan who was in charge of logistics with staff. These were our two key priorities.

And, of course, we were asking Nick Ashton-Hart who was At-Large director at the time, what could be done internally via ICANN channels to do some kind of promotion on the upcoming summit. There were

---

some infos circulated internally. Heidi can for sure tell you much more about it.

But beyond this, there was not much communication to the outside world. I remember there was an article in Heise Online, which was more or less facilitated by myself because I knew Monika the editor in charge quite well, but besides this was not much for us, Mexico City. I know the media landscape in Europe very well. I think I can be helpful for London.

Also, we are working with a PR agency in London for EURODIC, etc., so we have detailed information. But at the time in 2008, in 2009, Mexico, for me, I was not really familiar and I would have been really over-demanded to advise on what could have been done on PR for summit I. Thanks.

RAFID FATANI:

Going just back to you, Wolf. So what was the objective of the program? If there wasn't a PR objective of the whole summit, what was the objective of the program? What was the aim? Why was it established? And we can build on that then.

WOLF LUDWIG:

Just to say it again, it was a key priority to convince ICANN, to convince the Board, that we are not only a bunch of useless bastards, but we have professional people in our ranks, etc., and we may be useful for advice for policy development, etc. This was our aim.

---

And finally at the end of ATLAS I, we edited a memorandum more or less with the key conclusions from the first summit. It was to my memory a document of 60 pages edited by Evan and by Carlton. And we handed this over the last day when the summit was concluded, etc., to Paul Twomey at the time and I think Peter. And this was the first.

Well, they realized they didn't waste the money they spent on ATLAS I. There was an outcome. And after that, as one of the first political consequences, we got our first voting board director with the decision taken in August 2009, etc. when afterwards seat 15. So there was a consequence.

RAFID FATANI:

Okay. Was there an outreach reason behind it, as well? Is part of the purpose then to say, "Let's create more ALSes," or was it just completely to prove ourselves within the Board to have another seat? Was it going out or are we going in? I'm a bit confused.

WOLF LUDWIG:

There was an outreach expectation and dimension, as well, but I would say compared to the one I mentioned before, it was secondary.

EDUARDO DIAZ:

Thank you. Glenn?

GLENN MCKNIGHT:

Wolf, what was the term you used, again? Useless bastards? Is that what you used? I think what Duncan and Sally are asking this committee because they're dealing with community engagement is, how are we selling this? What's the spin? What's the sizzle? What's the stake?

I think we've been dwelling on some of the mechanics and stuff, and we need to get back to the basics here to engage people with an exciting, fantastic conference, and your life will be better. Sex will be better. You won't be called a bastard, right, Wolf? So I think we need to sit back and think of what are we selling? What's the name of this besides summit?

I'm part of IEEE, and we're doing a conference in Montreal. We have all engineers at our table and they are, again, not coming up with a name of the event. Because you need the core concept, and then from that, you start to have your subsections and you build momentum. This needs to have some life breathed into it, so our PR stuff needs some work. We need to get down into not just dry material.

The LACNIC presentation the other night on their awards was phenomenal. It was a great presentation. It was very inspirational. And I'm taking that back for our Internet Society of Canada to look at as inspirational. Look for Canadians that have some real contributions.

So I think we need to think this through in terms of coming up with an integrated marketing spin machine. In my own foundation, we've cultivated relations with the media all the time to get media coming. So I think it's prevailing upon, I guess, Olivier and other people who have that journalistic connections with maybe journalistic interns to start

---

taking it on as one of their intern projects at school and start helping, volunteering, getting involved, because that will make a big difference.

EDUARDO DIAZ:

Okay. I just want to say, also, that's why we need this group. The PR group has to get together and talk about these things. It's one of the issues that we're going to make this enhance the At-Large. And that's part of the things that we want to use public relations. That's part of a result of public relations, which we should be clear about that so that we can work with them hand-to-hand.

And the thing about public relations, you have public relations before the summit, to bring it up during the summit, and after the summit. We want to tell the public out there the results of this, how good it was, and the charter that we have put together for the ATLAS considers that based on the experience from ATLAS I. And basically all that we are doing at the end, there's a group that will put something together. We call it the return of investment group about the things that happened, results, and what have you. We want to make sure that people, we did all this and these are the results of the meeting.

Sally, you want to say something?

SALLY COSTERTON:

I'm going to have to leave in a couple of minutes. First thing, I wanted to say that so that if anybody has any other questions for me personally, I'm happy to take them in the next couple of minutes.

---

Just wanted to, again for clarification, just to make sure we don't mix things up. The summit itself, my understanding is that the PR process is not to attract people to come to the summit. They will be part of the ALS set-up, so they will be invited and they will, if you will, come anyway.

What is very important is that we promote why we do it, what it is, and also what is the role of such a group of this, of the At-Large group itself and the way it's structured in ICANN to help expand the attention and understanding of the At-Large group in the wider community so that as a result of you having this conference, this event, there is a greater level of engagement for new participants to join the At-Large structures because they understand why they may want to do that, what might happen if they do it.

So I would hope that, when you're looking at the goals in this PR group or, indeed, for the program, it would be quite realistic, and Olivier and I discussed this a long time ago when we first talked about this program. It seemed quite logical to me that, as part of our engagement exercise at ICANN, to increase our base and to reach out to the edge of our network and bring people into the middle. This is a wonderful platform, a wonderful news hook, in a city full of media to have that conversation.

Because it can be quite hard to explain easily to somebody quite new why they might want to be part of At-Large. This is such a great opportunity to do that. And using PR techniques, if you will, to encourage that dialogue and to make sure, to your point Eduardo, and it's very, very important point, that it's not just that publicity for the



---

event itself. In fact, it's almost, it's not not about that, but that wouldn't be one of my recommended priorities.

You should see this as something much more strategic for At-Large's overall goal to grow. And we will support you from the communications side as much as we possibly can to achieve those goals. I do hope that's helpful.

EDUARD DIAZ: Thank you, Sally. Please?

SIVASUBRAMANIAN MUTHUSAMY: Sally, you're quite right and your reaction comes from us not explaining what we did at ATLAS I. I was at ATLAS I, and the idea of building up At-Large was [pitiful]. I wouldn't say that that was the focus.

And what ATLAS I item I will remember ATLAS I for the five strategy initiatives that we undertook. One was on the future of ICANN, ICANN's accountability and transparency, and the other one was about the future of Internet governance. I was part of one or two of those working groups. These were significant efforts to contribute to the good of ICANN and to the good of Internet governance.

What happened was that, as Wolf was saying, we were not taken seriously, so they were not taken as direct and substantial inputs into the ICANN process went up to the Board. But instead after ATLAS, it became kind of absorbed into different working groups, and we had other activities not directly attributing the origin of those topics to At-

---

Large. But those topics were discussed and they became part of ICANN process, and so that way we made a very significant contribution.

And then we also had panel discussions on some topics at Mexico. So what we could project, if we have to project, is the contribution that we make to strategy contributions that we make, and I think that would be the focus of ATLAS II, as well. Thank you.

EDUARDO DIAZ:

Thank you. Silvia is your name?

YULIYA MORENETS:

It was just a general question. It was not a question particular to that. I was just wondering – Yuliya Morenets, EURALO secretariat – as being a new face, do we have a kind of summary, and actually Wolf answered my question partly. There's this document, a memorandum from the ATLAS I. But do we have a kind of summary so to better understand what were the way of the discussion, etc., in ATLAS I? For me, it would be important as being a newcomer to try understand also the global view of this. Thank you. So if it can circulate maybe on the list. Thanks.

EDUARDO DIAZ:

Thank you. We're getting close to the top of the hour. I think we have to adjourn the meeting very soon. Anyone wants to comment on anything else? Rafid?

---

RAFID FATANI:                         Maybe it's worth looking at it from a very theological perspective and kind of saying what are the positives of being part of an At-Large structure and what are the negatives. And maybe that's one way to kind of hook and engage to the wider community. Because unless there is that, yeah well, I think that's clear.

EDUARDO DIAZ:                         Thank you. I got, yeah?

PHILIP JOHNSON:                       I'm Philip from AFRALO. I was trying to agree with Duncan that that the publicity aspect is not so much to attract people at the summit but to create further awareness on the role of the At-Large within the ICANN structure. So I was thinking that even populations should also be heard within the ATLAS is, for example, television, the show talk. Within their community, that is an extra probably engagement with the ALSes or their members within that community. Should not only be probably at the global level but also within that ATLAS, within that community they can have their own publicity with regards to the summit.

EDUARDO DIAZ:                         Okay, I think part of the responsibilities of the RALOs is just to tell their communities what's going on and to get them engaged with the work. So yes, that's important.

YULIYA MORENETS:

Thank you, Yuliya Morenets, EURALO secretariat. I just discussed, actually, with Fatimata and what you said and it was said before, that it would be very important to attract local community, to work with local community to communicate. Obviously this is in Europe, so the role of EURALO will be, well, it is important.

But I think we also need to discuss all together the kind of strategy to have for the better outreach of the local community. So once we agree on this, we can have an action plan and work together with the public relations department or this staff and etc. and be helpful. Because if we're going in all directions, this will be useless from my point of view. Thank you.

EDUARDO DIAZ:

Thank you. I think we have to wrap up, and I just want to try to condense what we have talked about. I think the conversation today with Duncan and Sally, I think it was very helpful because in the sense where you talk about public relations and what it means, everybody has probably a different thinking of what it is. Like some people think it's publishing. Some people think other ideas. So within that respect, it was very good that you were here and explained some of this.

Also, you know, this group that we have put together for public relations, please, I invite any one of you to participate in that one, if you are not already. And there, we can talk about the specifics of what it is we are trying or want to do with the PR in terms of the group so we are all clear. And then, we can work hand-in-hand with Duncan and his group.

So I have heard many ideas of outreach, and the summit agenda, showcases. These are the things that we have to talk within ourselves in this group, and then we can move forward.

So what is going to happen, there will be a call some time before the end of the year just to start this work going. The faster we can come up together with what we understand what the PR is and the goals, then the faster we can get this PR thing going.

So if nobody has no more comments, this meeting has been, oh, don't forget. There is another meeting here at 4:00, and basically we want to talk there about timelines and things very specific on how we can move these things forward because there are many things. Now we have to jump in and there's a lot of work, and we all expect that all of us will help together because the result of this summit is not because two or three of us are doing this. Because it's a group work, and I expect everybody to jump in with your help. So thank you so much.

Oh, one more.

SIRANUSH VARDANYAN:

Just before that. I know that service subgroup already did a huge work for analyzing the survey. So we have already all analyzed answers. I think it should be a compiled file already. Can we share with all subcommittees of this organizing committee for people to know what were requested by ALSes and what can we think ahead of us?

So just for everybody to have idea because only survey subgroup has that information, but we can share with all others to know. Because the

---

next step will be we should go from that already, with what we have already. So the next step for others to know what was the first step from where we are playing now. It would be worth to share with everyone.

EDUARDO DIAZ:

I just want, Tijani, if you want to add, but I just want to say that all this information that was received is already in our Wikis open to anybody to look at. One Wiki page right there. So you can go there and look at it.

I believe the work has been done, that's why we have this information. How we translate this information into actions and events that will support the needs of the ALSes there, I think that's the part we need to develop and that's the part that I expect that we have something more concrete before the end of the year. And by the time that we're in Singapore, we actually finalize the details.

Tijani, do you want to say something else? No? Thank you. Oh, Fatimata, I'm sorry.

FATIMATA SEYE SYLLA:

Thank you, Eduardo. Just to thank you and to commend you about the great work you're doing but also to tell everybody here that we have an AFRALO/AfrICANN joint meeting in this room at two and you're all invited. Please come. Please join us. Thank you.

---

EDUARDO DIAZ: Thank you. So, with that in mind, the meeting has been adjourned. Thank you very much for your time.

UNIDENTIFIED MALE: The time is 3:57 p.m., November 20, 2013. We will shortly begin the Joint ATLAS II oversight committee, what is it? ICANN 48, Buenos Aires. Thank you.

EDUARDO DIAZ: Okay, let's have the recording on, please.

OLIVIER CREPIN-LEBLOND: Well, good afternoon, everyone. This is the Joint ATLAS At-Large Summit II Organizing Committee, Capacity Building Working Group, Academy Working Group, and Regional Secretariat meeting. We are now, let's see, it's, well, 12 minutes past the hour so we do have to move forward. I don't think I've got electricity at the moment on my machine.

Okay, while someone sorts out the electrics, welcome everybody. The aim of this meeting really is to do some stock taking as to where we are going now in each one of the sub-working groups of the At-Large summit working group. I've got Eduardo, who is here, as well. We're going to work together to try and schedule what's going to take place next. I guess that we can probably take the first thing is to have a look at the main schedule and see where we can go. I hope that staff is paying attention.

---

So if we could have the main schedule on. That would be great. My machine is not doing well. So we'll be able to look through first the schedule, and we've got several parts to this meeting. You've got the initial event scheduling, so I guess that we're going to find out from the events team whether there's been any progress and what the main frame of the events are.

Then we're going to have the agenda. And I guess that the agenda and the events are slightly different. They're not exactly the same thing. The events are probably what's going on around the daytime activities, and the agenda is really about the actual work that will be performed and probably also even looking at the agenda leading up to the summit.

Then we've got the RALO planning for general assemblies. It takes us directly into this part of the discussion. Hopefully, we'll have a bit of time for next steps. I have a hard stop at 17:00 hours, so if we can't finish in time, then Eduardo will take over afterward.

I think you're looking at the wrong event. Yes. I apologize to those people listening remotely, but the network is very slow at the moment. I'm not on the screen either. I'm not on the Adobe Connect either.

Maybe, Eduardo, since you have it in front of you, perhaps you could you just let us know. I do understand there has been some slippage, but where are we know? Where should we be? And how maybe we can move forward?



EDUARDO DIAZ:

We have supposedly in the previous timeline we should have some kind of event framework by the end of this meeting, meeting meaning the ICANN meeting. At least to know what was from the very micro way of looking at it, what is going to happen Saturday and Sunday and the rest of the week.

Tijani put together a long time ago some kind of schedule, I mean a skeleton of how this was going to look like. But it depends also on the type of facilities that we are going to get. Obviously, these have moved because everything related to the survey moved. And basically, the way I see this is that we should have by the end of this year what we are supposed to have had by the end of this meeting. So I guess we have to do some work during December somehow to get that going. And we should shoot for Singapore or before to have a pretty concise events meeting before we get there. Thank you.

OLIVIER CREPIN-LEBLOND:

Thank you very much, Eduardo. So the next steps really – the survey feedback, the analysis of the survey – when are we expecting this to be complete and ready for use? Tijani?

TIJANI BEN JEMAA:

Thank you. As I said this morning, the survey has been analyzed by members of the group, but each part of the survey has to be used for the purpose it was done for. There is some parts where it is very easy because it's figures and we have everything [inaudible], etc. But there is other parts where you have open questions, so you have as many results as voters.

---

We tried. Everyone tried to classify them. But it wasn't always easy to classify them. I think that now, since we will start working on the program, on the definition of the themes, etc., we have to take them one-by-one, and every time we need to make some, how to say, compilation, we try to do it but according to the end we want to reach.

So I can say that the survey now is almost finished. Everything is, the work that has to be done, it is already done now. Now we have to use the results of this survey in the proper way.

OLIVIER CREPIN-LEBLOND: Thank you very much, Tijani. So once this is done, will the survey working group send its results to the other working groups, the events working group, or will it publish it and let the events working group pick it up? Is it a push or a pull scenario?

TIJANI BEN JEMAA: It is on the Wiki and we are all supposed to work on the Wiki, so it is all about the work.

OLIVIER CREPIN-LEBLOND: Okay, thank you very much, Tijani. So next, the events working group is one of the first ones that is deemed to be moving forward when looking at the actual timeline. Am I correct, Eduardo?

EDUARDO DIAZ: Yes, yes. That's correct. We're looking at the events.

---

OLIVIER CRÉPIN-LEBLOND: Si, señor.

EDUARDO DIAZ: Si, Si.

OLIVIER CRÉPIN-LEBLOND: Okay. Excellent.

EDUARDO DIAZ: What we need to find out is when the events group will have, I guess, their first draft because really then groups are going to translate the results from the survey into something that makes sense, one of the items will be capacity building and the other is themes related to the actual ALS summit, right?

OLIVIER CREPIN-LEBLOND: Okay, thank you very much, Eduardo. So looking at the ATLAS II Wiki and clicking on to the events, I've noticed two things. First is as Tijani Ben Jemaa is leading this, so I guess you're going to continue your work and you've got it cut out. And then I've also noticed an event proposal submitted on the 2<sup>nd</sup> of May, which I gather quite a while ago. Yeah, that's quite a while ago. And whether this is just a first draft already, or whether this is likely to change dramatically. Tijani, you have the floor.

TIJANI BEN JEMAA:

So now for the program, for the scheduling for it. First, you have to define the themes that we will treat in the summit. This is an effort that has to be done by the whole working group, not only the events working group. We have to agree on the five, four themes that will be discussed in the summit.

And when we define them, we have to form groups for each theme that will work on this specific theme during the remaining time until the summit. We will work for sure virtually, meaning teleconferences. We will discuss the subject. We will agree on the references, etc., as we did for Mexico. The summit of Mexico is very helpful because we have already that experience now.

This is the work that we have to do. That's why I think that the whole working group has to meet or has to have a teleconference very, very soon to decide on this particular point on the themes, because it is the starting point of everything.

And since the themes are defined, we will form the groups. And it is among the whole At-Large community we have to make a call for participation in those groups. And when those groups are formed, each group will work aside.

And I will be in charge of the events of the schedule. I will do it according to two things: to the themes defined and to the room availability that Heidi will provide me with. Thank you.

OLIVIER CREPIN-LEBLOND:

Yes, Rafid?

---

RAFID FATANI: Just a question, Tijani, how many themes are proposed or are being proposed? How many themes?

TIJANI BEN JEMAA: I think not more than the four maximum because it is also a problem of rooms because when you will break down to discuss those things, you need to have rooms to use.

OLIVIER CREPIN-LEBLOND: Okay. Thank you. Tijani, with regards to your description just now, you mentioned we have to get the whole At-Large community to decide. Do you mean all 160 ALSes, or do you mean the people that are on all of the ATLAS working groups?

TIJANI BEN JEMAA: I didn't say the community will decide. I said the community has to participate in the groups. We have to make a call for participation among the whole community. But regarding the themes, it should be the duty of the group. And if the group find that it needs to consult ALAC or any other level, it is the responsibility of the group.

OLIVIER CREPIN-LEBLOND: Thank you very much, Tijani. Some people are asking, actually Ali AIMeshal was asking, whether we could zoom in a little bit on the

---

timeline. I don't know if that's possible? Okay, that's good. So we can see that. There we are. Okay. Thank you. Yes, Eduardo?

EDUARDO DIAZ:

I just want to point out to Tijani that there is a list of about 40 people who are ready to sign up to help with this group. So we should call on them to help working on this.

OLIVIER CREPIN-LEBLOND:

Okay, anything else on the events?

TIJANI BEN JEMAA:

I think that we have to call everyone from the working group and even if they are not on the working group they can join us. We need a lot of people to work. There is a lot of work to do. Already we have people who are on the working group who are willing to work. This is very well.

As I told Eduardo, we need to make, how to say, to distribute the tasks so that the work will be well shared, and we have to define the deadlines according to the timeline. And if we need to change it a bit, perhaps we can change it.

OLIVIER CREPIN-LEBLOND:

Thank you, Tijani. Glenn McKnight?

---

GLENN MCKNIGHT: Just a little bit further below this where it says ICANN Singapore, it says that it's 90% milestone completed. Where do we stand right now in terms of the milestones?

OLIVIER CREPIN-LEBLOND: Eduardo?

EDUARDO DIAZ: Basically, I haven't updated this but all the milestones for the survey are done. So now the milestones like the one at the end of this meeting are going to move, which is the events. We're supposed to be talking here about the actual events, the things that were going to happen. But we're basically we're not there yet because we only compiled the survey information into something that can be analyzed. So it's going to move.

I don't know. That's what we're here to see if we can get a specific consensus and a date that we will have something, like based on the groups that Tijani is talking about. Did that answer your question?

GLENN MCKNIGHT: Yeah, it does. Thanks.

OLIVIER CREPIN-LEBLOND: Thank you, Eduardo. So on the events sub-working groups, there is a calendar, there is an event proposal, Tijani. How cooked is this? In other words, is this relevant or is this not relevant?

---

On the events sub-working group Wiki, there is an event proposal, which was submitted by you. Is this proposal relevant or irrelevant? In other words, is this the first proposal the group will already work on or is this not?

TIJANI BEN JEMAA: It was the very first proposal, and it didn't take consideration of the survey result, so it is likely to be modified.

OLIVIER CREPIN-LEBLOND: Okay, Tijani. But what I see here is just a framework. It doesn't actually have any subjects or topics. How will the survey change the framework that it has here? Because the survey talks about topics, not about format.

TIJANI BEN JEMAA: You are right. It will be according to number of themes that will be treated and according to the room availability. This will change the format.

What is here, it was done on the basis that we have availability at all times, which is not right. And it was based on, I think I choose four groups. So this might change.

OLIVIER CREPIN-LEBLOND: Okay, thank you, Tijani. Olivier speaking. Now the deadline that we should have had for the event structure ratified was the mid-December.



---

Eduardo, you articulated this timeline based on how many calls a week, how much work for the working group?

EDUARDO DIAZ:

No, this is a timeline that is based on my experience on how much it is going to take. If we will have had something more materialize during this face-to-face, because that's what we're here for, then I will say that that can be ratified, something that says, "Yes, we like this." But I don't think we are there yet.

OLIVIER CREPIN-LEBLOND:

Okay, so I would just suggest that first action point is to actually schedule calls and schedule them now, basically. My suggestion would be to go for weekly calls. I was going to say bi-weekly, in other words two calls a week, but maybe not at the beginning. No, I see quite a few people nodding their heads negatively. So one call a week. Heidi?

HEIDI ULLRICH:

Olivier, thank you. Could you state the AI as you would like it recorded, please?

OLIVIER CREPIN-LEBLOND:

Thank you, Heidi. So the AI is for staff to schedule a weekly call for the events sub-working group of the ATLAS II, starting in two weeks. Because next week I think most people are fried enough to want to take one week's break out of ICANN. And then we'll.... Are you okay with

---

that, Tijani, because I guess you're the one who is going to be chairing those?

TIJANI BEN JEMAA: Thank you, Olivier. I think that the first call must be the call of the whole group, because we will agree on the themes. So the first call should be the call for the whole group.

OLIVIER CREPIN-LEBLOND: Thank you, Tijani. I see a lot of nodding heads around the table. Eduardo?

EDUARDO DIAZ: It's also, we should try during that call or after that call, decide which group of people are going to work in which theme so we can, or are we willing to go into theme all together, Tijani?

OLIVIER CREPIN-LEBLOND: Thank you, Eduardo. It's Olivier speaking. Which theme, within the events working group, you mean?

EDUARDO DIAZ: Within the events group.

---

OLIVIER CREPIN-LEBLOND: So sub-theme. That, I guess, will be the work of the first call of the events working group. But we could actually do it during the main call with everyone on it so we will all know. You okay with this, Tijani?

TIJANI BEN JEMAA: Sure.

OLIVIER CREPIN-LEBLOND: Okay, excellent. So we've got that first call scheduled, and beyond that there will be a weekly call of the events working group that will pursue its work. I guess we'll have to stop over the holiday break and restart at the beginning of January. And looking at the timeline, it looks like this work will be one month late on its proposed schedule. Is that correct?

EDUARDO DIAZ: Most probably. We will know once we start working on it. We'll have a better feeling on how long it will take. So it sounds reasonable like a month, especially because the holidays are right there.

OLIVIER CREPIN-LEBLOND: Okay, thank you. Tijani Ben Jemaa?

TIJANI BEN JEMAA: May I propose that that first call of the whole group we address two things: first, the choice of the themes; second, the final timeline, establish the final timeline according to the work we will do.

---

OLIVIER CREPIN-LEBLOND: Any comments? I see agreement. Or I don't see anyone nodding negatively about this. Okay. That's fine.

In the meantime, Tijani, is there anything else that you would need your group to have in hand by the time your working group starts work? What do you need from staff? What do you need from your resources, etc.? In other words, if you're a chef, what ingredients do you need to make it happen?

TIJANI BEN JEMAA: Okay, from the staff, I would like the list of, I would like the availability of rooms in London by dates. From our working group, if everyone can think about, can already read the output of the survey and think about the themes that we can propose so that in our call we will not spend time to search.

OLIVIER CREPIN-LEBLOND: Fantastic. Okay, do we have this noted down? I don't know who takes the notes. Carlos? Perfect. Okay, super. Yeah, Raf?

RAFID FATANI: Is it worth us using this as guidelines, the first ATLAS thing, to come up with any guidelines of how we should proceed now? As we're starting from scratch again now, should we use this is guidelines of how a third one, if a third one comes up or when a third one comes up, how it should be used? So if these are the action plans that are going to

---

happen now at this sort of timeline, we should use them again instead of reinventing the wheel every time.

OLIVIER CREPIN-LEBLOND: Thank you for the question, Raf. I must admit, I don't know. I'm going to turn to Eduardo because he knows whether the groups are going to run in serial or in parallel. I have a feeling there's going to be a lot of parallel work.

EDUARDO DIAZ: Yes, like in the meeting this morning, there will be, there will have to be a meeting of the PR group working in parallel to determine that part of the event. In the meantime, we will do this other group. So we will be having some parallels in working. I don't know if you have in this charter with this...

RAFID FATANI: Is that something that could be, would the staff?

EDUARDO DIAZ: Yes. We'll coordinate that through staff. Yes.

OLIVIER CREPIN-LEBOND: Okay, thank you. Any other questions regarding this? So I have a question I'm going to ask, and maybe Eduardo can help me on this. I'm a bit confused. I'm often confused today.

---

Initial events scheduling and then initial agenda scheduling. I provided an explanation a little bit earlier on this meeting that the events were the actual day's events and the agenda is, I guess, our timeline? Go ahead, tell me.

EDUARDO DIAZ:

Well, the way I see it is, you know, you have this structure and then, within this structure, you have the agenda of what is going to be discussed the whole week. So the agenda is the actual meetings, what is going to happen in each one. That's the way I interpret this.

OLIVIER CREPIN-LEBLOND:

Okay, thank you. So knowing that this is the case then, and looking at the list of working groups that we have, the events working group would also be looking at the agenda itself. It's the second layer. So the events is the frame, effectively. The agenda is the contents. Okay.

EDUARDO DIAZ:

It's getting from macro to very detail.

OLIVIER CREPIN-LEBLOND:

So looking at what we have then on our timeline, does this mean that if we were to say the work of the events team would need to be finished by end of January 2014, that's both the frame, so the wrapper plus the contents of the wrapper that would have to be finalized, done, finished, and ready?

---

EDUARDO DIAZ: That's the expectation. Yes. And at least in a very draft form, so we can have something very more concise when we get into Singapore. I mean, before Singapore we should be ready to go ahead. Especially I know I remember we had in Durban we had a meeting with the meeting people. That's how far they're organizing this logistics. So the sooner we have the information, the sooner it will be better for the meeting people to help us facilitate what we need.

OLIVIER CREPIN-LEBLOND: Okay. Thank you, Eduardo. So looking at our timeline now, I guess the events will slip. The deadline for adding new ALSes is not going to move, so that remains December 2013. Just as a point of clarification, is this the deadline for application of new ALSes or a deadline for acceptance of new ALSes, ratification of new ALSes?

EDUARDO DIAZ: Are you asking me? We said that, at one point, I remember when we talked about this, but at one point we said we have to make a hard stop as to the ALSes that are going to go. So, if someone applies in December, it takes two, three months for due diligence. I don't think that will be feasible, especially that the ICANN constituency is asking for the names of the people who are going by mid-February. So if all the ALSes are in December, those are actually the ones that are going to go.

---

OLIVIER CREPIN-LEBLOND: Okay, thank you, Eduardo. So then the next question, so we keep this. So that's on the 31<sup>st</sup> of December, we will have a list of accredited ALSes. These are the ALSes, including, sorry, we'll have a list of accredited ALSes that there is a question with regards to filling the survey, of course, because some will have arrived after the deadline for the survey, so we'll have to work something out for that.

But with some flexibility, we'll basically know the list on the 1<sup>st</sup> of January, and then we can immediately send this over to constituency travel or take the month of January to find out who is going to travel to London. So that's an action item for staff to be aware of that once staff has the list of ALSes going, then the list of travelers needs to be finalized and you have the month of January to do so.

Tijani?

TIJANI BEN JEMAA: I think it's almost done because, in our survey, we asked the taker of the survey who from your ALS will participate, and they gave the name and address. So it is almost done.

The most important part that is remaining is the new ALSes that we will accredit. For example, Africa will have at least one or two other ALSes to be accredited.

OLIVIER CREPIN-LEBLOND: Okay, thank you, Tijani. Eduardo?



---

EDUARDO DIAZ: That's why I have by the end of January we should have the final, final list. So that's the final one, and then that we just send it into the constituency travel for whatever they do.

OLIVIER CREPIN-LEBLOND: Okay, and then we have ICANN travel support deadline. Sylvia?

SYLVIA HERLEIN LEITE: Thank you. I will speak in Spanish. Sorry. Speaking about the issue of when the final list will be ready containing the ALSes that will go and knowing the importance of visa requirements of some countries, regardless of when the list is ready, for those persons who responded and those that have an intention to go, it would be interesting to publish the page where you register for the event.

Because when you register for the event, automatically you may request an invitation letter. And with that invitation letter, the persons who know that may have more problems to be granted a visa, they may start processing that. Even if we are speaking about January, we will have four or five months to go. But the sooner we can publish this for people to start registering with this letter of invitation that the same system will create.

Of course, you have to request it, but whenever you register, we have a question, "Do you need a letter of invitation?" So with that, without having any hotel reservation or ticket, they could start and process their visa requirement proceedings.

---

OLIVIER CREPIN-LEBLOND: Okay, that's a very good point. And, in fact, the registration for the London conference is already open, so another action item for staff is to send a note to all ALSes that are eligible to go, even today, to start registering. I guess they register and click the "Yes, I need a letter." As soon as ICANN will start processing the registration, then the letters will be sent out.

Just as a note, you can also register for the Singapore meeting, for those people that know they will go to the Singapore meeting.

Garth Bruen?

GARTH BRUEN: Thank you. This is important. Do we know who is requiring this letter? Is it the British government, or is it a local government?

OLIVIER CREPIN-LEBLOND: I have no idea.

GARTH BRUEN: Sylvia, do you?

SYLVIA HERLEIN LEITE: Generally, it's the embassy.

---

GARTH BRUEN: Okay. Okay.

OLIVIER CREPIN-LEBLOND: Eduardo?

EDUARDO DIAZ: I think I have a better idea. We know who is going to go, so why don't we just send all of them an invitation letter and let them whoever needs it use it for that. They don't have to register officially to get this and they get it done. Because they are already registered when they fill out the survey.

OLIVIER CREPIN-LEBLOND: We don't know the travel list yet, so we'd have to have all of that in January, I guess, and then send an invitation. Heidi, is there something that can be done?

HEIDI ULLRICH: Olivier, thank you. I will look in to that.

OLIVIER CREPIN-LEBLOND: Okay, excellent.

EDUARDO DIAZ: Excuse me, is that an action item?

---

OLIVIER CREPIN-LEBLOND: So, action item. Heidi to look into the possibility of ICANN sending an invitation letter to each and every participant in the At-Large summit. We can put in brackets “that needs it.” And we know that, as far as obtaining visas is concerned, this is a usual requirement, so that's fine. Great.

So once we have that and we have the list of supported travelers, then we have about a month until it all comes through. Sandra Hoferichter?

SANDRA HOFERICHTER: I have a question, and I'm sorry if this is a bit out of the scope, but it wasn't clear when we were filling out the survey are we – I mean, I'm member of the ALAC; I'm supported anyway – is there an additional invitation for our ALS, or am I the representative for the ALS, or can we invite another participant from our ALS? This was not clear for me.

OLIVIER CREPIN-LEBLOND: Thank you, Sandra. Heidi?

HEIDI ULLRICH: Thank you, Olivier. The budget includes, assumes that the ALAC members and the regional leaders, the RALO leaders, will be the representative from their ALS.

OLIVIER CREPIN-LEBLOND: Thank you. Tijani?

TIJANI BEN JEMAA:

I asked it before that all the ALAC representatives and the regional leadership will be backed by another member of their ALSes to attend the summit because those people who are always deciding on behalf of the At-Large community while this time we want the At-Large community to decide itself physically present. So this could be done through the sponsorship that Olivier is looking for, and I hope we will manage to do so.

OLIVIER CREPIN-LEBLOND:

Thank you very much, Tijani. There is a question, actually, with regards to additional people being sponsored to come to London. I think it has to be understood that the hotel has limited capacity, and so any additional sponsoring of additional participants would probably need to then look into having to, I guess, use other services to find other hotel capability elsewhere, as well, and that might be a limitation.

Wolf Ludwig?

WOLF LUDWIG:

While I see and understand the good intention behind Tijani's motion, but the last time we had the clear principal there is one representative per ALS. If the first representative is not available for any reason, then the secondary contact or another delegated and assigned member of this ALS will step in to represent his ALS at the summit. This was a principle I think we had in Mexico City.

I remember for the analysis of the recent survey under part 2.8, there were some remarks recommendations could be made. And there were I

think three, four people saying, "Well this is not enough. I think we should have the opportunity to send more representatives." But if you enter into such a case where you can say, "Well if you get some additional funding, we may allow," then I promise you, you immediately have a debate of injustice that some may say, "Why they can send two and we can send only one?" So you are entering into something I really recommend don't do it.

It's a nice intention behind your idea, Tijani, but there is enormous risk and far as I understood Heidi, the venue and hotel offers limited capacities. And I think, okay, put it on our Christmas list for the future. Perhaps ATLAS III, we will swim in money and we can allow five people to come to the ATLAS. But for the time being, let's be pragmatic. Thanks.

OLIVIER CREPIN-LEBLOND: Thank you, very much, Wolf. All right, let's continue with this, then. So we now have the travel sorted out. The next thing is to just look at when the other working groups need to get into action and to start scheduling some timings for them, as well.

I would suggest that, with regards to the sponsors, logistics, public relations, and return on investment working groups, we might allocate during the first overall call a section to be able to discuss when these will start because I note that we don't have all of the chairs of the different working groups there.

But the other thing I was going to ask was whether we need to also create a coordination team of the chairs of the different working groups

---

that might have a bi-weekly call just to be able to coordinate between themselves. Any thought from the working group chairs?

EDUARDO DIAZ: Can you give us an example of what you're thinking about with that?

OLIVIER CREPIN-LEBLOND: So at the moment, as you know, each one of the working groups is going to work in parallel on things. Using each working group will have a weekly call. So each sub-working group will have a weekly call when they meet. But that brings them into silos, effectively. Now, I don't know whether, Eduardo, you think it's better to have a call of the whole of all the working groups at the same time once a month or whether it's better to have during, one week out of two a call of just the chairs of the sub-working group in order to be able to coordinate what's going on in each one of the working groups.

EDUARDO DIAZ: I will go with the second one where we talk to the meeting with the chairs so they can update each one. Because if we have everybody, there it's going to be really kind of hectic.

OLIVIER CREPIN-LEBLOND: Okay, thank you. So there will be a meeting, a call, bi-weekly, every two weeks? A call every two weeks of the working group chairs. I'm hoping that some of the people who were part of the ATLAS I can help me on this because I have no idea, you might have noticed, I have no idea how

---

this was organized. So this is why I'm just going straight into the dark at the moment. I know that Wolf is here. I know Sébastien has also entered the room. Could you please offer some guidance? Yeah, go ahead, Wolf. Wolf Ludwig.

WOLF LUDWIG: Sorry, Olivier. I must admit I was for a moment not attentive. Can you repeat your question please?

OLIVIER CREPIN-LEBLOND: Hello, Wolf. How was the call scheduled to organize the ATLAS I?

WOLF LUDWIG: The calls schedule at the time. Well, at the beginning, we had monthly calls. Then we said at the very end we need more. Then we went to bi-weekly, and I think the last three to four weeks we had weekly calls and, if needed, even two calls a week.

I remember Heidi was very stressed and involved, and really is a last moment. We were ready, but I remember it was from ICANN side a lot of details couldn't be settled, clarified beforehand. And so on the very last moment, they came back, etc., and the last thing was sorted out two weeks before the summit.

OLIVIER CREPIN-LEBLOND: Yes, Heidi.



---

HEIDI ULLRICH: Thank you, Olivier. So during the ATLAS II, a major difference at that time was that the logistics team.

OLIVIER CREPIN-LEBLOND: ATLAS I, I think.

HEIDI ULLRICH: Was an outside consultancy firm that didn't know how ICANN sets up their meetings. This time we have the vast advantage of having the ICANN meeting staff who will be coordinating the logistics, and they have been doing so for months. So it's going to be in-house, and it's also going to be in the same venue. So the first summit was in a venue that was about two streets away. So, again, very different system going on here. Thank you.

OLIVIER CREPIN-LEBLOND: Okay, thank you. Eduardo and then Sébastien?

EDUARDO DIAZ: Yes, I want to, since I put the charter together at the beginning, I just want to give you my thinking process on this. Basically, I put it, it looks like they are working in silos, but they are not. They're working in parallels. But what we have to really, what is going to drive this is once we know what we are going to do, [inaudible].

We have to watch very carefully that if we set up a deadline to have this skeleton of this schedule and the events, let's say by the end of January,

---

that we try to make that deadline and we should watch that. And then, because the public relations will work, we talked about it this morning, the logistics will be there, and everything will be driven by once we have this.

Really, if we look at all the work that we're doing, the most important work right now is what Tijani is going to be doing, and we have to watch that deadline because it will affect the whole thing. So having the meeting with all the chairs is good, but the critical part is events at this point. That's the way I see it.

OLIVIER CREPIN-LEBLOND: Okay, thank you very much, Eduardo. Then Sébastien and then Heidi.

SÉBASTIEN BACHOLLET: I think you are, first, better prepared because you have more working groups than it was in ATLAS I. You have already the agreement about the logistic and you know that staff will, the permanent staff of ICANN, doing that. The permanent staff doing the meetings.

When we organized ATLAS I, it was just an experiment ,and it was quite difficult to do that. But in the same time, there were two important or three important parts in the program. There were where we were all together, where we were in the working group, and where we were in the RALO meetings. So those three type of meetings, and I guess you will do almost the same.

A big difference, I guess, it's that in London and now with the expense you will maybe have some big name or important person who will come who are willing to talk to you or will come for that. And that will change how you want to set up the global part of the meeting.

You have to take into account when you have which type of rooms because I don't remember now, but we negotiate with staff to have five rooms on Saturday. And it's important to bring that now because the way you will organize and the way you will sequence the different events will need to take into account the logistics.

And too, I stop here, but I am available. If you need my help for anything, to participate with working group, to participate in one call or to do something or to say something, just ask and I will try to do my best to help you because I really think that it's a very, very important event.

And, sorry, the last point is that we need to ask now maybe some specific time in Singapore to prepare London. Not your usual way of doing things, but maybe you will need. I don't know. But maybe you need half a day more to be ready, and then we need to ask that now for budget purposes, for travel purposes, and so on and so forth.

But it's so important that we succeed in ATLAS II, then you have to find anything you really need beforehand. And whatever you need, you need to ask. You will not have everything, but I am sure that you will get a lot.

---

OLIVIER CREPIN-LEBLOND: Thank you. Thank you very much, Sébastien. So another action item for the first call of the ATLAS II working group in two weeks' time to have on its agenda the preparation for Singapore, scheduling for Singapore.

So the next thing on our agenda here is RALO planning for general assemblies, but I do realize also there is something missing in that agenda. It's not only RALO planning, but capacity building planning.

I understand that our ALSes are going to arrive in London having done some work on the way. I hope that they will. This is the reason why the outreach working group is, sorry, the capacity building working group is associated with this meeting that we have here. We have had some experience with Sandra and the leadership training program or orientation training program and the online learning tool, learning platform. This also needs to take off. Do we have a timetable for this? Tijani.

TIJANI BEN JEMAA: Thank you, Olivier. The capacity building working group asked already the staff program call as soon as possible. It would be not next week but the week after. We are tasked to prepare a capacity building program, and this morning we talked about it and we took the input from the RALOs about the tools, about how we can do it. And, I hope we will be working on very, very soon.

Now, coming back to the calls, how many calls a week, etc. For summit one, there were two kinds of calls. There was the calls for the preparation and the calls of the groups, the thematic groups.

---

And this is something that should happen here, also. That's why our first call in which we will agree on the themes will lead to the formation or the constitution of the groups, thematic groups, and starting from this time, those groups have to organize themselves and have regular calls so that they come to London with the themes already cooked.

OLIVIER CREPIN-LEBLOND: Okay, thank you, Tijiani. So this is also noted, and there will be a lot more calls then, I guess, than just once a week later on.

Unfortunately, I have to go, and I'm going to have to hand over the session to Eduardo. Just a couple of things, action items I wanted to add before leaving.

The first one on the RALOs, for the RALOs, it is the RALO leadership responsibility to get their ALSes involved in the different working groups that we have here. And I think that one action item would be for the RALOs to send additional e-mails and perhaps even during the monthly calls speak about the At-Large summit and the importance to take part in those activities. That's one.

The second one is with regards to the online learning platform. We need to get that thing working. I'm really sorry, but I'm very displeased with the way that this has been handled so far with regards to the At-Large Academy. The learning platform has scored very poorly with everyone.

So we need to have learning platform that not only is functional but has the courses and gets our ALSes to really want to come to London and to really want to engage so by the time they are in London, they are

---

already in the ICANN mood. They already know some of what's going on. They already know what they want to discuss in London.

And, of course, much earlier than that, the online learning platform will actually help them getting engaged when, as Tijani mentions, the actual themes that are going to be discussed ahead of London. So that's the second one.

The third one was also the consideration of the fact that we have had a number of announcements recently, as you've heard, with regards to the OneNet initiative and the Brazil initiative, etc. and there might be some follow-up there will be needed in London. So, basically, to keep in mind in the agenda program that we might have a session, that's for Tijani, we might have a session that will deal with global governance issues, if that's not already something that is wanted by the participants, as we'll find out from the survey.

I think that's the action items I've got in my head at the moment and, unfortunately, I have to run. The rest of the program here just looks at the next steps, and I think we probably touched on most. But I'll leave you with RALO planning for general assemblies, since I think I see here Jose Arce and the RALO chairs wish to discuss that. Thank you.

EDUARDO DIAZ:

Thank you, Olivier. This meeting is supposed to end at 17:00, right? So I want to take a few minutes, and then we will adjourn.

I just want the leadership of every RALO to start thinking about your personal, your RALO agenda for the general assemblies that are going to

---

happen during the week during the summit. So start talking with your RALOs and start talking about what things you want to talk about mid-year next year.

So with that in mind, I'm going to adjourn the meeting. I think there is another meeting coming in here, right? No? Yes? Yes. Okay. Well, thank you so much for your time.

[END OF TRANSCRIPT]