



ASK.RS "pitajte.rs" Educational event

Danko Jevtović, CEO

ICANN 54 ccNSO Marketing / October 2015, Dublin

The Registry



Development of the Registry and the domain mark Business excellence Organisational development of the Foundation Support for development of the Internet in Serbia .RS.CPB (IDN): 90,000 domains

RNIDS: Multistakeholder model



Foundation
Not for profit
70 Co-founders
40 Registrars

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Challenge

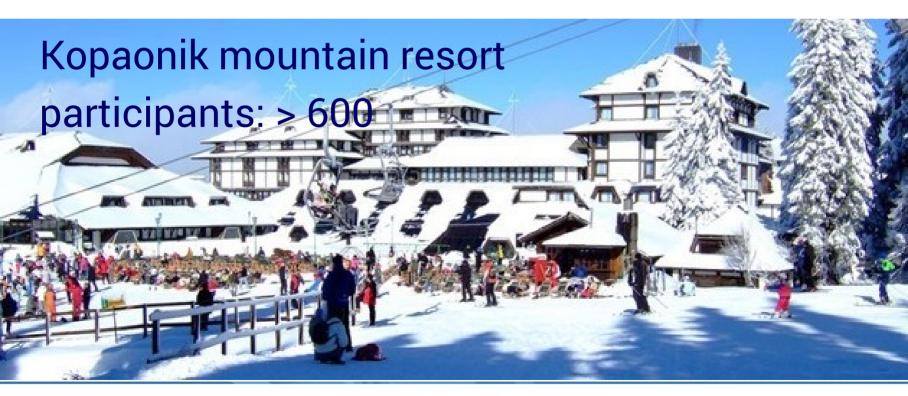


- To improve community goodwill
- To increase Registry recognition
- To educate about digital identity
- To support Internet entrepreneurship
- To promote .RS and .СРБ





Internet conference "New Energy"



ASK.RS (pitajte.rs)



RNIDS brings experts from the community to answer questions from the community.





- How to start your Internet business?
- How to create online content?
- How to build your brand online?
- How to advertise on the Internet?

Ask.RS event



12 lecturers visitors > 100

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Social media effects



- pitajte.rs website 6,200 visits
- Facebook reach 370,000
- #pitajters 620 tweets, 106 authors
- Twitter reach 185,000
- 21 Media mentions





Ask.rs on Webiz conference.

- Ask.rs caravan through Serbia?
- Ask.rs central event in Belgrade?

Should Ask.rs be RNIDS's central educational theme in 2016?





Thanks for your interest!

Danko Jevtović, CEO danko.jevtovic@rnids.rs

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