

EDUCATING TO GROW – ICANN83

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Domain Name Registry





**WHAT DO YOU
DO?**

- Many Guatemalans use the internet daily without knowing what a domain name is.
- This is not just about technology — it's about empowerment.





- Guatemala: a small but vibrant country.
- High rates of informal entrepreneurship using social media.
- Domains seem expensive or unnecessary to many.





- People didn't register .gt domains because they didn't see the value.
- We shifted from selling to educating first.



- Internet Week .gt launched in 2023 with over 200 participants.
- In 2024, over 400 joined and 25% used promo codes to register domains.



- Topics include website creation, AI, legal protection, and brand security.
- Launched a free monthly newsletter with practical tips.



- Partnered with a national telecom company to deliver certified programs.
- Thousands from underserved areas benefited from these trainings.





- Cyber Monday is not well known in Guatemala.
- We explained the concept before offering renewal promotions.
- Result: Increased renewals thanks to better understanding.



- Since 2020, we've seen steady growth in domain sales and renewals.
- Our growth is sustainable, and it's education-driven.



- Workshops in schools to teach students, teachers, and parents.
- Focus on digital citizenship and data protection.

- Part of Universidad del Valle.
- We help shape a responsible digital culture across Guatemala.



CENTRO DE ESTUDIOS EN
INFORMÁTICA APLICADA
·CEIA·

UVG
UNIVERSIDAD
DEL VALLE
DE GUATEMALA



What we hope for:

- Take Internet Week to rural areas.
- Create materials in indigenous languages.
- Partner with local governments and women-led businesses.



A woman with long blonde hair is smiling and looking towards the camera. She is wearing a light-colored button-down shirt. In the background, there is a blurred bookshelf filled with books. The image is framed by a light blue geometric border.

**OF COURSE I
DO.**