2010 challenges
2010 actions

@ your service
- Registrars

Together
- Registrars and registrants

Reaching out
- Targeted groups
@ your service
Registrars
Account management

Registrar lunches and meetings

- Further improve the relationship management approach
  - Registrar lunches and meetings
  - Expand the dedicated account management scheme to the top-400 registrars
  - Continue the preparation of monthly intelligence reports
  - Conduct the online and phone registrar satisfaction surveys
Account management

Hands-on .eu courses

- Launch the e-learning platform
- Move the courses which are currently available to the e-learning platform
- Add courses on new features and programmes on a regular basis
e-learning platform layout preview
Together

Registrars and registrants
Together objectives

- Continue the co-funded marketing programme and share success stories/experiences developed thanks to the programme
- Award the registrars with best performances
Reaching out

Targeted groups
Marketing

Participation in fairs/events

- Participate in IT/SMEs-Startup/Internet related fairs around Europe

- Organise a booth for four weeks at the Schuman Info Point Europa in Brussels to celebrate the anniversary of the launch of .eu
Marketing

The European cartoon strip

• Prepare four new cartoon strips around the slogans “.eu shows that you are European” and “.eu expands your business”

• Link the cartoon strips to a dedicated .eu landing page with basic information on .eu and EURid
Partnering with European Networks
Organise awareness-raising initiatives in the following countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

Launch local surveys to monitor the awareness of .eu before and after regional initiatives
And ...
Thank you!

giovanni.seppia@eurid.eu