GSE Interactive Session for Thursday March 27: Expanding Communities

Framing Question: How can we build on - and learn from – the results of active outreach (e.g. with Business Stakeholders) to expand outreach to other communities (e.g. Civil Society or Academia)?

Background on Business Engagement:

The ICANN Business Engagement program has existed for nearly one year.

1. Tactics:

- Social Media "ICANN4Biz" (followers - Twitter = 600, LinkedIn = 160)
- Business Digest meeting summaries = 4614 total views on Slideshare
- ICANN Meeting Newcomers Program:
    - Pre-meeting webinar (40 attendees, 100+ views)
    - Welcome events: (120 attending ICANN49 pre and welcome events)
- Speaking engagements (audiences = 100's)
- Executive Roundtables (dozens, including at CEO level)
- Targeted 1-on-1's with Internet business leaders and partner organizations
- Specialty programs, e.g. "How to Host an L-root" or "Trademark Clearinghouse Q&A"

2. Results:

- Increased name recognition and awareness of ICANNs role
- Growing number of followers
- Increased attendance at ICANN meetings
- Increased participation in other Internet related activities, e.g. Brazil

3. Lessons

- Differentiation by sector (after initial awareness raising)
- Tailoring the message (e.g TMCH v. L-Root v. GNSO policy – What is of interest?)

- Local language translation is *very* important
- Simplify the message and be ICANN-constituency-agnostic
- Amplify message through business associations and partner organizations

4. Shortfalls

- We can make better use of the online learning platform
- We must streamline onboarding to active participation or "membership"
- Businesses need easy answers "Where do I sign up?" and "What should I do?"

Group Discussion:

How can we apply this experience to new communities or expand awareness in existing stakeholder categories, focusing on the "outer circles" of the model below?

1. Academia

2. Civil Society

3. Others

ICANN Engagement Model

1. Inform
Raise Awareness,
Educate and Initiate
Engagement

2. Engage
With Participants,
Followers, and
Interested Parties

3. Support
Participation in
Policy Making