

ICANN

**Moderator: Chantelle Doerksen
May 18, 2017
8:00am CT**

Coordinator: Recordings have started.

Chantelle Doerksen: Good morning. Good afternoon. Good evening. Welcome to the BC outreach call on Thursday May 18, 2017. On today's call, we have Lawrence Olawale-Roberts, Jimson Olufuye, Marilyn Cade, Arinola Akinyemi, and Andrew Mack. For staff, we have Chris Mondini, Riccardo Ruffolo, myself Chantelle Doerksen.

I'd like to remind all participants to please state your name before speaking for transcription purposes. Thank you ever so much and over to you, Andrew.

Andrew Mack: Great, Chantelle thank you very much. And thanks to everyone who's on the call. We have a lot to cover today and some good, quick decisions to make. So let's dive in as quickly as we possibly can. Riccardo and Chris thank you for joining.

And let's start off with the ICANN59 Event. Jimson, would you like to discuss the event as it's been revised and we've gotten some comments on? I

think we're pretty well aligned about what we'd like to propose. Want to walk everyone through it real quick? Jimson, are you there?

Jimson Olufuye: Yes, this is Jimson. Providing to the outreach committee so we still the 25th and starting at 1:00pm. So I think I don't know what the committee has decided. Are we going for Hilton or Radisson Blu? I made some recommendations. So, I think we got the information from Chris for the Hilton contacts and my guy on the ground contacted him. So I provided information to the committee. So...

Andrew Mack: Jimson which is your...

Jimson Olufuye: Pardon?

Andrew Mack: ...recommendation based on the...

Jimson Olufuye: Yes, I said Hilton based on cost...

Andrew Mack: Okay.

Jimson Olufuye: ...relation, things like that.

Andrew Mack: Okay. Great. So I think it's better from my perspective there's no problem with taking that recommendation. Would anybody else like to weigh in on this one? Hearing nobody jumping in, is there anybody who has raised their hand or who is on call out there who would like to say something? Otherwise, I'm content to go forward with the Hilton. It seems like the closest one.

One of the questions Jimson that I had because we've now been lining up the speakers as we had discussed it. I think Steve DelBianco can do it. I will reach out to Denise today.

The question that I have is on the ICANN side, actually. Chris will you be able to attend?

Chris Mondini: I'm unmuting my mic. Yes, this is Chris and I will arrive in time to attend. So, whatever you would like me to do to help I would be happy to do.

Andrew Mack: Fabulous. Okay. Well, so the way that the program reads if I recall correctly -- Jimson, correct me, but -- we have a role for you to play through your (ME) in the program to kind of help us get things set out and to introduce people to ICANN's work with the business community. And so that would be great and obviously, we would love to have as much of your time as we can.

We've tried to shrink the program -- just so that you're aware if you haven't seen the revised version -- we've tried to shrink the program down as much as we possibly can so that it can be delivered even in the afternoon because there was some concern that people might have, you know, morning appointments and services that they wish to attend, things like that.

So, the program is going to run if I remember correctly from about 1:00 to 5:00 along those lines of 1:00 to 5:30. And I think that that's a nice, discreet amount of time. And we would love to have you for as long as you're available for that.

Jimson, have we spoken with - I know that Patrick is on the agenda and Pierre is. Have you had a chance to speak with either of them?

Jimson Olufuye: Okay. Well I expected as I said before once we agree on the program then we can go ahead to talk to those people. So the committee needs to agree on the program. Is the program okay? If it's all agree, then we'll talk to those people concerned. Though informally I reach out to Alice and she's okay. She...

Andrew Mack: Yes.

Jimson Olufuye: And then I think Patrick is always supportive. Patrick will always be available. But we need to agree on the program first. We need to - is there an objection to the program?

Andrew Mack: Sure. Really quickly for members of the Outreach Committee who should have all seen this now, is there - would they like a discussion of that? You know, anybody else who's on the call who would like throw in their thoughts on the program is it's written right now? Lawrence I see you've got the program as it is. Marilyn supports the program as it. I am fine with the program as it is.

And for small things, we can obviously adjust them a little bit as we get closer to time. It's mostly to try to get the big pieces there. Our goal is to be most topical and to introduce the BC and ICANN to the local business audience as much as possible. And also, to provide some time for us to mingle and to get to know local businesses and these local business people who might be attendees.

So Jimson, it sounds as if there is no difficulty with the program as it is. At this point in time if anyone has any suggestions or refinements, let's take them off the list. Let's go with the program as it is and then if that's the case, let's discuss the budget a little bit, Jimson, okay? Jimson?

Jimson Olufuye: Yes. Andrew?

Andrew Mack: Yes, sir. Okay.

Jimson Olufuye: First meeting not our final budget yet.

Andrew Mack: So just to be as clear as we can. Sorry, Jimson, I'm getting a delay on your line. Is that the line? (Unintelligible) sure I'm not missing you.

Jimson Olufuye: I have to unmute to - and yes, I just (got off) mute I think was the reason for the delay.

Andrew Mack: Okay. Got it. No worries. I just wanted to make sure that we're hearing each other. So then let's in order to make good use of Chris' time, let's go through what budget we're looking for - we would like to be getting from the ICANN side.

Chris, we have talked about support for some speakers that are coming early as well as some support for the lunch part of this. We'll get you the final list of speakers as soon as we talk to I think we need one more speaker that we need to talk to to find out whether they need the day or not. Jimson, what's the final number in terms of the cost of the lunch?

Jimson Olufuye: Well like I provided all the details to the committee. I need to go into it) now. I don't have it right on my screen. But...

Andrew Mack: Okay.

Jimson Olufuye: ...for the venue and the lunch it's a package.

Andrew Mack: Yes.

Jimson Olufuye: It's about 2,500 there about.

Andrew Mack: Yes.

Jimson Olufuye: Along with the deposit to be made, you know. so I don't have what this is right now in front of me. But I sent them to the committee, actually as I received them.

Andrew Mack: Okay.

Jimson Olufuye: Lunch and venue is (integrated). So there is no separation. It's a package.

Andrew Mack: Okay.

Jimson Olufuye: And that is around \$2,200 (so we could just round) it to \$2,500.

Andrew Mack: Okay.

Chris Mondini: You know, we can find - so this is Chris speaking. And so first it sounds fine for the speakers that will need the extra night. If you just send a list then I can process that with the travel office. And if it's...

Chris Mondini: ...like impossible to break...

Andrew Mack: That's...

Chris Mondini: ...the lunch from the overall venue, you know, we can find a way to cover something else or even the future or maybe we can find another element to

add to cover if it can't be broken out. I'm not sure if there are ideas that other people have.

Andrew Mack: Well Chris here's a suggestion -- if it's important or much easier for them to invoice it all together, if were to separately - but they have two different line items, for simplicity sake is there a way we could paper this? It's only, you know, a question of papering it. If the lunch is \$600 or whatever it is -- I don't remember what it was -- if the lunch is a third of that, say, how would you like us to pay for it? Because it's going to - what we don't want to do is we've got three CEOs from different African countries that will be attending through the BC contribution as well.

And so, we would like not to have to take money out of that fund in order to, you know, just because we can't pay for it. Make sense?

Chris Mondini: Sure. So, I just don't know the answer, if there's a mechanism maybe Chantelle that you could work with finance to find out if there's a way that BC can invoice ICANN.

And then I don't know, you know, there are these -- I'm sure the committee has already considered this but -- there are these available morning slots throughout the four days of the policy forum itself. And, you know, and those are within the venue as well. So, I don't know if you had given some thought to having a follow-on coffee or light breakfast or something on one of those days as well. But that's at the venue. That becomes a very easy thing for me to cover during the week. So again...

Andrew Mack: Sure.

Chris Mondini: ...I suspect you've considered that.

Andrew Mack: Chris we've been pretty focused for obvious reasons on this particular event. So, can I suggest let's see if we can bang this one out and then, you know, once that's underway, let's take a look at the other ones as well. We may want to discuss some flexibility so that we can do that based on how this particular event goes. Make sense?

Chris Mondini: Okay. I agree. And I see that Chantelle and Marilyn are confirming that you can break out the breakfast and send me a bill and we'll reimburse the BC for that.

Andrew Mack: Excellent. Okay. Great. So then Jimson it sounds as if we are covered. One last quick question, Chris is that when you're talking about an extra night of hotel, there's also for all the people who are attending an extra night per diem, you know for things like that.

Chris Mondini: Yes. And that's fine. That's fine.

Andrew Mack: Okay. Fantastic. Great. So, we will commit to getting you - I've got to call a couple of people to confirm whether they need this extra night and then we will get that list to you in the next day or so.

And it sounds like we're good to go Jimson with the Hilton. Yes? All agreed? Anyone who is unagreed please give a shout at this point. I see two people typing so I'm going to wait. Becomes coming in early. Yes, I agree with you, Marilyn.

I think one of the reasons why we were so keen Chris on trying to get the pre-event going was in part because it's difficult to get people to the venue in

Sandton at 8:00. I've done bunch of work in South Africa and the traffic can be murderous and just, you know, really difficult to get people there early.

So, I'm hopeful that we can do a second event during the ICANN meeting, but yes. Okay, great. So, I'm seeing no objection to this. And so, on that basis, Jimson let us go ahead and with the Hilton. Let us go ahead with the program and your contacts through Africa. We can finalize trying to get all of the speakers in the right places at the right times. And we can do that offline, agree on who's going to take care of what and who's going to reach out to whom.

Thank you, Jimson, very much for all you've done to put this together and also for reaching out to Alice. She's a wonderful speaker and a great voice for the ICANN community in Africa.

Marilyn, you're typing. I'm not seeing. I want to wait until that goes through and if that's the case. Yes, thank you Chris for agreeing to be a speaker.

So, what we're going to - let's as an outreach team let's agree to do the following: I will reach out to Denise. Jimson would you like to reach out to Patrick? Let's try to figure out who else is on our list that needs to be confirmed. And we can do that.

I am happy to reach out to Lucky. Yes, maybe the easiest thing to do, Jimson is for you to take a look at who are the people that you are - that you would like to reach out to and you can divide up the rest. Is that agreed for everyone?

Jimson Olufuye: Yes, this is Jimson. So, amount that we have program confirmed or least tentatively agreed to can go ahead with the next steps...

Andrew Mack: Yes.

Jimson Olufuye: Yes, Patrick will be informed and others will readily be informed. And also, the web page for the registration, you know, can go ahead, you know, get. And there are already local guys knew about a decision because they are actually waiting the decision to...

Jimson Olufuye: ...proceed. Yes.

Andrew Mack: Okay. Thank you, sir. Thank you for your leadership on this one. This is really - I'm excited for this event and I hope it turns out to be as big as we'd like.

Okay. Does anyone else have any questions for Chris? Because if not -- and Riccardo -- if not, let's let them go off to their day.

Jimson Olufuye: This is Jimson.

Andrew Mack: Yes.

Jimson Olufuye: I just want to use this opportunity to thank Chris for his commitment to this business engagement. For also his willingness to speak as mentioned. We all applaud it. Thank you very much. And also, don't forget Riccardo as well. Thank you.

Andrew Mack: Thank you both for being on the call. And I'm glad we were able to get this sorted out pretty quickly. Yes, Chris by all means sign off if you'd like at this point.

Chris Mondini: Thanks. We're happy to support and thanks for all if the initiative and the invitations. And take care. We'll be in touch. Riccardo and I are at your disposal. Take care.

Riccardo Ruffolo: Great. Thanks, guys. Bye-bye.

Andrew Mack: Okay. Great. So let's jump to the next one, which is the proposed Kenya event. And Lawrence, the floor is to you. The question on the table is, is this one that we want to attend? And if so, what's our rationale for doing it? I know you had some conversations with Waudo and with others. Do you want to take the floor and fill us in with your thoughts?

Lawrence Olawle-Roberts: Okay. Thank you, Andrew. This is Lawrence, for the record. So, a quick update. In between our last call and today, first off, I had put in a proposal. While I was working on the outreach proposal, I had also put in an application to the summit organizers to organize a bird of the same feather around some small business meeting. Actually, looking at the 4th week of those spots of incubation and the future of the internet.

And last week, I was asked to submit an abstract of what we're looking to discuss. That was turned in and evaluated. Early this week, I was sent a communication by email informing that based on the abstract that was reviewed, that I have now been invited as a panelist to the community panel. So invariably from what is going on now, I have a bigger platform to be able to because I've now been invited to become a speaker at the event.

This is most worthy because the slot for that closed about a month ago. And there is a little change to the topic because it's now a community because I'm now going to be on the community panel, the topic is how do small projects

build most internet development. And it's going to be on 11:00am on the 2nd of June which is about the last day of the conference.

So, for those at the BC we have a bigger platform because rather than just reaching out to the business community which was over there, which was angling on, now we have this platform to reach out to the entire conference delegates.

Going forward, I had finding out also that Waudo will probably be at this event. I had reached to him to find out how we could collaborate on his session and all that. He confirms that he's going to be at the event. But he's not, you know, looking at bringing any other parts in terms of speaking.

And so, I believe that going forward since there is this opportunity, since we have a broader opportunity now, I'm hoping to engage him and others who have a bit of experience in this area can us tell us tailor the message such that eventually we are able to at least use this opportunity to reach out to the broader spectrum.

Now, I understand also that there is this I'll say a little confusion based on the fact that some of us have the impression that the conference is all a technical event. And I've reached out to the organizers, you know, to get an idea in terms of the systems the number of businesses that are engaged at this conference.

I understand that rather they have promised that they are doing some updates they will expect on the official website in hope before the end of this week to the early part of next week that information could be made public.

But one thing was confirmed, which is the fact that normally conferences are not supposed to be over a week long because we can't just engage people for that long. And the reason why we have, why the applicant internet needs to be broken into two weeks is because the first week is getting to all of the technical forums and the technical discussions and debates and innovations, you know, that have to do with the techies. While the conference - which is termed the workshop half. While the conference portion of it, which is also the segment where I will be speaking now, is basically a multi-stakeholder meeting.

I understand that there are businesses sponsoring the event or this particular year and there are also some multi-stakeholder organizations including the African IGO. And so, I believe that it's a big opportunity, especially now since we have this unique opportunity to address the entire audience.

I'll just stop at this point for any further questions.

Andrew Mack: Okay. So, I guess the big question that I had was who's going to be there? And how do we know? Because I know that you reached out Waudo and, you know, if it's a legitimately good business opportunity, we should consider going forward. If it's mostly a technical community where people that we already know, probably less valuable and let's do something else. Can you tell us more about who is going to be in the room?

Lawrence Olawle-Roberts: Okay. So that was the information I was referring to. But currently sought information on especially those who were there in the last year because apparently I think because of I don't know what the issue is, but trying to sort out information on those who were in the meeting for the last year, apparently that information isn't online. I still haven't gotten feedback yet.

So I - because I don't want to assume and find out later that, you know, they weren't there. But basically the meeting has a large fellowship from organizations like ICANN because ICANN is actively participating there. So stakeholders within the ICANN ecosystem are also at this particular forum.

Andrew Mack: Yes.

Lawrence Olawle-Roberts: We have ISOC also sponsoring and putting an article. A lot of the stakeholders who will be in this ecosystem also use this opportunity to engage. The system is such that a lot of these organizations, you know, like they have within ICANN also, use the opportunity of this particular event to also have their (leader) meeting.

So, I have seen a few business forums and organizations partnering or sponsoring. But my own - in order to in the course of trying to build up the outreach plan because the idea I had was to be able to know the businesses who were coming beforehand and possibly...

Andrew Mack: Yes.

Lawrence Olawle-Roberts: ...you know, reach out to a couple of them and, you know, let them know that we were going to be in that space -- especially business of African descent -- and see if we could interact and take a discussion for that. That I have a promise, but I haven't been able to assert that yet. But looking at the - know that there is a footprint Africa Business Alliance Solutions something, that's the only one I see in the, you know, sponsorship list that I know is core business. But like I say, all these organization affiliate, Oracle, and all these guys that are here also come with a large (followership).

So, I believe I'm - again the African Internet Summit is one of the events that a lot of organizations look up to. It is evident from the list of sponsors they have as well as (establishes lead). I can't remember. There are quite a number of organizations, a lot of global ones. But I think the target also for us is particularly the African businesses that will be coming. But by and...

Andrew Mack: Yes.

Lawrence Olawle-Roberts: ...large, I believe that this has a lot of prospects for outreach.

Andrew Mack: Okay. Appreciate what you're saying very much. And recognizing and appreciating your desire to represent the BC. So please take that as a given. I think our goal is to reach as much as we can a consensus on all of these things.

So, I see Marilyn's writing a bunch of stuff in the chat. Marilyn and Jimson, would you like to get online, you know, get on the phone part and give us some thoughts?

If we don't have enough information right now to make this decision, maybe it's worthwhile to give Lawrence some very specific things that we could look for.

Marilyn Cade: Can I be heard? It's Marilyn.

Andrew Mack: Yes, of course. Yes.

Marilyn Cade: Thanks. Look, I probably suffer from being involved with these meetings for many years. And I want to confess to that. Long before you Andrew joined, I think that was 2011 I think and when Jimson joined, we have tried to do outreach at many of these technical events. We also encountered an

experience where the other constituencies felt we were poaching because we were going into space where they were targeting. I've shared that information.

I think we just don't know enough right now. I'd love for us to know enough very quickly about whether there will be actual business targets who are there on June the 2nd, which is the final day. And I'm just - I had sent out the agenda because when I looked at the agenda, it's very immature and the 2nd is technical presentations. That's not what we would be doing as the BC.

Now it may be that a member is speaking and can add in information about the interest of the BC. I'm not denying that. I just think we need to know more, since these sessions say on June the 2nd. They're labeled as technical presentation but there's no detail.

So, if they could share - Lawrence if you would share the presentation or sorry, the outline that you're proposing because right now there doesn't seem to be a space where it's appropriate to do BC user recruitment. It could be there is a place to do that -- maybe during other events like on June the 1st. And then maybe we hear a little bit more. But more of the contacts that I have that come to this meeting over years, even though they come from a company, they are the technical folks. And that's not who we would recruit.

We might still want to do this for outreach purposes or awareness purposes.

Andrew Mack: I think that that makes a lot of sense. Jimson, what's your take on this?

Jimson Olufuye: This is Jimson. This can be - any opportunity to create awareness is always good. There's no doubt about that.

Andrew Mack: Yes.

Jimson Olufuye: And so, but there's no doubt again too this event mostly techie people, registrars and not much of civilian users, you know, so to speak. But of course, the awareness is good -- especially now in an empowered community. So, but it is basically to do as Marilyn said the infrastructure people, the IPSs and the idea was okay, Waudo would be there. That was the idea before -- Waudo would be there and at least we talk about it maybe at the high level. This is the high level and that's what we do, you know?

And we set a particular example. We are a part of it and we encourage others, you know, to be part of this.

So, for awareness it's not a bad idea, from that point of view. And then we can see how it goes, really. As long as the - you can ever do to the future. That is another point, you know, building to the future in terms of the next generation. So those out there are some of the businesses of tomorrow or somebody knows the businesses.

And look at the ramifications of the need for more engagement. And then otherwise, because it's more technical, you know stuff. I know it's more robust BC participants or participation. Okay. But you can use some of our materials like past (fact sheets).

So, for the reason for awareness, it's okay really.

Andrew Mack: Okay. So, Jimson this is Andrew again. I'm just trying to help Lawrence by giving him some clear direction from some of us who have been on this committee a little longer.

What I'm hearing you say is that you're inclined to try to find a way to make this work. And where I'm hearing Marilyn say is we need to know a little bit more about the attendees and the agenda. And based Lawrence on what you have said, it sounds like there still are some unanswered questions. Am I characterizing everybody's opinions correctly?

Jimson Olufuye: Yes. This is Jimson again. From my experience, moving around for recruitment, you may not count much on recruitment but as I said, awareness is also very important.

Andrew Mack: Yes.

Jimson Olufuye: You can sow a lot of seeds. You could coordinate let people know that this is what is happening and there was Africans involved in this and that. So the more we do it the more it details down the line, you know, that's what I think. You won't do it for this but the client (then) is more (unintelligible) and it's more for registry and the registrar because I know those guys, you know, they manage registry. They manage, you know, specific TLDs, manage their managers this TLD, none of them are registrars. You know, they are just TLDs now so on and so forth. Well of course there has to be a coordinate for the business you can let them also know that they are people that they like (unintelligible) that the user and (unintelligible).

Andrew Mack: So the question...

Lawrence Olawle-Roberts: And as long as you stay there a longer - instead I'm going to stay there much longer it will engage much better now do we just do the high level, you know, speaking and so on and so forth. But as Marilyn said you can get more information about what this - the audience what this has said does the audience but it's good for us to do more awareness really.

Andrew Mack: Okay so...

Marilyn Cade: And sorry I just want to reinforce that point. While I think more information is needed if this is about awareness then the message is given by anyone coming from the BC cannot be about doing DNS business. It needs to be about why we as business users matter. That's the awareness meeting message. And I think the fact sheet supports that. And if that's the purpose I think that's a legitimate purpose for awareness but not expecting to try to turn membership recruitment because it's – it'll be a big challenge. It doesn't mean...

Andrew Mack: Okay.

Marilyn Cade: ...we're having unintelligible one or two but awareness is also part of our purpose.

Andrew Mack: Fair enough. I think we're all in agreement on this. So then I'm going to take – I remember Lawrence you have about \$1500 for travel and logistics and about \$1000 for translation of things. Given that this is largely about awareness and the short period of time do we want to need the translation piece that I'm – that would make it even less of a lift from the perspective of the BC as an awareness thing as opposed to a recruiting thing? What's your sense of that? What is the sense of the community on that? I'd like to come to a conclusion on this as soon as we can.

Lawrence Olawle-Roberts: All right thank you. This is Lawrence again for the record. All have been said so far has been – has been noted. I would like to start from Andrew's last submission. Yes I think of 1500 to cover, you know, some and other agencies will do, it will suffice. Again a lot of time. I mean losing a lot of common ground. It's a lot of number of things that one would have wanted

to do in terms of transition itself will prove challenging at these particular points. So I guess that would slide.

In my - so I just mailed out to – and I should have done that earlier but my apologies. I just mailed out a invitation that was sent to me from the organizers and in looking at that we find out that this particular – this particular session on, you know, how (more projects for more Internet development) is not based on the agenda yet. And that was why I mentioned, you know, like I said that there were – that some – there are some updates that are going to be done and so the remaining information and there are many calls of this week into the next week will be received. So I'm sure that, you know, there will be – I'm sure there are other sessions that, you know, we can that one will be able to (ride) on. From the like I had also said again this is basically a loudest so to say of platform we will have at this particular meeting. My – in reaching out to Waudo my thinking was of how we could collaborate, you know, like I said at these sessions but from the information he has provided so far he has just been to the attending the conference. He won't be speaking. He's not going to be presenting at any other sessions so I...

Andrew Mack: So quick...

Lawrence Olawle-Roberts: ...would like to...

Andrew Mack: Lawrence?

Lawrence Olawle-Roberts: Yes?

Andrew Mack: Sorry to cut you off. I'm mindful of the time. How many days would you plan – would you be expecting to be there?

Lawrence Olawle-Roberts: I was planning to be there from Tuesday till Friday. I definitely have to be there until Friday.

Andrew Mack: Okay and so just to narrow the field what we're really talking about is a request for \$1500 to cover that – the cost of your attendance and as a awareness and potentially a recruitment effort and as a speaker and your – one of the things that you're going to be speaking on will wrap into your messaging the different awareness of talking points that Marilyn mentioned. If that is the case...

Lawrence Olawle-Roberts: Yes.

Andrew Mack: ...if that is the case I think that from my perspective that does not sound like an unreasonable request. Marilyn, Jimson what are your thoughts real quickly so let's make a decision right now so we get onto the next one because I know we had a lot of things to pick up?

Marilyn Cade: I've just taken a look at the travel costs and the \$1500 seems to be covering – that could cover hotel and airfare so that sounds fine. On the materials we've had back and forth about it but I think the thing we should focus on are the fact sheets. We're going to have – we have a really great fact sheet. Let's just use those. I'll just say the working language of ICANN is English. And I know we might like to translate into other languages but the reality is the working language of ICANN is English. So that would keep our costs down and I really don't want – I don't agree with copying and paying to copy Meet the BC. It's a very, very expensive. It's also already out of date. So if we can minimize the printed cost, give the cards that those special cards that have the information and the fact sheets, put them in high-quality then I think that would – that would be really good support for the event.

Andrew Mack: Okay can - the question then Lawrence for the budget of \$1500 can we do all the things that we – that Marilyn has just described as well as covering your cost?

Marilyn Cade: Actually I didn't – I think the \$1500 would cover his costs. There would need to be a separate \$200 or so to cover the printing.

Andrew Mack: Okay any objection to a separate \$200 or so for printing? Hearing none and with the - taking into account the good conversations and the wise inputs about Jimson and Marilyn I think we're agreed to that we can move forward with this one. And Lawrence let's – why don't you take off line the conversation with Marilyn about the particular materials and all that kind of stuff okay? So are we – we're agreed that we're going to go forward with this one then?

So then that's great. Now and mindful of our time frame we're running a little bit late. The - in terms of the Afghanistan report Omar is not on the line I see so let's push that one back. Arinola thank you for your patience. Can you run through the Uganda report real quickly? Arinola are you there? Chantelle can you hear me and can you hear Arinola?

Chantelle Doerksen: Hi Andrew. This is...

Andrew Mack: I can...

Chantelle Doerksen: Chantelle. I can hear you. I can't hear Arinola. She is joining via the Adobe Connect. Maybe she's coming off mute.

Andrew Mack: Okay.

Gabriela Szlak: Do you want me to cut in on Arinola -- hello everyone and then once she comes she can use the time after me?

Andrew Mack: Sorry I'm not understanding. Who's speaking?

Gabriela Szlak: Oh this is Gabi. Hi Andy.

Andrew Mack: Hi Gabby. ((Spanish Spoken 0:09:26)).

Gabriela Szlak: ((Spanish Spoken 0:09:28)) So do you want me to talk about this Latin American update until Arinola comes?

Andrew Mack: Yes. Why don't we do that while we're trying to get this thing sorted out with Arinola yes please if you don't mind. And then Arinola if you could put in the chat when you are - when we can hear you that would be great. So Gabi go ahead please.

Gabriela Szlak: Okay thank you very much. I have good news in the sense that I was until yesterday I haven't had the consult meeting from the commerce initiatives that this is something doable for them. And yesterday finally because they were traveling all the time there's a lot of evidence of organizers. So yesterday I talked to the organizer. She was in Mexico. And she told me they are willing to go ahead with organizing toward discussing a special event the day before the e-commerce day made a special invite.

We were discussing about something between 30 too 50 invitations, like for a special breakfast. The idea is to use a topic that is a topic here for company and actually was suggesting that as there's a huge change in the government approach, the companies in Argentina that a hot topic today for e-commerce companies is to talk about cross-border e-commerce. I thought that was a

good idea but we are still open to your feedback if this was something that we can do. And we believe that is to use a topic like that we will be able to give the audience that response and then we will have a special at the end like we can talk about also a first one. ICANN and outreach and awareness and why it's important for you for business users to become members who participated in different ways of ICANN policymaking, ICANN meetings and everything.

So the idea is to have a special event. We will have not only are (unintelligible) in these events because many companies from around the region come to Buenos Aires which is one of the busiest and oldest ones they've yet to have a special speaker. We are open also to suggestions for speakers for the topics if you have anyone. And the E-Commerce Institute also have some ideas.

And of course someone from the BC I felt that maybe Andy was willing to come to one (conference) or Marilyn and be at both world councils for sure. (Unintelligible). So this is the whole idea and next week I will be able to send a budget for this and anything that you can add or suggest to make this successful we (unintelligible) to participate (unintelligible) e-commerceing event and so we can follow-up with an outreach and just like especially (unintelligible) and (unintelligible) so there's lots of opportunities for following-up for whatever we do have the (breakfast). So yes from my point of view that's the update and I'm hoping for your feedback and your comments.

Gabriela Szlak: Hello?

Andrew Mack: Yes. Thank you very much. There's a lot of background noise on your line.

Gabriela Szlak: Yes there's a lot of people who like their starting to change something in the wall or whatever, construction people here. Time for (leave this).

Andrew Mack: That's not a bad idea yes. So I see in the chat Marilyn says it sounds like a great idea. I think there is – there - that there's a lot in what you've got suggested. Obviously I'm very interested in reaching out. E-commerce day sounds like a really good plan. And if we can get it going in Argentina it's a nice platform because they have e-commerce days in other countries around the region. So that's a real win for us if we get...

Gabriela Szlak: Yes but I'm drafting first something very briefing that. They told me that we can use Argentina as a pilot where we have all - everything to do it and I'm here so it's going to be easier. And then if it goes well they are very open to replicating this event or kind of event or actions in this year in at least two more countries. And as Marilyn suggests Columbia and Costa Rica in the world (unintelligible) so these places I told them this and they were very happy of these two options. And one more thing is that they also suggested that for - if we use a topic like cross-border e-commerce for instance or some (other) topic like that we will be able to have participation from governments and from different agencies here so it's going to be an interesting event in many countries.

Andrew Mack: Okay. So I have two questions for you real quickly. I think one of them is a simple one which is about budget. We want to – I know that there's some flexibility but it would be worthwhile for us to take a look at and if you could put together something and I'm happy to collaborate with you on that about what our broader budget might look like and try to put that together as a package both Argentina and then notionally for others that are priorities. That was item number one.

Item number two is you mentioned that this would be a long side e-commerce day. I'd love to get your recommendations about whether or not this is something that we want to be, you know, if we're going to get a speaker from outside of Argentina does it make sense to have them come down for, you know, for more than one day? I am guessing the answer is yes. And so if that's the case are there other things that we can do to take advantage of that whether at e-commerce day or in the surrounding timeframe to make maximum use of it if we're going to send a new travel team. Make sense?

Gabriela Szlak: Yes makes sense and for sure the person that comes from abroad is invited to participate in the e-Commerce Day's events. This is the topic that this person (unintelligible) of interest to more companies I'm sure that in some organizations will be willing to happening during the event as well or at least for a moderator or whatever and have the participation of the person and take advantage of the opportunity of having something – someone from abroad. And also as I mentioned during government day there's a special lunch for the VIPs and there's a special dinner as well. Also the night after there's a special dinner. But to all these special events the people that we bring the studio events are going to be invited.

Andrew Mack: Okay fantastic. Well that sounds like a good program and a nice pilot. I'm going to open the floor real quickly to anybody else. I want to make sure we have a chance for and quick any other business. Marilyn, Jimson, any comments on the Latin America stuff? Seeing Marilyn's posting a number of interesting things in the chat which we can definitely take forward.

Jimson Olufuye: Yes.

Andrew Mack: Okay.

Jimson Olufuye: This is Jimson.

Andrew Mack: Go ahead Jimson please.

Jimson Olufuye: Yes I want to – yes Gabi thank you so much, you know, for comment on boards. We are so we're happy that you - from the outreach plans for Latin America and generally. Well I just wanted you to note that where - we haven't made much progress when it comes to expanding our base, you know, for membership base. So Latin America is just about 2% of membership. So revenue is (occurs much) growth. So I believe you are aware that. That is why you decided to do something. So just want you to also have, you know my, support that we strategize some plans.

Because of the budget, the outreach committee we're looking at the project for FY '18. That is the finance committee's working on that so wants to incorporate maybe something more robust in terms of engaging Latin America, mainly talked about some (NIR), some other groups that we could get trade organization or a member of trade organization that uses with the Internet. Those would be part of what we are doing in BC. So I wanted to look at those opportunities as well as you plan early for FY '18 which begins as you know from July 1st.

So, before the end of this month it would be good if you could send in multiple proposals that could – we could focus outreach on for Latin America and FY '18. Really need to do something to bring in more membership. So thank you for coming up to join in these efforts. Thank you.

Andrew Mack: Thank you very much Jimson and 100% agreed. Any other comments? If not I think that I'm seeing Marilyn post a bunch of stuff. I think that there's a lot of knowledge here. Let's take advantage of it. And I agree with Jimson. Let's get

some things in our calendar as soon as we can okay? Even if it's a notional we want to be budgeting for it and we want to be planning for it in terms of travel and availability. As we - as mentioned earlier in the call there's nothing like being there to make it work.

And Chantelle you're suggestion of drafting a database would be terrific. Thank you. Now I know it's 958. Arinola) can you hear us? And unfortunately not...

Arinola Akinyemi: Yes I can.

Andrew Mack: Oh, wonderful.

Arinola Akinyemi: Yes I can.

Andrew Mack: Okay fantastic.

Arinola Akinyemi: Yes.

Andrew Mack: Sorry can we – can you give us some information about the event that you attended and specifically how did it go? What did we learn? What suggestions you have for the future and what is our expected follow-up?

Arinola Akinyemi: Thank you for the questions. It was quite an awesome experience. Initially it was Dr. Jimson that was meant to attend but I took up the responsibilities and volunteered to go as a keynote speaker. When the initial topic was on IANA transition who runs the Internet. And I think from the correspondence with Marilyn I realized that that was not a suitable topic. So instead the topic was taking to the post-IANA transition and that the role of ICANN and BC in the new empowered community.

Now it was well received by the participants. We had over 200 participants and I readily don't have the draft for – the chat for the participation but we had 14 participating African countries at the event. During the event most of the comments, especially after the event was that most of them heard about ICANN at - on a sources level but they never really understood what ICANN stood for. They were taking to the multi-stakeholder model the - post the sources of the IANA transition and I didn't fail to highlight the lack of participation from African businesses.

The engagement after the presentation came up with about five contacts at least who were ready to actually be a part of BC and would then follow-up communication which has been (which has been) upon (or I will send to) Chantelle for follow-up. And also well lessons learned from the event was that the BC needs to be at the - having a high-level speaking role is important to the BC for disability and recognition and events. So BC members speaking would actually help promote that. Also, the materials for distribution it is - it's (very key) today because of lot of the participants came for those materials. They wanted them. They wanted to be part of BC especially for the businesses and they wanted to know more. For me that is the lesson I – those are the lessons I took away.

Also if we can for instance my participation there should be maybe like the business guys would have details about the BC West side BC secretariat email address so that it helps to - for the continuous follow-up. They can actually send information to the secretariat on that. Those were the things I was able to take away and like the chairman of the summit also requested for workshops at on Internet governance at such summits which would also help promote to the BC. There are quite a number of business representation large and small

businesses from Africa and it was worth – the message from BC was well received. Thank you.

Andrew Mack: Fantastic and congratulations on what sounds like a very successful event. Would anybody like to ask a question or make a comment? I've got one but go ahead anyone?

Okay all need to congratulate I'm hearing from Marilyn. So Arinola my only question was you mentioned large businesses and small businesses on the continent and I think it had some really interesting points. There are all off a lot of large and, you know, regionally large certainly businesses that are growing up. Did you find that there was a difference in the way that they heard your messaging? I know that historically a lot of our participations from the global south has been smaller global south firms that are, you know, that work in the space and we've had challenges trying to find those medium and larger firms and get and keep them involved. Any thoughts on that because I know that that's a growing area for us and to try to broaden our appeal in Africa?

Arinola Akinyemi: My thought would be that it's - it was they received it well because when most of them were not again aware of ICANN in the first instance so it was to them a strange but essentially during interactions they saw them - they see themselves some of them coming on board eventually. So I think reaching out to them more would be of benefit to the BC.

Andrew Mack: Okay terrific. Well if I can suggest because I know were short on time if I could suggest a – if you could shoot us a quick note about your outreach plans, your follow-up plans and if you need assistance from anybody else within the outreach community especially people from the continent don't hesitate to call on us. The - if we've got a good platform like that only part of

it is getting the platform and making the speech. The rest of it as other members who are doing onboarding know this in the follow-up is in the, you know, the continuing the conversation. Are any of these people people who will be attending ICANN in Joburg? If for no other reasons than to stay on their radar it might be worthwhile to send out a note to the people who are going, you know, who you met just want you to know there's the ICANN Joburg meeting and if you're interested there's, you know, there will be other members of the BC that you can interact with. Any chance that you'll be in ICANN Joburg Arinola?

Arinola Akinyemi: Yes I will be attending.

Andrew Mack: Fantastic, fantastic. And just so that I know from our resource base when will you be arriving?

Arinola Akinyemi: I'm yet to go from an arrival date but I will be arriving early because I also have a commitment to the sister outlet.

Andrew Mack: Okay fantastic. Okay great. That was what I was trying to figure out. Okay great. Well let's try as best as we can in keeping with our desire to do onboarding let's try as best we can to solidify our post-meeting processing and keep everybody in touch. And as I said don't hesitate to call on the rest of us to be supportive of your efforts to lock people in. And congratulations. That's a - sounds like a very successful event and the right kind of venue for new membership. Terrific.

Arinola Akinyemi: Yes thank you. Thank you.

Andrew Mack: Great. Anybody else have anything else to add in terms of new business or otherwise I know we're about five minutes over and my apologies for that. We had some technical glitches on the way.

Jimson Olufuye: Can you hear me?

Andrew Mack: Jimson is that you?

Jimson Olufuye: Can you hear me? Yes.

Andrew Mack: Jimson?

Jimson Olufuye: Now my communication on - the phone is off so I'm using the other one, the Adobe Room now using the phone.

Andrew Mack: No problem. It sounds like you're in a hall.

Jimson Olufuye: Just, yes. So just to remind the committee, that we need to send in the budget proposal for FY '18. The Vice Chair Financial Operation is putting the draft budget together for FY18 and so we would like inputs for the upcoming year.

Andrew Mack: And yes Jimson what's a date we might be able to get while we want to set at least notional ideas down and then we'll...

Jimson Olufuye: Well we'll - like - yes these - I'll be sending a draft to the list, to the BC list by June 4. We can work out something then I will add it to the draft. But finality would be in Jo-burg. We'll be finalizing the budget in Jo-burg. The BC will...

Andrew Mack: Okay so you - so just to be clear it's...

Jimson Olufuye: ...your input because be - maybe based on the experience of this FY '17.

Andrew Mack: I'm sorry just so that I'm understanding you, the line is very thin. That's all. You're coming through very softly on the side. So we are – you would like to get our ideas and submissions in before June 4 is that correct?

Jimson Olufuye: Please get it in by May 20 or thereabouts, May 30, 31 because I'll be sending the draft to the list on June 1.

Andrew Mack: Got it. Okay. So that I have a question for the group.

Andrew Mack: Would we like to have a call to discuss potential submissions before they go forward to Jimson as a more formal event? Marilyn says, "Can we do this via email?" I have no problems doing it via email. Okay so then I'm reading in the chat that everybody's comfortable doing this via email. Let's do the following then. Let's start to get everybody's submissions together, send them to the list if we could, your ideas, your thoughts, your proposals. Chantelle will help us to organize them all and we can have a conversation in over the email in the short term. If we need a – if we're way over in terms of what we're expecting or if we have any strong disagreement about something we can always schedule a call to discuss it in more detail okay?

Thank you for that Jimson very much. That sounds like a good plan. We'll get ready. So I think we're down unless anybody has anything else that they would like to mention and apologies for going over for a tiny bit but we're getting a lot done. We have a lot to cover today.

Okay great. Then Chantelle I think we're done. Thank you very much for everybody who attended and we're gaining some momentum. I'm really very pleased with it so thank you all.

END