

## **BC Outreach during AfICTA Summit 2017, (8 November)**

04 October, 2017

### **Background**

BC Outreach in collaboration with AfICTA commenced in 2013 at its Summit in Lagos, Nigeria. Similar collaboration took place in 2014, 2015 and 2016 at its Summits in Cairo, Johannesburg and Windhoek respectively. All the outreaches have resulted in new BC membership (up to 7 so far) beside increased awareness generated for the BC and ICANN mission.

### **Introduction**

In line with its FY18 Outreach Strategy, the BC is invited to conduct an Outreach during AfICTA's annual Summit which is scheduled to take place November 7-9 in Abuja in conjunction with eNigeria powered by the National Information Technology Development Agency (NITDA) under the auspices of the Ministry of Communications. This will further BC engagement with more than 30 African nation members of AfICTA towards increased awareness of the BC/ICANN mission and objectives.

### **Scope**

The scope of the proposed BC Outreach engagement with AfICTA is 2-fold:

1. Use of ICANN approved budget request for:
  - a. 1 Out of region travel support
  - b. 2 in-region travel support
2. Use of BC budgeted fund to provide sponsorship that would deliver the following benefits:
  - a. Full session branding
  - b. Keynote at opening Ceremony
  - c. Logo on event banner and all advert materials
  - d. Banner exhibition

According to the Organising Committee, the above benefits are categorised under sponsorship support of US\$25,000.00 (Twenty Five Thousand US Dollars only), please see [www.aficta.africa/summit2017/sponsorship/become-a-sponsor](http://www.aficta.africa/summit2017/sponsorship/become-a-sponsor). However, with AfICTA members in BC's intervention, it is herewith offered for the sum of US\$5,000.00 (Five Thousand US Dollars only). This will include the production of BC roll-up banners, souvenirs etc.

### **Event Schedule**

The event is scheduled as follows:

Date: November 8, 2017

Venue: International Conference Centre, Abuja, Nigeria.

Time: 8.30am – 4.40pm

Event URL: [www.aficta.africa/summit2017/](http://www.aficta.africa/summit2017/)

## **Expected Attendance**

About 1,000 participants are expected at the event. Apart from Internet business users expected, various professional groups are also expected including:

1. Government decision makers
2. NGOs
3. Startups
4. Students
5. Investors
6. Entrepreneurs etc

## **Benefits to BC/ICANN**

1. Awareness creation through recognition on the event websites, advert materials and banners. The testimonial BC members present would provide important enlightenment on the crucial role of business users of the Internet in the overall stability, reliability and resiliency of the Internet especially post IANA transition
2. Addressing volunteer burnout. One way of addressing the volunteer burn-out phenomenon is bringing fresh minds into the constituency hence focus on reaching such potential members to be part BC event.
3. Diversity. The issue of membership diversity is also key. The outreach is expected to foster diversity within BC as new members from Africa are enrolled.
4. Fostering the bottom-up multi-stakeholder approach

## **Conclusion**

The BC FY18 Outreach Strategy would be well served with this Outreach during AfICTA Summit 2017 in conjunction with eNigeria powered by the National Information Technology Development Agency (NITDA) under the auspices of the Ministry of Communications, Nigeria. In particular, the objectives of evolving and further globalize ICANN; and promote ICANN's role and the multistakeholder approach would be well served.