

ICANN

**Moderator: Chantelle Doerksen
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Coordinator: The recordings have started. You may now proceed.

Chantelle Doerksen: Good morning, good afternoon and good evening. Welcome to the BC Outreach call on Tuesday, July 18, 2017. On today's call we have Jimson Olufuye, Lawrence Olawale-Roberts, Andrew Mack and Omar Ansari. We have apologies from Gabriela Szlak. From staff we have myself, Chantelle Doerksen. I would 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. Well thank you very much, Chantelle. And thank you all for being on the call. And a real pleasure to have seen all of you in Joburg. A big congratulations on what I think was a great event, some lessons learned from it, but absolutely a great event, and I know we have a lot of energy around our outreach activities going forward so I'm really excited about it.

As I know we are waiting for Marilyn to join us and we have a lot to cover, what I'd like to suggest that we do is go quickly through – Omar, if you could give us a quick overview of the report that you're going to be sending and the

Afghanistan event, since we really haven't had a chance to hear about that? And, Lawrence, if you would do the same for Kenya. You know, perhaps about five minutes each or quicker if you wish. And just to give us a sense of what's going on, I want to make sure that we're learning two things, number one is, tell us about the event and what you liked about it, what you didn't, and any lessons learned or suggestions that we have and next step. That make sense?

Omar Ansari: That's fine.

Andrew Mack: Okay, I think that was a yes so, Omar, the microphone is to you, would you fill us in a little more about the Afghanistan event?

Omar Ansari: Sure. Thank you very much, Andrew. We did the Afghanistan event in line with the IGF Afghanistan that was toward end of March this year. But first I would like to apologize for not being able to submit a report. I had like three family tragedies (after) our event in Afghanistan. So that kept me pretty busy with the family and so that was one of the primary reasons. First, my other report, feedback from the participants and all, which I'm working on and will make a submission very soon.

On the activities we did in Afghanistan, we had actually three major activities during the IGF Afghanistan, number one, there was a lunch sponsored by ICANN and, number two, there was a dinner that was a special event hosted by the ICANN BC in Afghanistan, Marilyn and I participated in that. We invited about 60 Afghan businesses and that the confirmed participants included 30 leaders from the business and some high officials.

The third one was we spoke a number of sessions about ICANN how people can get involved with ICANN and the Business Constituency during the IGF

Afghanistan. There were first activities in the country where both ICANN for the first time and the ICANN Business Constituency got involved with an activity in the country, so a lot of people had questions about how they can get involved with the Business Constituency, what the benefits are and how they can play a role, you know, how they can – but majority of the businesses were interested on how they can, you know, benefit on the business side as well as, you know, how they can contribute to the overall policy process.

Where (three) of these various sessions (with our stakeholders) and Marilyn and I shared the information about joining the BC and how they can get involved in various activities that the BC and ICANN in general are connecting to (the world) and specifically in our region. The – there were about four companies that were interested in making an application – membership application. We followed up and I hope they will complete the application very soon and make a submission but I'm following up with them. They had some questions which I responded and I will be (in communication) so they can complete the process.

Andrew Mack: Great. So this is Andrew again for the transcript. So, Omar, first of all, congratulations, it sounds fantastic. I have personally two questions, if I might? In addition to – I'd be interested to know which kinds of companies where there and which kinds of companies you think are most likely to join. My two other questions were, number one, what would you perceive to be the best way of engaging this group of people long term recognizing the travel challenges of participation in the in person meetings? And the second question I have is are there any lessons learned that you'd like to share from this event?

Omar Ansari: The companies who participated included telecoms and service providers of the companies and that were provides based in Afghanistan. And for example, (Netlinks) which is one of the major IT services providers is working on the –

a corporate network. (IGlobal) is an Internet service provider, (unintelligible) telecom, is also a network provider. (Martinet) Network and there were some other software companies, (MTM) was...

Andrew Mack: Hello?

Omar Ansari: ...from the participation but they had a representative from their marketing department. And they were – the telecoms basically weren't very much interested because they thought they had like (MTM) is (a foreign company with a branch in Afghanistan). And the thinking that the international issues would be dealt with – handled by their international headquarters, for example. We also had a Afghanistan-based American companies who were like USAID contractors working on various activities like the (improving the economy) that's a major component, they promote projects that say \$250 million project for the empowerment of the Afghan people and supporting women to play a legal role when it comes to the (IT issues).

With the participation the Afghanistan, would have that, you know, funding issue but we've also introduced the various (fellowship organs to the) participants which they can, you know, take advantage of in participating (in these meetings) as well as some of the companies might be able to – the bigger ones – to sponsor – to take care of the expenses themselves. But we would move to make it attractive for them so they can, you know, make (unintelligible) joining.

With the lessons learned and the comments that come because you know, it was our first activities and some of the people were kind of confused on what role they can play by joining the ICANN BC, and you know, since some of the companies are really small, they don't have the resources to allocate to, you know, reviewing the policies and commenting on them in providing input.

The larger companies might have, you know, some resources to allocate to this process, but the smaller companies have that kind of – a concern (and they were) asking how they can.

So for that I think we need to do quite a few more sessions with them and if possible we have some more sessions with them where you can join as well and talk to the companies and the stakeholders so they understand you know, more about how added companies, you know, for example if we have (Lawrence) as an example of, you know, somebody who's from Africa, running a small company and, you know, being (a member of the BC) I've done my part but I continue to (do so).

And secondly, we think that we should – we (can expand) can increase (to other countries) when we talk about (unintelligible) that's like (unintelligible) South Asia. South Asians are pretty active but the Central Asian I don't see many of – much of participation from the Central Asians (that includes Pakistan, Uzbekistan) and Afghanistan is – and we are trying our best to be active and contribute to, you know, we're doing. But these are, you know, some of the (suggestions) from the community and our side.

Andrew Mack: Great. This is really super helpful. And by the way, I neglected to say our condolences on your family tragedies, we certainly understand. And we look forward to getting the report when you can get it to us, okay?

Omar Ansari: Thank you.

Andrew Mack: Sure. Great. Does anyone else have any questions for Omar, because I know we've got a debrief on and discuss the Joburg event as well as the Kenya event and want to make sure we get to that and I've got a hard stop at 11 o'clock as I know a lot of people do. Any other questions? Marilyn, please.

Marilyn, go ahead. Marilyn, we are not hearing you. So if you'd be – if you'd be kind and drop your comment in the chat that may be the best way for us to go. And when you come back online we will reengage.

Are you there, Lawrence, and can you get us a quick report on the Kenya event?

Lawrence Olawale-Roberts: Great. This is Lawrence for the record. Hope you're hearing me.

Andrew Mack: Perfectly.

Lawrence Olawale-Roberts: Great. So the African Internet Summit went as scheduled in Kenya. And all thanks to the BC support I was able to obtain that the Session On How Small Projects Promote Internet Development. So quickly for the essence of time, I have sent in the report just to summarize the highlights. It was a good opportunity for the BC and myself, because for the one hour (thirty minutes) or so that we engaged, the other panelists were not able to make it for that meeting so there was ample time for discussion.

Opened up my presentation, you know, introducing the Business Constituency and stating the fact that I was able to make it to that presentation due to the sponsorship. And that generated a lot of interest from the audience. There was quite a number of questions regarding how they could engage further within ICANN. There were a few members of the audience who are not new to ICANN and also are aware of the Business Constituency. And they brought up questions with regard to engaging, having to – how in their own view taking advice basically on how to stay engaged as business.

And they were looking at future changes, you know, with regards to broadband connectives within the region and the fact that, you know, when

you get into a discussion and when you get into a meeting they're not newcomers so basically are not given the brief of whatever has been going on, they just – the discussions have continued.

Well, some of the – so some that I highlighted and I was able to a large extent to explain, you know, how the BC engages further within Africa. There were a few small companies, small businesses who were interested and asked a lot of questions about joining the BC and I encouraged them as much as possible. For the individuals who were interested, I made it clear to them that, you know, joining the BC, I mean, the BC is represented by companies, yes, we have individuals here but individuals represent the companies, so if they were to engage within the Business Constituency they would have to be registered businesses.

I found something interesting within the ecosystem of the African Internet Summit and that their policy development process. This was a full day of discussion. There were a lot of policies that have been undergoing development, you know, thoughts here and there on the mailing list. And this kind of a meeting they more or less tried to vote to reach a decision. And I find that, I mean, from my little summary, this places that we are the Business Constituency should actively engage.

The reason being that a lot of discussions going on within those walls were to a large extent also affect the – also affect businesses. One of the burning issues that was brought up at this particular conference was the issue of Internet shutdown and formally this proposal was being championed by some group of businesses and some civil society organizations which felt that for whichever government it is that decides to shut down the Internet within their region for any reason, that AfriNIC and the other (unintelligible) should as well revoke their Internet – their IT resources. And had to spend time

educating a few of the businesses who were vocal who were members of (unintelligible) also on the import of this because while you're trying to attack governments, invariably those who hold the IT resources and (unintelligible) resources are basically businesses.

And so you'll be shutting down by doing that, you'll be shutting down businesses and you're (unintelligible) governments harsher. So I believe that since we are also an active organization in terms of policy development, we should keep our eyes open, maybe find (unintelligible) where we can just watch what is going on especially within our organizations that other means of making decisions that will impact the global organization.

But all in all, it was a beautiful meeting. There was one organization, (unintelligible), who were also one of the key sponsors (unintelligible) African business, they are based in (unintelligible), being an African business so for them about the possibility of joining the BC and they were excited about that and told me that (they will get back to their) you know, related (base) discussion for them. Thank you.

Andrew Mack: Great. Thank you very much, for that report. Questions from the group, thoughts? Marilyn, I see your hand up. Can you hear us?

Marilyn Cade: I can hear you.

Andrew Mack: Beautiful. Jump in please. And by all means, if you had any comment on the last one that you couldn't get out, we just couldn't hear you before.

Marilyn Cade: I think we need to be very careful about – Lawrence, thank you for this. And, Omar, as you know, thank you so much for what you organized in Afghanistan, really the first time that the BC has been able to break into a

country that otherwise had no real experience with how business might engage in a country. And also to recognize your effort to expand into the (unintelligible) countries.

I'm just going to make a comment and, thank you, Lawrence, for your report. But I am going to make a cautionary comment here. I think we need to be careful to recognize when we are engaging the business users and when just because one of our members is very highly technical, as Lawrence is, or Jimson is, that we are trying to engage in organizational activities that are organized by other groups and if we go and speak, we need to be cautious about our role there.

So we're not viewed as trying to recruit against another entity such as the ISPs or the SSAC, etcetera. So I'm not saying we shouldn't go, I'm saying we need to be very, very careful particularly because I just want to mention this, I had a meeting with the ICANN senior staff at their request who told me that there is analysis going on, I'm not going to call it an investigation, an analysis of how the money that ICANN provides is being spent and how it results in actual recruitment into the main core of activities at ICANN.

So I think we should be asking ourselves – we have two purposes. One is outreach and awareness, the other is membership recruitment. So why don't we be really careful, and I'm going to volunteer to help to edit the next version of our document, we need to be very careful about how we assess, are we doing outreach and awareness and that justifies are activities and our funding? Are we doing membership recruitment? And we need to be, I think, clear about that.

But I also want to be – I'm just going to offer a cautionary approach, when we have somebody who's going to a meeting for their own business purposes,

then we need to be very clear ahead of time on what the (unintelligible), what the documents are, what the outreach will be. So I proposed separately that we have a standard template that covers all of that and that helps this committee to then make approvals easier and clearer.

But we can't just say because something is going on that we're interested in, we have to say why is that affecting the BC? And I think, Lawrence, I want to appreciate the fact that you really tried to make that linkage for us so thank you.

Andrew Mack: Marilyn, this is Andrew. I think these are really good points. I took two things out of what you said, and I had one question for you, okay? One thing that I took out of what you said was is that we have to be very wise in the way that we distribute our resources, and I couldn't agree more that it will help us tremendously to have a standard template for the way that we're going to approach both preparation of future requests and evaluation of them. I think that's a great idea.

And the second thing I took out of it is, is that we want to be very clear about what our brand is as the BC. There may be some overlap and there are certainly are BC members that are also represented in other constituencies. And or could be part of other constituencies and so we don't want to preclude people from showing their interest in us. But I think we need to very, very clear about who we are and so that our brand is clear and that's a good exercise for us and it will get us out of any sense that we're competing with other parts of the ICANN ecosystem.

My question was around the difference between outreach and member recruitment. I mean, I see them as effectively one and the same. There was certainly some awareness building for ICANN and the ICANN ecosystem

broadly. I don't think there's any reason why we can't use our – by extending our outreach money is in part to try to make sure that we get new members in. And one of the things that I am certainly hoping, and both Omar and Lawrence have spoken about this, is that whoever leads an activity or an outreach activity we'll hope very much that they will continue to reach out to and bring in the people that they speak with who've expressed interest, right?

So did I – is there a refinement, Marilyn, between the difference between outreach and member recruitment?

Marilyn Cade: To me there is, Andrew. And I just put something in the chat, so for instance, I'm just going to, you know, outreach and awareness for example, the work that Jimson is doing at the United Nations Commission on Science and Technology for Development, or that I'm doing in the Global Connect Advancing Solutions work or with IEEE, which is advancing awareness about the BC, but it's not about membership recruitment, it's about awareness about why business is about ICANN, why business users are protecting ICANN against a UN takeover, why business users believe that there needs to be accountability for engagement of all stakeholders.

That – those speeches when Jimson might speak at the CSTD or, you know, those speeches, events, activities, they're about why business users care, they're not necessarily about recruitment. Recruitment is very different, recruitment is specific to – I'm just going to give an example – and Chantelle can comment on this, but look, at the Afghanistan event, Omar and I made a specific pitch, here's awareness, here's why you should care, here's why you should support Omar being involved, here's why you should join.

At the ICANN 59 in the booth, when I met with businesses, I talked to them about why they should join. That's different than my giving a speech about multistakeholder engagement at 12 of the national IGFs last year.

Andrew Mack: Okay.

Marilyn Cade: Business cares, business is affected, you business, you should be aware, that's different than becoming a member and getting engaged in policy. In my view, I mean, you know.

Andrew Mack: Right. Understood. I think the way I understand our remit and part of our goals is to recruit new business members. And so I think we want to obviously have a nice mix of both of those things. Thank you. Is there anybody else who would like – I'm just – in the interest of time, is there anybody else who would like to comment on this one or can we go to Jimson and a quick recap of the Joburg event?

Omar Ansari: I want to share my view on the events Andrew.

Andrew Mack: Please.

Omar Ansari: Can you hear me?

Andrew Mack: Yes.

Omar Ansari: Okay. On the outreach events, I think we should – we should make our targets clear as Marilyn say, if we would like to do this for awareness, information sessions, or what our targets are, (for) recruitment. If we can – the events that target recruitment or result in recruitment, there should be an outcome, right? That would be like, you know, our preferred events sponsored. If they do not

result in membership recruitment, I mean, we can still do those kind of events because it's important for us to (inform) various stakeholders across the globe especially in countries where do not have any members yet or they're not involved in.

One of the outcomes, for example, of our activity in Afghanistan is that we have – these are unofficial, you know, information. We have the largest number of Fellowship applications this year for ICANN 60 in the history of ICANN from Afghanistan. Previously we would have one or two applications or no applications, but this year we had the maximum number, we had like 12 or 15 Fellowship applications. So that's the kind of, you know, result or an outcome we could use as well, you know, with awareness (of the) ICANN BC and etcetera.

And there are like four interested companies who would like to join the ICANN BC involve more. So this, as you say it, would need to continue following up with these people and reaching out to them so they can, you know, are full on board and they submit an application and become members.

Andrew Mack: Okay. Well let me suggest that this is a longer conversation and that these activities exist kind of in my mind on a continuum. And so why don't we – if we can, because I'm mindful of the time because it's already 10:37, let's continue this conversation on the list and let's go quickly to Jimson. I think was everyone was that event so if you want to give a quick summary and then let's talk a tiny bit about what our next steps are and what our lessons learned, that would be great.

Jimson Olufuye: Okay. This is Jimson. Let me quickly add this next thoughts to the comment Marilyn gave, yes, outreach is very important, in fact the work at the UN is more of high level policy development in support of Internet users. So you can

imagine with the government trying to take over and business users of the Internet are not there. So I think that is very, very crucial and highly relevant. So thank you, Marilyn, for bringing that up. And also to thank Omar and Lawrence for their wonderful reports.

Now on the Joburg, we are hopefully aware, we were there. (Unintelligible) to speak, only one person could not be on ground and that was (unintelligible), the chair of (unintelligible) that is the dotAfrica manager. He traveled up to Joburg and he could not return on time so but he made a lot of efforts. So all in all we had about 99% of the speakers. And it was quite okay.

We (had) funding for three travelers and then we also got support from ICANN itself. So all in all we spend about \$8464.51. And out of that ICANN will be defraying \$2096. So in summary, we only spent about \$6355 from our account in regard to the Joburg event.

We created Twitter accounts and Facebook page to – for the event. And from the feedback we got I think it was quite commendable. Though we didn't get the local people we wanted, though our host leadership were there, the IT Provider Professionals president and the CEO there. The ITA Chair, president, Board member were there with one or two others. So, they were highly impressed. We got a lot of information, quite happy about it. But I think the challenge we had was (unintelligible) better with maybe (unintelligible) representation you know, like the IT members (unintelligible) planned so and (unintelligible) if we have good enough notice they would (promote this absolutely).

So the takeaway is that (if) really planned pretty well, well in advance for us to have better results. We projected for 40 and we had 31 attendants, we use

(that) so get the message across beyond the borders of Joburg, though we can of course improve on this if we start much earlier.

I think from that event, Andrew and the others have been engaging, yes, so we have some people registering already. That is to become members, so when the business of those that are responding I think we can say it was successful, but we can do much better. I think left now is the reports (to cap it up) and Marilyn made a suggestion about template so we would to get some other (output) or feedback from that event. So, I think the earlier we tidy up the reports the better. But all in all, it was a good event. We had a webpage for it so we did – we need to do (starting) much earlier. That would be (recorded) much better results. That was it for me, Andrew.

Andrew Mack: Okay great. Are there any other comments? I think everyone was there. Do you want to share any other thoughts especially on the lessons learned side?

Marilyn Cade: It's Marilyn, Andrew. I'm going to comment about a major lesson learned. Originally the agenda was going to be all about us, all about us, all about us, all about us, we made a change, and I will say, I drove that change, so that two of the four sessions were all about business, all about business, all about business.

And I think to me a major lesson learned here, first of all, we owe our friend, Christopher Mondini, a major appreciation comment really, not only did he provide a very valuable speech, but he hand carried about 50 copies of the Boston Consulting Group report which people ate up like, you know, candy. Then we had also a session on big data, it wasn't – I think here's my takeaway, talk about business and business will come. Then you talk about why ICANN matters.

I think if we can go back to that model, that will help us in the rest of our outreach. And I just – I’m hoping – I know we’ve already said thank you to Christopher but let’s say it again. He has also volunteered to do an update article for our next newsletter for Abu Dhabi and I think that’s something we should really take him up on.

Andrew Mack: Great. Thank you. Omar, your comments.

Omar Ansari: Is that AOB, sorry.

Andrew Mack: No, we're still talking about Joburg, we're a little late on this call, unfortunately.

Omar Ansari: Okay, sorry about that. I don't have comments.

Andrew Mack: Okay. Then this is Andrew, I’m just going to drop in a couple of my own comments, and I agree with a lot of what Jimson and Marilyn said. I was very, very impressed with the participation of the BC and members of the outreach committee and grateful to everyone who spoke. I think it’s absolutely right that we could have done more to get this out the door earlier. Part of the challenge was because of the need to get approval for doing this the day before, which took a lot of time, as you all know, and wasn’t finalized until very late in the game, so I think part of my lessons learned from this is that we needed to do what Jimson said and make a decision earlier.

The other thing about it is, that there were some innovations that we did with social media and such which I think were very positive and Jimson, thank you for that, those were great ideas. To Marilyn’s point, I think you're right, I think ICANN is the leading, it’s the following and we want to talk about business.

I personally think we probably could have shrunk the size of the program a little bit to make it a little bit more of a business feeling meeting in part also to give us a little bit more time to mingle. And the biggest disappointment that I had was is that we actually did a great program and didn't have nearly as many people there as I would have liked to have seen.

One of my hopes is, and Jimson, since the number of the leaders are in one way or another connected to your community, or it's, you know, its relationships, I would hope that we could continue to follow up with them on the, you know, using the collateral that we developed from the meeting, anything that we can share about it, pictures, quotes, anything along those lines and perhaps even a short version of whatever report we come out with, with the suggestion that Marilyn made front and center, which is that the report should be as much as possible about the topics and not necessarily lead with the BC entirely.

So I think a lot of positives out of it. We've already expressed our appreciation to members of the community and, Marilyn, I will also express my appreciation to Chris. I think your idea of having him write a short article for the newsletter is a great one. So let's move on real quickly because we don't have a huge amount of time to – yes, I agree with you, Marilyn, the policy forum is the challenge venue, no question about that.

So the – so let's talk a little bit about what we'd like to do. We have about 15 minutes. Let's talk about – let's talk a little bit about what we're looking for specifically for Abu Dhabi and then for the – with an eye toward the next couple of ICANN meetings as well as other things that you have heard about or in the pipeline. I have discussed one in Argentina with Gabby Szlak. I'd

love to know what other people have on their plates and that they are exploring.

Marilyn Cade: So it's Marilyn. I've been invited to be an instructor for the first North American school for Puerto Rico. So I'm hoping we might think about doing something in Puerto Rico. It's a very unique environment. Abu Dhabi is a little bit different, and I'll talk about that in just a minute. We'll need to translate our documents both in Puerto Rico and in Panama into Spanish and probably also for Barcelona.

I would suggest in the meantime I think we should go ahead and add to the calendar the meetings in 2019. It's going to be very difficult for us to have business outreach in Kobe in Japan, but easier perhaps in Montreal. So maybe we do a two-year calendar, Andrew, you know, 2017-2019.

I am going to make a comment that I think we should focus on – we have also the opportunity to do some business outreach at some of the national and regional IGFs where we have members that are already attending, for instance, I have about 50 brochures that I'll be taking to the IGF USA next week. I'll make personal – personally I'll make additional copies of our two-page FAQ sheet. That's not for membership recruitment, that's for awareness.

But I think if we look at this, we have the Columbian IGF coming up. I can probably distribute BC materials there. Maybe we should be thinking a little bit differently about how we distribute our materials.

Andrew Mack: Okay...

Andrew Mack: ...finish that thought. What did you have in mind by that?

Marilyn Cade: Well, awareness is one thing, right? Membership recruitment is another. But we can distribute materials by just making the materials available. That's about awareness. So the GAC members who attend know about us. We – are FAQ sheet is easy to update. That could be something that's much, much easier for us to update, make it specific to what's going on in a region that's already talking about ICANN, and then we have a FAQ sheet from the BC.

Andrew Mack: Let me jump on that idea real quick, Marilyn, because I think it's an excellent idea. I think it's well worth our time to have a simple FAQ sheet that we can update with both in language and with reference to any issues that are in, you know, in region members want to point out, I think that's a terrific idea.

Marilyn Cade: And we already have it, we have the format, we have the template, and then all we need to do is change the picture so it's sensitive to the region and we make it about what's going on in their region.

Andrew Mack: I think that's a great idea. I might also – I might also even suggest that if we have in the region a BC member or two we either get them to contribute a small piece or do a tiny profile of them if there's space on our sheet.

Marilyn Cade: Right, perfect. Perfect.

Andrew Mack: And to keep it local. Okay.

Marilyn Cade: Yes.

Andrew Mack: Let's jump onto Lawrence, you had a question – excuse me, Omar, your hand is up, is this now you would like to jump in or is there another thing that you'd like to wait for?

Omar Ansari: No, it's about the future event and our activities at the, you know...

Andrew Mack: Now is the time to jump in real quick.

Omar Ansari: I'm not sure how the booth at the ICANN meetings work. But I was suggesting if we can have a BC specific booth at the ICANN meetings. I know there is an ICANN booth and there are ICANN wiki. You know, if the wiki can have its booth, why not the BC where we can, you know, have our specific gatherings with the business stakeholders and others, also we have a screen where people can, you know, sign up for membership or subscribe for the newsletter, get information and provide feedback, you know.

We have quite a challenge, you know, getting together at the ICANN booth for this year because there were so many Fellows they will come and they would offer me, you know, being like some sort of disturbance for when we have a discussion about what needs to be with regards to the BC activities. So that's my suggestion if that could be possible, you know, to have a booth.

Andrew Mack: Okay. Omar, my biggest thought around that is is about making sure that we have enough people for the booth. I know that...

Andrew Mack: ...we're already doing the outreach, right? That's all. But that's a great idea.

Omar Ansari: How the Fellows do it, you know, they have a form where the Fellows would sign up for, you know, a specific time slot where they can sit at the booth. When they have a session there is nobody at the booth, but when there are no Fellowship sessions, then you would find people. There is a main organizer or caretaker in there as the volunteers will stand there. But not for Marilyn's concern and your concern, about who would stand there, that would be a question, right.

Andrew Mack: Okay well so let me suggest in the interest of time that that is one that is worth exploring more. Lawrence, your hand is up and you haven't spoken recently, you want to jump in real quick? Guys, we have about five more minutes and I would like to see if we couldn't have a tiny bit of conversation around Abu Dhabi specifically and then we can take some of this to the list. So Lawrence, quickly, and then let's – especially if we have some ideas about Abu Dhabi or if we decide that we're not going to do something specific. Lawrence.
Lawrence, your hand is now down.

Okay, would anybody else like to talk about Abu Dhabi?

Marilyn Cade: Yes, it's Marilyn. I'd like to talk about Abu Dhabi very quickly.

Andrew Mack: Thank you.

Marilyn Cade: On the one hand this doesn't sound like outreach but I'm going to say it's about awareness. We have not had a breakfast event with the Board for now about six – five or six years. And originally I created that breakfast with the Board. What if we proposed, Andrew, and others, what if we proposed to our colleagues, the IPC and the ISPCP that we hold a Board and senior staff breakfast at Abu Dhabi and make it about awareness about the BC?

It would be absolutely something we need to do. Chantelle mentioned that the IPC led in ICANN 58, and 59, it's supposed to be rotational, so Chantelle, I'm just going to wait for Chantelle's comment.

Andrew Mack: Because it was a policy forum, they kept the chair, which actually works out better for us because now we have...

Andrew Mack: ...we have the chair of the CSG for Abu Dhabi.

Marilyn Cade: Fantastic. But think about this, guys, you have the present Board and the incoming Board and the senior staff, and we do one of our fabulous breakfasts, we have our fabulous brochure, we make the brochure all about, you know, why don't we do that in Abu Dhabi? We're not going to get business members in Abu Dhabi, believe me. We need to engage with the Board again much more directly. Awareness, awareness, awareness and I think that falls with (our mission). So that's my big idea.

Andrew Mack: Okay. And so you would be proposing that because we're in the process of building the CSG agenda right now, you'd be proposing that we do that as a separate or along with the other two constituencies?

Marilyn Cade: No, I think the only way we can justify it, Andrew, is it do with the other two constituencies. The Board...

Andrew Mack: That's my – I agree with you, by the way.

Marilyn Cade: Yes.

Andrew Mack: All right, we're going to get a better turnout from the Board if we do it with the other two.

Marilyn Cade: Hey, listen, I'm the gal that created this breakfast. If you want my help you let me know, we can do it.

Andrew Mack: Okay. That sounds like a great offer. Okay, Lawrence, now you're back connected, did you want to speak?

Lawrence Olawale-Roberts: Yes.

Andrew Mack: Go ahead. Lawrence? Oh no, and you were so clear earlier in the call. Is there anybody else who would like to make a comment, a suggestion, a thought?

Jimson Olufuye: Yes, Andrew.

Andrew Mack: Go ahead, please.

Jimson Olufuye: Yes, Jimson.

Andrew Mack: Please, yes sir.

Jimson Olufuye: Yes, just to flag that we need to work on the outreach strategy for FY'18 as soon as possible. So without that we cannot access all the outreach opportunities for CROP. And, yes, it's for CROP in particular. And as you know, CROP is C-R-O-P, has five slots – travel slots for us in FY'18, two of which is inter-regional, three regional. So we – it's possible (for) regional but it been expanded to the inter-regional. So the strategy need to be worked on as soon as possible.

Andrew Mack: Great. Understood. Chantelle, for everyone's – member, who needs to get that and by when so that we can make sure that we get access to the CROP funds?

Chantelle Doerksen: Hi, Andrew. This is Chantelle. I sent the FY'17 draft to the BC Outreach team, as you and I had discussed so that members could provide comments. I'm also happy to – I did an initial draft updating the FY'18 just to help save some time with dates regarding the upcoming ICANN public meetings, etcetera. But I think – I see Marilyn – Marilyn's comment in the chat about

volunteering to do a short edit, I think the sooner we get this up the better.
Last year it was posted on August 19. So just...

Andrew Mack: Okay.

Chantelle Doerksen: ...thinking ahead, we need six or seven weeks before a CROP event, so if we have it – so let's say we have it submitted and posted by August 19, then seven weeks from that day could be our first CROP event, and that's getting really close to Abu Dhabi, so just trying to...

Andrew Mack: Oh interesting, okay.

Chantelle Doerksen: ...keep everyone aware.

Andrew Mack: Okay.

Andrew Mack: So okay so got it. Now do we have – and, Jimson, this may be as much a question for you as – do we still have the ability to use CROP from – any CROP funding from last year if we wanted to do something like for example this Argentina event, which I just got back from Gabby about, she's sending it in hopefully on Monday.

Jimson Olufuye: Yes, FY'17 is gone so no carryover so...

Andrew Mack: Okay.

Jimson Olufuye: ...we are starting afresh.

Andrew Mack: So then if that's the because just to understand the mechanics of it, if that's the case, in this period between now and seven weeks from now there's no way for us to – there would be no way for us to mobilize CROP funds?

Jimson Olufuye: No, no unless we get the strategy out first.

Andrew Mack: Okay, well...

Jimson Olufuye: ...strategy document out tomorrow then sure we can begin to access the funding.

Andrew Mack: Okay.

Marilyn Cade: Andrew?

Andrew Mack: Yes, ma'am.

Marilyn Cade: But hold on, Andrew. Did I miss – is there a proposal? I mean, all proposals need to come – maybe I missed it – but proposals can't come to a single person, did she send something to the full group?

Andrew Mack: She sent a note this morning that she wouldn't be able to do the call but that she is putting together a proposal for that – for that August 31 event.

Marilyn Cade: Yes, but we can't...

Jimson Olufuye: Okay. Sorry, it needs to come to the committee normally because normally what happens.

Andrew Mack: Understood. Understood. That was the intent, she just was going to be on the call to talk about it and isn't.

Marilyn Cade: Yes, but we can't have this, Andrew, we just can't have this somebody sending a private email. If they have a proposal, it needs to come to the full committee always...

Andrew Mack: Marilyn, nobody...

Andrew Mack: ...anything yet. I just...

Marilyn Cade: Let me – Andrew.

Andrew Mack: ...email that I am.

Marilyn Cade: Andrew, let me finish, because there isn't just CROP funding, if we decided this was really worthwhile, then we could consider different funding sources. But we have to be careful – I just need to say this again, ICANN intends to do a major analysis of how everybody's spending ICANN funding. So, you know, if it's a viable idea and it really is about membership recruitment, then we should look at it. It might be we have funding in the BC but we need to know what the...

Andrew Mack: It's a great idea. So because I know we all have to go. I'm going to suggest two things, number one, points well taken, we want to make sure that everything gets out to the entire list. If you're baking something on the side, the sooner you can get it to everyone, the better. That's number one. Item number 1.

Item number two, we clearly need to get our outreach strategy in whatever form out there as quickly possibly can. Can we request then on that basis that everyone submit their ideas by this time next week so that we can get them into the editing – into the editing pool and put something together that we can get onto the list? Any objection to that idea?

Marilyn Cade: I have an objection, we need to have a centralized approach to – I need to understand what you're proposing. We have a document, we're trying to update it. Are you suggesting everybody does an individual markup or you want me to do a draft and then everybody else edits my draft?

Andrew Mack: Actually I was thinking that the number one thing that we're looking at it is trying to get people's program ideas down so that we can build – we can update the draft (unintelligible).

Marilyn Cade: Yes, but that's different than updating the draft. So what you're calling for if I understand it is people submit ideas for events, right?

Andrew Mack: That's...

Marilyn Cade: ..but the overall – yes right but the overall document needs editing, I'll do a draft on the overall document and then everybody submits ideas for events is that okay?

Andrew Mack: That sounds perfect to me. The most important thing is try to get something together –Marilyn, if you could get your initial take on the document, I don't know, you know, by the end of this week if that's all possible, because I know you have IGF...

Marilyn Cade: Yes.

Andrew Mack: ...we have an IGF USA coming up that would be very, very helpful, send it around to the group. We can use it to think about the events. I have already reached out to our member in Brazil to see if he has any ideas because we have to the Latin American things coming up. All of your ideas are worthwhile and good and we would like to make sure that we consider them in and then wrap them together as part of the strategy, that's the goal. But the sooner we can get this thing out the door, benefit for all I think, yes?

Marilyn Cade: Fantastic. I'll do it by the end of hew week and then people – but people should be submitting ideas for events and identify them, are they outreach and awareness or are they – remember, we're writing a strategy that includes CROP but it's broader than CROP.

Andrew Mack: That's right, absolutely right. Okay, thank you all very very much. I'm over my time so – and I know everybody else has other things. Really appreciate everyone's time. Thank you very much, Marilyn, for volunteering. And, you know, we have three great reports about very successful programs, congratulations to everyone.

Marilyn Cade: Thanks, everyone.

Andrew Mack: Cheers.

Jimson Olufuye: Thank you, cheers.

Andrew Mack: Bye.

Chantelle Doerksen: Thank you, everyone. Operator, you may stop the recordings. Please remember to disconnect all remaining lines and enjoy the rest of your day.

END