

ICANN

Moderator: Chantelle Doerksen
August 31, 2016

8:00 am CTCoordinator: The recordings are now started.

Chantelle Doerksen: Good morning, good afternoon and good evening. Welcome to the BC Outreach call on August 31, 2016. On the call today we have Marilyn Cade, Ellen Blackler, Jimson Olufuye, Andrew Mack and Lawrence Olawale-Roberts.

We have no apologies and 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: Okay great. Thank you very much. This is Andrew Mack for the transcript and everyone will know my voice. I'm going to start off by saying/agreeing with a suggestion that was just – Marilyn – but since a number of us are not able to be in the chat right now can we limit the chat to what is absolutely necessary?

Her - suggest that if there's anything where we need to specifically reference documents in the Adobe that we try to push those things back a little bit further in the agenda, because there are a couple of us that may be able to get to the Adobe.

And what I'd like to do is to dive in on the agenda and – by Chantelle. Thank you very much for having done that Chantelle. Starting off with the AfICTA Summit and it would like to give us – by the way I'm hearing somebody's – sounds like we're getting somebody moving out of – whoever was just – you want to just put themselves on mute?

Thank you. That was it. Jimson if you would be so kind as to start us out, I think on our first item is AfICTA. Is that not correct Chantelle?

Chantelle Doerksen: Hi Andrew, that's correct.

Andrew Mack: Okay so Jimson you are the driver behind that. Why don't you give us an update where we are and any questions that we have and let's just talk about that?

Jimson Olufuye: Okay.

Andrew Mack: Jimson...

Jimson Olufuye: Yes. Thank you very much. This is Jimson. I hope you can hear me.

Andrew Mack: No problem hearing you.

Jimson Olufuye: Okay great. Let me begin by thanking you all for your passion and commitment to reaching out/diversifying the constituency. We already have our strategy document in place for FY17.

It was a great collaborative work that included everyone so thank you very much. Then specifically the direction for the outreach in particular in collaboration with AfICTA – the brief has also been submitted, which we have reviewed, though along the line we had to bring our professional ability to bring in some supportive management as we earlier proposed events coordination.

And then finally we went to CROPP so the four approved digits and this is by the CROPPs - you know already myself, Waudo and Lawrence and Arinola.

We – all are especially close on that day. Then we talked about the team so I see no stream and much of these deliverables - of course the work messages already outlined on the agenda.

It's on the Web site talking about users and the Internet and one Internet ICANN applications for secure and stable Internet going forward, which is the concern of small businesses and also large business concern as well.

So we are hopeful that the objective to realize great, richer awareness which we've been doing. Thanks a lot of Marilyn that really had this great vision since 2015 and is collaborated in this regard.

And we're also expecting the – not only two people or more than two at least who is able to join in with us. The outreach that we did at ICANN56 wherein Chika from Sri Lanka joined us in Finland – I think it is bearing fruit because I saw the application of Sri Lanka came in to cc.

So I think we are a real stream. We just need to tidy up the arrangements in terms of the fliers and the banners and the communication materials. So with regard to the fliers that is a two-pager - as Marilyn has promised to all of us commit to supporting a digit.

So our major goal is to send it and not really – I was talking to patch employees so – but we have so much there we used before for the other outreaches to the train program - Abuja.

So - wherein the BC ads will feature/ICANN ad will feature - so the two-pager will also be other advantage so it's good that ICANN sent a complaint,

so that is highly welcome so if we can meet that deadline that would be great.

And then we possibly ship to a bigger - or to win hope and not try to figure.

Andrew Mack: Jimson this is Andrew.

Jimson Olufuye: Yes.

Andrew Mack: A question for you on that line. What are our deadlines in terms of the printing? And in terms of the items that we'd like to have printed we've got a – kind of basic BC two-pager.

Is there anything that you have in your mind based on your experience as an officer of AfICTA that would be appropriate for us to put together for AfICTA specifically?

Jimson Olufuye: Okay well yes as you know I'm not only officer for AfICTA. I'm also officer for BC so just in terms of being that I'm right in the middle – so as I said there are materials we've used before, which we can edit.

But a two-pager that was to have multiple possibility available - so Chantelle which – we're looking at a deadline of – Chantelle maybe you could come in. I think that there was a different deadline for ICANN57 and also it was again for AfICTA. Chantelle?

Chantelle Doerksen: Hi Jimson.

Jimson Olufuye: Can you brief us on that please?

Chantelle Doerksen: Sure. Hi Jimson, this is Chantelle. Before I give a quick update I just want to note that Marilyn has also requested to make some comments on AfICTA, once there's time.

So for printing we've been told by ICANN Staff that yes they can print for the – ask – to the event in Namibia. They have had issues with items being caught up in customs in South Africa previously, so they want to ensure that we can have those items for the five scheduled meeting and point of contacts to where those prints – those fliers would be sent.

So – and I believe Marilyn on the list has volunteered. And for printing deadlines, we were told October 3 for ICANN 57, and I'll have to confirm with Natalie if we can hold the October 3 deadline for the AfICTA event as well and I'll do that momentarily. Thank you.

Jimson Olufuye: Okay.

Andrew Mack: So...

Jimson Olufuye: Thank you Chantelle. And if I'm - also add to that – this is Jimson. There's a Plan B. Plan B is that when the material is ready and we can all meet the deadline for it to be printed by ICANN and shipped we could actually print in Abuja here.

That could just take about, you know, three days and get it through before we travel. So back to you Andrew.

Andrew Mack: Okay.

Chantelle Doerksen: Andrew this is Chantelle. If I can...

Andrew Mack: Yes please.

Chantelle Doerksen: ...point out Marilyn had asked or raised her hand in the AC to make a couple of comments regarding AfICTA.

Andrew Mack: That was where I was going here.

Marilyn Cade: Was it?

Andrew Mack: Go ahead Marilyn please.

Marilyn Cade: Thank you Andrew and Jimson for this great update. Lawrence and I think are still coordinating on the two-pager. My suggestion is going to be that we turn back and use and rely on some of our trusted two-pagers before, but customize them as we did once before as Jimson recalled for the first AfICTA Summit.

And that would be a two-pager that is very active and focused. The first page of that could then be a – an article and the full brochure reporting from what took place on this event.

We've done that before. It's been very, very successful and I will – I'll – Lawrence and I will be working more closely to make sure we meet that deadline.

I am happy to hand carry if we need to. It might be better to print in Abuja but if we need to hand carry from the U.S. I'm really good at that. I have a lot of practice on it.

I prefer not to do it but happy to do it. I think the big thing is our two-pagers should be African focused on Page 1, maybe Page 1-1/2 and then recruitment for the rest of the 1/2 page.

And then again I'll just say – then we excerpt an article. We're going to have to pre-excerpt an article into the multi-page brochure, but I think that's really important to do.

Now my next comment. I just want to note that quite of interest two of the incoming board members are from Africa, and I think we should – that Cherine being returned and (Kalid) being appointed for the first time - I think we should have a box in our AfICTA two-pager that highlights the significance of having these two new – these – sorry, these two ICANN Board members.

But Lawrence and I will work on that. I just wanted to call it to everyone's attention since it was late breaking news. Thank you.

Andrew Mack: Okay thank you. Thank you Marilyn and I also would love to be a part of the drafting team when you get to a point where you'd like another set of eyes. So the – okay let's –

Marilyn Cade: Andrew you're here. You're with us. All of a sudden...

Andrew Mack: Yes.

Marilyn Cade: ...I'm saying, "Lawrence we've recruited Andrew," right?

Lawrence Olawale-Roberts: Sure we can.

Andrew Mack: Okay so the answer is having done a number of these in the past I would be more than happy to be a participant in this one. So let's – so consider me part of that drafting team.

I am trying to work out whether it's possible for me to also be a part of the AfICTA Summit. It – It's right on the edge of a religious holiday, which I typically don't want to miss so it's – the timing is not ideal.

But I will do my best and we'll talk with you Marilyn and Jimson afterwards about that offline. Okay so in terms of AfICTA just so that we have a full – an full-fledged conversation about it, are there any particular messages that we would like to make sure that we get out to the community that might be – Marilyn you mentioned the fact that there are two new African board members.

Are there any other messages that we want to make sure that we get out that are – that, you know, that we want to really highlight? I'm not hearing anything. Anybody?

Marilyn Cade: Actually it's Marilyn if I might. I think – and I would ask Lawrence and Jimson – welcome Angie. I hadn't had a chance to say hello. I would ask them to comment.

In Africa immediately following AfICTA we have the African continent wide IGF, and we have the issues that will be discussed about the IANA transition. I think we should be presenting a business perspective about how ICANN is transitioning responsibly, and the African business sector is a key part of engaging with African governments to ensure the right strategy and the right implementation as ICANN evolves over its next, I don't know, ten years.

But we also – I would like us to leverage a recognition that I – the business voice of African business is important in the UN entities such as the SPB, such as ITU, such as UNESCO, et cetera.

Andrew Mack: Okay so yes help me crush that down into a couple of bullet points if you would.

Marilyn Cade: AfICTA has stepped forward and created a place for business to engage with governments and others to bring forward the concerns and the voice of African business in the following venues. And now I turn to Jimson.

Jimson Olufuye: Yes thank you very much Marilyn. There's no doubt that the BC right now is playing a very, very crucial role trying to get the African government to partner with the business leaders of the Internet.

I think we are making some good inroads. In the agenda there is provided in – just did that for our BC outreach where they are pasted online, and as governors that we portray business actively engaged and also a Caribbean government to be actively engaged, then talking about the IANA transition development which is very important.

So there is kind of – we cast it - of communication from outreach to the African ideas. The minister of (ICP) for part of the – can just confirm that she will be at the Summit.

And this is one wonderful lady that we have heard discussion late at the last African IGF event at the UCS Forum in New York and then the IGF in Brazil.

So the composition is – has really been enriched and so the message is that we are available and not trace - the government of Congo maybe in particular because they're always concerned perhaps you try to give up their responsibility.

So I think we have to define this proposition, sending out a message of BC that we are very welcome into business and that we're not at the portrayal because the portray business - and a new light is completely fresh light until we engage with them and they see that really mean business and we are partner in progress.

So I think that's easy to continue and that also you all been there either physically or remotely to also enrich the message. Thank you Marilyn. Thank you Andrew.

Andrew Mack: Okay got it. Got it. So I'm - what I'm hearing - and I just - the reason I'm asking is just because the simpler our communications is the more we're going to be effective I think.

I'm hearing you say Jimson to try to stress the role of business as a partner of government, and to stress the importance of and the past success of Africans participating in the ICANN and Internet governance sphere, and that there are as mentioned - Marilyn mentioned many, many different venues for that but the African participation is really having quite an impact.

And then lastly that we really need more business participation from all of - different kinds of business and those are three messages that I think resonate very nicely because they're clear and relatively simple for us to communicate.

So I - if I'm getting those correctly I subscribe to all three and I think that those are excellent messages. Any other comment about either our messaging or - refresh my memory Jimson. When is the African IGF and where?

Jimson Olufuye: It's South Africa so from Namibia I'll just give two, three more days to engage. In fact I can tell you that it's because of AfICTA that the date was supplied by Lawrence because...

Andrew Mack: And where...

Andrew Mack: ...is it going to be in South Africa?

Jimson Olufuye: I think it's Durban but I'm not sure but we'll confirm. But yes I could confirm that with...

Andrew Mack: Okay so if it's in Durban just after that that actually is very helpful for me. That may make a - that may make it a little bit easier for me to arrange a participation.

Okay great. So any other comments on the topic of AfICTA and any other topic or comment on the messaging for AfICTA?

Lawrence Olawale-Roberts: This is Lawrence. I would like to give compliment.

Andrew Mack: Please jump in.

Lawrence Olawale-Roberts: Okay. So we're really talking about the African – it really is a bit more colorful African focus. One thing come to mind is recently a hub that opened up in Africa - an ICANN hub that opened up on the Korean continent business center that opened up in Africa.

So I'm wondering if there is a way we can call the African community to their feedback for the leverage on the fact that we have, excuse me, a facility of sorts that we can now in the continent - and in some way expecting that this will help brought in agencies. Is there – if – oh so anything on the team? Is there...?

Andrew Mack: Excuse me Lawrence. Lawrence this – Lawrence apologies. This is Andrew but you're not coming through very clearly. I'm getting a – kind of a soft voice and a bit of a muffle.

Is there any way you could either pump up the volume or shout a tiny bit or try to tighten the – your connection because I'm missing about every other word and my apologies?

Lawrence Olawale-Roberts: Is it better now?

Andrew Mack: Much. Much. I'm sorry. I just – I want to hear what you're saying that's all.

Lawrence Olawale-Roberts: Okay. Yes so I was saying that you can have the African focus that we're talking about especially with AfICTA holding the Summit within the continent.

Recently there was the hub – the ICANN hub that opened up and I'm wondering if there's a way we could get the community and – or the continent of it all especially being - that is to leverage and the fact that we have ICANN tools out to us, and we now have ICANN floater to us within Africa to leverage on the advantages or to say of having an engaged officeholder.

So I've nominally thought it through. I was just thinking that if there's a way in the process of – in the B2 or, you know, designing our programming and all that stuff out, and get the business community and the wider community to know that there might be a bit of getting some other ICANN support or outreach because we now have our hub around.

Andrew Mack: So you might tell me if I'm understanding what you're asking. You're suggesting that now that there's a Nairobi office we should do more to make the public aware of that and what the – specifically the business public – how the business public might be able to use that or how that's an advantage for us. Am I getting you correctly?

Lawrence Olawale-Roberts: Yes that's it. I can say that I'm not properly challenged to – it just popped up in my mind when Marilyn talked about, you know, the African focus and the fact that we now have the, you know, a few other board members on board.

And I'm like that could also be what we can – just to get us to think if there's a way we can get to engage the hub more actively since this has helped me within the continent.

Jimson Olufuye: Yes.

Andrew Mack: Okay.

Jimson Olufuye: This is Jimson.

Andrew Mack: Please.

Jimson Olufuye: Yes. If you look at the agenda Pierre Dandjinou will be on hand so – and he will be talking also about that. And in fact as you know we are working together with the ICANN Vice President, Pierre Dandjinou, so he's going to be there and will talk more about it – about the hub and the benefits.

So this whole collaboration is part of the longtime African ICANN strategy of engaging business and to stimulate more business users and also the Internet business across Africa.

So definitely it will be this messaging that will be delivered too, but the Vice President will be there himself to do that.

Andrew Mack: Okay so I'm – what I'm hearing is - generally speaking that this is a good idea to try to increase the public knowledge and especially the business knowledge of this new resource, but that it might be worthwhile for us to figure out what we want to say about it, give it a little bit more detail saying that there's - a new resource is, you know, new resource is good is a nice message.

It's just not a very actionable one. I – is there anybody else who hasn't spoken on this call, Angie or Ellen, that would like to just jump in on this or other topics so far? I just want to make sure everybody's being heard.

Angie Graves: This is Angie. I'm following along. I've – I'm ready to contribute when I have something to contribute and I'm happy to vote yes or no on something in the meantime. Thank you Andrew.

Andrew Mack: No problem. Just checking in. Okay great. Well then...

Ellen Blackler: Yes I don't have anything to add either. Thanks.

Andrew Mack: Okay no prob. I was, you know, just part of my function as a – as the call leader to...

Marilyn Cade: Right.

Andrew Mack: ...try to make that work.

Marilyn Cade: Right.

Andrew Mack: Okay. So Lawrence...

Marilyn Cade: Andrew? Andrew?

Andrew Mack: Yes ma'am.

Marilyn Cade: Sorry. And I'm – it's Marilyn. I'm not making a comment. I'm making an announcement. I went online. I believe that we are – Pretoria, South Africa for the African IGF.

I just wanted to note that since you had asked that question. I'll go back on mute now.

Andrew Mack: Oh that's a bummer if you've ever spent time in Durban versus Pretoria. Okay. Good enough. Thank you Marilyn. That's very helpful. So one thing that we should probably do is circulate around on the list to the Outreach Committee and perhaps to others on the bright water BC list that that is happening.

Okay then moving down to our agenda we've talked a little bit about the two-pager and the brochure. Is there more that we need to talk about? I'm not seeing anybody jumping in so I'm going to say that we're okay with that. How about the BC newsletter? I know we've talked in the past...

Jimson Olufuye: Okay.

Andrew Mack: ...about a desire to highlight outreach activities. Do we have a column? I would be happy to write one should...

Jimson Olufuye: Sure.

Andrew Mack: ...I be called.

Jimson Olufuye: Yes this is Jimson.

Andrew Mack: Okay. Yes sir.

Jimson Olufuye: Yes. Yes again let me – I appreciate Angie for our article. It's a wonderful article. We still have some of the newsletter as well that is last edition that we also used along with the two-pager and the brochure for this outreach.

So I think the article of Angie is - kind of fits into something that – to encourage business users as a part of the BC. So – and we're going to share that remaining BC newsletter for ICANN56 and 55.

So ICANN57 – yes thanks to Marilyn. We have this interview from – an interview with (Eddie Field) so it's going to come up in the newsletter for ICANN57.

So article – the article is welcome so Angie yes we thought that your ink would still be running so the time is still on for us to draft proofs. We have till October 3 to get the materials ready.

Andrew Mack: Okay. With that in mind I would – if – Jimson if you could send to the group a – how much space we have, right, we could have as a – just a group chat with some real quick discussion.

I'd be happy to write an article. I'd like to get everybody's feedback about particular points to mention or topics, okay?

Andrew Mack: And if anyone else on this call has a particular focused idea that they'd like to throw out right now I'd be more than happy to take it on down.

Jimson Olufuye: Okay great.

Marilyn Cade: Andrew. Andrew it's – sorry it's Marilyn. I think Lawrence - and I will turn to him. I think Lawrence was writing an article for the two-pager. Are you now talking about the eight-pager or six-pager or whatever, because I could be careful that we enable and respect Lawrence's sharing forward on the two-pager?

I've offered to help him. I just made a proposal that we could put a paragraph and a headshot from the CEO that would be a teaser. But we need to distinguish – are we talking about the newsletter or the two-pager, and respect that Lawrence I think is doing work on the two-pager.

Andrew Mack: So got you completely. I know that – I recognize that they are different. I had offered to be a helper on the two-pager should you need it. Then when we discuss the BC newsletter, which is – I believe that's the eight-pager, right?

Lawrence Olawale-Roberts: Yes.

Andrew Mack: If there is space for and if we believe as a group that it's worthwhile to have an article in it or a – or at least some fun notes get in talking about outreach specifically I – I'm – what I said is I'd be happy to write that.

If there are other people who would like to write it with I'm happy to work with them on it. There may not – if there's not call for it or if there's no space for it no problem but they're two different things is the way I understand it.

Marilyn Cade: No actually I'm going to – it's Marilyn. I need to make a comment. I am really struggling with ICANN57 and I know Ellen thank God is on the phone.

There's a pre-event in New Delhi because New Delhi business won't travel to Hyderabad. There's an – a limited opportunity to reach business in Hyderabad.

They're all very high tech, very, very, very, very high tech. They do outsourcing, companies like CIPI, like Tata and others. An article in the – an article about why business matters to the high tech sector Andrew – I think an article about why high tech needs to, you know, understand ICANN and participate in ICANN even just through their associations – I think that would be a fantastic addition to the broader newsletter.

Andrew Mack: Okay.

Jimson Olufuye: Let me come in.

Andrew Mack: Please.

Jimson Olufuye: It's Jimson. Yes. I had a chat with the Secretary General of a social member. This on your directive – they're – the last time did on our discussion so he said that it was good to communicate with them.

And there will be some businesspeople that were saying at the general outreach or maybe with segmented outreach in Hyderabad - so he said he's going to talk to NASSCOM Secretary General as well. And then if need be we can have a conference call so that we could discuss the ramifications of the outreach and engagement but he said something we'll do. So I had this conversation yesterday. So he will get back to me before the end of the week.

Andrew Mack: Okay. Great. So - okay. So help me understand - help me understand how that fits into what we're just saying. I'm sorry. I'm missing the thread but that's probably me. Coffee hasn't kicked in quite like I wanted yet.

Jimson Olufuye: So okay. Yes. The newsletter, yes, that we're working on. And then because I'm outreach I was writing also on an outreach event by BC. Is an event at ICANN 57. So ASSOCIO, which is a member...

Andrew Mack: Right.

Jimson Olufuye: ...I spoke with the secretary yesterday. So he is contacting NASSCOM. NASSCOM is the - as you know, the stationed for ICT in India. So we're going to talk with the Secretary General of NASSCOM so they will be able to arrange for their members to attend any outreach activity in Hyderabad. So maybe the local office or one of you but he said he's going to take it up and will get back to me.

Andrew Mack: Okay. Yes. I mean I think obviously if we can get in - if we can get - maybe the way - maybe the way to do it to try to work with some of these association members and in effect do it like a kind of combination interview and pitch, right, where we have the conversation with them and we steer the conversation in the direction of why this is meaningful specifically for an Asian, South Asian audience and how we can, you know.

And then have us editorialize it a little bit on top of that, talk about what you can do. That may be the best way to go. So come through with the (unintelligible).

Marilyn Cade: Yes. Yes. So Andrew, it's Marilyn. So let me comment for just a - I'll be very quick. I'll be no more than a minute and a half. NASSCOM is the extremely well entrenched, extremely influential high tech association in India that has influenced national elections, chosen prime ministers. They're extremely influential. (Sticky) is the new (interim).

They are fast on their feet. They're - they include the new telecom entrants, the wireless providers and the social media players in India. There are several other high tech associations. ASSOCIO is influential in the region - heavily influential in the region.

NASSCOM has been aware of the BC for some years. We have - they are a key member of WSIS when WSIS was a member of the BC. They even hosted a meeting when ICANN met in India before and they hosted a meeting of business when the IGF met before.

They're extremely influential. I applaud Jimson's suggestion. If I can offer - I know the Chair of (Meridith) from TATA of NASSCOM very well. If I can help, let's do that. But this is a good group of companies who are - they're only going to - if they decide to come, they're going to come for no more than two days and it needs to be focused. These are companies who are about doing business, business, business, business and doing business.

Lawrence Olawale-Roberts: Got it.

Jimson Olufuye: Okay. If I may also - well it is a (unintelligible) matter. You know, maybe it's a (unintelligible) matter.

Marilyn Cade: No. No. I just want to say one other thing. On the other hand, if we could get the new CEO to meet with them, they would love it.

Andrew Mack: Say that again Marilyn.

Marilyn Cade: If we could get them, you know, an hour with the new CEO, I think they would love it.

Andrew Mack: Okay. Okay. And what is your sense about that? Is that doable?

Marilyn Cade: If we could - it's Marilyn. If we could get Mr. (Ramadara), the Chair of (Meredith) of TATA to invite the CEO for a fireside chat with business, it wouldn't be multi stakeholder. It'd be with business. I think they - I think the Hyderabad business would come. I'm not saying the Delhi business will come.

Andrew Mack: Right. That makes sense. Okay. Well that's - so that's actually like a - it sounds to me that we - that it would be worthwhile for us to be plotting out - that particular to join the next agenda item.

I am mindful of our time and I have a hard stop at 10 o'clock. So let's see what we can do to power through the discussion of what's on the dock for Hyderabad at this point. And Marilyn, that's one that would be a kind of outreach event, yes.

Lawrence Olawale-Roberts: But under the same bullet point...

Marilyn Cade: Yes. It would be a special - yes. It'd be a special outreach event and we would have to engage the ICANN staff to help us make sure we have Goran, you know, Jimson and I could draft - Jimson could draft a letter of invitation to ASSOCIO. I could help with contact the TATA. We could see whether it even works.

Andrew Mack: Okay. So Jimson, you wanted to make some other good plan. Everyone, it is now 9:49 according to my clock. I'm just trying to make sure to keep us on time. It's part of my job. So let's see if we can't - moving to Number 4 on the preparations for ICANN 57, if possible. Jimson, floor to you please.

Jimson Olufuye: Yes. I really think we started talking about ICANN 57. So (Dimitri Avalis) just said he's very (unintelligible) good. I think he is agreeable. As I said, our member ASSOCIO would be a good deal with NASSCOM. So this could be something that I also mentioned. So it's (unintelligible) with TATA (unintelligible) to play out (unintelligible). I think that would be a good pitch really.

And then they always ask maybe a position in Hyderabad that will be able to attend. So I will work on that. And I'll keep you posted with regard to maybe any of that conference if we have with ASSOCIO and NASSCOM whatever general discussion is forward.

Then the other thing I wanted to mention - actually it is something that has to do with AOB. It was also something I discussed with ASSOCIO yesterday about some outreach we are going. And one is Merima. So that's November. So with that I think we'll have the chair or any of the other committee - the possibly the gang in November in (Yongon).

You know, talk more about the BC and - we just moved to the Internet and they said it'd be very (unintelligible). So I think this would be a good place for us to also conduct our piece. So that's it for now.

Andrew Mack: Okay. So then let's talk - let's be as specific as we can in our last eight minutes about the events that are on - that are under consideration right now. Okay.

Marilyn, there's an event in Delhi. That's - I know that there are some BC people going to be at that event. You will be at that event, correct?

Marilyn Cade: Sorry. I was invited but I declined because I need to be in ICANN for the mentoring activity. But Ellen - I don't know if Ellen might be there. I know that Chris, our Chair and I think Cheryl are going to be and Virat who works for AT&T is one of the key organizers. But I have declined.

Andrew Mack: Okay. In terms of this grouping generally, it's unclear whether I'm going to be able to get to Hyderabad (unintelligible). Do - is everyone else of this group planning to attend Hyderabad?

Ellen Blackler: This is Ellen. I am not attending.

Andrew Mack: You're not attending. Okay. But everyone else appears to be. Correct? I'll take that as a yes.

Marilyn Cade: Ask again. No. No. Andrew, that's not I heard. I mean I think in fact - oh sorry, Hyderabad.

Andrew Mack: Hyderabad.

Marilyn Cade: I'm so sorry. My apologies.

Andrew Mack: Okay. It's okay. It's okay. So then let's talk specifically about these Hyderabad events that we have in mind. We got one idea, which is to do the President's fireside, which I think is a great idea if it's doable. And that would be aimed at the business community and might be effectively to run side of ICANN, not necessarily part of it.

Yes. And are - is there interest in and has anybody been thinking about potentially a cocktail or - might more traditionally do? Assuming it may be

difficult to find the, you know, find the time in this present schedule realistically.

Yes Marilyn. I'm agreeing with you in the chat. I love the idea of the fireside chat. Okay. I'm not hearing anybody talk about the BC having a cocktail if the other one doesn't go through. Should we agree to take a look at the fireside chat idea first and then come back to whether or not and try to pull together a cocktail for business attendees if that fireside chat idea doesn't come through? Is everyone in agreement? That's my proposal.

Marilyn Cade: Sorry. It's Marilyn. I'm - my experience with cocktails is local business will not attend on Saturday or Sunday. That just doesn't work for them.

Andrew Mack: All right.

Marilyn Cade: So it has to be within working (unintelligible). So the - if we prioritize the fact that local business and I, you know, we're all BC members so I'm going to say we're talking about having a GAC, CSG breakfast, which would be either Sunday or Monday.

If it's Monday, we could encourage local business, potential candidates or we could focus on bringing Board members and NASSCOM or other company representatives and a special guest for the breakfast. And then we could ask them to stay for a 15-minute let's engage discussion after that breakfast.

The fact they're meeting with governments, business from India love to meet with governments from other countries because they're saying to themselves, might be able to do business in that other country.

Andrew Mack: Okay. Other people's thoughts.

Lawrence Olawale-Roberts: This is Lawrence (unintelligible).

Andrew Mack: Yes please.

Lawrence Olawale-Roberts: I recommend the meeting (unintelligible) might also be difficult to actually find a good spot for a cocktail. A cocktail is usually better from something in the evening. And if you recall, the meeting (unintelligible) there are quite a number of us meeting that generally will go on in the evening.

So a breakfast, lunch, you know, lunch, whatever being that something between a morning and afternoon might would be the best time to be able to get the attention of the message.

Andrew Mack: So you're - so just to clarify, you're vote is against a cocktail in the evening because you think that people will not attend.

Lawrence Olawale-Roberts: Yes. So people will generally attend with the - in the end (unintelligible) inside of the meeting but our meetings progress. They're generally officially over. They are probably a number of other programs that are lined up in the evening. So people will generally now have to start making a decision of which one to go to.

But where clearly there might be, you know, less conflict of less working events could say - could very - probably better that way.

Andrew Mack: Sorry. Lost the last bit of it. My apologies. I just could hear the line clearly.

Lawrence Olawale-Roberts: So I'm of the opinion - this is Lawrence for the record. I'm of the opinion that if we look at staging a program of breakfast in the morning or a

brunch date, something in the afternoon it might be well we don't have so many other networking programs going on.

It might be a much better alternative than making something in the evening especially as the meeting progresses and becomes more hostage because at that point there will actually be - there might actually be a lot of other networking programs going on.

Andrew Mack: Understood. Understood. Okay. So what I'm hearing from at least two people is that there is - that we should ask for a time when there's less competition. Let me put into the coffers that my experience of these events, which is that the morning events, especially if you've got a lot of governments, there is a fair amount of events to it.

And while I think it might be attractive, I think it's a much harder opportunity for us to sell the BC and to bond with potential members. And I think as much as I agree with you Marilyn that they might find it attractive, I think it might be a bit on the dim side for the - for potential members.

So it might be interesting to potential members but not necessarily very good average. That's just my best take. I'm more than happy to be convinced otherwise.

So the other thing that I do not know enough about because I've never been to Hyderabad is prep because sometimes, you know, what is a good meeting time for this kind of thing really depends completely on whether we can get there in time.

And so perhaps it would be worthwhile to find somebody who knows this venue better to give us a recommendation whether breakfast or lunch is the better fit. Marilyn, do one of your contacts potentially know?

Marilyn Cade: Sorry. It's Marilyn. I'm going to tell by my experience. So I was at the Delhi ICANN meeting and at the Delhi IGF and I was in - sorry, that's the Hyderabad idea.

If you're using the transport provided by ICANN and it says you're 15 minutes away, you should assume you're an hour plus away.

Andrew Mack: I was thinking the same thing. That's funny. I was going to say the same thing. An hour.

Marilyn Cade: Yes. It's an hour plus. Business travelers, business residents in India are very experienced in understanding that our travel times are, you know, 15 minutes is actually 45 minutes, et cetera.

A lunch event would probably be more - I mean it's just business. It's just business. So I'm just going to say if we did this fireside chat, that could be done during the lunch hour. We have to remember this is not about people who already love ICANN, want to be in the meeting. It's about recruiting people to say who is ICANN and why does ICANN matter. Why do I care?

For them, they don't need to be in those other meetings. But you need to look at the opening ceremony and then just stand - stupid idea by ICANN to hold the opening ceremony on a weekend.

A lunchtime event I think Lawrence is why the lunchtime event on Monday or Tuesday or even on Friday if we publicize it very well with NASSCOM and

with ASSOCIO and we get ICANN onboard, we might be able to do a lunchtime event, right, on Friday and then say come to a breakfast with the GAC on Monday. Come to one other event.

They're local. But travel time is very, very hard. I'm just going to say one quick thing. When the Egyptian Government decided to hold the Asia Pacific IGF 50 miles outside of Delhi, only 50 people from India showed up because of the...

Andrew Mack: Understood. Understood. I remember this being the case in a number of the ICANN meetings as well. Okay. So look. We're kind of out of time team. So what I'd like to suggest is who can take a look at a couple of different options that we could start planning in on?

The option of the fireside chat obviously strikes me as the number one. I think it'll bring in the most draw and it is the one that is likely to give us the greatest visibility and the greatest number of leads. Marilyn, do you want to take up the support for that one and begin to reach out?

Marilyn Cade: I'm happy to if I can count on Jimson to join me on that.

Jimson Olufuye: Sure. Jimson.

Andrew Mack: Okay. Great. So that sounds good. My suggestion if I might is that we run this - run at that one first. And then back to a little bit. Let's plan our other event if there is another event depending on Number 1 our bandwidth and Number 2 what they say.

If they - if we can do the - if the fireside chat is the thing that we just want to throw our efforts into, then that could be a real part a rich environment for us.

And we might want to just glom onto that a little bit of extra on the backend so we can give our (unintelligible) indirect at that point.

I'm not super optimistic personally about that, you know, bit of getting people to come to the venue twice just based on, you know, my experience of them. So I'm going to ask real quickly if we can table that for right now. And unless there is - and Marilyn, you made mention about IGF 2016 and I'm seeing in the chat again I'm with - that's where we're going. So can we talk a tiny bit about that. That is one I think we should be at.

Marilyn Cade: Please Chair if I might very quickly.

Andrew Mack: You got it. I'm handing it to you.

Marilyn Cade: Thank you. I think it's really important we have BC outreach materials. We have great opportunity at the IGF 2016. We don't get a lot of businesses that aren't already aware. But we will have significant presence from the Mexican - the thing to understand about Guadalajara it has - it hosts the manufacturing plants, the business guys from HP, from IBM, from many, many Microsoft, many, many other companies.

Some are members. Some are not yet. But I think we could easily have a two-pager specific to what we have done for business. It would be a - on the front page it would be how the ICANN Business Constituency - how we were launched, how we worked, our number of years.

I'm looking at Angie. Angie, I'm looking at you. And we could have a two-pager that we provide to people. And, you know, we're going to have a lot of people there. And whoever from business there's - every morning ICC basics

does a business briefing that is open even to those like myself that are not anymore a member officially but they're very open.

We should bring our two-pager into that and maybe ask Jimson or Lawrence or Andrew yourself or Ellen to, you know, make a five minute intervention. I think it'd be fantastic if we could do that.

Andrew Mack: Great. So I think that's a - I think that's an excellent thing. I don't know if Gabriela will be there. I speak fluent Spanish and do speak Spanish and would be happy to contribute that particular begin.

The - I absolutely think that Guadalajara is a great opportunity for us. It's a nice mix between emerging markets and, you know, a real business focused culture. So I think we should - I think we should be there in support. And yes, no. That sounds very, very good.

I am thankful of my responsibilities to you and your time. It's now 10:07 according to my watch. Does anybody have anything else they'd like to mention?

Can I very much appreciate - mention my appreciation for - my AOB is to mention our appreciation for all the hard work that was done on the outreach strategy and then the kind of tweaking of the outreach strategy I know every contributed in and that was really awesome and I appreciate it very much. Does anybody else have anything else they'd like to mention?

Marilyn Cade: Andrew, it's Marilyn. I have one other thing I'd like to introduce if you don't mind.

Andrew Mack: We just maybe - you know, we're in injury time so if you could, just do the short version. That's all.

Marilyn Cade: I'll be really very quick. I happen to be a personal contributor in my small business capacity to the UN Trust Fund. I contribute \$1000 a year. I'm not saying it's a good investment but it's an important investment.

Ellen's company is also a contributor. There are a number of NRIs, national and regional initiatives, that benefit from a different initiative called the IGF Support Association.

Jimson and I are on the Board. I mention this because I would like to raise the idea that the Business Constituency based on the Outreach Committee recommendation make a small contribution - the Business Constituency make a small financial contribute of \$500 to the IGFSa, which supports the participation of the national and regional IGFs.

And I want to just post it as something to think about. But it would really help to elevate the visibility of who the BC is and the more international fora. I have not discussed this with - I have not discussed this with anyone else. I wanted to present it for us to think about, digest and consider on whether we think it's a good idea or not.

But \$500 to the IGFSa for a support association would put the BC on the map I think and make us a contributor to then encouraging ICANN to contribute its \$50,000 contribution to support the national and regional IGF.

Jimson Olufuye: Yes. This is Jimson if I may comment.

Andrew Mack: Okay.

Jimson Olufuye: Marilyn, that is a - that is a great idea. Every visibility we can get for the business user I think is good. So I think it's a very good idea. Thank you.

Andrew Mack: Okay. Well, I think - I'm not sure whether that's for the outreach community or whether - committee or whether that's for the larger BC pickup. But, you know, but on that it's not a bad idea. That's for sure.

Jimson Olufuye: Once we recommend - Jimson speaking. Once we recommend, then we just pass to ExCom and ExCom approves. If ExCom approves, I think that that is just - so that's the case.

Andrew Mack: Makes sense. Well let's think about that. I am - I'm not against it. I'd love to see a little bit more of what we think we're going to get out of it. But that's mostly because I think is they're going to ask us that question.

Marilyn Cade: Andrew, sorry. It's Marilyn. Here's what you'll get out of it. You'll get to put your one or two-pager in the IGFSa booth at the IGF.

Andrew Mack: Okay. Okay.

Marilyn Cade: As all supporters - as all supporters of IGF as they can do.

Andrew Mack: Got it. Okay. Well, let's - I think that's - I just have to make sure that's Jimson. And let's, you know, why don't you put something together and let's float it out to the broader community to let - get what the comments are.

And I'm unfortunately being paged by my 10 o'clock call. So I'm going to have to run. Thank you all very, very much for what is another great conference call. And look forward to moving these things forward.

And I am going to be reaching out to you Jimson a little bit about this to see if I might be able to - I'm going to try to see if I can't shoehorn something that would work. And let's talk about that. If you are around later today or perhaps better yet tomorrow, I would love to grab you on that. Okay.

Jimson Olufuye: Sure. Sure. Will do.

Andrew Mack: Okay. Thank you. And Marilyn, we're overdue for a coffee here in Washington D.C. That's for sure. All the best. All the best to everyone.

Lawrence Olawale-Roberts: Thank you Andrew. Thank you everyone.

Andrew Mack: Lawrence, by the way, congratulations for running (unintelligible). I'm sorry that it's been - the first one didn't go but it's only the first of many in my day. Right. And congratulations for all the things that everyone is doing. We are a small but very mighty little group and I'm very proud to be part of it. All the best team.

Chantelle Doerksen: Operator, you may now stop the recording. Please remember to disconnect all remaining lines and enjoy the rest of your day.END