

How to organize ICANN readouts

Glenn McKnight and Marita Moll

Rationale

We are creating this document as a to-do list for ourselves and others when organizing an ICANN readout. Every context will be different but the process will generally follow a similar pattern. We are currently organizing our third ICANN readout/briefing in Ottawa Canada and our processes are still evolving. So, this document is presented in that context.

We would like to emphasize that our events so far have been a team effort. This is a lot of work for one person. So, from the very beginning, find a partner or partners to share the load.

Step One: Decide on a Date

Choose a date for the readout -- in cooperation with the key people who will be involved in realizing the event -- speakers, technical support, etc. Note: this should well in advance of the preparation to make sure the date isn't clashing with holidays and other dates impacting the speakers. Doodle polls are useful in this regard.



Perhaps pencil in two optional dates for planning purposes!



NB: In order to access ICANN discretionary funds, this date needs to be at least three weeks after the application for funds.

This can be pre- or -post an ICANN meeting. If it is a pre- meeting we have called it a briefing rather than a readout -- i.e. pre-ICANN65 Marrakesh Briefing.

Look for dates that do not conflict with other Internet events in your region. It is often the case that there is a limited audience on the ground for these events and many events will draw the same public.

Step Two: Find A Suitable Location

The location should be central -- easy for people to get to. It is sometimes a good idea to rotate locations. Different locations will draw different audiences. E.g. Holding the readout in a community space/hub vs. the offices of a local ISP can extend the reach

Make sure people can get in the building if your event is after 6 pm -- some buildings are closed for security purposes.

Be prepared to have signs at the site on the day of the meeting guiding people to the right floor or area of the building.

Step Three: Apply for Discretionary Funding

Estimate the cost of your event and submit an application for discretionary funds to ICANN

NB: See note above re: lead time

Discretionary fund guidelines and application form available here:

<https://community.icann.org/download/attachments/64071154/FY19%20RALO%20DISCRETIONARY%20FUNDING%20REQUEST%20FORM%20-%20ICANN%20Studienkreis.docx?version=1&modificationDate=1533754342000&api=v2>

Step Four: Create an Agenda

In choosing a date you have probably already connected with some of speakers and have an agenda in mind. In creating the formal agenda, use a google doc so that other team members can contribute and various parts of the agenda can be excerpted for various promo purposes. Keeping a central accessible space for this information is important as it serves as a version control. Elements of an agenda can change --- speakers drop out, new speakers sign on, etc. -- and a master version is essential.

In the process of creating the agenda, it is important to pay particular attention to the expected audience. Are you attracting people who are new to ICANN or those who are already comfortable with ICANN processes and acronyms. Readouts/briefings can be a way to spread interest about ICANN's multistakeholder model and the kinds of policy work that goes on in the ICANN ecosystem. But bridging the knowledge gap between ICANN insiders and new audiences can be a real challenge. It will be necessary to introduce basic but critical information

such as how the multistakeholder system works before diving into some of complex policy issues, So, a well constructed agenda has to keep these issues in mind. The goal is to keep people coming back.

Read-out funding will normally not be enough to bring in speakers from afar. So, you will probably be relying on a set of local players to speak to your agenda topics. You will also usually be able to have a member of ICANN GSE in person or remotely to speak to participants on the multistakeholder system

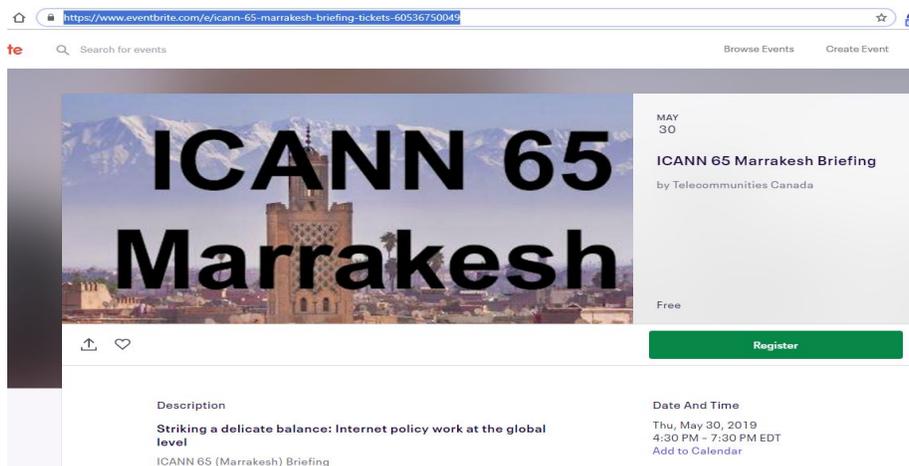
Example: Agenda for May 30 Pre-ICANN65 briefing

<http://online.fliphtml5.com/gnel/rnjs/>

Step Five Promotion

Create an eventbrite invitation

Example:



Create materials to promote the event on social media and traditional media. Promote the event at any related conferences in your area. Use local online event listings, traditional media event listings, invite people you know who might be interested. Cast a wide net: ISPs, elected officials, advocacy organizations, academia, etc...

Example: Pre- meeting handout for conferences, etc:

NARALO
Welcome! Join Us!
Bienvenue! Venez nous rejoindre!
¡Bienvenidos! ¡Únete a nosotros!
www.naralo.org
ICANN AT-LARGE

Free Event
ICANN 65 Briefing
Thurs. May 30th
5:00-7:00 EDT
Refreshments Served
#icann65briefing

Join the conversation

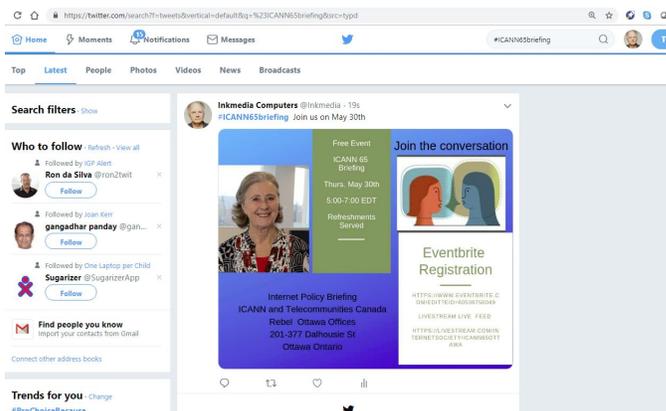
Eventbrite Registration
HTTPS://WWW.EVENTBRITE.COM/EDIT?EID=60536750049
LIVESTREAM LIVE FEED
HTTPS://LIVESTREAM.COM/INTERNET/SOCIETY/ICANN65OTTAWA

Internet Policy Briefing
ICANN and Telecommunities Canada
Rebel Ottawa Offices
201-377 Dalhousie St
Ottawa Ontario

If appropriate and desired, reserve on the ISOC livestream channel. If you can find someone with the equipment and technical expertise, livestreaming is an asset. It extends your audience as the sessions are promoted to ISOC members around the world. ISOC livestreams are also archived, so potential audiences can view them at their convenience.

If desired, ask ICANN staff to set up a Zoom room for the event and invite NARALO members to attend through Zoom which is more interactive than Livestream

ICreate a TWITTER HASHTAG e. #ICANN65BRIEFING



At the meeting try to have some take away handouts available at the event, for example:

- NARALO (or any other RALO) pamphlets and publications,
- items from ICANN (a paper version of the multuser graphic is useful -- ICANN can print and send if you give them enough advance notice
- printed agendas
- any other promo swag from ISPs, ccNSOs, etc. -- buttons, candies, etc.

Also at the meeting, keep track of your participants with a sign up sheet. You will be wanting to e-mail these people when you organize your next event.

Step Six Logistics

Order/buy refreshments

Equipment

- a. Mics
- b. Whiteboard
- c. Projector

Ask speakers to arrive early and log into the Zoom Room and test their microphones

Arrive at the site early enough to set up and test equipment

Prepare promotional photos for NARALO newsletter and social media

<https://www.flickr.com/photos/glennmcknight/albums/72157673971536467>

Step Seven Reporting

Submit a report to ICANN

- d. Number of in room attendees
- e. Number of registered attendees
- f. Number on Livestream
- g. Number on ZOOM
- h. Agenda
- i. Brief description of discussions
- j. Observations
- k. Recommendations/suggestions

Submit an invoice to ICANN for expenses incurred

Step Eight Repeat

Start thinking about how you can improve your process. A one shot event is marginally useful so occasional events (2-3) in a year should be your goal. There are no easy ways to build a community -- it is just one step at a time. Be creative about how or where you might hold these and who you might. And don't be discouraged by small attendance figures at the beginning.