Call NPOC - ICANN Org on Outreach including Marketing materials for Montreal

11 July 2019

Montreal session to brainstorm and plan outreach

- This would be a Joint seminar with ALAC such as the one conducted in Kobe; they would look to do the same in Montreal, exchanging on existing content and collaterals, and how to enhance and develop them.

- Goal of the session:

1 - find out what are the needs of the members – including better introduction documents to the constituencies; and crystallising what each does

2 – identify what resources are missing

3 – refining the draft content / collaterals

- Audience: existing members of ALAC and NPOC

- The discussion would include discussing what are NPOC needs for outreach overall, including budget, this FY and beyond.

- **Content / collaterals** to be considered and refined:
  - How ICANN works; What are the differences between At Large; NPOC; NCUC – defining NPOC
  - Updating the beginner's guide
  - Postcards
  - 2 page flyer
  - Detailed content (slides, backgrounders) to be used notably during future 90 minute long webinars aimed at the external non profit audiences

Rest of the year (and beyond)

Outreach for NPOC essentially would have 2 separate campaigns: outreach and inreach

1. Outreach: webinars on DNS and why important to them; then How to write policy statements and becoming involved in PDPs

Topics for webinars / backgrounders:
- Domain Name Fraud
- Intellectual Property Abuse
- Privacy
- Security, Stability and Resiliency
- Transparent registration and continued ownership of domain names
- All from the perspective of non profits / NGOs

2. 'In-reach': [building capacity of] existing members who can help with the policies; identifying the operational policy aspects – 4 priorities identified – in their outreach plan?

External activities to reach an outside audience of non profits interested in digital policy issues
- (global) IGF
- Rightscon
- Eurodig
- Or maybe broader NGO community through NTen (nten.org) or UN NGO caucus; for NPOC members to think more about
- Agreed that IGFs or Rightscon are good places to give information to NGOs
- In future, a consideration was there could be an NCSG booth at such events (rather than broad ICANN) with a couple of NCUC / NPOC members
- Maryam (Policy Support team) can help advise on applicability of CROP, in order for NPOC members to attend the IGF and other similar external activities that have good potential for outreach.
- The same material that can be used for webinars could be re-used or adapted for external activities.