12 February 2016

Universal Acceptance Steering Group
Help Wanted: Global Communications/PR Agency

Application Deadline: **23:00 UTC 26 February 2016**
Send Applications to: don.hollander@icann.org

Background

Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages. It is also the key to unlocking the potential of new generic top-level domains (gTLDs) to foster competition, consumer choice and innovation in the domain name industry. To achieve Universal Acceptance, Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs. Specifically, they must accept, validate, store, process and display all domain names.

The Universal Acceptance Steering Group is a community-based team working to share this vision for the Internet of the future with those who construct this space: coders. The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving domain name system (DNS).

The Work

The UASG is seeking a global communications/public relations firm to assist with outreach efforts to its targeted audiences including software developers, CIOs, industry groups and more. Key deliverables include a communications strategy/plan, content generation strategy, key influencers list/engagement plan, and supporting material including presentations, press packs and technical guides/documentation.

Agency Requirements:
- Proven in-house expertise in technology PR and stakeholder identification/engagement
  - Experience with Internet technologies and the domain name system industry preferred
- Proficiency in writing and editing technical material
- Physical presence in Asia-Pacific, Europe, Latin America, and North America
  - Offices in Singapore, London, Montevideo, Los Angeles and Washington D.C. highly desirable
- In-house fluency and translation capabilities in multiple languages
  - English (mandatory); Arabic, Chinese, French, German and Spanish preferred
- Internal digital strategy team
- Solid track record
  - Established record of financial stability, free of Director and Officer liability filings or bankruptcies

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Additional information:
- Duration: Estimated engagement ranging from 6 to 12 months
- Budget: Approximately US$200K including all out-of-pocket expenses
- Billing: Hourly rate for work done with a pre-determined month cap (no retainer)
- Travel: None to minimal (e.g. pre-approved local press event)

Next Steps

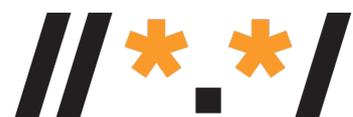Please provide us with:
- A brief statement of interest that includes <u>a confirmation that the agency meets all requirements</u> as noted above.
- An agency overview including a list of key personnel, physical office locations, representative clients, yearly revenues and description of multilingual capabilities.
- An hourly rate card in US$.
- Full contact details

Deadline for receipt of expressions of interest: **23:00 UTC 26 February 2016**

Send completed expressions to: don.hollander@icann.org

If you have any questions, please send those to don.hollander@icann.org.   Please allow 24 hours for answers.

We expect to reach out to a short list of candidates within one week of the closing time.

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Universal Acceptance