

# Universal Acceptance

UASG Coordination Group Meeting / October 11 / Washington, DC



Universal Acceptance

# UA & UASG Communications: Brief Overview



# Umbrella Message

**“Universal Acceptance (UA) is essential for the continued expansion of the Internet as it ensures that new domain extensions and email addresses can be used by all Internet-enabled applications, devices and systems.”**

# Supporting Messages

1. “UA provides a **gateway to the next billion Internet users** as it enables government and societies to better serve their populations through the use of an increasing number of new Internet domains and non-Latin based, language-specific domain names, including Chinese, Arabic and many others.”
2. “To excel in the long run, **businesses have a responsibility** to ensure their systems work with the common infrastructure of the Internet – the domain name system. When businesses are UA-ready, it means that their systems and services will work harmoniously with the continuously expanding domain name space and will help set those organizations up for future opportunities and success by supporting their customers using their customer’s chosen identities.”
3. “UA-ready websites, applications, and services **lead to better user experiences**. When a company is UA-compliant, email addresses in any language from any extension are more likely to reach their destination, and not bounce. When a site is UA-compliant, it will allow customers with new TLD suffixes to more successfully use the site and its forms.”

# Target Audiences

- \* People who can MAKE this happen
  - \* Developers & system architects; consultants/contracting firms
- \* People who can DIRECT this to happen
  - \* CIOs
- \* People who can INFLUENCE this to happen
  - \* C\* Suite, Board members, government officials, consultants, media, industry influencers

# UA & UASG Communications: Progress Update



Foundation  
Materials



Engagement  
Activities

# Priorities

- \* Foundation materials
- \* Case study program
- \* Engagement:
  - \* Analysts
  - \* Associations
  - \* Media
- \* Announcements



# Foundation Materials

## Documents

- \* UASG 011 FAQ (published)
- \* UASG 003 Fact Sheet (published)
- \* Internal Q&A and Messaging (complete)
- \* Industry Analyst Presentation (in progress)

## Social

- \* Wikipedia UASG page/mentions (in progress)
- \* Member company outreach (upcoming)

# Case Study Program

**Goal:** Build portfolio of case studies that demonstrate successful UA initiatives.

## Key Activities:

- \* Identify companies and organizations willing to participate in program.
- \* Conduct sourcing sessions to gather details about UA efforts.
- \* Craft one-page case studies, including design, to publish on UASG.tech and seed with relevant media and influencers.
- \* Current participating companies and organizations include:



# Analyst Engagement

**Goal:** Foster relationships with influential analysts to serve as third-party advocates.

## Key Activities:

- \* Prepare briefing materials with analyst bios and anticipated questions; conduct prep sessions with UASG spokespeople
- \* Conduct 1:1 briefings with analysts at top-tier firms:



Lily Varon, Forrester  
(early November)



Stephen O'Grady, Redmonk  
(scheduling in progress)



Michael Versace, IDC  
(scheduling in progress)

- \* Leverage analysts in future communications to offer third-party credibility and underscore UA relevance

# Associations Engagement

**Goal:** Communicate directly with relevant technology focused associations worldwide as a means of engaging with members who can take action on UA.

## Key Activities:

- \* Identify relevant technology member associations worldwide, focusing on key target audiences (e.g., CIO, software developers):
  - Association of Information Technology Professionals (North America)
  - CompTIA (global)
  - Corporate IT Forum (global)
  - Internet Infrastructure Coalition (global)
  - ISP Association (UK)
- \* Consult with UASG members to identify organizations to which they may belong to leverage existing relationships
- \* Engage with organizations and identify opportunities to communicate with members (e.g., newsletters, presentations)
- \* Provide organizations with appropriate materials for publications and conduct follow-up

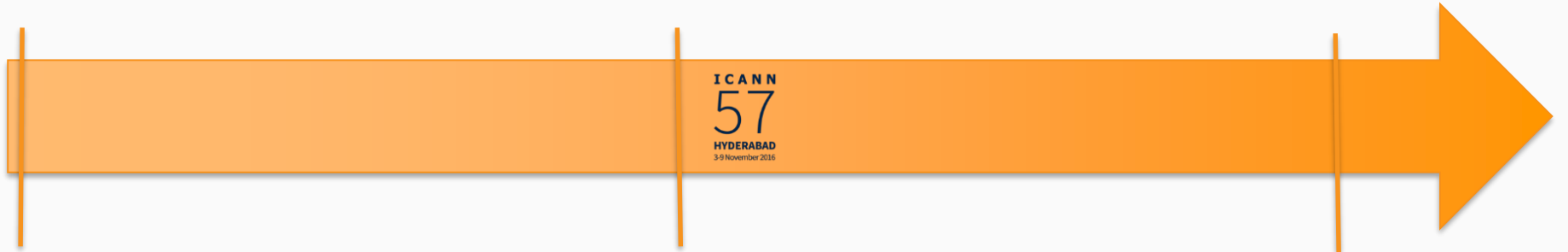
# Media Engagement

**Goal:** Engage key technology-focused media worldwide on the topic of UA to communicate its importance and elicit action on implementation.

## Key Activities:

- \* Identify relevant technology media worldwide focusing on key target audiences (e.g. CIO, software developer) (completed)
- \* Reengage with key targets targeted for initial soft-sounding (e.g. IDG, Motherboard)
- \* Conduct interviews and identify by-lined opportunities in publications with a CIO readership (e.g. CIO Magazine (in progress), CIO.com, IT Professional Magazine, etc.)
- \* Leverage potential news opportunities:
  - UA automated tool
  - White paper – partner with Analysys Mason to determine media angles and map out strategic plan

# What's Ahead



## October

Begin to publish cases

Begin association outreach

Wikipedia engagement

Spokesperson media training

## November

Automated tool announcement /  
blog post

Analyst briefings

Media engagement

Finalize plan for white paper

## December

White paper engagement