This file is for illustration of a possible inventory for various outreach activities performed or planned to be performed by ICANN staff as the main facilitator.

Not all individual tasks are listed but main ones are grouped per following categories and types.

Types of Outreach Activities:

* Training/Educational Program: Used for structured programs where training is provided. Workshops are also considered under this category.
* Publication: Printed materials, brochures, fact sheets, webpage and website information, blogs, podcasts, videos
* Online engagement Tools and Fora: Public Forum, mailing lists, social media
* Direct Engagement and Networking: Face to Face Meetings, Conference calls, briefings, attendance to panels and industry meetings, public speaking in these events

| **Activity** | **Type** | **Target Audience** | **Expected Outcome** | **Timing** | **Move In** | **Move Up** | **More Effective** | **Facilitators** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ICANN Meetings | Direct Engagement and Networking - F2F mtg | All ICANN Community | Better engagement and facilitation for ICANN Community to meet | 3 times per year | X | X | X | Various ICANN Departments and ICANN Community Groups and Members |
| Monthly Policy Updates | Publication – Webpage articles | All ICANN Community | Updating community with recent developments | Monthly |  | X | X | ICANN Policy, Communications |
| Monthly Updates/Briefings | Direct Engagement and Networking- Conf calls | Community, board, constituencies | Better understanding and communication on activities | Monthly |  |  | X | ICANN Policy |
| Pre-ICANN meeting Policy Team webinar | Training and Direct Engagement and Networking – Adobe Connect conference | Community and Staff | Preparation for the upcoming ICANN Meeting for better engagement | 2-3 wks prior to Mtg |  |  | X | ICANN Policy |
| Liaisons to Community Groups and Soliciting Working Group Members | Direct Engagement and Networking – via Conf calls and ICANN Meetings | Community | Better communication and engagement | On demand | X | X | X | ICANN Policy, Registry and Registrar Liaisons Staff |
| Public Comment Periods | Online engagement Tools and Fora – via Public Comments | Community | Engagement | On demand and as necessary |  | X | X | Various ICANN Staff and ICANN Community Groups and members |

| **Activity** | **Type** | **Target Audience** | **Expected Outcome** | **Timing** | **Move In** | **Move Up** | **More Effective** | **Facilitators** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Community wikis | Online engagement Tools and Fora | Community | Better communication and engagement |  | X | X | X | Various ICANN Staff and ICANN Community Groups and members |
| Mailing lists | Online engagement Tools and Fora | Community | Better communication and engagement |  |  | X | X | Various ICANN Staff and ICANN Community Groups and members |
| Translations | Publication | Community | Better communication and engagement | On demand and as necessary | X | X | X | ICANN Communications |
| Brochures, Factsheets | Publication | Various Community Groups | Better communication, recruitment and engagement, Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN process; better policy and technical understanding | On demand and as necessary | X | X |  | ICANN Communications, At-Large, Global Partnerships, Participation and Engagement Staff |
| At-Large Beginners Guides | Publication | At-Large Community | Recruitment and engagement | On demand and as necessary | X |  |  | ICANN Communications and At-Large Staff |
| At-Large Podcasts | Publication | At-Large Community | Better communication, and engagement | Monthly, ICANN Meetings |  | X | X | ICANN Communications and At-Large Staff |
| CC NSO Training and workshops | Training/Educational Program | ccTLD Community | Better communication, and engagement | On demand and as necessary |  | X | X | ICANN ccNSO Staff |
| At Large General Assemblies | Direct Engagement and Networking – Via Conf Call | At-Large Community | Better communication, and engagement |  |  | X | X | ICANN At Large Staff |

| **Activity** | **Type** | **Target Audience** | **Expected Outcome** | **Timing** | **Move In** | **Move Up** | **More Effective** | **Facilitators** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Social Media | Online engagement Tools and Fora | Various ICANN Groups | Better communication, recruitment and engagement | On demand and as necessary | X | X | X | ICANN Communications, At-Large, Participation and Engagement Staff |
| Fellowship Program | Training/Educational Program | Individuals from developing and least developed nations with interest in internet | Recruitment of new participants, increased participation and knowledge of ICANN structures and processes | During ICANN Meetings | X | X | X | ICANN Global Partnerships |
| Public Speaking and Attendance at Various events | Direct Engagement and Networking | Type of stakeholder represented by the industry event | Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN processes | On demand and as necessary | X | X | X | ICANN, Exec Team, Global Partnerships, Policy, Stakeholders, Participation and Engagement, IANA, SSR Staff |
| One on one government briefings | Direct Engagement and Networking | Ministers and technical and policy staff. | Better understanding of ICANN’s role and the technical aspects of the work. Support for the MSM, Signed agreement as appropriate with ICANN | On demand and as necessary | X | X | X | ICANN, Exec Team, Global Partnerships Staff |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Teaching and Training workshops | Direct Engagement and Networking | Depends on setting, may be graduate students in policy training, government ministers getting certification, managers implementing DNSSEC, etc. | Better understanding of best practices and the security, stability and interoperability of the Internet | On demand and as necessary | X | X | X | ICANN, Exec Team, Global Partnerships, Policy, Stakeholders, Participation and Engagement, ccNSO, SSR Staff, |
| ICANN website updates, Announcements, News releases, Blog postings, Media Services, Press events, Social Media | Publication and Online Engagement Tools | Community | Better communication, and engagement | On demand and as necessary | X | X | X | ICANN Communications Staff |
| Annual Report | Publication | Community | Better communication, and engagement | Annual | X | X | X | ICANN Communications Staff |
| Newcomers Program | Training/Educational Program | Mainly Newcomers but open to all | Better communication, recruitment and engagement, Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN process; better policy and technical understanding | At ICANN meetings | X | X | X | ICANN Participation and Engagement and various Staff as trainers |
| Remote Participation Services | Online Engagement Tools and Fora | Community | Better communication, and engagement | Mainly at ICANN meetings as well as on demand and as necessary |  | X | X | ICANN Participation and Engagement, IT and Meetings Team |
| Leadership Training Program | Training/Educational Program | Newly elected SO/AC Chairs | Better communication, and engagement | Annual |  | X | X | ICANN Participation and Engagement Staff |
| Mgmt of Public Comment processes | Online Engagement Tools and Fora | Community | Better communication, and engagement | Always on | X | X | X | ICANN Participation and Engagement Staff |
| Surveys | Online Engagement Tools and Fora | Various Community Groups | Better communication, understanding and engagement | on demand and as necessary |  |  | X | ICANN Participation and Engagement, Policy Staff |
| Regional Registry/Registrar Meetings | Training/Educational Program, Direct Engagement and Networking | Regional Communities | Better communication, recruitment, and engagement | Annual | X | X | X | ICANN Stakeholders Staff |
| Registrar Onboarding | Training/Educational Program | Registrars | Better communication, understanding and engagement | on demand and as necessary |  | X | X | ICANN Stakeholders Staff |