



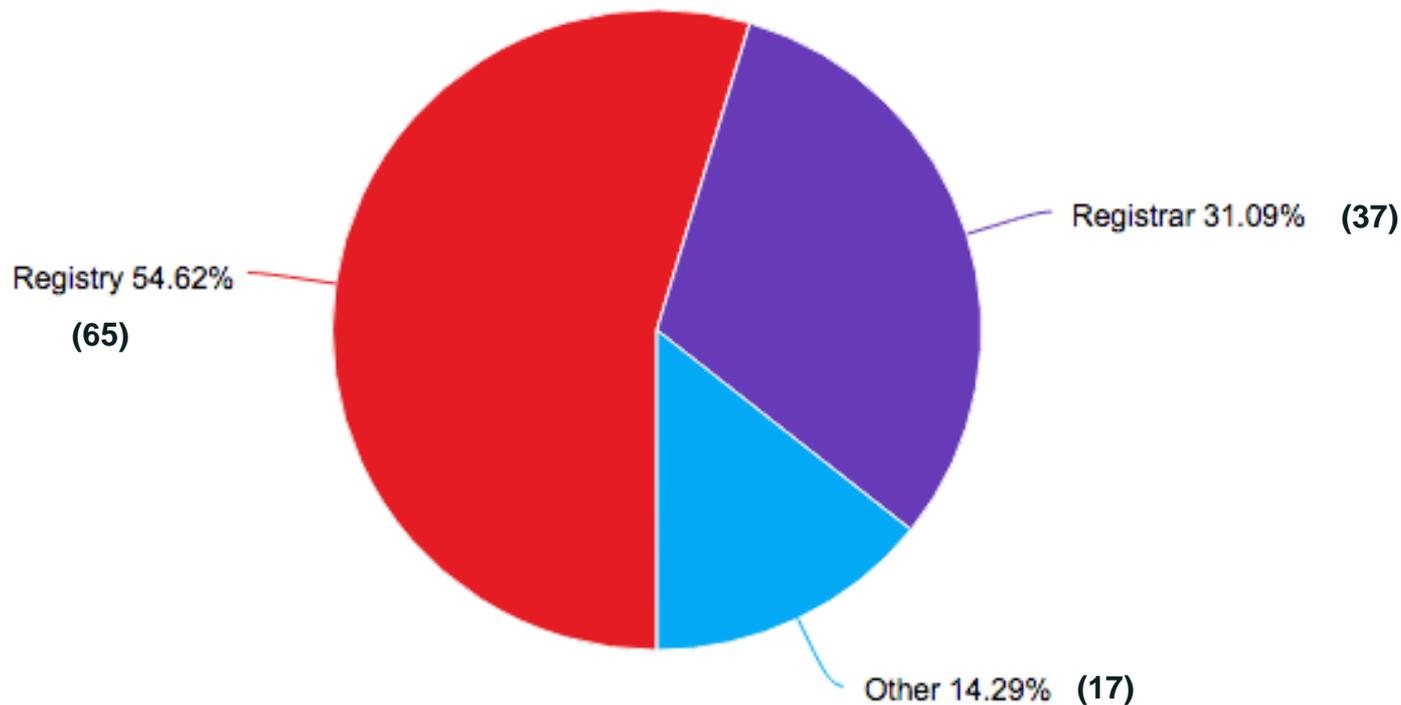
GDD Summit – Post-event Survey

17-19 May 2016

Summary

- ⦿ The GDD Industry Summit was held 17-19 May 2016 in Amsterdam.
- ⦿ 431 non-ICANN staff registered for the event; 160 registries, 124 registrars, 26 consultants, 43 RSPs, and 2 media.
 - 42 ICANN staff registered, 1 did not attend.
- ⦿ Registrations came from 49 different countries, 27% North America, 55% Europe, 18% from Africa, Latin America, and Middle East, Asia.
- ⦿ The survey was sent to 455 parties.
- ⦿ We received 119 survey responses, generating a response rate of 26%.

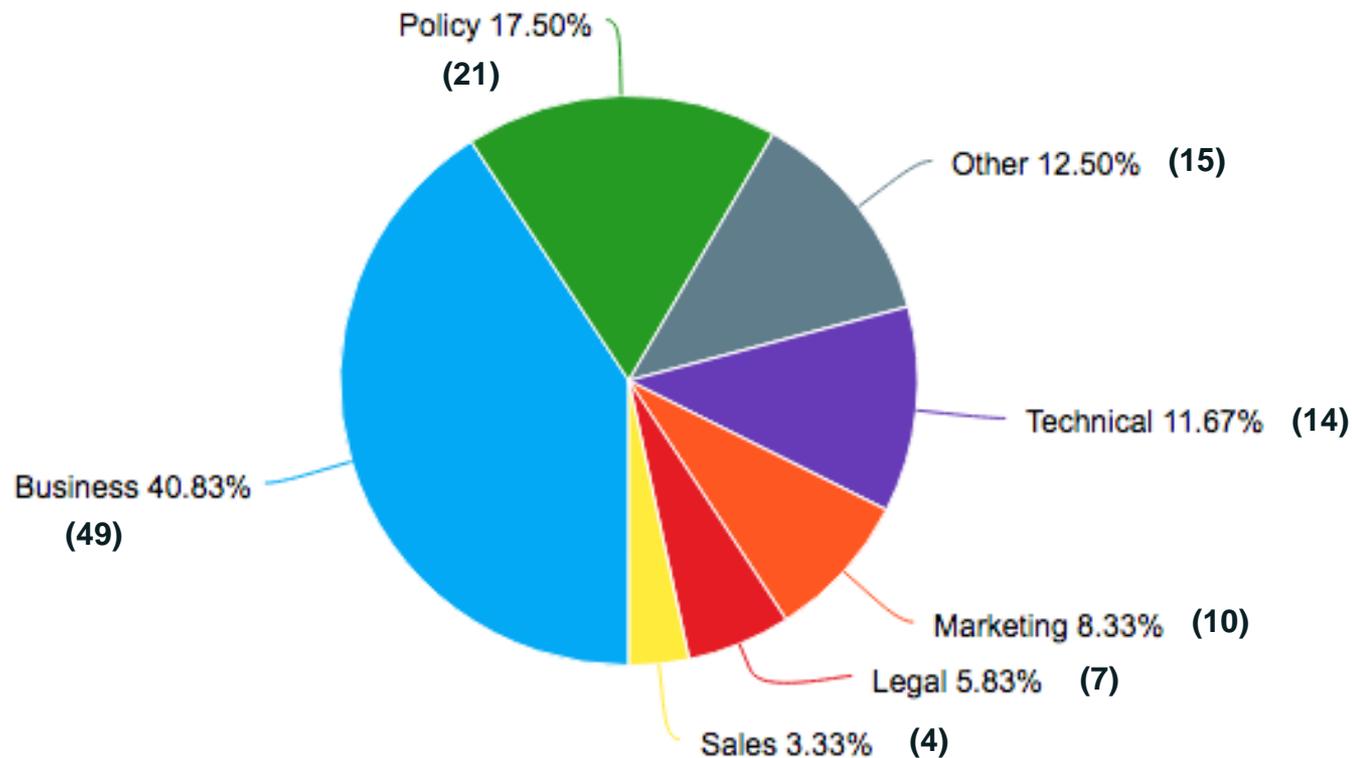
Question 1: What is your affiliation?



Other:

- ICANN staff (2)
- Vertically—integrated registry/registrar (2)
- Consultant for DotBrands
- RSP
- Consultant to registrars and other industry companies
- Technology provider
- Software vendor serving the hosting industry
- Domain Aftermarket, parking
- UASG

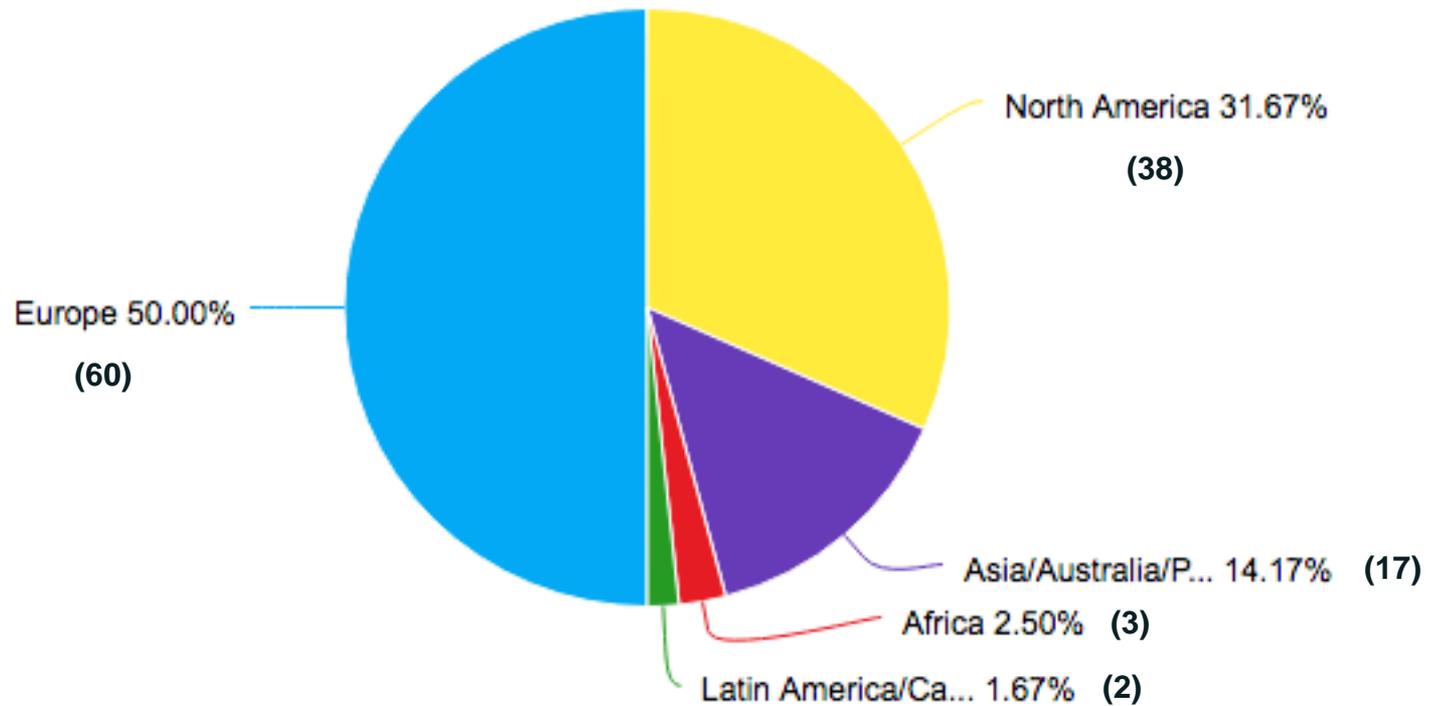
Question 2: My role is primarily:



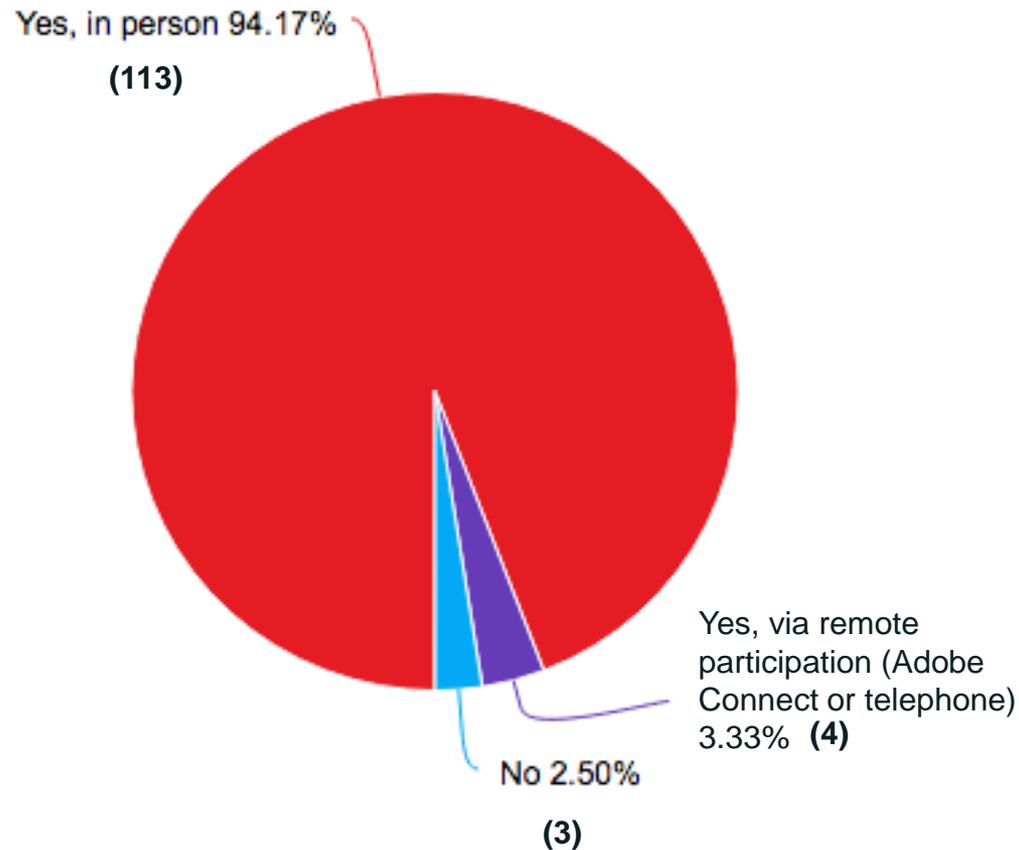
Other:

- Operations (4)
- Product management (3)
- All of the above (2)
- Process & single point of contact
- Consulting
- Management
- Technical, business & policy

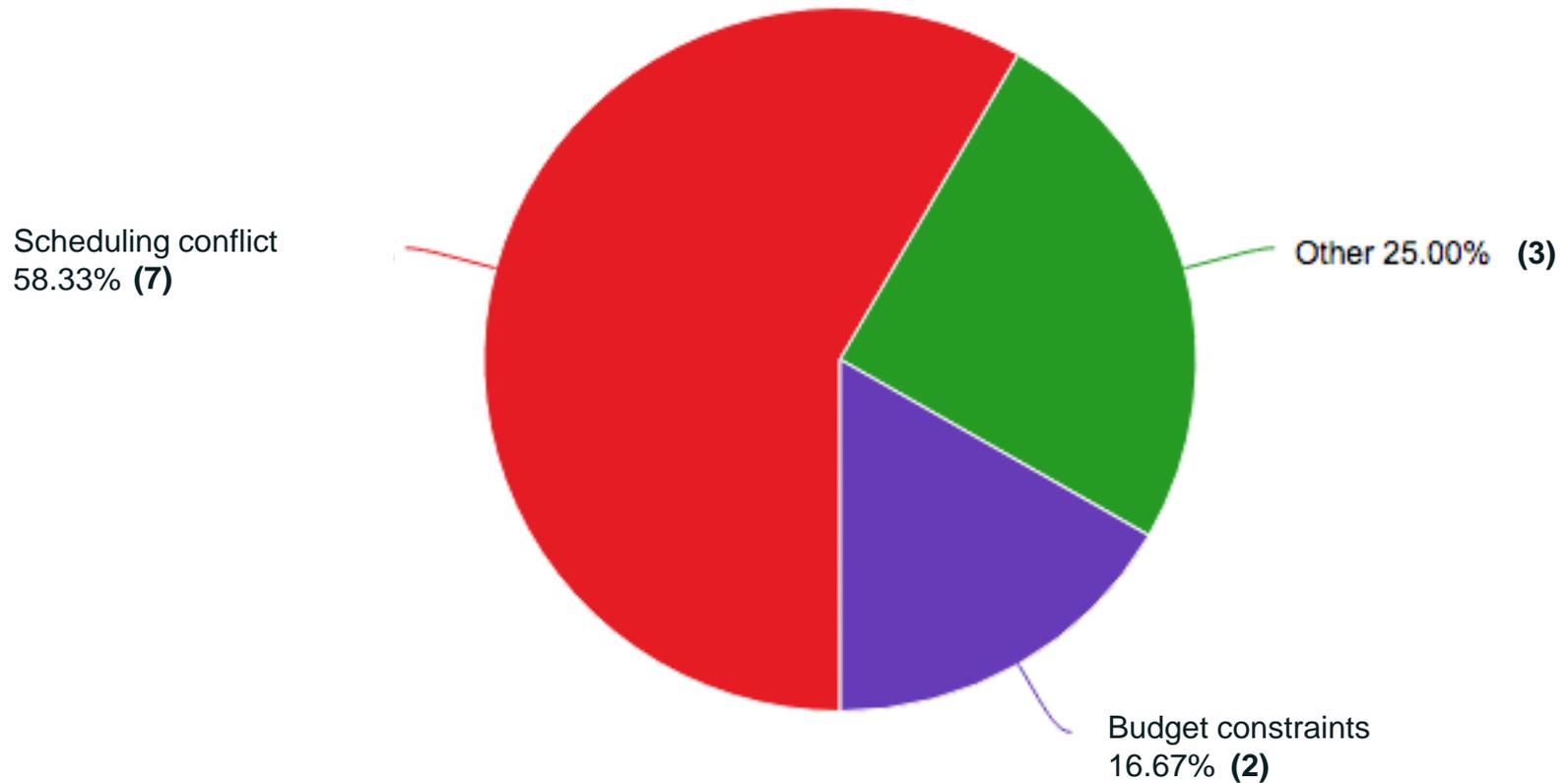
Question 3: In what region are you based?



Question 4: Did you attend the GDD Summit?



Question 5: If you did not attend in person, why not?



Question 6: Which sessions/discussion topics at the Summit did you find most useful or productive?

Top five sessions:

- ⦿ Registry Best Practices & TLD Launch: Lessons Learned
- ⦿ Registry & Registrar Ideas Exchange
- ⦿ Universal Awareness of TLDs
- ⦿ Operational Issues Among Registries & Registrars
- ⦿ Roundtable Discussion of Marketing Issues & Ideas

Question 7: Were there topics you felt should have been included but were not?

Most common answers:

- ⦿ Technical issues
- ⦿ Ry/Rr business overview & key trends
- ⦿ More time for operational concerns
- ⦿ More sessions for .BRAND TLDs
- ⦿ More marketing/business analysis sessions
- ⦿ CZDS

Question 8: What are 3 things you liked most about the Summit?

Most common answers:

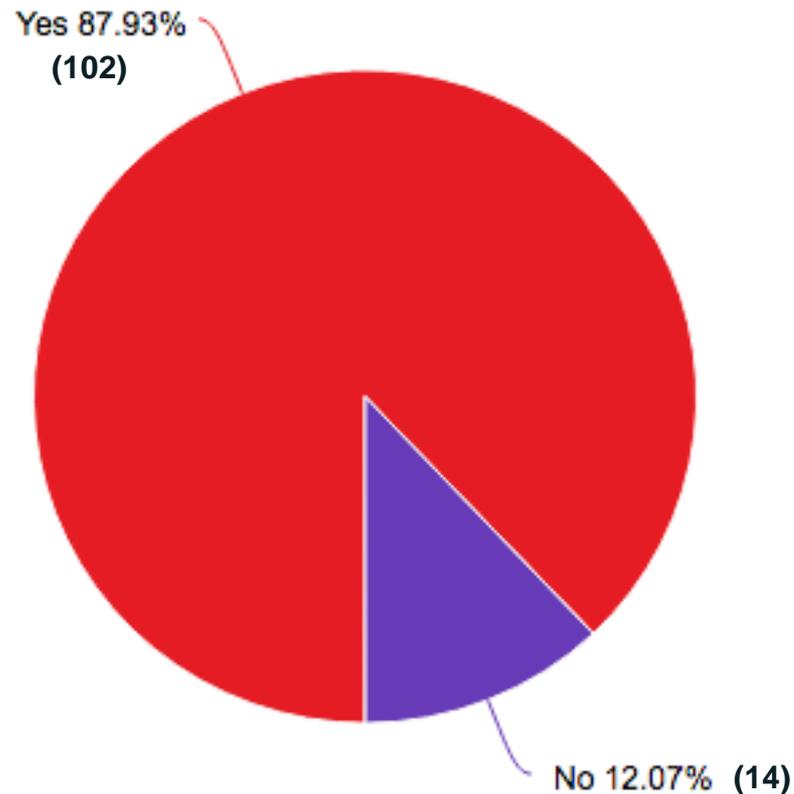
- ⊙ Opportunity for discussion & debate
- ⊙ ICANN staff/board presence & participation
- ⊙ Session topics & session flexibility
- ⊙ Industry/operational focus
- ⊙ Networking & Ry/Rr interaction

Question 9: Do you have any suggestions for improving future Summits?

Example comments from common themes:

- ⦿ “More interactive sessions in smaller groups.”
- ⦿ “Provide agenda much earlier. It’s difficult for some participants to get travel approval without an agenda.”
- ⦿ “Distribute presentation and reading materials ahead of time.”
- ⦿ “Development of a list of action items for both ICANN staff and participants would be helpful.”
- ⦿ “Parallel sessions made for difficult choices when only one company rep in attendance.”
- ⦿ ”Make names and organizations on the name tags bigger/double sided for easier recognition.”

Question 10: Did you feel comfortable asking questions/sharing your views at this event?

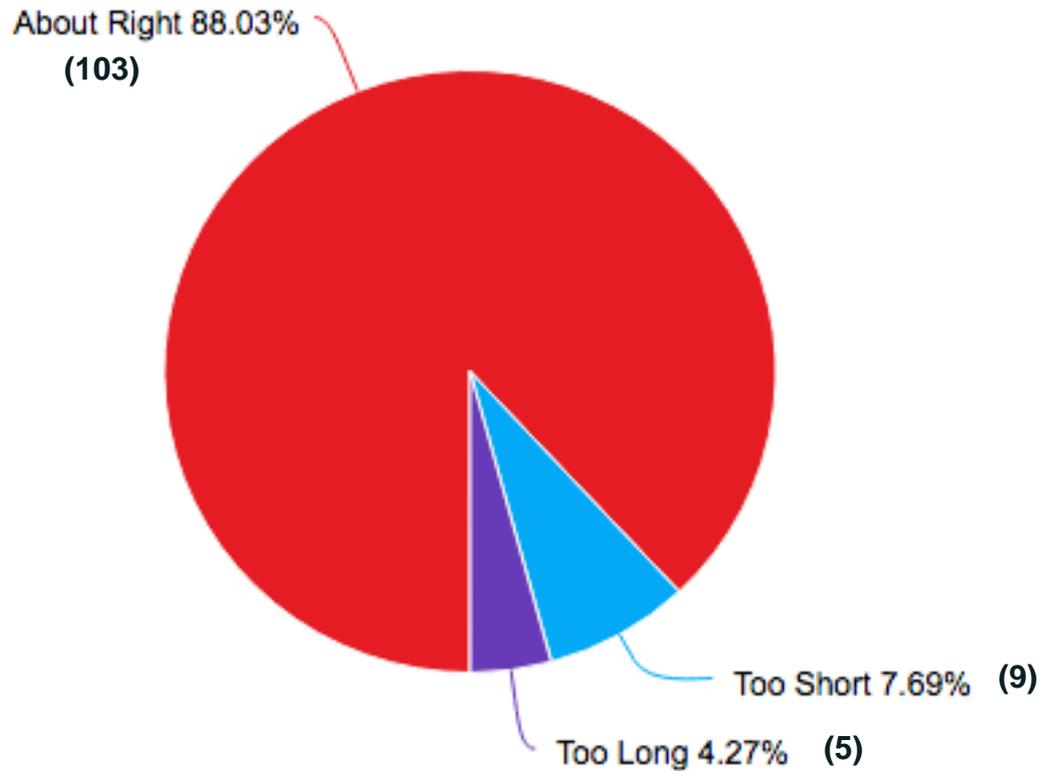


Question 11: If you answered “no” to the above question, what might we do differently?

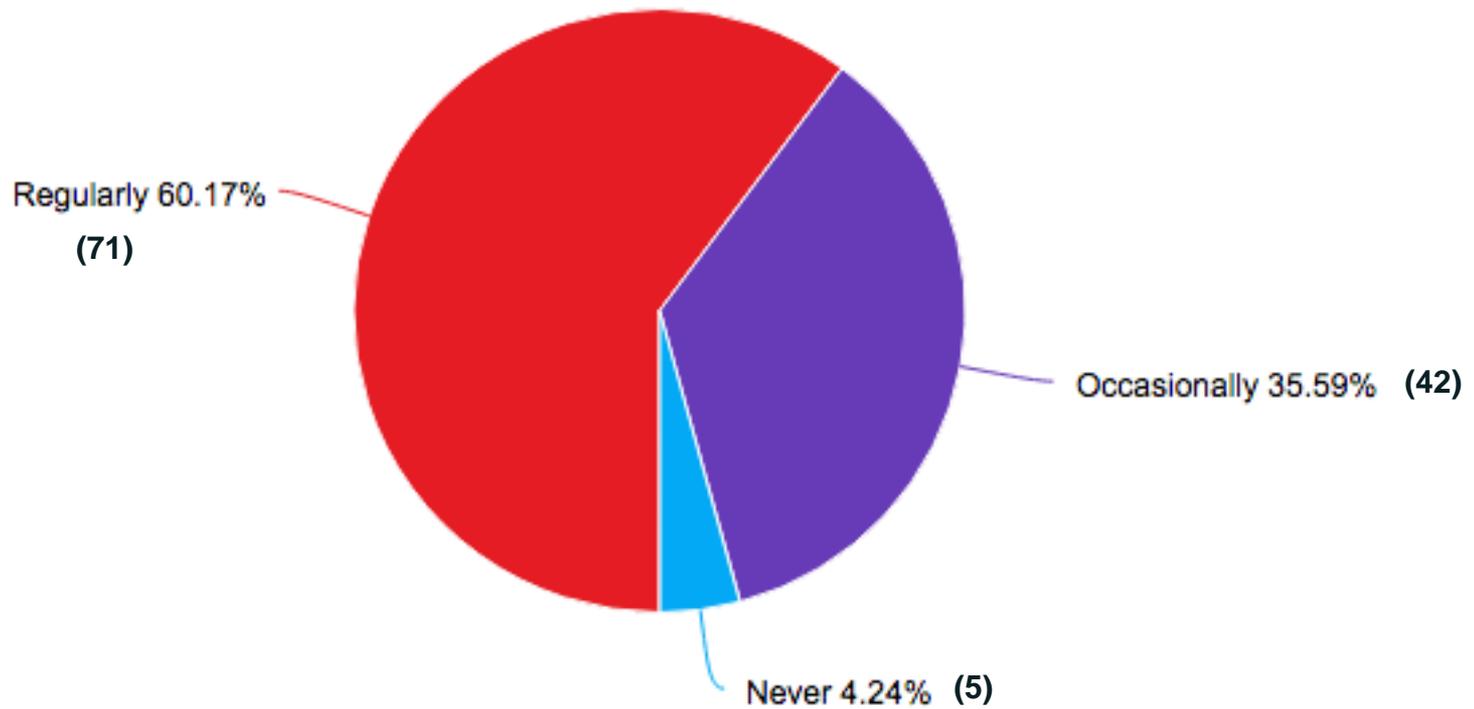
Most common answers:

- ⦿ New to ICANN meetings:
 - Intimidating/overwhelming for newcomers
 - Acronyms a barrier
- ⦿ Lack of proficiency in English language.
- ⦿ Adobe Connect wasn't conducive to engaging.
- ⦿ Other participation methods would be helpful:
 - Interactive voting
 - Twitter
 - Ask for comments on paper

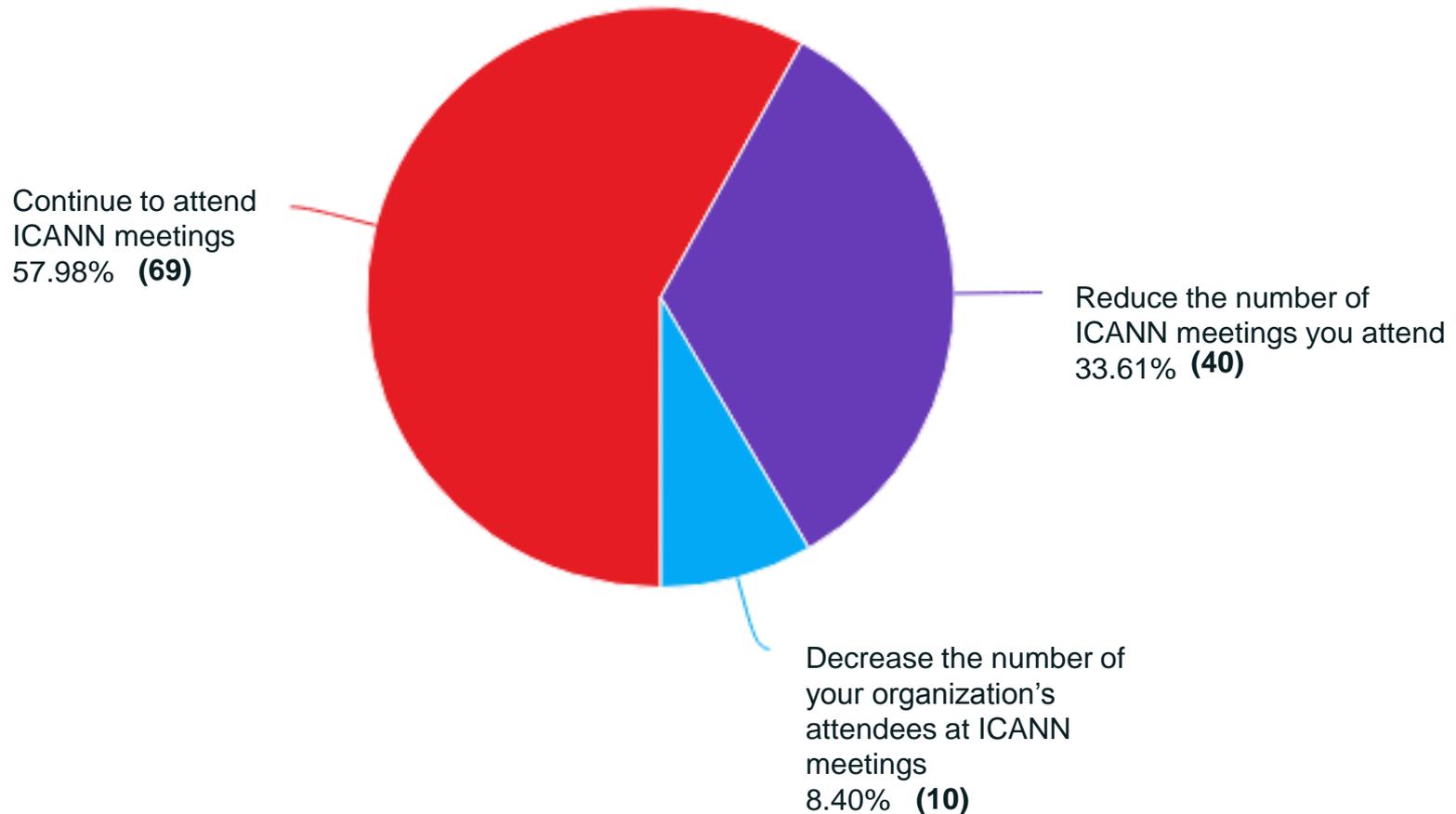
Question 12: The length of the Summit was:



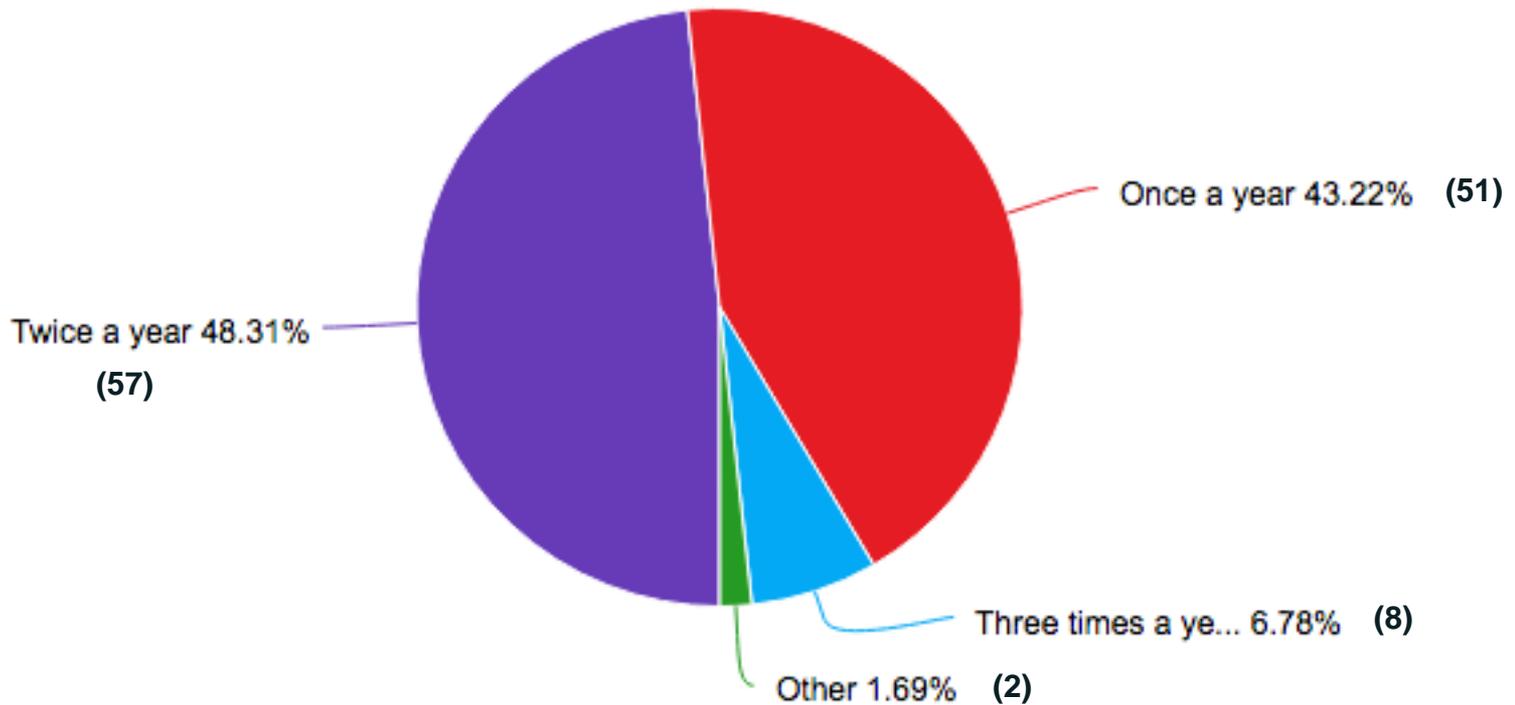
Question 13: Do you attend ICANN meetings?



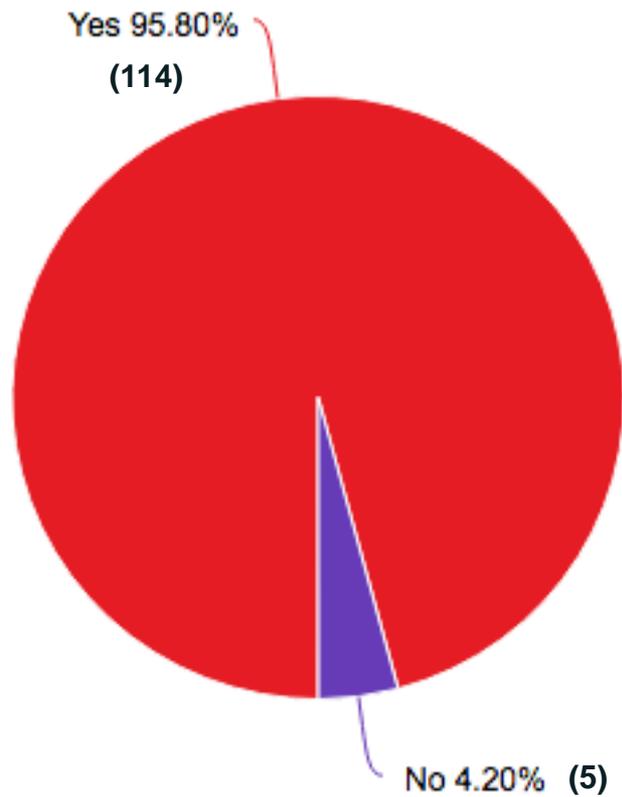
Question 14: If Summits were held regularly, would you:



Question 15: How often should Summits be held?



Question 16: If the event were held again, would you or a colleague within your organization attend?



Question 17: Please share any additional comments:

Example comments from common themes:

- ⦿ “Overall - very useful. Good to know that others share the same experiences which should make solution-finding easier.”
- ⦿ “Finalize schedule and draft agenda earlier - I have no problem with leaving some slots TBD, but it would be helpful to understand the schedule further in advance.”
- ⦿ “Keep selecting locations that are easy to access. The amount of attendees displays the success for easy access locations.”
- ⦿ “Please share progress relative to identified action items.”
- ⦿ “Please discourage facilitators from using power point presentations. The best sessions included a lot of great debate and participation, the worst were the ones with long power points that were lecture style.”
- ⦿ “I found the Summit extremely helpful for Registry / Registrar operators. The organizers managed to keep topics on point and free from heavy policy content unlike the majority of ICANN meetings.”