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:

- Business 40.83% (49)
- Policy 17.50% (21)
- Technical 11.67% (14)
- Marketing 8.33% (10)
- Legal 5.83% (7)
- Sales 3.33% (4)
- Other 12.50% (15)

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?

- Europe: 50.00% (60)
- North America: 31.67% (38)
- Asia/Australia/...: 14.17% (17)
- Africa: 2.50% (3)
- Latin America/Ca...: 1.67% (2)
Question 4: Did you attend the GDD Summit?

- Yes, in person: 94.17% (113)
- No: 2.50% (3)
- Yes, via remote participation (Adobe Connect or telephone): 3.33% (4)
Question 5: If you did not attend in person, why not?

- Scheduling conflict: 58.33% (7)
- Budget constraints: 16.67% (2)
- Other: 25.00% (3)
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?

- Yes 87.93% (102)
- No 12.07% (14)
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:

- About Right 88.03% (103)
- Too Short 7.69% (9)
- Too Long 4.27% (5)
Question 13: Do you attend ICANN meetings?

- Regularly 60.17% (71)
- Occasionally 35.59% (42)
- Never 4.24% (5)
Question 14: If Summits were held regularly, would you:

- Continue to attend ICANN meetings: 57.98% (69)
- Decrease the number of your organization’s attendees at ICANN meetings: 8.40% (10)
- Reduce the number of ICANN meetings you attend: 33.61% (40)
Question 15: How often should Summits be held?

- Once a year: 43.22% (51)
- Twice a year: 48.31% (57)
- Three times a year: 6.78% (8)
- Other: 1.69% (2)
Question 16: If the event were held again, would you or a colleague within your organization attend?

- Yes: 95.80% (114)
- No: 4.20% (5)
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 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.”