



GDD Industry Summit

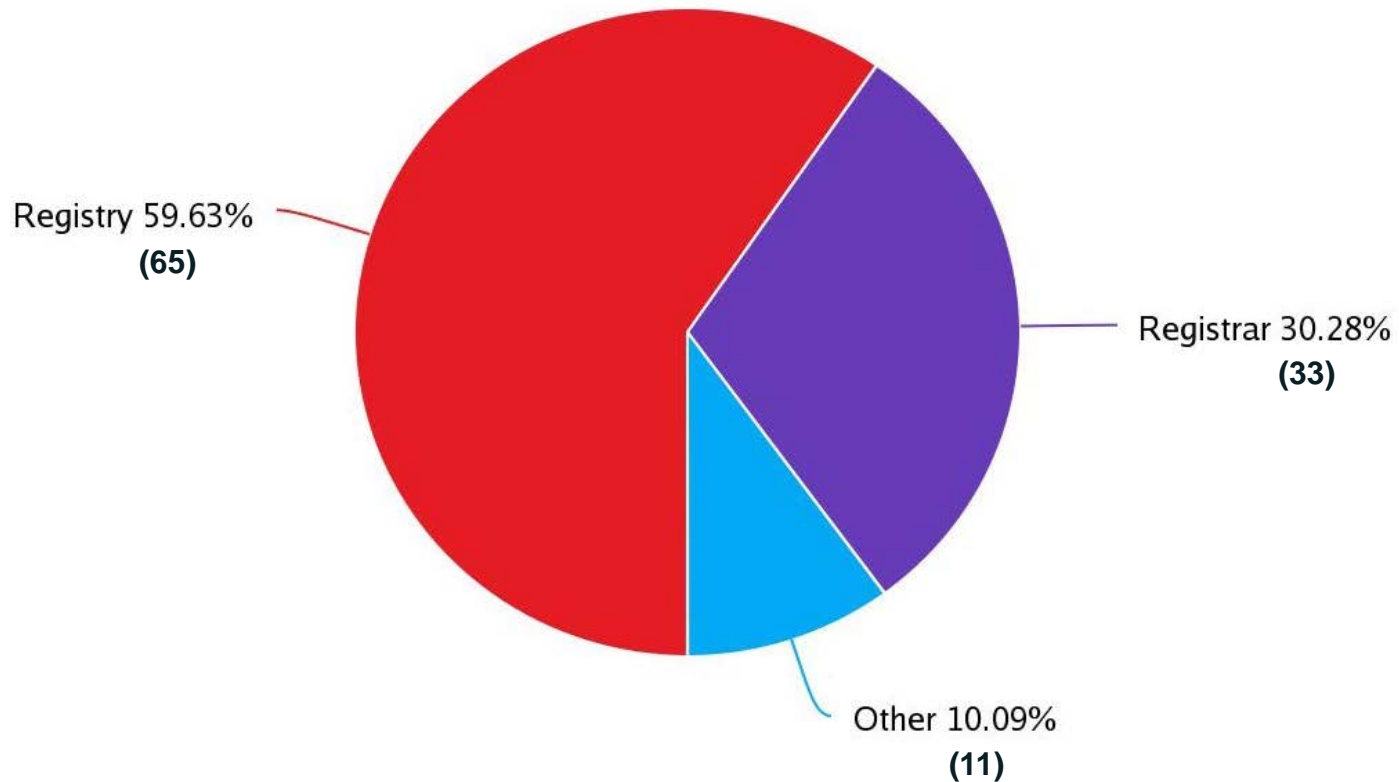
Post-event Survey

9-11 May 2017

Summary

- ⊙ GDD Industry Summit held 9-11 May 2017 in Madrid
- ⊙ Quantity of surveys sent: 489 parties
- ⊙ Quantity of surveys returned: 109
 - Response rate: 22%.
- ⊙ Attendee Summary
 - ⊙ 502 Non-ICANN registered for the event
 - 484 checked-in
 - 211 Registry & Registry Service Providers
 - 108 Registrar
 - 10 Registry/Registrar Combined
 - 155 Others | Did Not Specify
 - ⊙ 62 Remote Participants (at peak)
 - ⊙ 4 ICANN Board members
- ⊙ Country breakout - 60 different countries represented
 - ⊙ 45% Europe
 - ⊙ 38% North America
 - ⊙ 13% Asia, Australia, and Pacific
 - ⊙ 4% Africa, Latin America, and Middle East, Asia
- ⊙ 35+ pre-scheduled meetings with ICANN organization staff and attendees

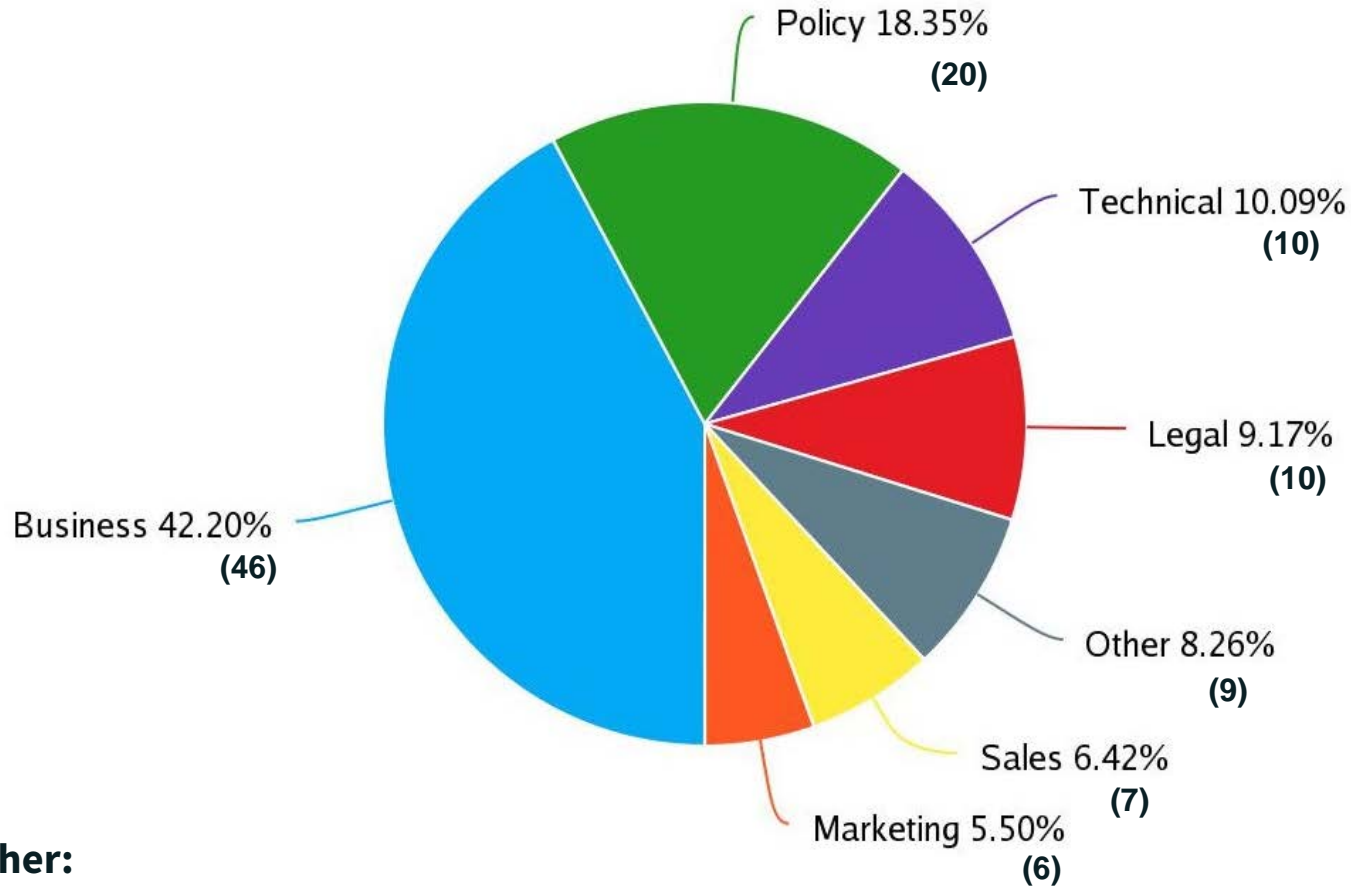
What is your affiliation?



Other:

- Back-end Registry Group
- Consultant for both Registry and Registrar
- End user
- Investor
- Registry and Registrar
- Registry and Registry Services Provider
- Trademark Clearing House
- Trade Association for Brand Registries

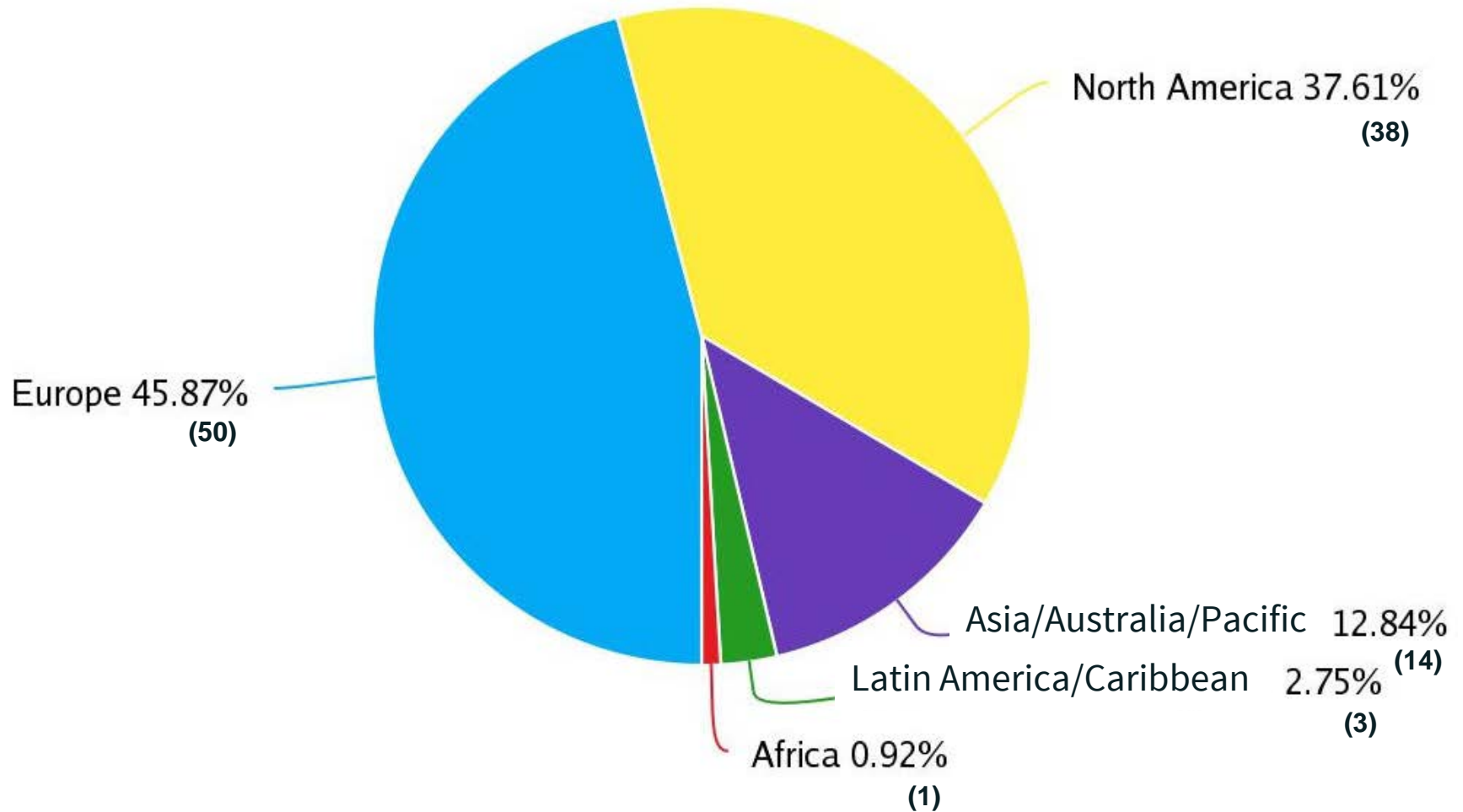
My role is primarily:



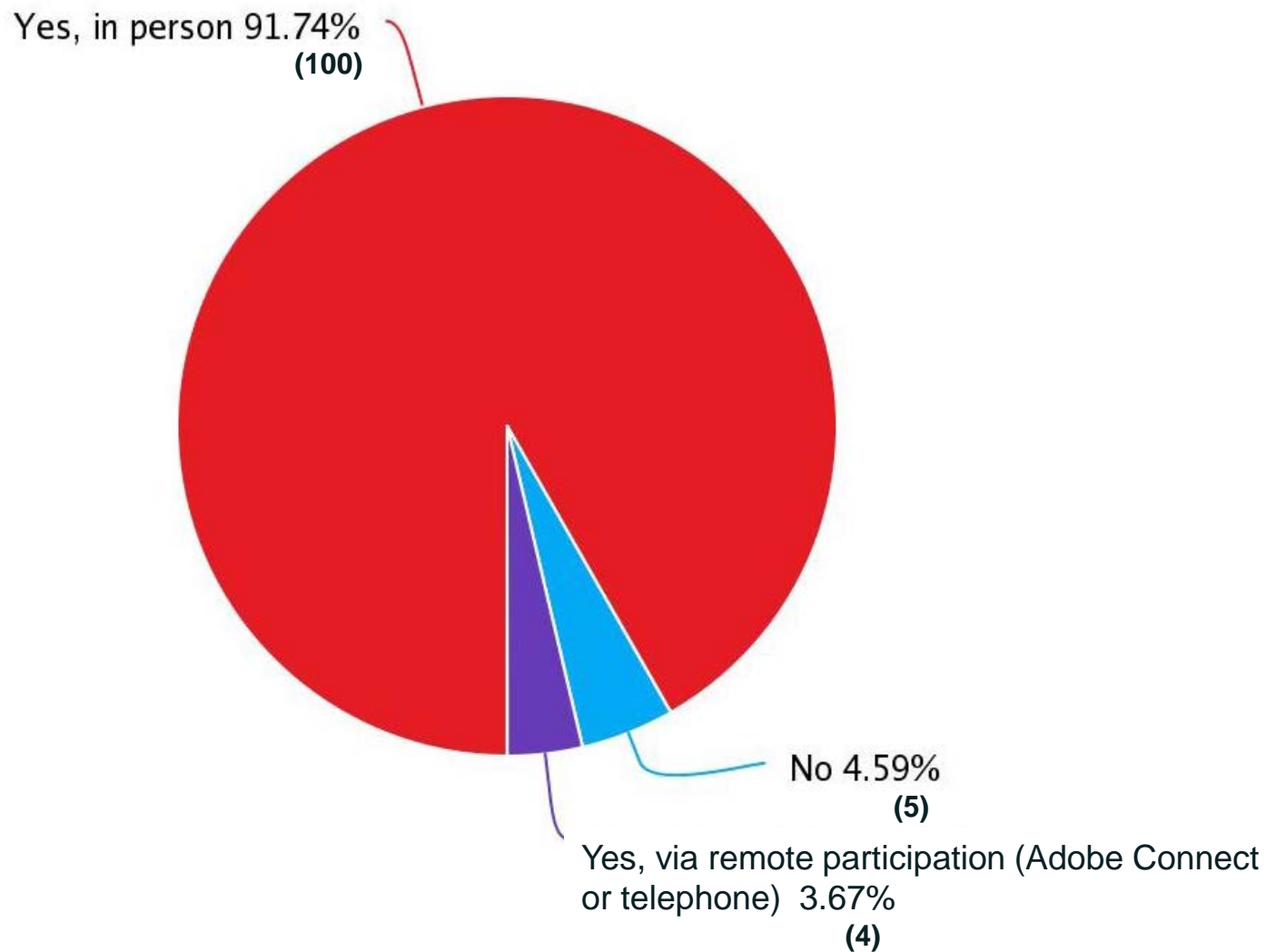
Other:

- All of the above
- CEO
- Legal Business and Policy
- Operations
- Product
- Project Manager / Handle all Top-Level Domain Responsibilities
- Registry Consultant

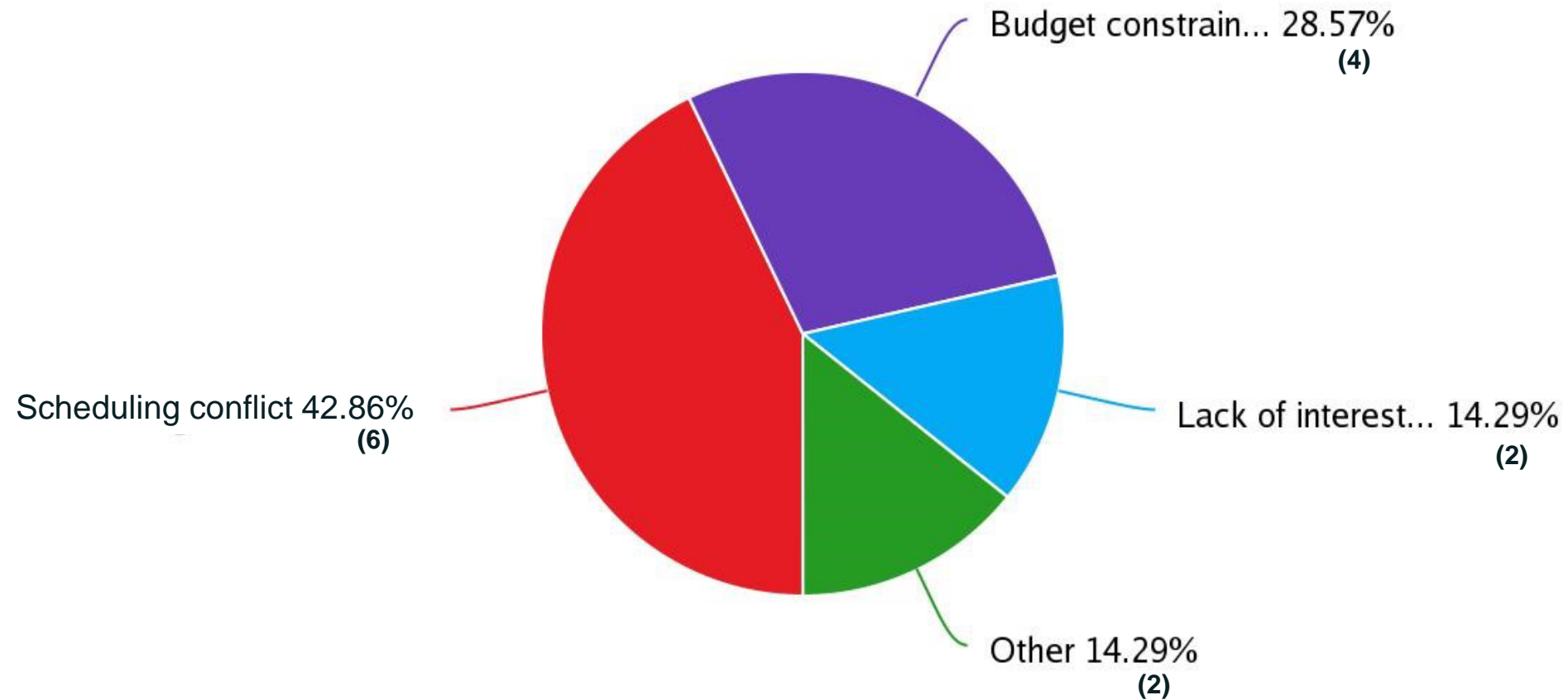
In what region are you based?



Did you attend the GDD Summit?



If you did not attend in person, why not?



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

Top seven sessions:

- ⦿ General Data Protection Regulation – *Most noted topic*
- ⦿ Registry and Registrar breakout sessions
- ⦿ Brand Registry breakout session
- ⦿ Brand Top-Level Domains
- ⦿ Roundtable ICANN Compliance & Consumer Safeguards Team
- ⦿ Domain Name System Primer
- ⦿ Avalanche & Botnets

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

Most common answers:

- ⦿ More marketing/business analysis/operations/best practices discussions
- ⦿ How to promote and use Domain Names; Registrar Naming User portal update
- ⦿ New generic Top-Level Domains: Current world threats, consumer awareness and future of the industry
- ⦿ More brand related topics and registry/registrar interactions about communication/hardships to learn about their experiences
- ⦿ Distributed Denial of Service prevention, legal issues, Registrar Accreditation Agreement, Registry Agreement Amendments, Registry Service Evaluation Process drilldown, Second Round, Universal Acceptance

What are 3 things you liked most about the Summit?

Most common answers:

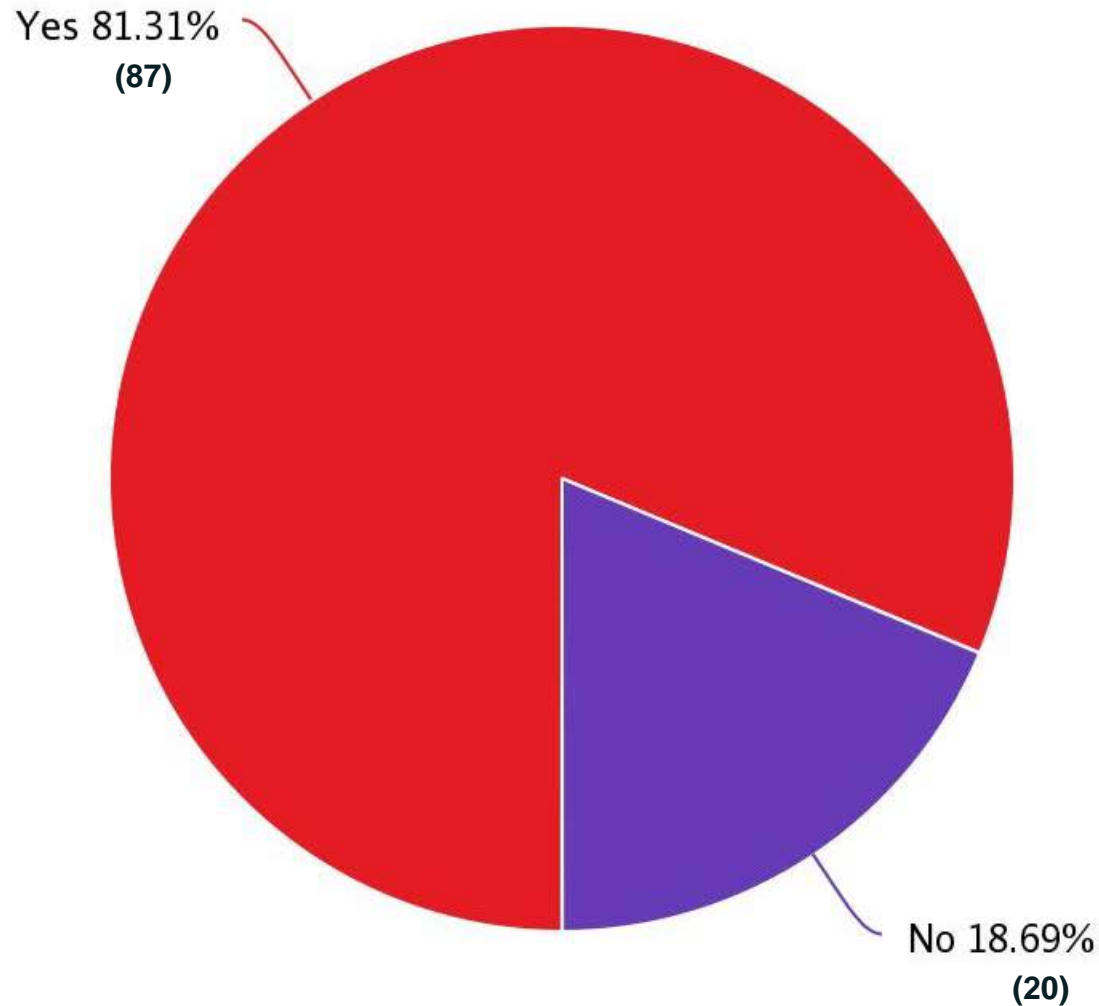
- ⦿ Networking, meeting colleagues, new contacts – *Most noted response*
- ⦿ ICANN staff presence & participation – *Next most noted response*
- ⦿ Topics were specific, working sessions provided productive discussions
- ⦿ Practical operations information
- ⦿ Less policy-laden than normal ICANN meetings

Do you have any suggestions for improving future Summits?

Example comments from common themes:

- ⦿ “Arrange for more working groups to interact and get work done.”
- ⦿ “Switch to tracks approach (e.g. marketing, operations, technical) to allow the ability to address key issues/themes and drill down further.”
- ⦿ “Publish pre-arranged breakout session topics to allow for more productive time. Explicitly state “end goals” and action items for each topic.”
- ⦿ “Review year-over-year GDD Summit recaps for accountability, show progress and allow for follow up.”
- ⦿ “Share attendee list to allow for pre-event networking invitations.”
- ⦿ “Provide wrap-ups from breakout sessions and present action items with assigned lead contact or ICANN designee.”

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

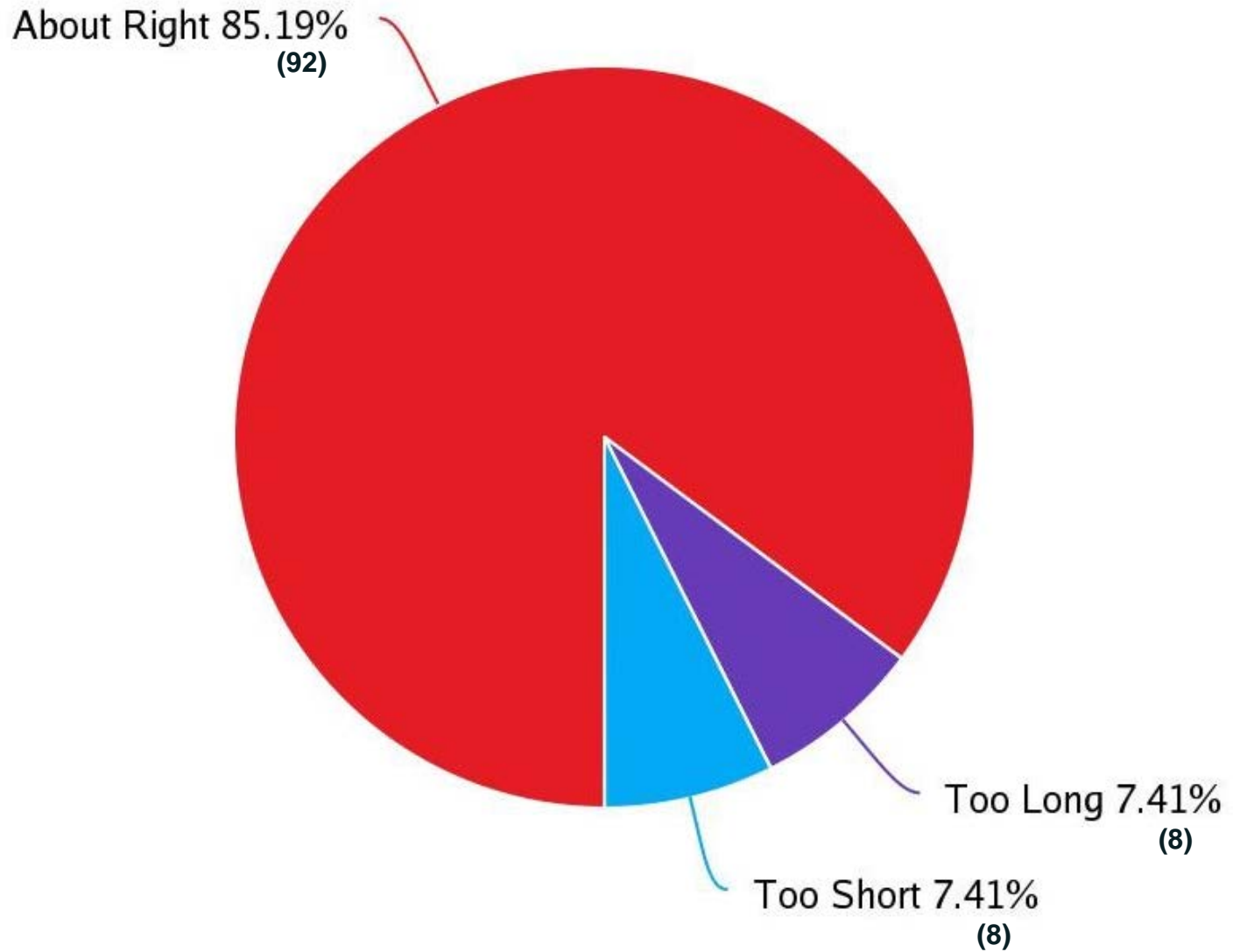


If you answered “no” to the above question, what might we do differently?

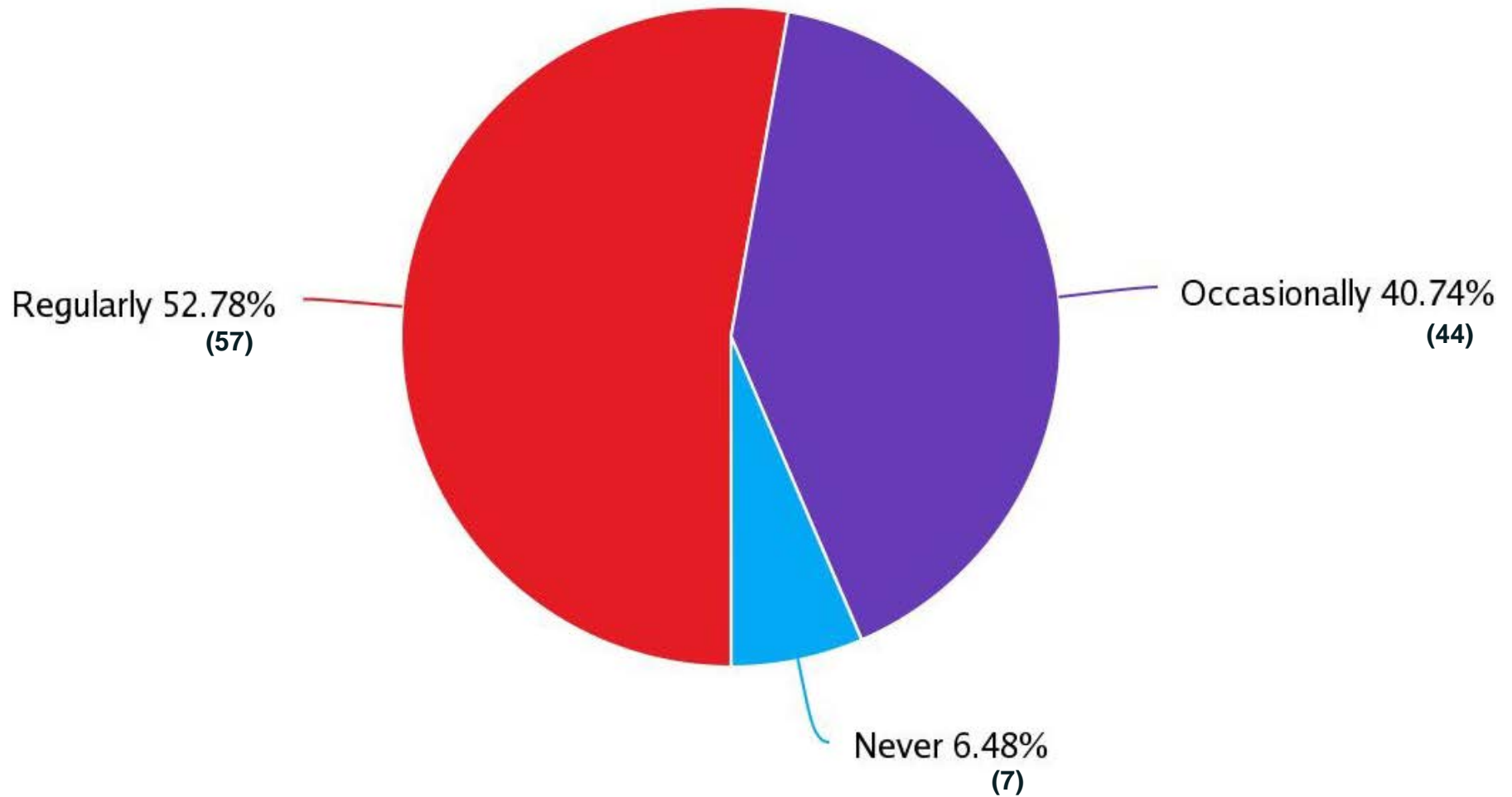
Most common answers:

- ⦿ Smaller group settings allow for more comfortable, less intimidating engagement.
- ⦿ Establish a session for newcomers, provide acronym guide, about GDD and ICANN documents.
- ⦿ Ensure room is conducive for discussion and engagement, this summit’s setup was quite large; mobile microphone better and less intimidating than walk-up, stationary microphone
- ⦿ Other participation methods would be helpful:
 - Interactive voting / online polling options
 - Collect comments on paper throughout sessions and key set times

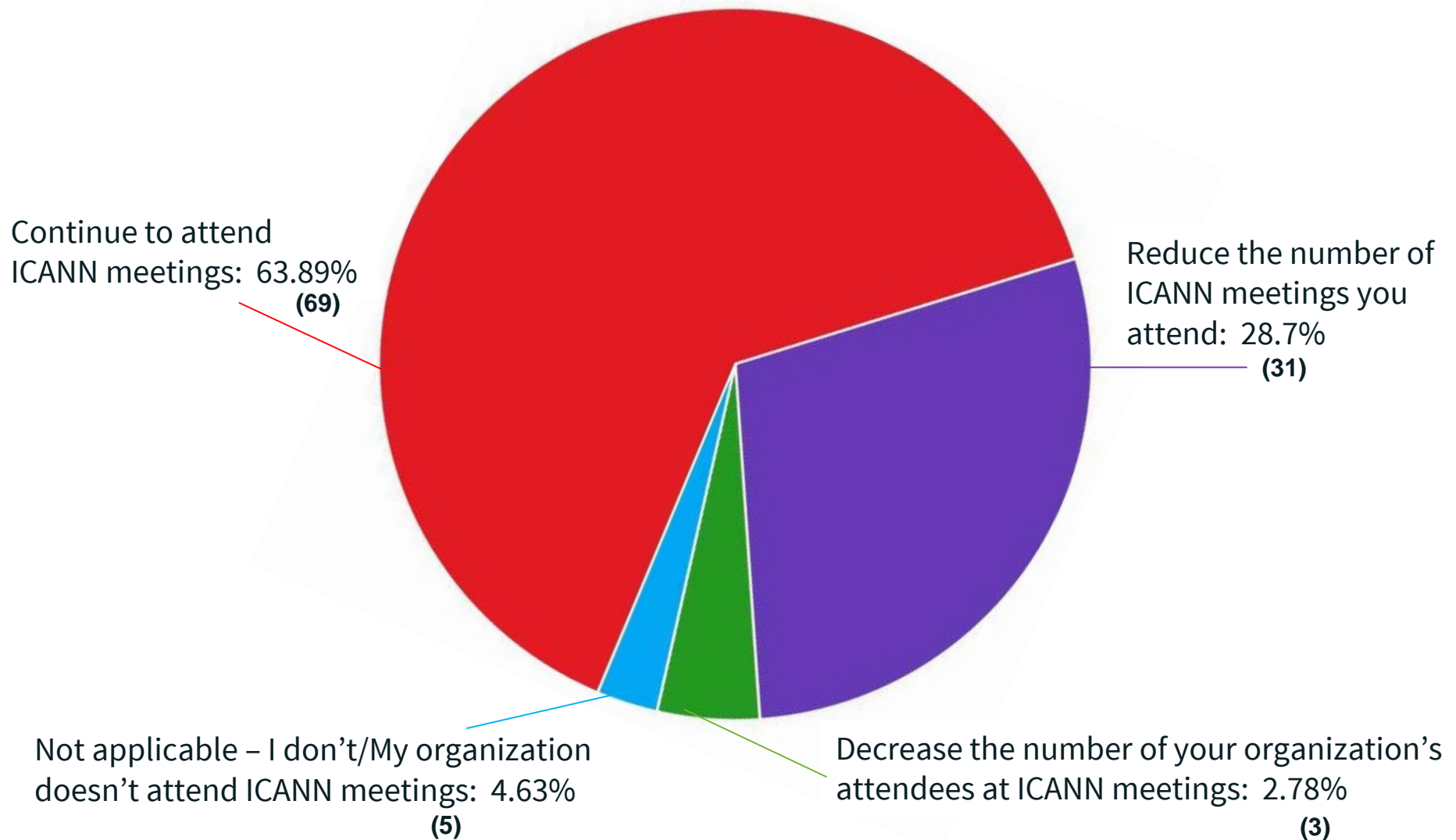
The length of the Summit was:



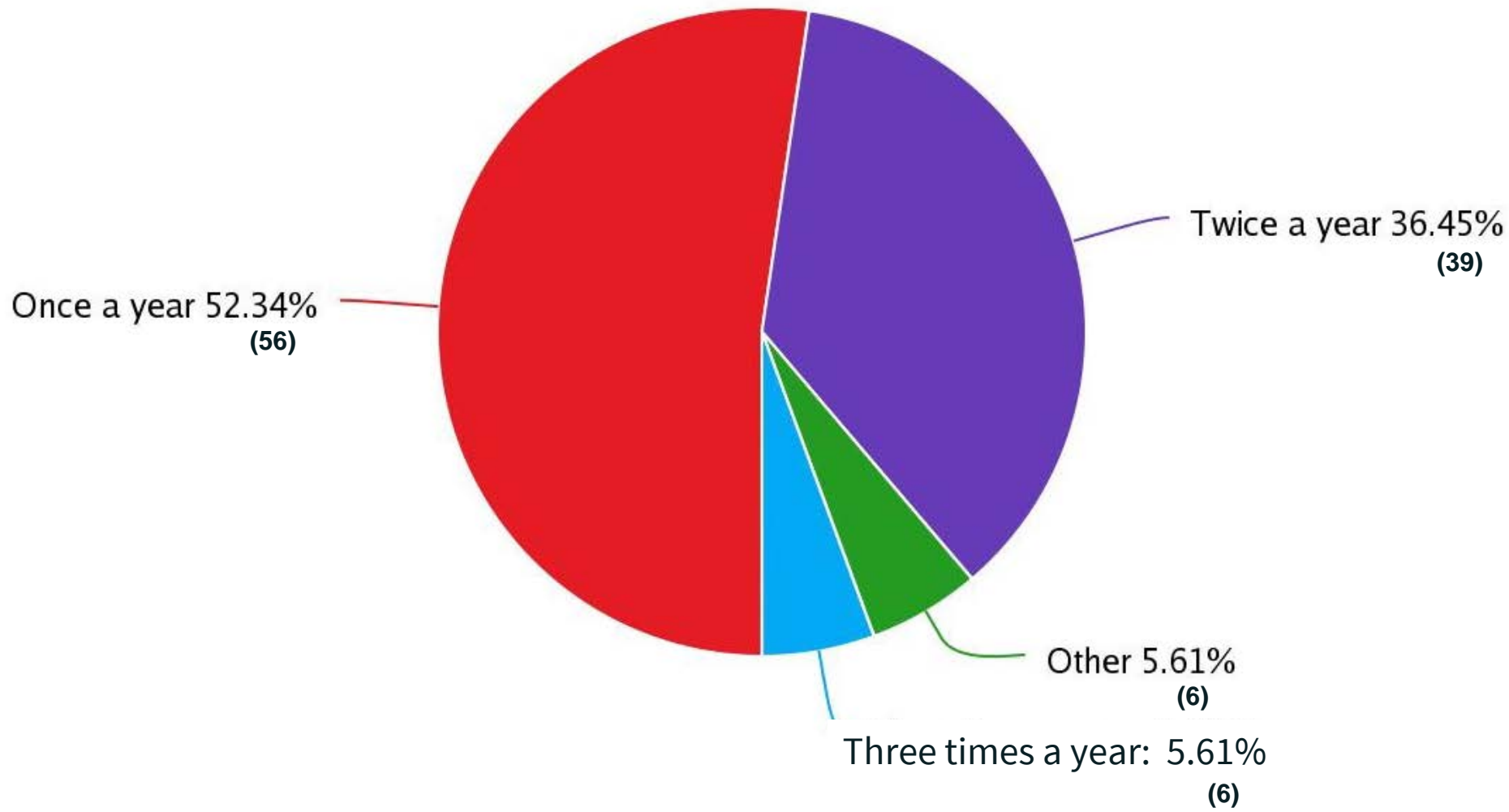
Do you attend ICANN meetings?



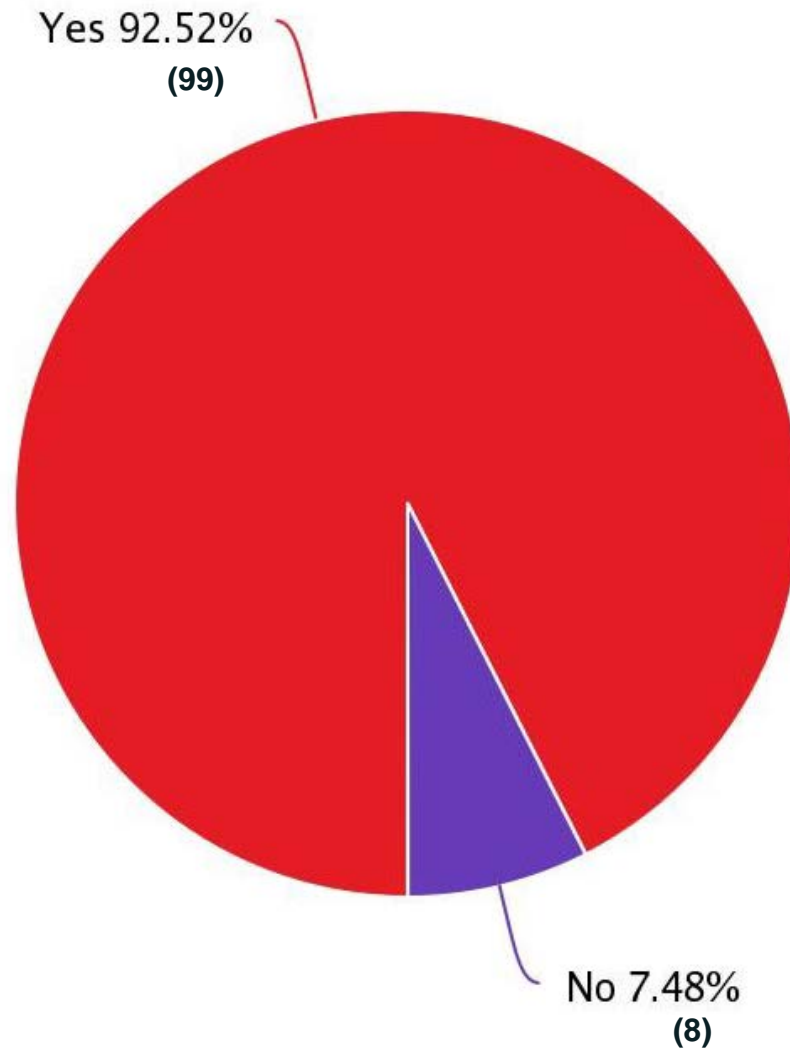
If Summits were held regularly, would you:



How often should Summits be held?



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



Please share any additional comments:

Example comments from common themes:

- ⦿ “Needs to be more operational and differentiate itself from what is already discussed in registry and registrar stakeholder groups from a policy level.”
- ⦿ “I would definitely attend if the agenda included current activation case studies and stats – more of a marketing commercialization track. Otherwise I’m content with my administrative and operational partners attending on my behalf.”
- ⦿ “ICANN shall focus more on contracted parties and business related issues.”
- ⦿ “I think joint GDD with DNS summits would help get more people to attend from my organization so that business and it can be seen working together for the greater good. Promote positive action as opposed to just talking about stuff, more business focused, be seen to deliver key milestones.”
- ⦿ “Please combine other events more closely or simultaneously (DNS Symposium/OARC).”
- ⦿ “Believe providing on-site lunch and breaks help people network and meet productively.”

Additional Comments

- ⦿ “The sessions between registrars and registries where we discussed various aspects of doing business, standardisation and how to move forward on making everyone's lives easier. The breakout sessions were exceptionally useful.”
- ⦿ “Could some type of speed dating be arranged for Registry-Registrar meeting on operational topic or simply for networking. Registrar day this was done very successfully.”
- ⦿ “I was missing a wider discussion about the timeline of a potential second round. Though I understand it's a tricky topic.”
- ⦿ “More operational issues The registry/registrar session was unfocused and scattered, but would have been the most useful session In the future sending out topics and getting groups organized ahead of time would be most efficient.”
- ⦿ “I think all the topics I was interested in were covered. Alternatively, I felt the compliance session was not needed. Save that for ICANN meetings.”
- ⦿ “Good remote participation options.”
- ⦿ “Willingness of ICANN staff to engage.”
- ⦿ “Much more focus on topics compared to regular ICANN meetings.”

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