

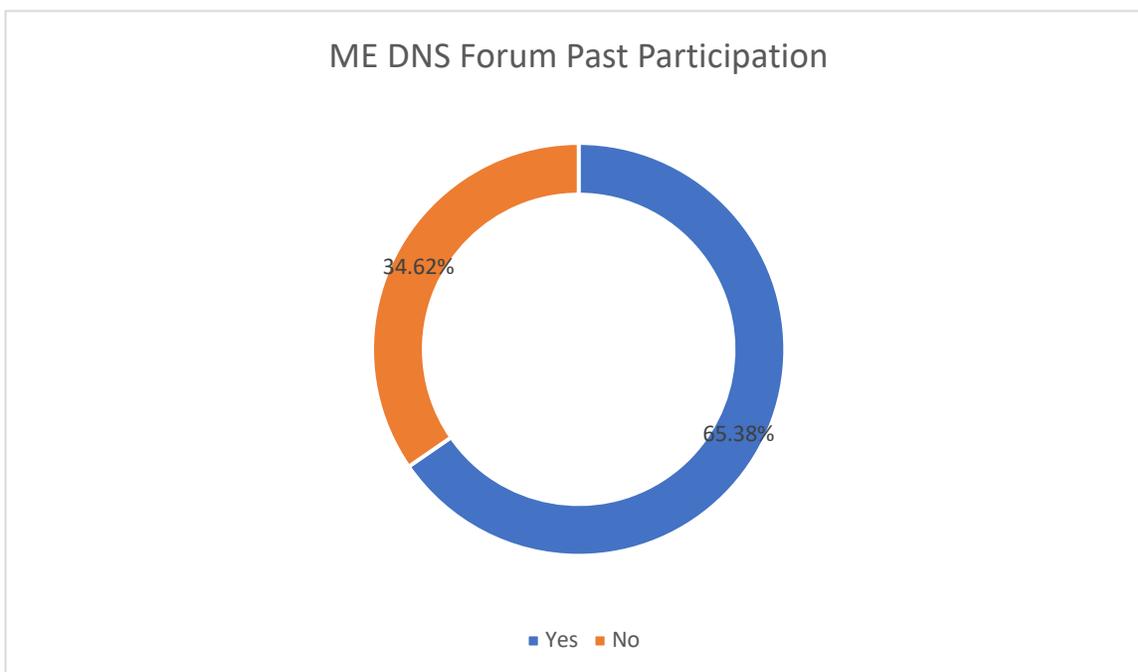
## Middle East DNS Forum Assessment Survey

The Middle East DNS Forum is an annual event that started in 2014, with 5 editions held to-date. A result of ICANN’s Engagement Strategy in the Middle East, the Forum had the objective of mobilizing DNS industry players and relevant regional community to discuss and debate trends in the industry, and to help lift it. The Forum also has the objective of getting more regional members to participate in ICANN work.

5 years later, a review and assessment were necessary to understand what’s next for this regional platform. The methodology of this review and assessment was in the form of a survey that was sent out to past moderators, panelists, and attendees of the Forum, as well as ICANN community members in the Middle East. The survey was a mix of qualitative and quantitative questions.

The survey remained open for 16 days and received 40 responses 26 of which were completed in its entirety. The remaining 14 responses were filled out partially. In analyzing the survey results, and since the 14 partially-filled survey responses included answers to the qualitative part, we analyzed only the 26 full responses.

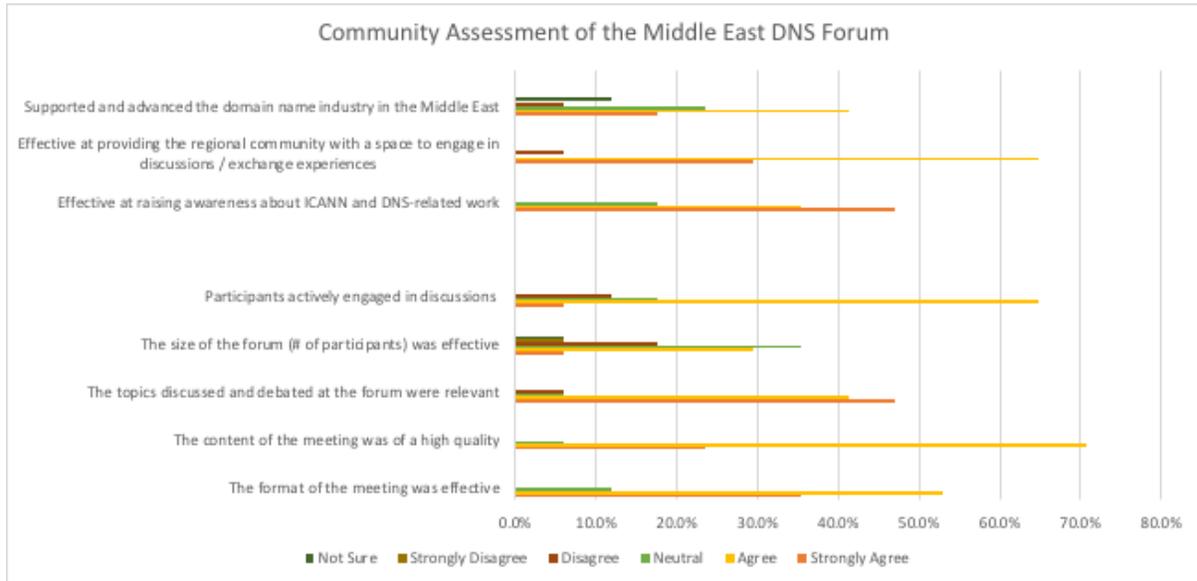
Of the 26 respondents, 17 had attended past Forums either in-person or remotely, while 9 had not attended any of the past Forums.



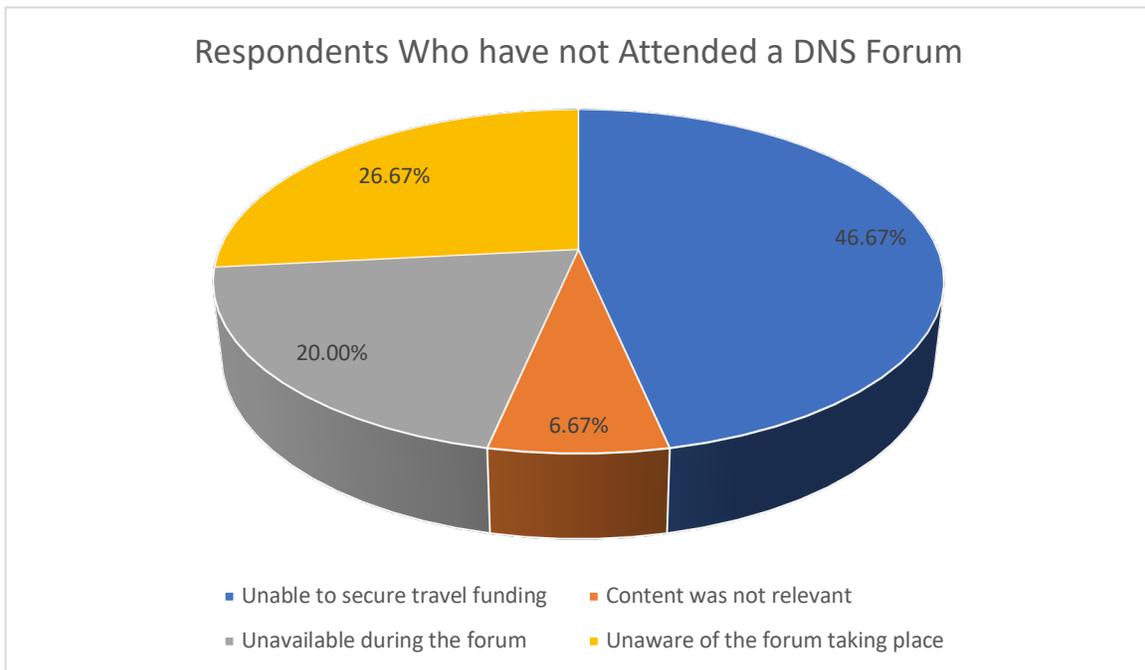
### Survey Results

The majority of the respondents agreed that the format of the Forum was effective, the content was of high quality, the topics discussed and debated were relevant, the Forum was effective at raising awareness about ICANN and DNS-related work, and that the Forum was effective at providing the regional community with a space to engage in discussions, exchange experiences, and connect with experts in the

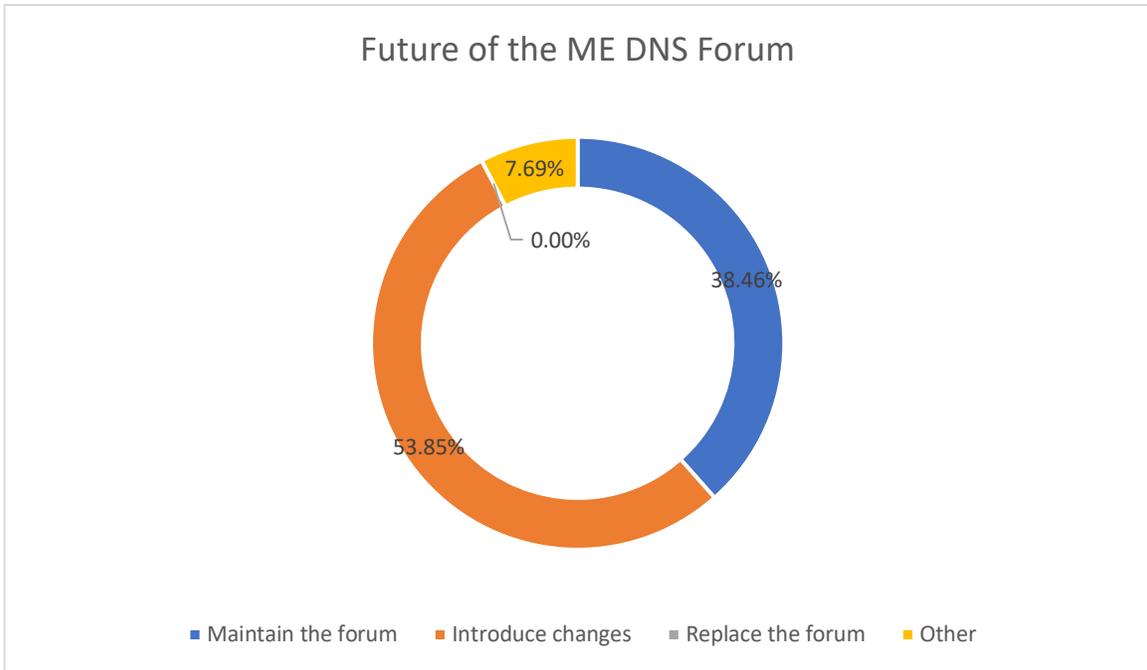
field. On the other hand, most respondents were neither positive nor neutral on the number of Forum attendees that was thought to be lower than expected.



Respondents who have never attended the Forum in-person gave different reasons for that as indicated in the chart below.



The majority of the respondents suggested to maintain the Forum in its current format, yet introduce some changes as stated earlier. There were no requests to replace the Forum with something else.



Among the proposed improvements are:

- Hold the Forum in conjunction with other similar events, when looking at locations;
- Advance planning for the event to allow for greater participation;
- Better collaboration with the local hosts for a broader and more diverse audience;
- Promote remote participation via a wider range of channels;
- Keep the website up-to-date;
- Utilize social media more effectively to promote the Forum and encourage participation;
- Invite celebrities (e.g. David Beckham) to do a keynote, or other forms of creative marketing;
- Include roundtables, small group discussions, and more technical sessions in the Forum program;
- Provide briefing materials and background documents on the sessions that are going to be held.