

Outreach Activities



Why We Do This

- **Contact varied stakeholders beyond traditional ARIN community**
- **Raise awareness of ARIN and key messages**
- **Provide education**



Messages

- **ARIN and the RIRs**
- **PDP and participation**
- **IPv4 depletion and IPv6 adoption**
- **Other targeted messages as needed**
 - Legacy RSA
 - 4-byte AS Numbers



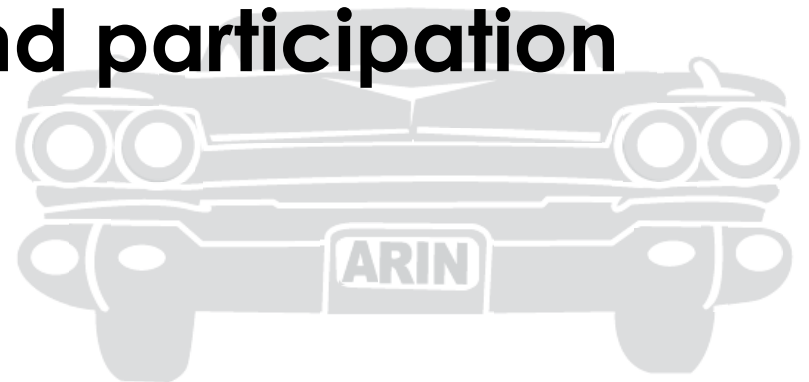
Audiences

- **Providers**
 - ISPs
 - Content providers
 - Application service providers
- **Equipment and software vendors**
- **Enterprise companies**
- **Governments and NGOs**
- **Media / Press / Social Media**



Methods

- **Presentations**
- **Exhibits (direct and reverse)**
- **Media interviews**
- **Advertisements**
- **Event attendance and participation**
 - **Microphone time**
 - **Hallway outreach**



Materials

- **Fact and information sheets (and CDs)**
- **Multimedia pieces**
- **Giveaways (pens, stickers, etc.)**
- **Slide decks**
- **Comic books**
- **More...**



Exhibit and Speaking Events

Since April 2009

- Nonprofit Technology Conference
- FutureNet
- IT Roadmap – Boston
- IP Satellite Summit
- Interop
- Joint Techs
- CANTO
- Catalyst Conference
- HostingCon
- CTU's ICT Roadshow
- IT Roadmap – Dallas
- VON
- APECTel
- ITU Telecom World
- Internet 2
- SuperCOMM

The Rest of 2009

- LISA 2009
- Texas IPv6 Summit
- W3C Technical Plenary
- Internet Governance Forum
- Interop New York
- SC'09
- Supernova
- WIMAX Forum America



Public Relations Firm

- **Hired LEWIS Public Relations in July**
- **PR Strategy and Planning**
- **Social Media Strategy and Tactics**
- **Securing:**
 - **Media Interviews**
 - **Speaking Engagements**



Sample Media Coverage



ars technica
the art of technology

Federal Computer Week



FederalNews
Radio.com
Part of the WTOP Radio Network

Multichannel
NEWS



WEB
HOST
INDUSTRY
REVIEW
WWW.THEWHIR.COM

nextgov

ARIN Goes Social

- **Joint Effort between MSD and Outreach**
- **Promoting presence at exhibit and speaking events, upcoming ARIN events, industry and ARIN news, etc.**
- **Interact with ARIN members, Internet technical community, and others interested in ARIN activities**



ARIN Goes Social



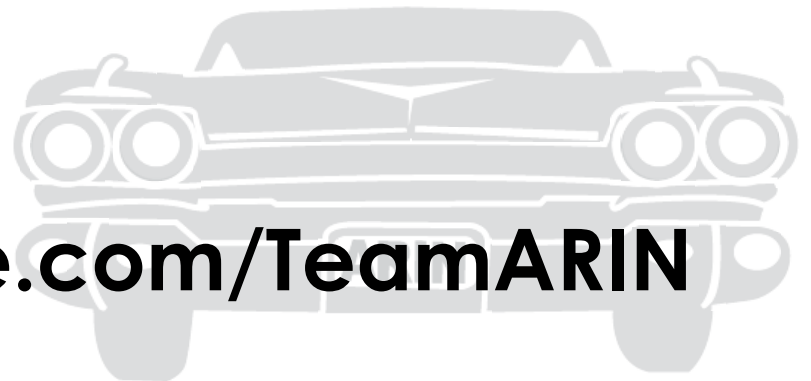
- Facebook –
www.facebook.com/TeamARIN



- Twitter –
www.twitter.com/TeamARIN



- YouTube –
www.youtube.com/TeamARIN



Coming Up

- **Outreach Microsite**
 - Detail ARIN exhibit and speaking events
 - Archive presentations, papers, etc.
 - Support community members presenting on ARIN-related topics
 - Interact with ARIN – blogs, comments, etc.
- **Revamped Media Section**
 - ARIN in the News



Thank You

