Outreach and Public Relations

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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 (State and Federal)
- Media / Press / Social media

Methods

- Presentations
- Exhibits (direct and reverse)
- Media interviews
- Advertisements / Contributed articles
- 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

Recent Events

- Internet Governance Forum
- CompTel
- State CIOs & Technology Directors
- Caribbean Internet Governance Forum
- Caribbean ICT Road Shows
- DEF CON
- Catalyst Conference
- OPASTCO
- HostingCon
- CANTO
- InfoComm
- Rocky Mountain IPv6 Summit
- International Telecoms Week
- Cable Show
- Interop Las Vegas

Upcoming Events

- Channel Vision Expo / ITEXPO
- Game Developers Conference
- Texas IPv6 Task Force Summit
- Interop New York
- IT Roadmap – DC
- gogoNET Live!
- IT Roadmap – San Francisco
- LISA
- ICT Road Show Trinidad
- SC'10
- Real Web Con

NTIA IPv6 Workshop

- US Government announced new guidance for US Federal agencies, including:
  - Upgrade external facing servers and to operationally use native IPv6 by the end of FY 2012
  - Upgrade internal client applications to operationally use native IPv6 by the end of FY 2014
  - Designate an IPv6 Transition Manager by 30 October
  - Ensure agency procurements of networked IT comply with FAR IPv6 requirements

Public Relations

- Working with LEWIS Public Relations since July 2009

- PR strategy and planning

- Social media strategy and tactics

- Securing:
  - **Media interviews**
  - **Speaking engagements**

ARIN Media Coverage
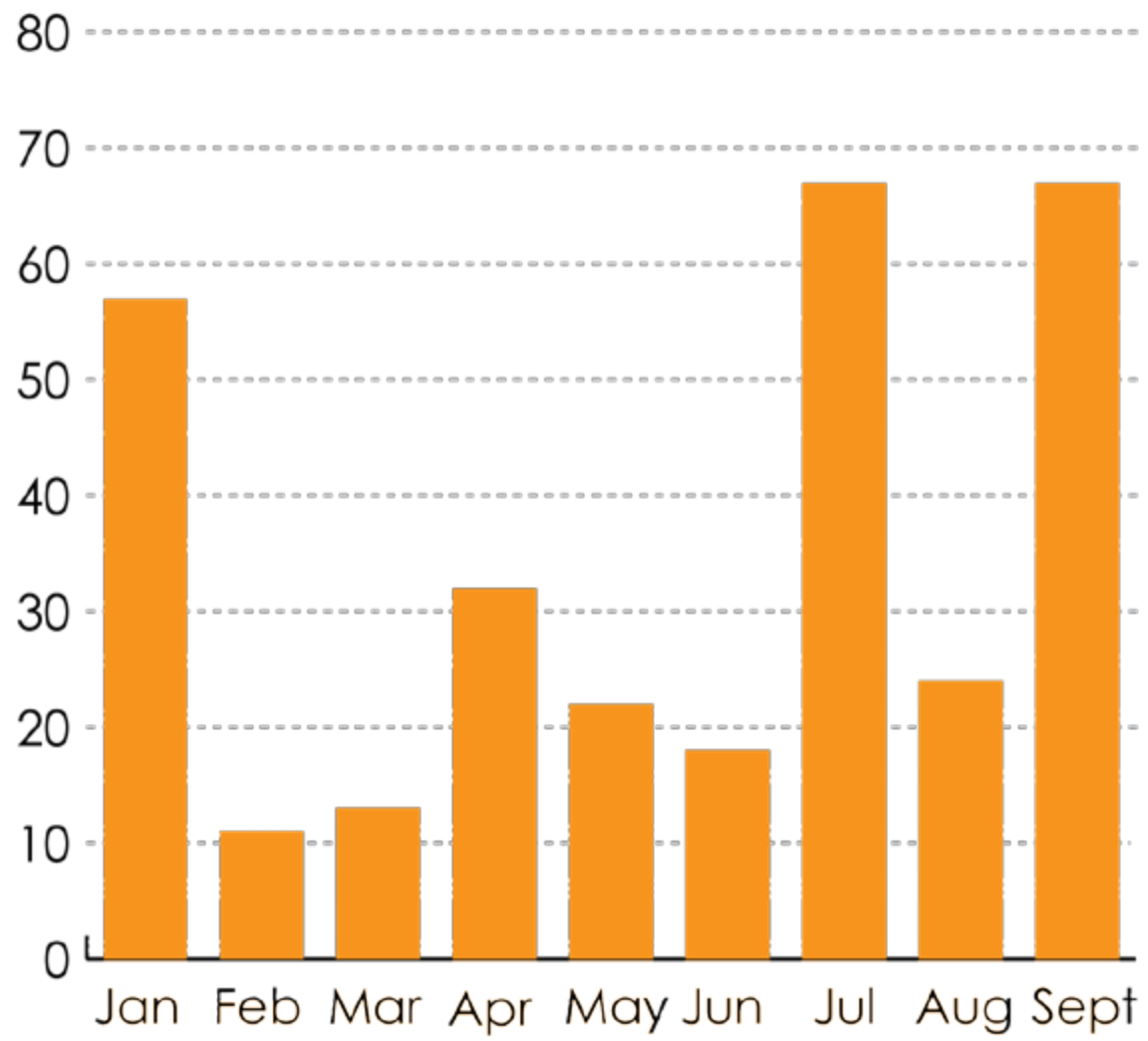
Sample Media Coverage

23 July 2010

Recent Press Releases

- **19 January** – IANA Pool Dips Below 10% (NRO)

- **27 July** – ARIN Urges IPv6 Adoption (6.25%)

- **4 October** – US Government NTIA IPv6 Workshop (5.46%)

Upcoming Media Outreach

- IANA Pool Dips Below 5% (NRO)

- Last Five /8s Allocated (NRO)

- ARIN Runs Out of IPv4

Social Media at ARIN

- Promoting presence at exhibit and speaking events, advertising upcoming ARIN events, sharing industry and ARIN news, etc.

- Interact with ARIN members, Internet technical community, and others interested in ARIN activities

ARIN Gets Social

- **Facebook** – www.facebook.com/TeamARIN

- **Twitter** – www.twitter.com/TeamARIN

- **LinkedIn** – www.linkedin.com/groups?gid=834217

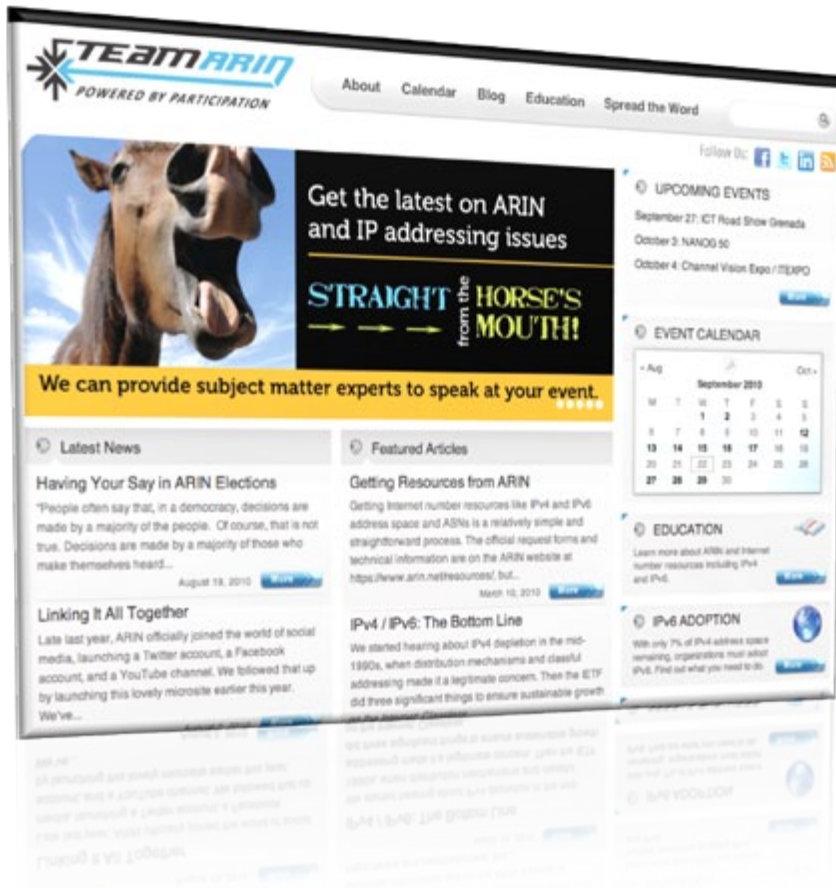- **YouTube** – www.youtube.com/TeamARIN

Twitter Growth
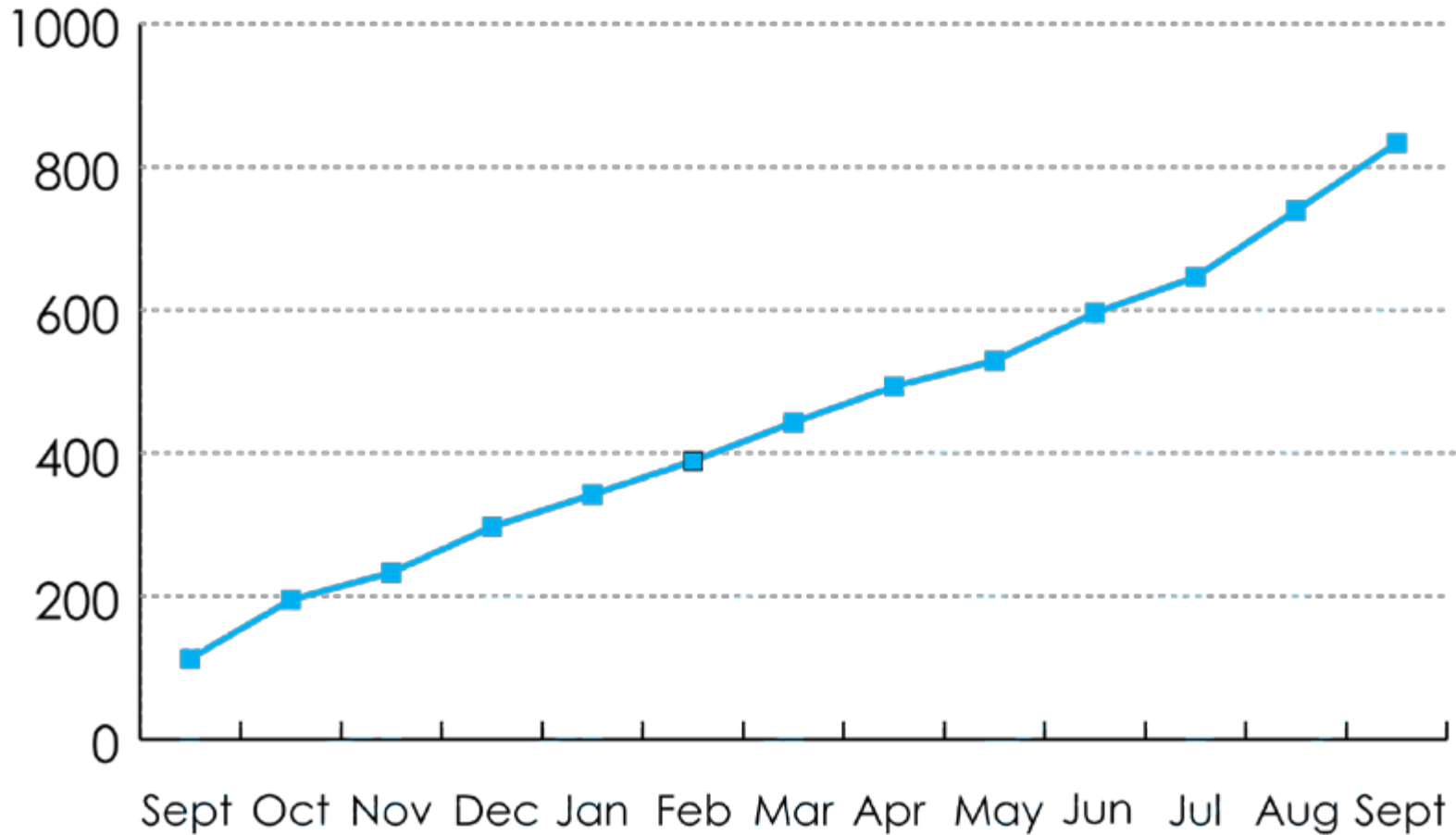
Facebook Growth
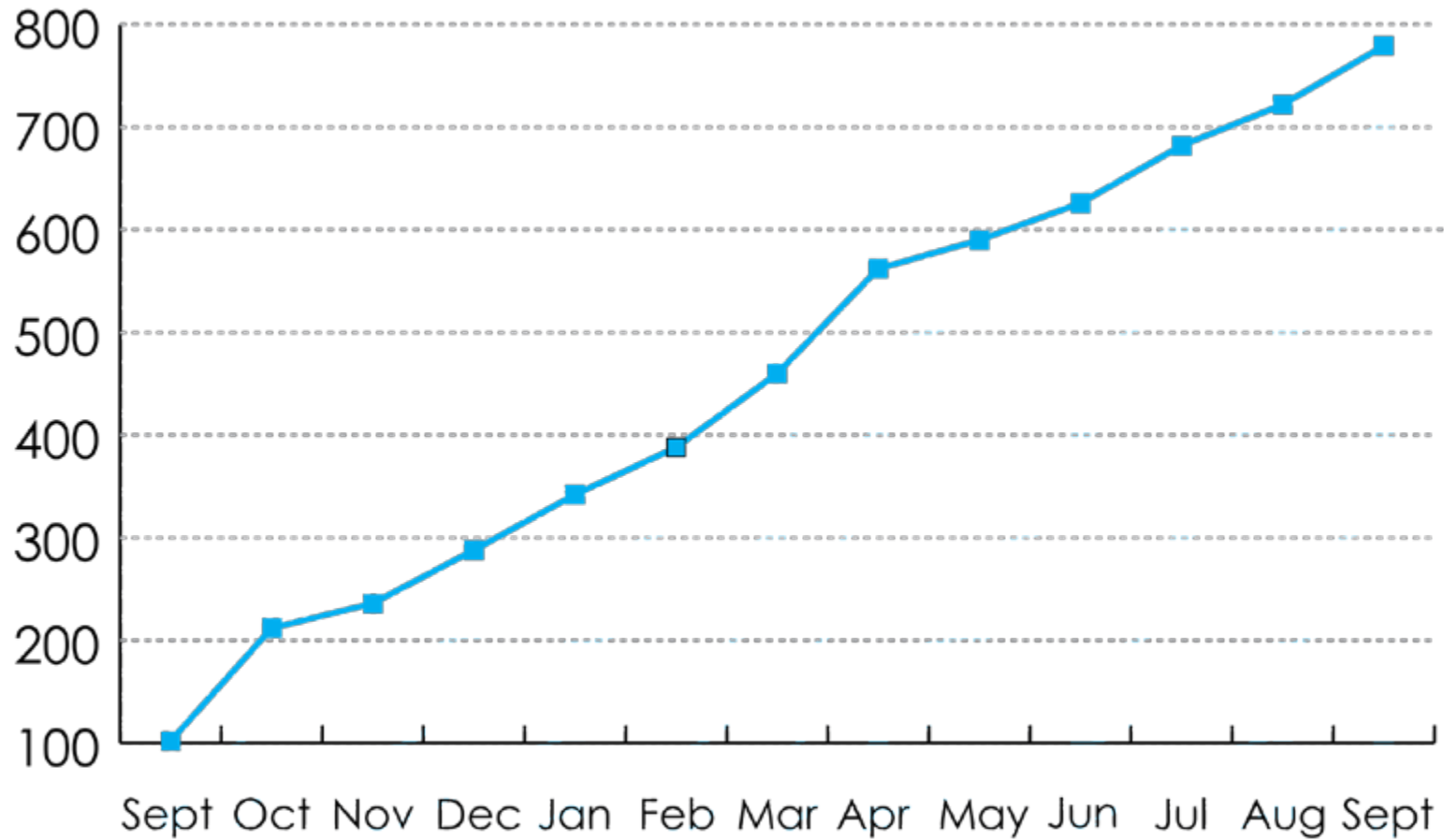
The TeamARIN Microsite

- http://TeamARIN.net
- Event Calendar
- Education
- Blogs
- Social Media Interaction

Thank You