

Outreach Engagement

Joe Westover

Director, Customer Experience & Strategy





Why Outreach Matters

- Helps customers better understand and use ARIN's services
- Builds trust through in-person events and one-on-one help
- Promotes key services and programs
- Grows engagement and participation in community and policy work

2025 Outreach Priorities



Train more users through online modules and webinars



Show up where it matters — industry events, ARIN on the Road



Support underserved communities, including the Caribbean



Outreach Focus Areas



Education First

- Launch and grow e-learning modules (IPv6, RPKI, policy, more)
- Run live training sessions — online and in person
- Build content that works: videos, handouts, how-to guides
- Track what's working and improve over time



Showing Up In Person

- ARIN on the Road – deeper local connections
- Industry events – presence, Customer Service Desks, speaking slots
- Partner events – FISPA, WISPA, Internet2, CanWISP
- NOG Events - Midwest Peering, CHI-NOG, ABQNOG
- Follow-up and support after every event



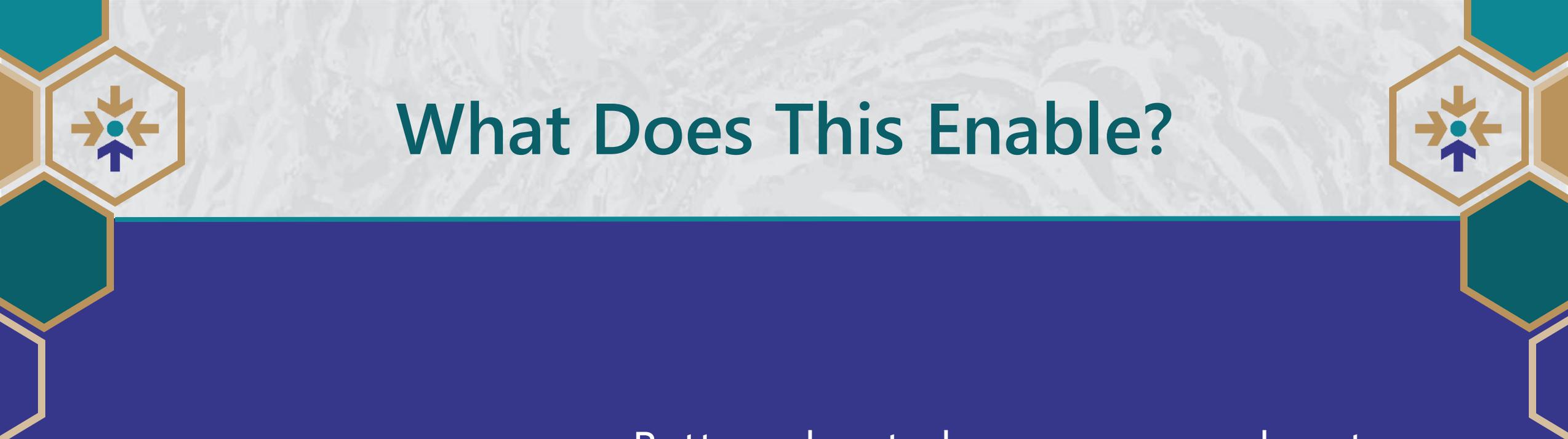
One-on-One Engagement

- Welcome packets for new customers
- Targeted follow-ups to guide customers through tools
- Build relationships, not just transactions
- Reinforce trust and reduce support issues



Supporting the Caribbean

- Partner with CaribNOG, CANTO, LACNIC, and others
- Customize outreach and training for local needs
- Boost participation in policy and programs
- Ensure ARIN's presence is visible and valuable in the region



What Does This Enable?

The Outcome of Strong Outreach

- Better educated, more engaged customers
- Greater participation in programs
- Increased trust in ARIN services
- Clearer path to growth and service adoption
- Stronger Internet stability and security



Handoff to Key Teams

Engagement Strategies

Nate Davis

Government
Affairs

Leslie Nobile

Trust and Public
Safety

Bevil Wooding

Caribbean
Initiatives



Questions and Comments?
Thank you

Outreach Engagement

Caribbean Initiatives

Bevil Wooding
Director, Caribbean Affairs



Why Caribbean Engagement Matters



Building trusted relationships

Fosters trust amongst ARIN stakeholders



Strengthening digital resilience

Enhances the region's ability to withstand digital challenges



Supporting Internet policy development

Guides effective Internet policies



Enabling local capacity

Supports development of skills and competencies



“Our Caribbean outreach is about contributing to a secure, resilient and inclusive Internet for the Caribbean”

Key Target Stakeholder Groups & Strategic Partners



ACADEMIA / CIVIL SOCIETY
Institutions promoting research and community engagement



LAW ENFORCEMENT
Agencies ensuring justice, security and public safety



PUBLIC SECTOR
Businesses and entrepreneurs driving economic growth



GOVERNMENTS
Key public-sector decision-makers and policy formulators



TECHNICAL COMMUNITY
Practitioners in Internet infrastructure deployment and administration



Caribbean Engagement

Top Three Areas of Strategic Focus

• INTERNET NUMBER RESOURCE MANAGEMENT

- Supporting organizations in acquiring and managing Internet number resources.
- Promoting IPv6 adoption, network resilience and responsible Internet resource stewardship.

• CYBERSECURITY AND PUBLIC SAFETY COLLABORATION

- Partnering with regional law enforcement, judiciary, and security agencies to improve cybercrime response and cybersecurity legislation.
- Facilitating cross-border cooperation on cybersecurity threats and capacity building.

• GOVERNMENT AND PUBLIC POLICY ENGAGEMENT

- Facilitating Internet trend awareness, policy collaboration and knowledge sharing
- Promoting multistakeholder participation in Internet governance



What's Next? ...Greater Caribbean Engagement



FREE WEBINAR
26 MAY 2022 and 2 JUNE 2022 | 9:00 AM - 12:30 PM (AST)

ARIN **lacnic** **CTU**

5th CARIBBEAN INTERNET PUBLIC POLICY FORUM
Advancing Caribbean Digital Development

REGISTER ONLINE www.ctu.int

SPEAKERS INCLUDE

 RODNEY TAYLOR Secretary General Caribbean Telecommunications Union	 EINAR BOHLIN V.P. Government Affairs American Registry for Internet Numbers	 LESLIE NOBILE Head of Strategic Relations and Integration Internet Registry Latin America and the Caribbean	 KEVIN SWIFT Head of Strategic Relations and Integration Internet Registry Latin America and the Caribbean
 BEVIL WOODING Director Caribbean Affairs American Registry for Internet Numbers	 DENYSE WHITE Deputy National Chief Digital Officer, T&T Government	 CURTIS CHARLES Director of Academic Affairs UWI Five Islands Campus	 DANIEL ACKERMAN US Dept. of Justice, Criminal Division





Questions and Comments?
Thank you

Outreach Engagement

Trust and Public Safety

Leslie Nobile

Senior Director, Trust and Public Safety



Why is Trust and Public Safety Engagement Important?

Collaboration and information sharing between ARIN, law enforcement, public safety, and trust communities helps:

- **Support** ARIN's mission of helping the Internet function in an open, stable, and secure manner
- **Provide** relevant information and tools that can help support law enforcement in their investigations; contributes to resolving fraud, abuse, and other cybersecurity-related incidents
- **Promote** the multistakeholder approach to Internet governance and strengthen our relationships with governments and other related entities





Stakeholder Communities

- **Law Enforcement and Public Safety**
 - FBI, Interpol Americas, DHS, RCMP, FTC, CRTC, Jamaica Constabulary
- **Intergovernmental**
 - United Nations (UNODC), Caribbean Telecommunications Union (CTU), Internet Governance Forum (IGF)
- **Cybersecurity**
 - Global Forum on Cyber Expertise (GFCE), National Cyber and Forensics Training Alliance (NCFTA)
- **Trust Communities**
 - Messaging, Malware, Mobile Anti-Abuse WG (M3AAWG), DNS Research Federation
- **Industry Partners**
 - RIRs, ICANN, NANOG

Key Areas of Focus

- Providing guidance, information, and tools to law enforcement
- Capacity building and knowledge sharing among relevant communities
- Monitoring geopolitical legislative and regulatory activity that could impact ARIN and its community
- Outreach, education, and training to law enforcement, public safety and related governmental entities
- Facilitating discussions and information sharing between parties





Questions and Comments?
Thank you

Outreach Engagement

Government Affairs

Nate Davis

Senior Government Affairs Analyst



The Who and What...

- **With whom** does ARIN interact?
 - Governments
 - Businesses (for and non-profit)
 - Nongovernmental organizations
 - Standards development organization
 - Network operators
- **On what** topics do we engage?
 - Global policy considerations as knowledge experts regarding Internet number registry strategy, operations and tools
 - Advocacy for the multi-stakeholder approach to Internet technical coordination and the Internet number registry system



The Why and Where...

Why does ARIN engage?

- Develop and strengthen government relations
- Ensure ARIN and its services are well-known
- Increase participation in ARIN processes
- Influence global policy for favorable outcomes

Where do these engagements take place?

- Organization of American States Inter-American Telecommunications Commission (CITEL)
- International Telecommunications Union (ITU)
 - ITU-T Standards Sector
 - ITU-D Development Sector
- Caribbean Telecommunications Union



And The How

How do these engagements influence results?

- Canada's C-27 to enact the Consumer Privacy Protection Act, the Personal Information and Data Protection Tribunal Act, and the Artificial Intelligence and Data Act, and to make consequential and related amendments to other Act. (January 2024)
- Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's proposed rule for Cyber Incident Reporting for Critical Infrastructure Act of 2022. (July 2024)
- Federal Communications Commission's proposed rule regarding Reporting on Border Gateway Protocol Risk Mitigation (July and August 2024)
- ITU-T Study Group 13 Future Networks, Y.2086 Framework and Requirements of Decentralized Trustworthy Network Infrastructure (July 2021 – present)
- ITU-D Study Group 1 Enabling an Environment for Meaningful Connectivity, Considerations in Broadband Deployment – Critical Internet infrastructure, Security, and Support Mechanisms (October 2023)

<https://www.arin.net/about/relations/governance/documents/>





Questions and Comments?
Thank you