



ONTARIO
TORONTO
18-21.APR.2010

ARIN Outreach

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

Recent Events

- Consumer Electronics Show
- IT Roadmaps
- LISA
- CompTEL
- CTIA Wireless
- FOSE
- VoiceCon
- WIMAX Global Forum
- Super Computing

Upcoming Events

- Interop
- Cable Show
- FutureNet
- CTU ICT Road Show
- International Telecoms Week
- E3 Gaming Expo
- InfoComm
- HostingCon
- CANTO



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

internetnews.com

InformationWeek
THE BUSINESS VALUE OF TECHNOLOGY



ars technica
the art of technology

Federal Computer Week

itWorld Canada

GCN
Government Computer News



**WEB
HOST
INDUSTRY
REVIEW**
WWW.THEWHIR.COM

Gartner.

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



The TeamARIN Microsite

TEAMARIN
 POWERED BY PARTICIPATION

About Calendar Blog Education Spread the Word

Follow Us:

Request educational materials!
SPREAD the Word
 Help share IPv6 info with others!

UPCOMING EVENTS
 April 18: ARIN XXV
 April 22: ISOC IPv6 Deployment Day
 April 25: Interop Las Vegas

EVENT CALENDAR

April 2010						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

EDUCATION
 Learn more about ARIN and Internet number resources including IPv4 and IPv6.

IPV6 ADOPTION
 With less than 10% of IPv4 address space remaining, organizations must adopt IPv6. Find out what you need to do.

SPREAD THE WORD
 Help spread information about IPv6 and what your organization and industry must do to prepare!

RSS FEED
 ARIN XXV Now Underway
 ARIN XXV Remote Participation

ARIN
 Hosted by the American Registry for Internet Numbers

About Calendar
 Blog Education
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Follow Us:

- <http://TeamARIN.net>
- Event Calendar
- Education
- Blogs
- Coming Soon – Fun & Games

ARIN Goes Social



- Facebook –
www.facebook.com/TeamARIN



- Twitter –
www.twitter.com/TeamARIN



- YouTube –
www.youtube.com/TeamARIN

Thank You

