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18-21.APR.2010

ARIN Outreach

ONTARIO
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

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Public Relations Firm

- Hired LEWIS Public Relations in July

- PR Strategy and Planning

- Social Media Strategy and Tactics

- Securing:
  - Media Interviews
  - Speaking Engagements

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Sample Media Coverage

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

- 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

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