



# Communications and Member Services

Susan Hamlin

# **CMSD Staff**

**Susan Hamlin**, Director

**Einar Bohlin**, Policy Analyst

**Jason Byrne**, Communications Strategist

**De Harvey**, Meeting Planner

**Jud Lewis**, Membership Coordinator

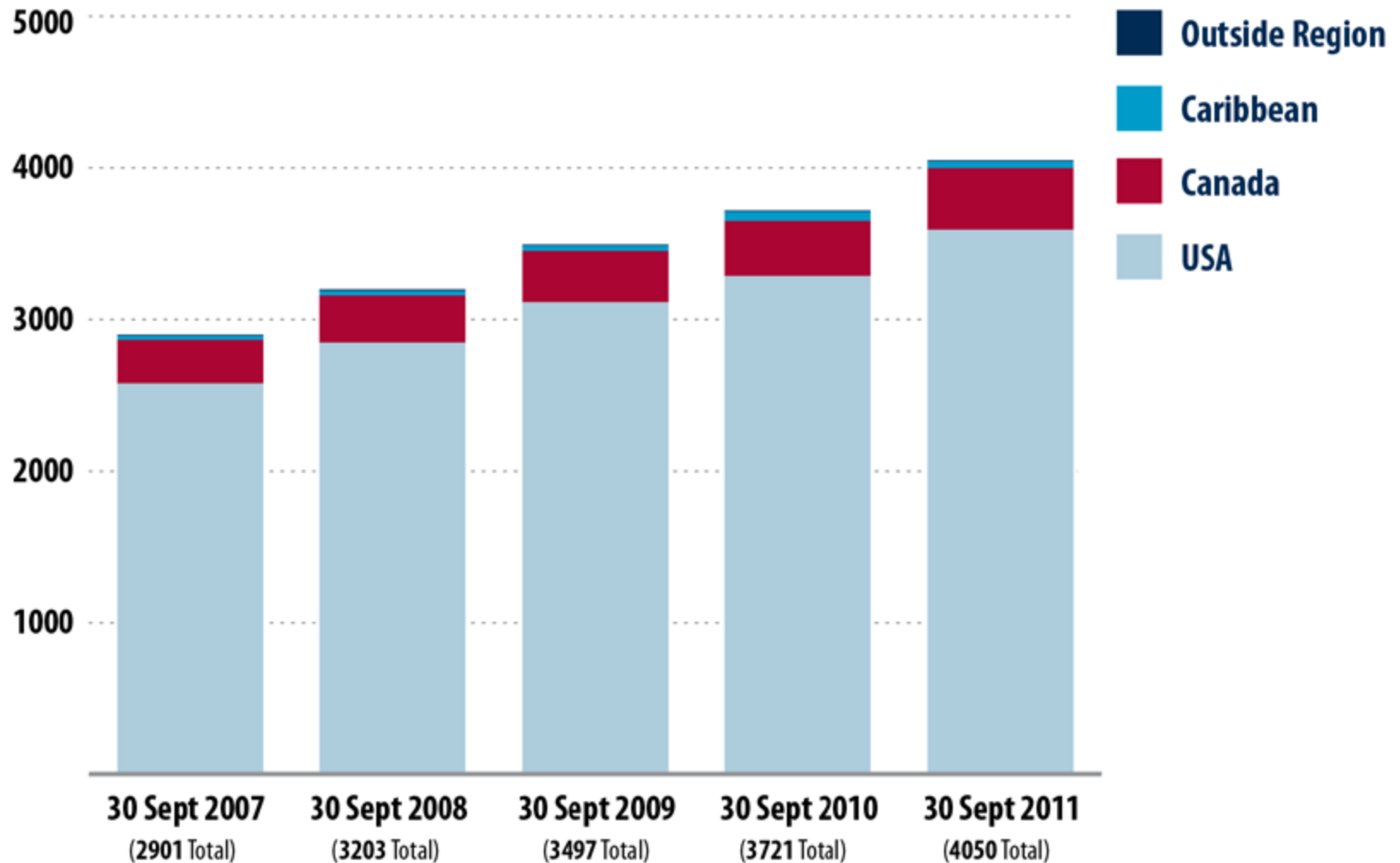
**Hollis Kara**, Communications Manager

**Jennifer Bly**, Outreach Coordinator

**Sean Hopkins**, Communications Writer

**Erin Sellers**, Graphic Designer

## Membership Geographic Distribution



# CMSD Activities

## Communications related:

- [www.arin.net](http://www.arin.net) - content and design to educate and inform
- Outreach Events – scheduling, staffing and logistics
- ARIN on the Road
- New education materials - info sheets, multi-media, graphic design
- [info@arin.net](mailto:info@arin.net) - respond to queries
- Social media support – Team ARIN, Twitter, Facebook, LinkedIn, blogging, speakers' bureau
- Public Relations – manage relationship with LEWIS PR, media queries, interviews

## Organization related:

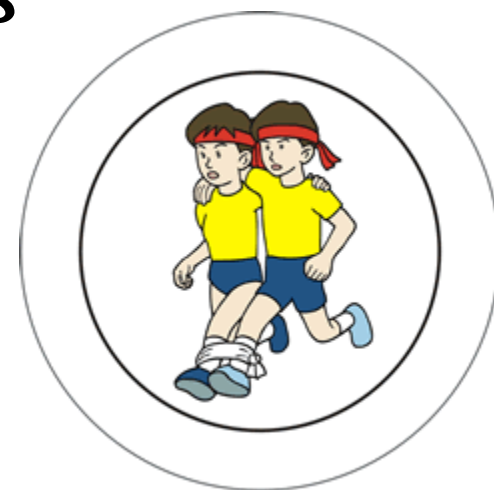
- Public Policy and Members Meetings, Fellowship Program
- The Policy Development Process
- Advisory Council support
- Facilitate the ARIN Consultation and Suggestion Process
- Membership database, new member communications
- DMRs and Elections (Board, Advisory Council, NRO NC)

# ARIN Consultation and Suggestion Process

- Open for business September 2006
- As of 5 October 2011
  - 17 community consultations
    - 2 are open
    - [https://www.arin.net/participate/acsp\\_consultations.html](https://www.arin.net/participate/acsp_consultations.html)
  - 144 suggestions
    - 13 remain open
    - [https://www.arin.net/participate/acsp/acsp\\_suggestions.html](https://www.arin.net/participate/acsp/acsp_suggestions.html)

# CMSD Projects

- Content Management System
- 2011 NRO and ASO Secretariat
- IPv6 Photo Contest
- ARIN XXVIII Video Interviews
- 2011 Global IPv6 Survey
- ARIN Online Users Survey
- 2011 Annual Report



# IPv6 Photo Contest



What I hope will be IPv6 enabled  
in the next five years



*No!! Don't give me your IPv6 street  
address, just the house name please*

Most unusual place to see IPv6



*Can I get 340 undecillion of these to  
go? And lemme get a shake with that.*

# The TeamARIN Microsite

The screenshot shows the TeamARIN microsite homepage. At the top left is the TeamARIN logo with the tagline "POWERED BY PARTICIPATION". A navigation menu includes "About", "Calendar", "Blog", "Education", and "Spread the Word". Below the navigation is a large banner featuring a horse's head and the text "Get the latest on ARIN and IP addressing issues" and "STRAIGHT from the HORSE'S MOUTH!". A yellow bar below the banner says "We can provide subject matter experts to speak at your event." The main content area is divided into several sections: "Latest News" with articles like "Attend ARIN XXVIII in Your Pajamas: Remote Participation Option" and "Meet our Candidates and Make a Statement: Board and AC Need Your Support for Upcoming Elections"; "Featured Articles" with "Wading through the coverage – where to look for IPv4 and IPv6 information" and "The IANA IPv4 Free Pool has Depleted"; "UPCOMING EVENTS" listing "October 3: LACNIC XVI – LACNOG 2011", "October 3: Interop – New York", and "October 9: NANOG 53"; "EVENT CALENDAR"; "EDUCATION"; "IPv6 ADOPTION"; "SPREAD THE WORD"; and "RSS FEED". The footer includes the ARIN logo, "Hosted by the American Registry for Internet Numbers", and social media links for Facebook, Twitter, LinkedIn, and RSS.

<http://TeamARIN.net>

- Event Calendar
- Education
- **Blogs – We are looking for guest bloggers!**
- Social Media Interaction



# ARIN Is Social



**Facebook** Oct 2011: **1,352** fans  
[www.facebook.com/TeamARIN](http://www.facebook.com/TeamARIN)



**Twitter** Oct 2011: **2,368** followers  
[www.twitter.com/TeamARIN](http://www.twitter.com/TeamARIN)



**LinkedIn**  
Group ID 834217



**YouTube**  
[www.youtube.com/TeamARIN](http://www.youtube.com/TeamARIN)

What helps us grow Facebook fans? **You do** 😊

**ARIN**  
So, About That IP Request...



# Outreach & Public Relations

## Why we do this:

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

# Exhibit and Speaking Events

## Since ARIN XXVII:

- Spring Internet2 Member Meeting
- Rocky Mountain IPv6 Summit
- IPv6 Business Information Exchange Webinar
- Ottawa IPv6 Summit
- GigaNet Workshop
- Interop- Las Vegas
- IT Roadmap – Boston
- The Cable Show 2011
- CTU ICT Roadshow - Grenada
- Taos Symposium
- Multichannel IPv6 Webinar
- Internet of Things 2011
- CTU ITC Roadshow – St. Kitts and Nevis
- Summer ESCC/Internet 2 Joint Techs
- CANTO 2011
- Light Reading Live
- FOSE 2011
- OSCON 2011
- Merit Webinar
- CTU ICT Roadshow – St. Vincent and the Grenadines
- Texas IPv6 Task Force Summit
- CaribNOG2
- Interop – New York

# Exhibit and Speaking Events

## Upcoming:

- Peak 10 Cincinnati Executive Series
- TM Forum's Management World Americas
- Canadian ISP Summit
- Pacific Telecommunications Council '12
- v6 World Congress 2012

# Outreach

Interact  
with ARIN  
& learn how  
you can drive  
the future of  
the Internet

The "ARIN ON THE ROAD" logo is displayed on a blue banner that is tilted and placed over a blurred image of a road at night. The word "ARIN" is in large yellow letters, "ON THE" is in smaller white letters, and "ROAD" is in large black letters. Below the banner, the slogan "BRINGING YOU ANSWERS" is written in white.

ARIN ON THE ROAD  
BRINGING YOU ANSWERS

WELCOME TO



**ARIN ON THE ROAD**

Fontaine D, Premier Level  
Hilton Montréal Bonaventure  
900 de La Gauchetière W.  
Montréal, Québec, Canada H5A 1E4

**Speakers:**  
Einar Bohlin, Senior Policy Analyst  
Andy Newton, Chief Engineer  
Jon Worley, Senior Resource Analyst

Introductions and Open Floor for Suggestions of Discussion Topics

History of ARIN and Internet Governance

Requesting and Managing Internet Number Resources through ARIN Online

Number Resource Policies and Procedures

Changes at ARIN - Not your Grandpa's RIR anymore (RPKI, DNSSEC, etc.)

ARIN RESTful Web Services

Working Buffet Lunch: 12:30 PM

Current Status of IPv4 and IPv6 in the ARIN Region

ARIN's Policy Development Process

Current Policy Discussions

The Importance of Participating in the ARIN Community

Q&A / Open Mic Session / Adjournment

Ask ARIN: 3:00 – 4:00 PM *(Optional Opportunity for a private conversation with ARIN registration services)*

# Open Community Consultations

- **Proposed revisions to the Policy Development Process (PDP)**
  - Open until 28 October 2011
- **Legacy Registration Services Agreement (LRSA) 3.0**
  - Open until 3 November 2011

Provide your comments to [arin-consult@arin.net](mailto:arin-consult@arin.net)

You can subscribe to this open mailing list at:  
<http://lists.arin.net/mailman/listinfo/arin-consult>





# Upcoming ARIN Meetings



Network Sponsor



Network Sponsor



