AFRINIC-11

COMMUNICATIONS AREA REPORT
Lillian Sharpley, CAM

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CA REPORT OUTLINE

- Communications Area Team

- Areas of Responsibilities

- Projects/Activities

- Way Forward

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Communications Area Team

**Lillian Sharpley
(Communications Area Manager)**

**Kheeran Bahadoor
(Marketing & Communications Assistant)**

**Stephanie Moorghen-Bernon
(Events Coordinator/Membership Liaison Officer)**

**Mukom Tamon
(Training Manager & Policy Liaison Officer)**

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COMMUNICATIONS AREA
Key Areas of Responsibilities

- **Internal/External Communications**

- **Organizing Meetings and other events**

- **Training Activities**

- **Outreach**

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Internal/External Communications

- **Re-design marketing materials**
  - **AfriNIC Factsheet**
  - **IPv6 Factsheet**
  - **PDP Factsheet**
  - **Folders**
  - **Presentation Templates**
- **Revised existing meeting/training surveys**
- **Website Redesign, April 2010**
- **Ongoing efforts to translate marketing materials to French as well as more of our announcements to the mailing lists.**

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Meetings and Other Events
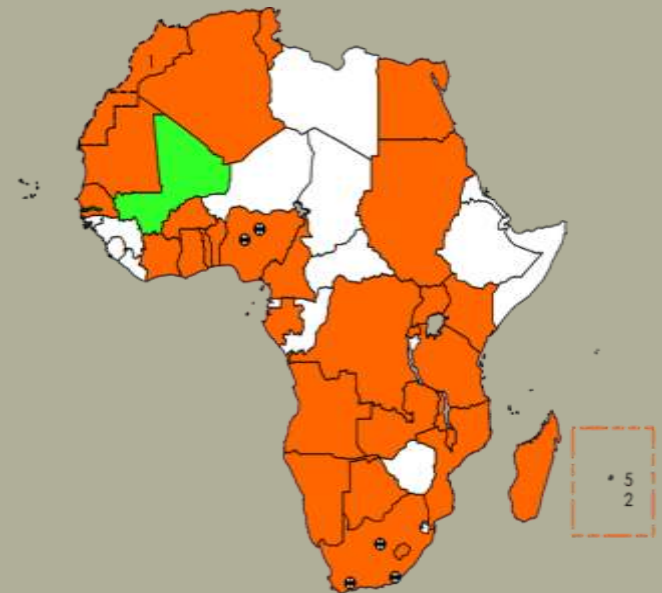
- ITU World Telecom-Europe
- EAIGF
- WAIGF
- IGF 2009 (Organised workshop on Mitigating the Financial Crisis With Open Source Applications; Organised the NRO Booth; and presented the NRO's position on the continuation of IGF at the Taking Stock Session)
- RIR Meetings

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Training Activities

- **We have conducted LIR/IPv6 training in 32 African countries.**

- **Conducted 8 training sessions in 2009 (more than 150 participants).**

- **Call for proposals hosting training workshops (training@afrinic.net).**

- **First draft of the new training plan for the coming year is currently under review and will be implemented over the next two years. (Tamon will give an overview)**

Denotes Training Conducted

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Training Not Conducted in the following Countries

Cape Verde
Central African Rep
Chad
Djibouti
Equatorial Guinea
Eritrea
Ethiopia

Gambia
Guinea Bissau
Guinea
Liberia Libya
Mali
Niger
Reunion

São Tomé and
Principe
Seychelles
Sierra Leone
Somalia
Swaziland
Zanzibar
Zimbabwe

Outreach

- **Fellowship Program (5 Fellowships given at each AfriNIC Public Policy Meeting)**

- **Sponsorship of regional events (EA-IGF)**

- **Creation of the AfGWG**

- **Collaboration with other regional organisation on events and Internet development initiatives.**

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Other Projects

▪ **The Draft Policy Development Promotion Plan was completed in October 2009 and will be finalised for implementation in Jan 2010. (Goal to increase community participation in the PDP)**

▪ **The Sponsorship Plan was completed August 2009 and will be fully implemented in Jan 2010. (Goal to increase sponsorship activity for our events and to ensure their objectives are also met).**

▪ **The meeting report was redesigned and will be reflected in the AfriNIC-11 Meeting Report.**

▪ **Communications Plan (ongoing)**

▪ **Online Feedback tool**

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Way Forward

Increase Public Relations and marketing efforts for 2010 to increase AfriNIC's visibility in the region.

Increase human resource capacity.

Continue to translate external marketing materials and training documents to French.

Prepare for participation at 5th Annual IGF Meeting, which will be held in Vilnius, Lithuania, 14-17 September 2010.

Prepare for participation at ICANN, Nairobi, Kenya, March 2010.

Increase collaboration and outreach with inter-governmental/ governmental organisations, as well as with younger section of the population.

Identify a host for AfriNIC-13 to take place Nov 2010

Way Forward

THANK YOU

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