

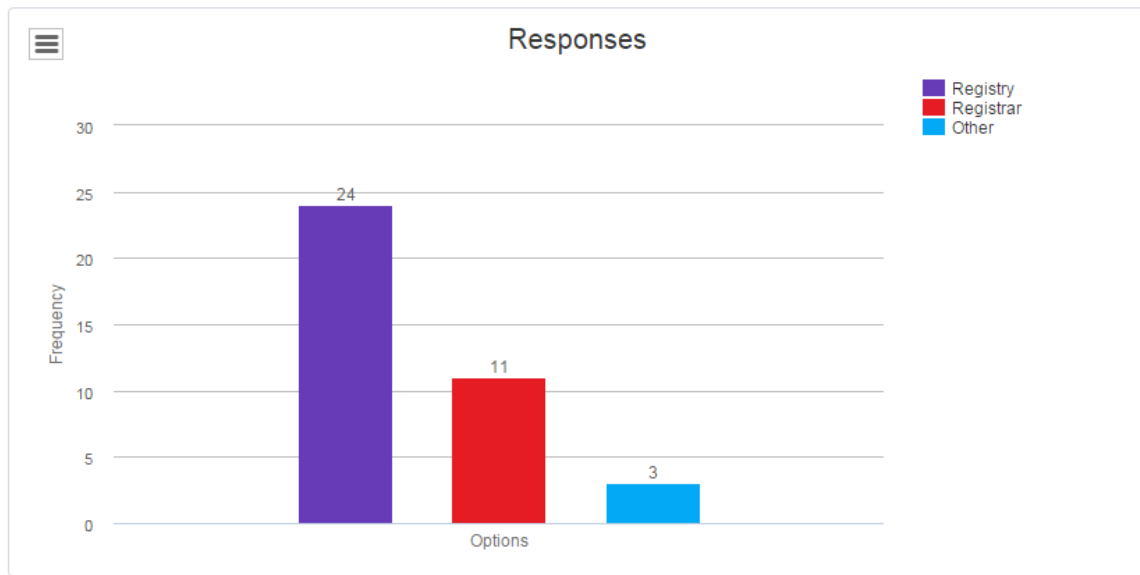
# GDD Summit - After Event Survey

9-11 September 2015

# Summary

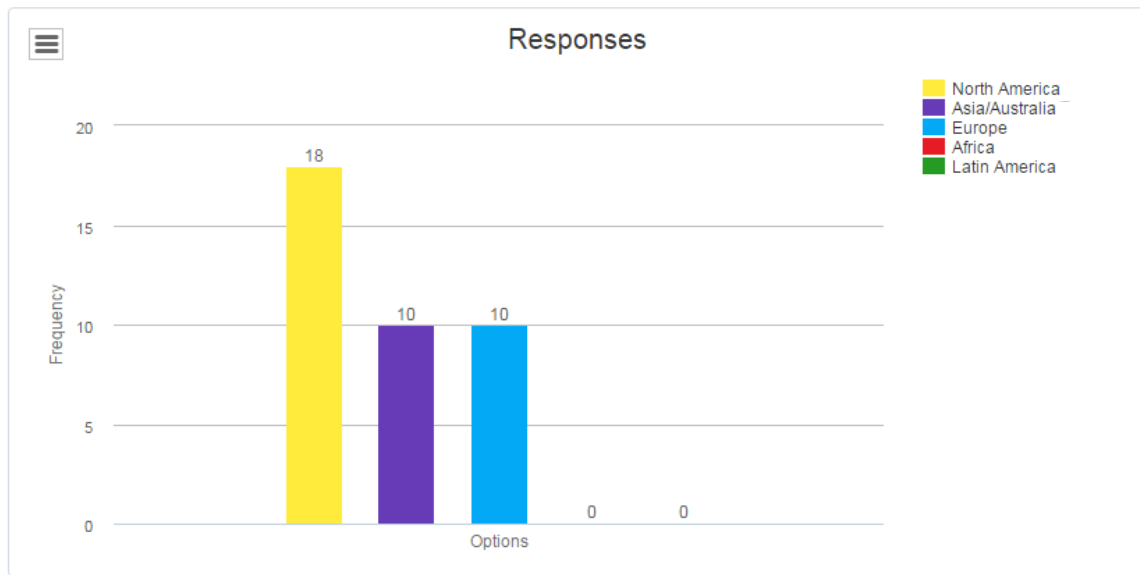
- The GDD Industry Summit was held 9-11 September 2015 in Santa Monica, CA.
- 225 non-ICANN staff registered for the event; 106 registries, 81 registrars, 25 consultants, 11 RSPs, and 2 from the press.
  - We estimate on the average 150 non-staff attended the Summit at its peak.
- Registrations came from 33 different countries, 50% North America, 25% Europe, 5% from Africa, Latin America, and Middle East, Asia.
- Remote participation was made available and the recordings posted online at [www.icann.org/gddsummit](http://www.icann.org/gddsummit).
- The survey was sent to all invited parties, whether or not they attended the GDD Summit. We received 38 responses.

# Question 1: What is your affiliation?



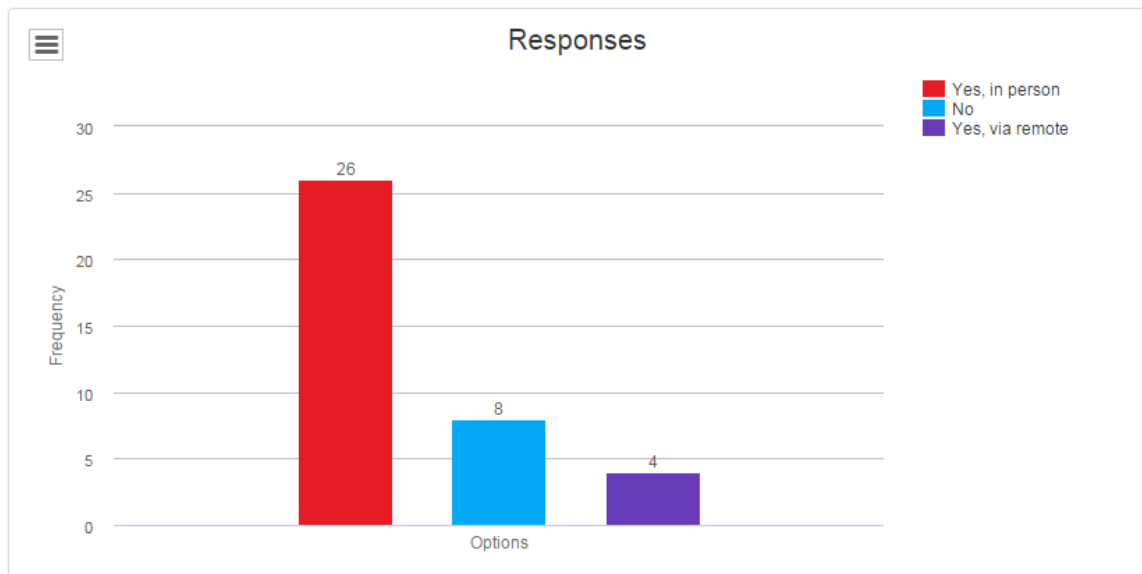
Question responses 38 (100%)

## Question 2: In what region are you based?



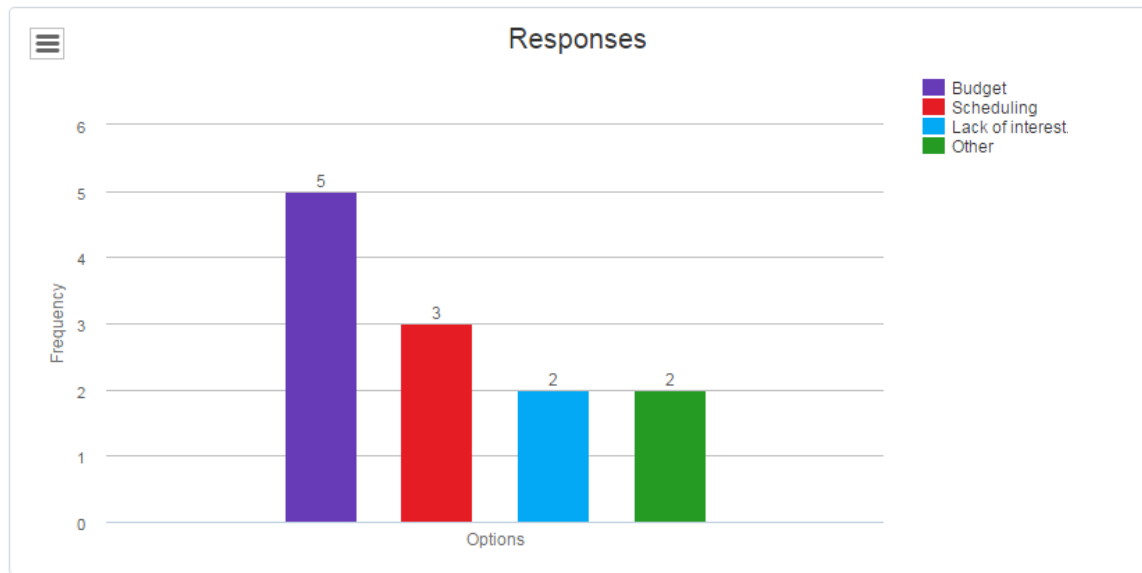
Question responses 38 (100%)

# Question 3: Did you attend the GDD Summit?



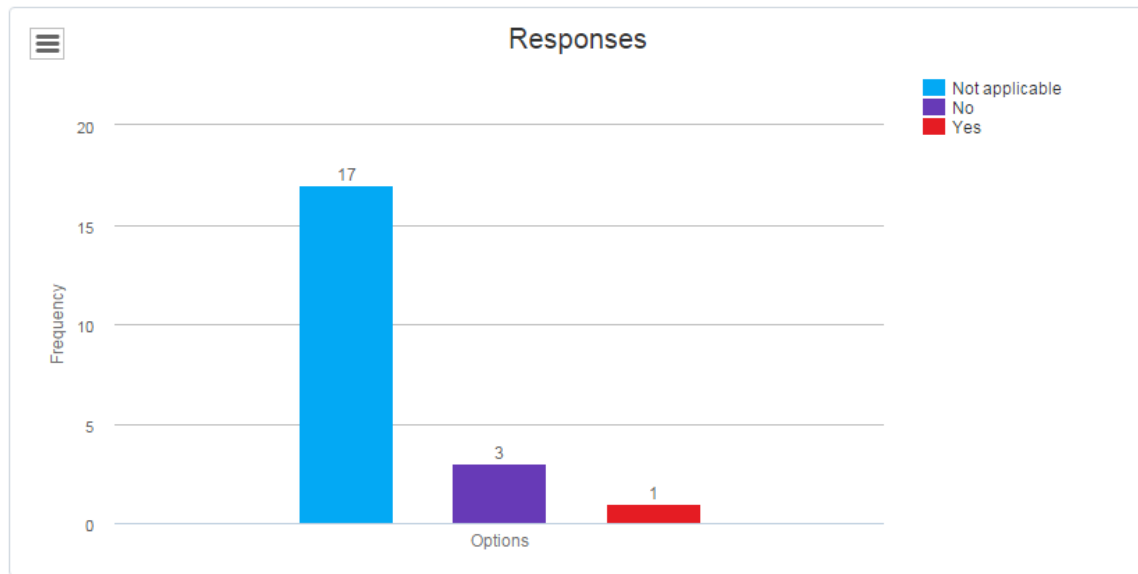
Question responses 38 (100%)

## Question 4: If you did not attend the Summit in person, why not?



Question responses 12 (31.58%)

# Question 5: If you attended via remote participation, did the Adobe Connect and telephone offerings allow you to participate meaningfully?



Question responses 21 (55.26%)

If you answered "No" to question 5, please consider providing comments about your experience.

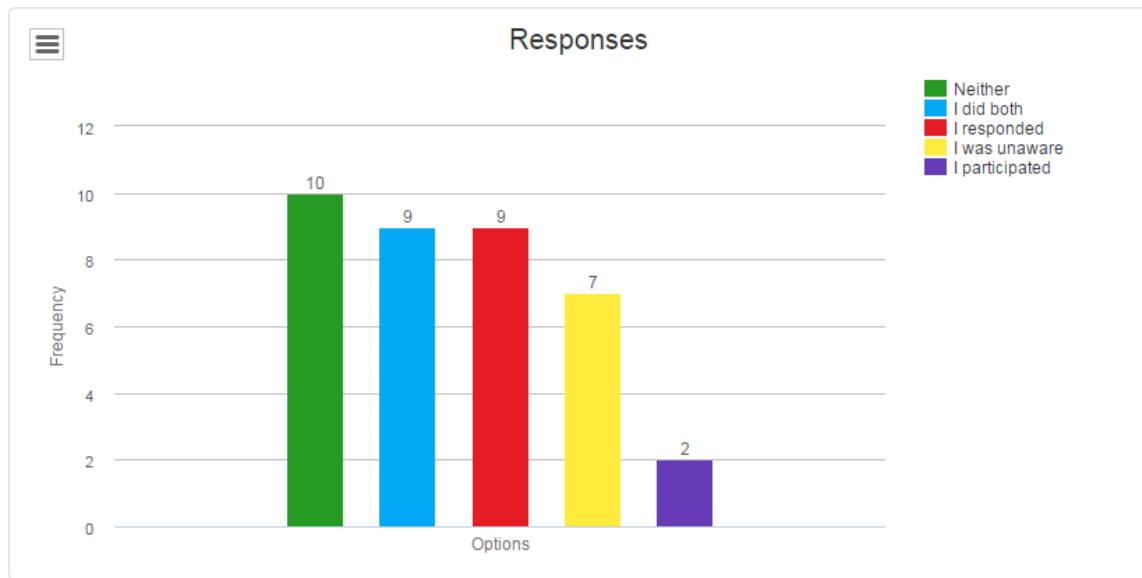
Showing 1 to 4 of 4

1. Due to the time zone difference I only listened to the recordings. This allowed me to hear what was said but not participate.
2. Timezone difference makes this hard.
3. Some sessions were not available due to the format of the session (working in groups)
4. Not all rooms allowed to participate remotely.

 Question responses 4 (10.53%)



# Question 6: Did you participate in the pre-Summit agenda-setting activities (e.g., the survey sent by email and/or workshop at ICANN53 in Buenos Aires)?



Question responses 37 (97.37%)

# Question 7: Which sessions or discussion topics at the Summit did you find most useful or productive?

Showing 1 to 20 of 29

1. Discussions between registries and registrars. Compliance
2. Opening session by Adrian was very good at setting tone of the meeting and getting people to interact. Also did a good job of eliciting topics that were meaningful to the crowd as a whole. Then Day 2 discussion on Universal Acceptance as well as the contracted-party-only session was very good and lively.
3. Future of the Industry and Changes in the Domain Name Space Roundtable Discussions- Registry and Registrar Relationships
4. Universal Acceptance. New gTLD next round. Premium Names.
5. Second gTLD round; audits performed by ICANN; variable pricing
6. Registry-Registrar-F2F
7. Registry - Registrar discussion, compliance
8. Workshop with Contractual Compliance
9. The joint registry/registrar sessions (both the ones with and without ICANN staff) in a room where we faced each other (rather than all facing a screen).
10. learning roles of staff and operations functional divisions within ICANN
11. Wednesday workshop with staff, Thursday afternoon "closed" session for RySG & RrSG; Thursday AM session with GDD staff
12. Sessions where the attendees were split into smaller groups where people were better able to contribute to the discussions.
13. Universal acceptance
14. Registry-registrar discussion about pricing, collaboraiton with registries and registrars, enhanced communication between contracted parties and ICANN staff, marketing of new gTLDs.
15. Compliance for Registry Operators Equal Treatment of Registrars from the Registry Perspective
16. Survey.
17. The beginning planning and intake session
18. Registry-Registrar dialogue
19. Registrars & Registries together
20. The breakout session speaking of the future of the domain industry in the global community.

12 ►

Showing 21 to 29 of 29

21. The bigger picture discussions on the health of the domain industry and the role we all play in keeping it efficient, productive, and growing. The frank discussion of compliance around marketing initiatives was also a healthy discussion.
22. Roundtable discussion on the 2nd day
23. Discussions on next round; about the auditing program; universal acceptance.
24. None at all, i thought the eventire concept was a waste of time and money
25. Compliance related topics
26. small groups were most productive.
27. Registry-registrar closed session, and the Q&A with ICANN about contractual compliance
28. The closed session between Registries and Registrars was most productive. It allowed for an open dialogue without ICANN staff to discuss operational issues. As the New gTLD Program is now in the operational phase, this is imperative. Any sessions that overlap with ICANN meetings should be avoided. E.g. the Compliance session was the same session held during ICANN meetings. I believe the focus of these Summits should be on operational issues between registries and registrars. Focus on the areas where registries and registrars interact.
29. the workshops on the second before lunch were very productive an duseful.. good topics, discussions, results

# Question 8: Were there topics you felt should have been included but were not?

Showing 1 to 20 of 20

1. None. The opening day allowed all participants to input on topics and we selected the top ones. That's a great way to down-select.
2. Migrating a Brand from .com to a dot Registry - trials tribulations opportunities , issues to be aware of
3. No
4. Hard to say since several of the sessions touched other items
5. Not topics, but access to ICANN legal staff, who were notably absent.
6. Launch strategy/tactics
7. More focused discussion on next steps, how to measure "success"
8. More slots to talk with ICANN staff about issues we might want to discuss, because of time constraints we limited our questions to the allocated half hour.
9. Vertical Integration (being a Registry and Registrar, where to be careful in particular; a Guide would be great, best-practices) PIC Specs (how to eliminate the voluntary Pic from the RA, because it is already covered by the Safeguards implemented in Spec 11)
10. Yes. There were many items on the agenda that participants requested to have discussions on, but due to the 'collaborative' style of the meeting, there were no true outcomes or results.
11. Yes
12. - More topics on driving the business of domains forward. - Networking with registrars
13. Marketing related topics
14. I felt like we talked about a lot of different issues but did not come to any conclusion on anything.
15. A real engagement on the role ICANN should take in expediting the "china issue" A real evaluation of the role Compliance plays; not statistics on actions taken, or simply Maguy stating that she put a regime in place when before there was none, but a real assessment of what metrics and compliance actions provide value to ICANN and to the global Internet user. Envisioning how we could break out of the current cycle of work. A description of the GAC's role in the ICANN process and an open discussion of whether recent staff actions honor that role.
16. NA
17. I felt that we actually had to many topics to cover and therefore we didnt reach a conclusion on any of the items. I think for each GDD summit going forward, we should limit the discussion to 3-4 topics in order to the event to be most productive and effective.
18. More clarity on how ICANN can help us comply with the Chinese regulator's policies applicable to domain registrars and registries looking to sell domain names in China.
19. The majority of topics on the agenda were not discussed. Whilst it is understood that the Summit was dynamic in nature, this is not helpful for people who travelled to discuss specific topics. Case studies should have been provided by staff to clarify ambiguities regarding operational matters. E.g. what happens during an emergency escalation and what happens when a registry changes its price
20. more workshops, less ICANN mode

# Question 9: What are 3 things you liked most about the Summit?

Showing 1 to 20 of 26

1. Flexible format - but this made it hard to participate remotely
2. x-community interaction, open, face-face microphone dialog, access to ICANN staff in a more relaxed setting.
3. The opportunity to get to know the ICANN team that we work with on a day to day basis The open forum interaction the round table with both registries and registrars
4. Different format/structure. More interactive from newer players.
5. 1) Break up into small groups; 2) Closed meeting primarily for contractd parties 3) Very frank communication between ICANN staff and contracted parties
6. Interactivity possibility to ask questions and get answers from all (3) sides - registries, registrars, ICANN networking
7. Remote participation available Recording
8. Audience participation Opportunities to socialize with ICANN, registries, and registrars No slides
9. face-to-face time with ICANN staff face-to-face time with registrars contracted-party driven agenda
10. 1) Chance to have tactical discussions with others in similar positions 2) Relatively small attendance size which allowed for productive open discussions 3) Interaction w/ ICANN staff when focus is on tactics not policy.
11. F2F with key ICANN staff, networking opportunities after hours
12. Engaged discussion format rather than lecturing style
13. Workshop session on day 2, one-on-ones with ICANN staff, networking breaks/evening with attendees and ICANN staff.
14. - getting in contact with ICANN people easily, compared to the big ICANN Meetings - organization of Breakfast and Lunch: it was possible to stay together during the breaks; no split up in small groups for Lunch Meetings etc. - the sessions/topics guided by people other than ICANN
15. 1. engagement with ICANN staff 2. meeting other registries 3. hearing more about the Registry/Registrar/ICANN issues
16. Connecting with the Internet community and having an open dialogue.
17. - Opportunity hear what is working / not working on both the registry and registrar side - Opportunity to discuss business trends with other registries - Availability of ICANN staff to meet one-on-one
18. Registrars & Registries & Compliance
19. The face to face interaction. The ability to meet with ICANN representatives. Small group of people.
20. An attempt at doing things differently The ability to tackle a wide range of topics Location in LA.

Showing 21 to 26 of 26

21. roundtable discussion

22. the interactions between participants; the atmosphere of discussion and the professionalism and dedication of ICANN staff.

23. Open Dialogue Open Dialogue Open Dialogue

24. 1. Opportunity to communicate openly with registrars 2. Face to face time with ICANN staff 3. Ability to set our own agenda based on our objectives

25. Support from ICANN staff (there was a genuine interest by staff to make this Summit work for us). Open dialogue with registrars. Attendance of new participants you don't usually see at ICANN meetings especially the big brands.

26. Santa Monica and 30 Degrees ;) kidding: size of the event business minded, less policy Staff relaxed and very communicative

◀ 1 2

# Question 10: Do you have any suggestions for improving future Summits?

Showing 1 to 20 of 23

1. Not to improve, but reinforce the non-policy orientation. Emphasize the commercial nature.
2. Ensure that the tables are not laid out like a traditional meeting , it must be round table with break out sessions no desk and no laptops will ensure engagement Working with the various groups on an agenda putting an earlier deadline on the agenda completion
3. Have a dynamic chair/host guide the sessions.
4. 1) Be more business oriented; 2) bes practices sharing among registries/registrar
5. I'm afraid the costs of travelling will prevent many from attending
6. More structured agenda More sessions that are registry or registrar specific
7. Ask the community what THEY want to talk about.
8. More time for Registries to meet alone to allow for inclusion of other business focused topics. Perhaps 1 day everyone together (including staff) followed by one day split (2/3 day RrSG and RySG alone\* ending with 1/3 together but still w/out staff) then concluding with 1/2 - 1 day all together (including staff). \*staff available if either RrSG or RySG wishes to include the for a particular portion\*
9. should have announced early in planning cycle that Friday would only be a half day (so travelers could make better arrangements); need more interaction with staff (not just 2 or 3 talking to the audience) to drive relationship building and problem solving
10. Agree within Ry and Rr SG about agenda and goals and communicate to each other well in advance
11. - 200 attendees was a lot, trying to make smaller meetings, so everybody is encouraged to engage in the conversations (for example like the roadshow in Istanbul) - presenters should be aware of the numerous non-native english speaker and speak accordingly
12. More structured format. ICANN to take questions and issues ahead of time and be prepared to provide constructive responses.
13. Yes, I think there should be specific topics that are urgently needed to grow the domain industry. That is what matters if the program is going to be the full success that it can be.
14. - Networking between registrars and registrars. - Breakout groups may have been a little too large
15. An agenda that is more concrete so we can see more traction of action items that will come out of the meeting at the end.
16. Don't assume you need a summit to make progress on our working style and the issues of substance. I found that defeating that we opened the summit declaring it the "first of many" and closed the summit calling it a "success." We already see one another for 3 weeks out of every year; and we're all very used to working via the Internet.
17. expected that there would be more opportunities to meet new registrars, however it seemed that registries were generally more interested in participating this summit. roundtable discussion could be done in smaller group.
18. I would encourage the idea of dividing participants into even smaller groups of discussion since each participant might bring with them different aims and goals.
19. Planning date and location at least one year in advance
20. Dont bother to have them

Showing 21 to 23 of 23

21. see #9 answer

22. Please rotate the summit venue - perhaps somewhere in APAC next time.

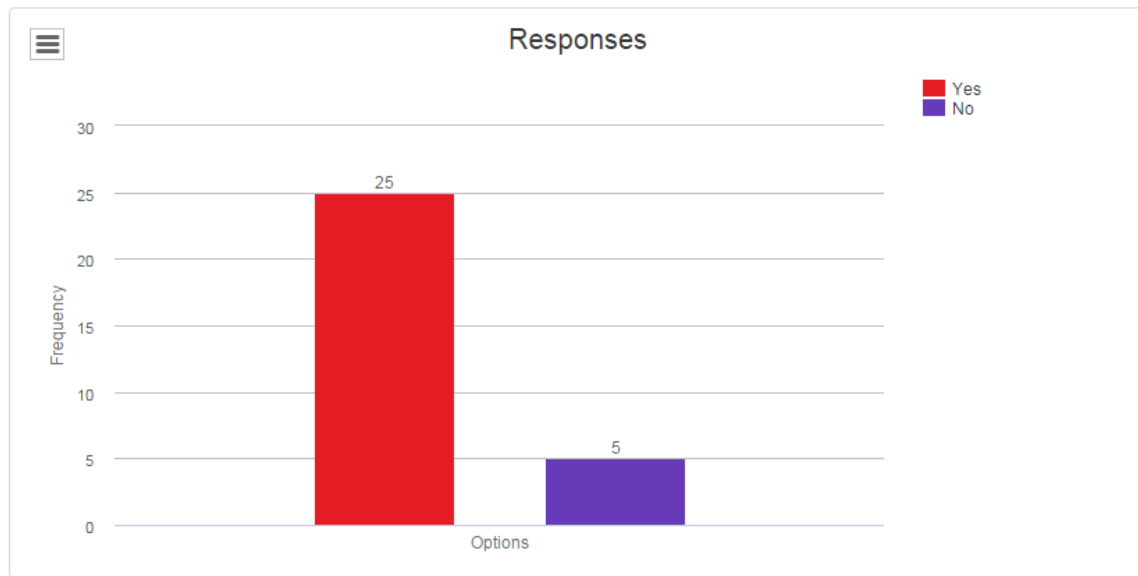
23. should be considered to use other ICANN hubs more workshops, better planning of agenda

◀ 1 2

 Question responses 23 (60.53%)



# Question 11: Did you feel comfortable asking questions/sharing your views at this event?



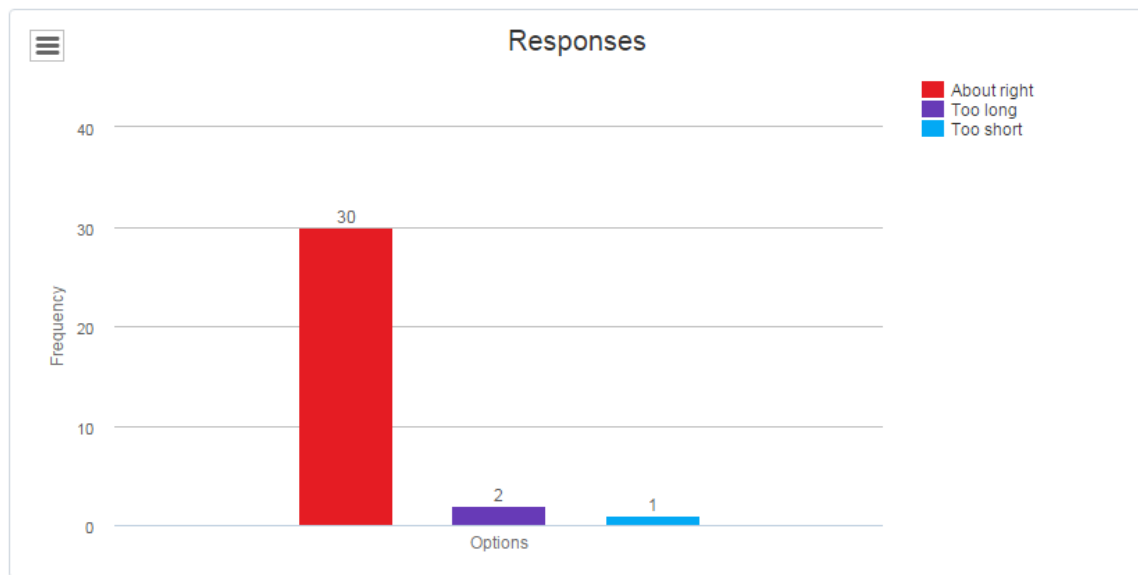
Question responses 30 (78.95%)

# If you answered “No” to question 11, what might we do differently?

Showing 1 to 7 of 7

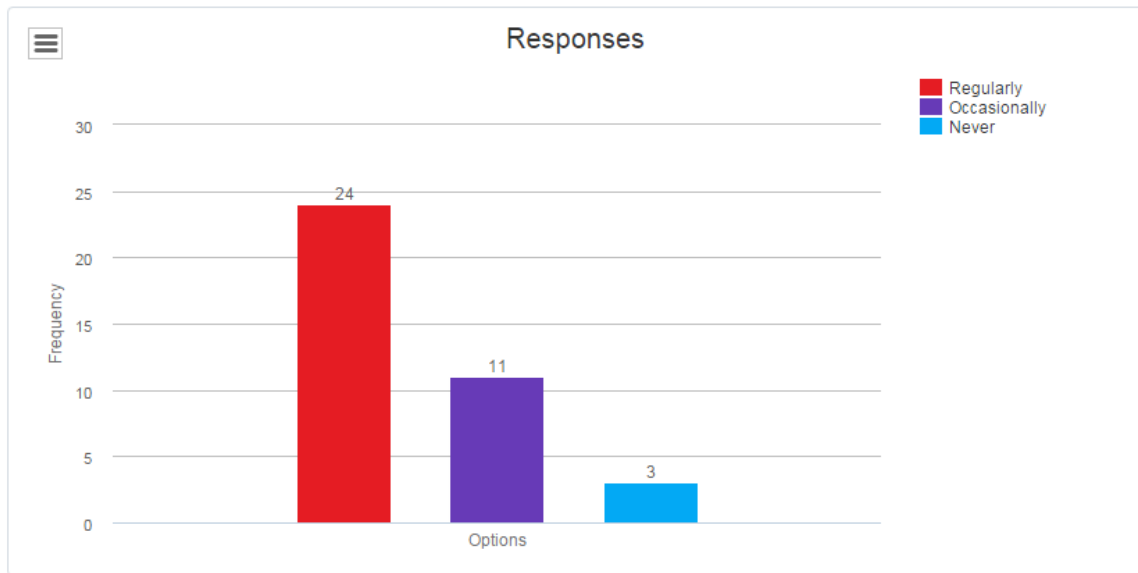
1. It took a day and a half to feel like I had the lay of the land where I could speak openly, but that was only because it was my first time at any ICANN meeting.
2. see answers to question 11: - trying to make smaller meetings, so everybody is encouraged to engage in the conversations - presenters should be aware of the numerous non-native english speaker and speak accordingly
3. Yes, but with the caveat that it was clear there were questions/concerns that would not be resolved so I did not ask those.
4. I am new and it was very intimidating to voice my opinion. Also, it was hard to follow the conversation at times when previous conversations were referenced. Many individuals have strong personalities but when they present in public they indirectly try voice their grievances from previous experiences instead of being direct and to the point. This makes it hard for new individuals to speak up since we are unaware of what is actually being discussed.
5. need to make some effort to overcome language barrier
6. Have a rolling mic e.g. a microphone that is given to those sitting down rather than require new participants to stand up and raise an issue
7. in the worksshop yes, but fro a non-native speaker it is always a little hard when the dicussion in the forum is led by insudty dinosaurs..

## Question 12: The length of the Summit (2.5 days) was:



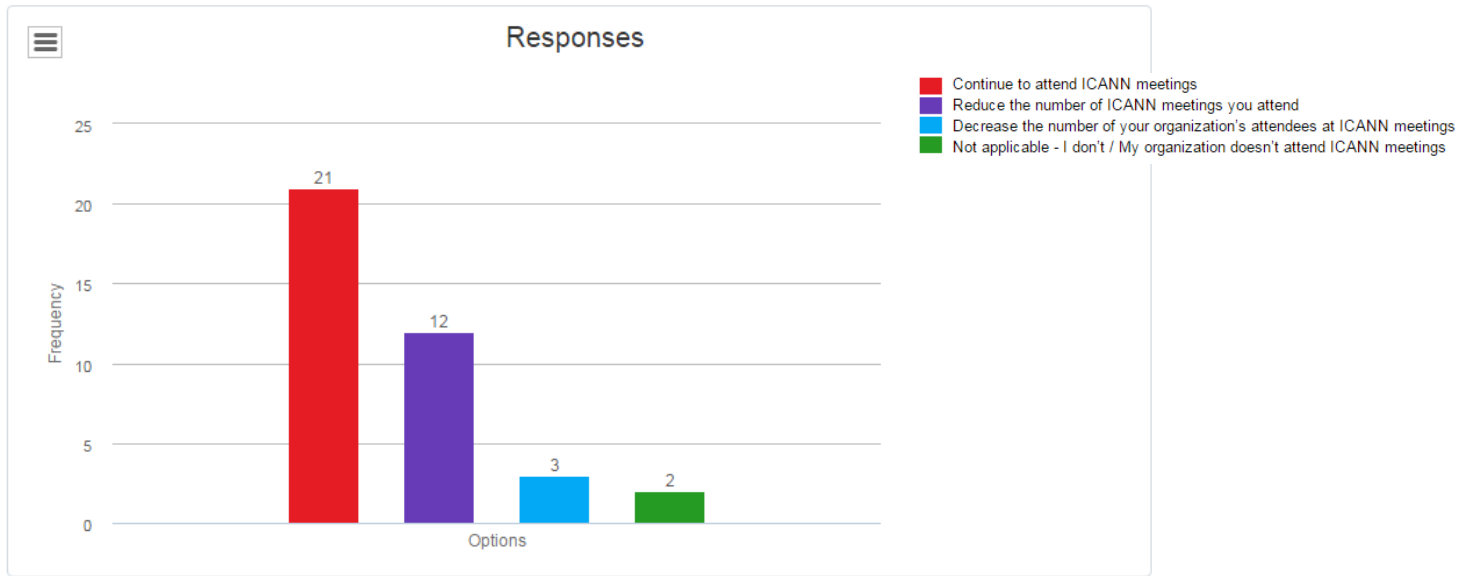
Question responses 33 (86.84%)

# Question 13: Do you attend ICANN Meetings?



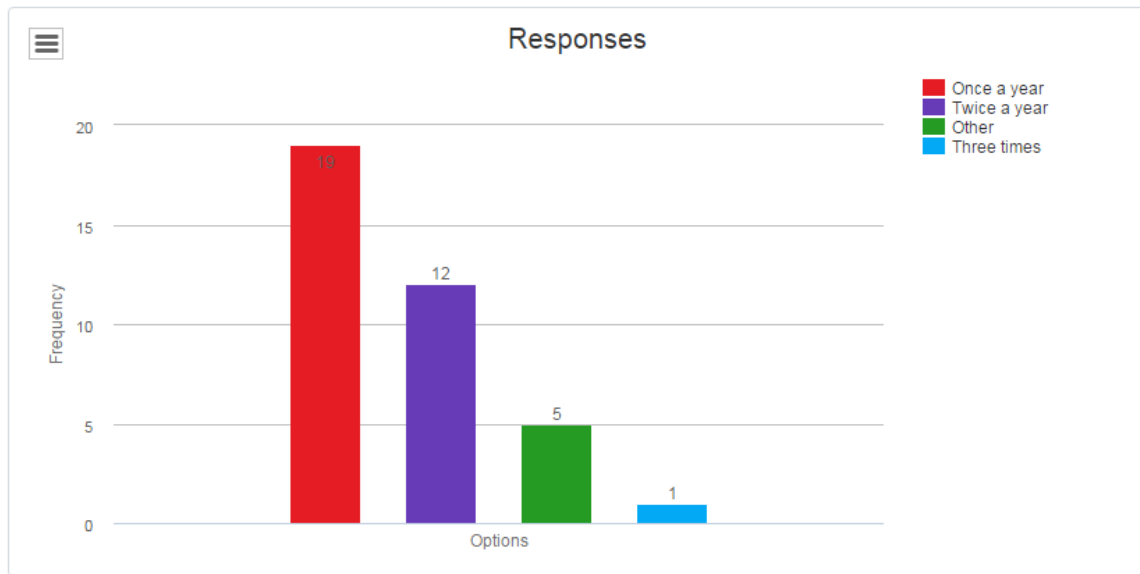
Question responses 38 (100%)

# Question 14: If Summits are held regularly would you:



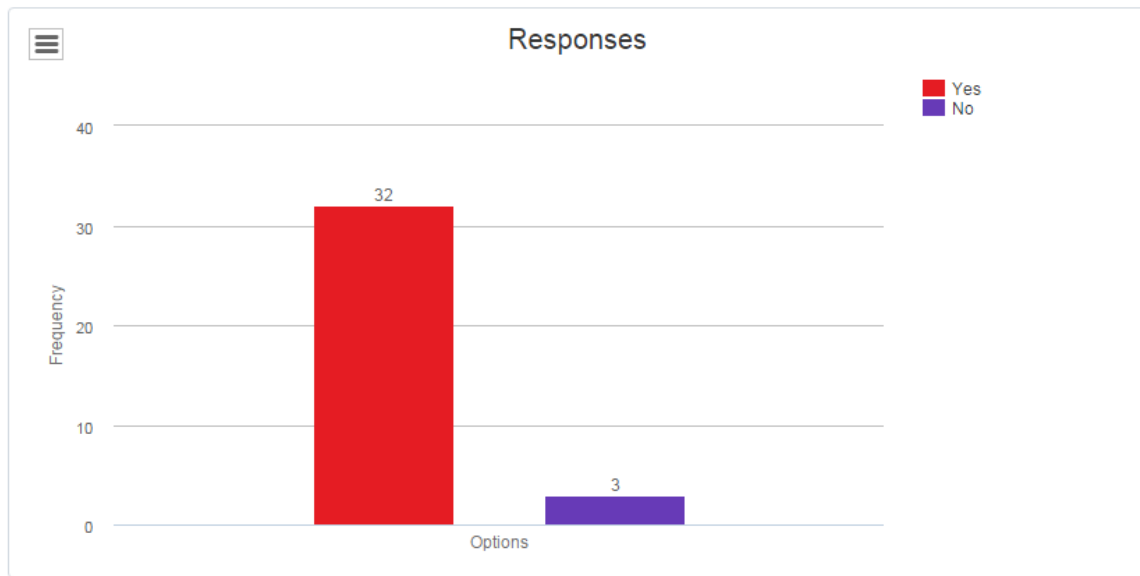
Question responses 38 (100%)

# Question 15: How often should Summits be held?



Question responses 37 (97.37%)

# Question 16: If the event were held again, would you or a colleague within your organization attend?



Question responses 35 (92.11%)

# Please share any additional comments you may have.

Showing 1 to 18 of 18

1. Great start, let's keep the momentum.
2. A big thank you to all the staff for a great job on organising everything, As more of the brand registries go live , it is crucial to ensure that a chunk of the agenda is dedicated to the migration to the new gTLD;s currently marketing teams are ruling against registry migration as they are worried about their SEO and this is slowing down the migration. General Universal acceptance must be discussed and to ensure the new gTLD programme is successful we need to ensure that the take up is swift and the education of consumers is improved, currently the resale of vanity names is slow and it is the brands with marketing campaigns that will kick the programme into touch and we must not be complacent about this , the window of opportunity is extremely slim It may be beneficial to have a recorded webinar rather than a dial in event as interaction for the event is really key and this may reduce costs once a robust agenda is agreed the event could likely run for two days only with the meet and greet on the first evening, the alternative is to have one event for each region similar to the road show event which was really excellent, it is really important to have both registries and registrars in one place without the distraction of policy so long live the summit.
3. Ideally these could be added on as a day or two before an ICANN meeting - that would be easier for more people to attend. If - at the beginning of one ICANN meeting a year there was a pre-breakout/GDD track on the Friday and Saturday before - it would get more people and serve to jump start the general ICANN Tuesday constituency meetings. We should keep a similar/different style format/room arrangement - small group/brainstorming vibe.
4. For Q14, three days might be better.
5. The agenda for the summit MUST be set before the meeting starts. This time the agenda was changed the same day as the summit start.
6. With the increase in the number of registries operating a handful or fewer domains, I believe it is imperative that these summits be held separate from general ICANN meetings where Registry operators can't justify attendance due to majority of time/focus being spent on policy. Especially for brands where our core business is not registry operations - we need the opportunity to participate with colleagues and staff in a manner we can justify to our companies. Thanks for listening! Karen Day SAS
7. Need to coordinate with RysG and RrSG early on, select date and start drafting an agenda that works for most. Assume next Summit will be held outside of US (hopefully an easily accessible venue in Europe); if so, must have clear idea who will attend (industry and staff) ASAP so leadership can coordinate an effective use of time
8. We would appreciate if GDD summits happen on different continents as ICANN meetings do.
9. Thank you for creating those kind of meetings, meet the topics of my daily work.
10. If the GDD is going in the direction of fostering open communication among the parties and evolves into a what's working / what's not working session then perhaps it is not fully ICANN's responsibility to host. Maybe it is co-hosted with the DNA or other such type organization. I say that without a full knowledge of the politics. Thanks for all your work. George Minardos
11. Compliance was evading questions from registrars/registries and I miss the promised follow-up.
12. We continue to attend because we don't know what is going on, what the developments are. ICANN meetings are efficient as the major players of the industry come - we don't want to be left out of these important opportunities for engagement in our non-policy discussions. So, regardless of whether or not we feel like the summits are productive, we would likely attend at least the first year of ICANN meetings + summits. This could get ridiculous. It seems like the most productive elements of the summit (style of engagement, open, discussion based, sufficient time for ad hoc topics) could be folded into the normal ICANN meeting schedule. ICANN could continue to collaborate and experiment with an additional meeting or two with its contracted parties. It could use its political clout to secure participation from representatives of major advertising and marketing organizations so that we can focus on enlivening the domain name industry and creating cross-industry discussions. Fadi travels the world engaging governments and academics but there is very little high-level business networking being done by ICANN on behalf of the domain name industry.
13. Since ICANN meeting B will be shorter and smaller scale meetings, GDD summit can be held with ICANN meeting B.
14. I hope there would be more discussions like this happening even during regular ICANN meetings.
15. I need a maybe in questions 18
16. Good event - keep them coming. Schedule in advance.
17. Focus on operational issues. As a general rule, no matters should be discussed that are discussed at ICANN meetings. More closed sessions with registrars. Roundtables rather than classroom style. Staff should facilitate.
18. take into account that LA is not very convenient for Europe and Asia, changing venues(hubs)should be considered..