



Singapore, site of November 2010 INET meeting

Looking Ahead

THE OUTSTANDING ACHIEVEMENTS OF 2010 HAVE MADE THE INTERNET SOCIETY STRONGER THAN EVER. WITH CLEAR SIGNS OF THE IMPACT OF OUR WORK BEING FELT AROUND THE WORLD, IN 2011 WE PLAN TO BUILD ON THOSE EFFORTS—AND REALIZE EVEN GREATER IMPACT.

While our Strategic Initiatives—*Enabling Access*, *InterNetWorks*, and *Trust and Identity*—will continue to guide our long-range plans, several key priorities will help shape our programmes, projects, and activities for the coming year. Those key focus areas include:

- **Regionalization** Regional Bureaus are key to our ability to effect change on the local level. In 2011, they will be mobilizing to enhance regional support for our global efforts through relationship building and engagements that speak to our mission and support our activities.
- **Expanding Core Revenue** The Internet Society is pursuing revenue and sponsorship growth opportunities in a number of areas, including the INET event series and the expansion of our Next Generation Leaders (NGL) programme (see page 26). Moreover, we are putting into place mechanisms for increasing and retaining Membership, securing hosts for 15–20 scheduled conferences and events, and coordinating funding for regional development on three continents.
- **Mission-Integral Program Expansion** In order to expand our influence with policymakers and within the Internet community at large, we are working on a Deployment and Operationalization Hub (DO Hub) that delivers information about key Internet technologies and infrastructure issues (such as IPv6 and DNSSEC) across diverse businesses and industries. We also plan to expand the work of our Regional Bureaus, build on our long-term efforts to cultivate new Internet leaders, and continue our support of the work of the IETF through ongoing endowment.
- **IETF Visibility** In addition to continuing our support for the Internet Engineering Task Force (IETF), in 2011 and beyond we will increase our efforts to promote the IETF in emerging markets. This will be accomplished by deepening the understanding of IETF processes, current work, and paths to participation in those regions; increasing direct participation in IETF working groups by Internet engineers in emerging markets; and increasing the understanding of the IETF and the benefit of open standards processes among policymakers.
- **Technology and Policy** The Internet Society has a unique role in advancing technology and policy, one that enables us to remain both credible and neutral. In that

“Two thousand and eleven will be another year of tremendous growth for the Internet Society. We plan to take some of the most significant steps yet in our history as we work to strengthen our impact at local and national levels while maintaining a global focus in all we do.”
—Lynn St.Amour, President and CEO, Internet Society



ISOC Fellowship to the IETF Fellows at IETF 79 in Beijing

position, we are targeting two objectives in 2011: (1) the advancement of the health of the Internet through the deployment of IPv6, a continued investment in the development of the common and open Internet, and deliberative surveys on core user values and (2) the advancement of network confidence through support of key areas of technology innovation, policy and regulatory development efforts, and the development and deployment of educational aids for end users.

We expect the strategic plans we have laid out for the next few years will make 2011 one of our most ambitious years yet. The Internet Society's **Regional Bureaus**, which now total five, are central to realizing our global mission. In 2011, each Regional Bureau will assume some responsibility for areas that are critical to our long-term success, including Chapter development and communications, Individual and Organization Member programmes, and sponsorship and fundraising. The Bureaus will fulfill these responsibilities by working closely and collaboratively with Members, Chapters, partners, and Internet Society staff.

The Internet Society's **development efforts** will continue focusing on Membership recruitment and retention, regionalization of relationship management, and new-campaign execution, as well as continued emphasis on sponsorship and grants, in order to continue bringing the Internet and its benefits to billions more people around the globe.

Exploring opportunities to **expand our influence** within the Internet community and among policy makers will be a priority in 2011. These opportunities include delivering critical information about key Internet technologies and infrastructure, such as IPv6 and DNSSEC, across diverse businesses and industries; expanding our strategic development programmes; extending and operationalizing current leadership programmes, such as those that operate under the aegis of the NGL programme, which in 2011 will be consolidated and developed under the newly formed Internet Leadership Programme team; and working to ensure the long-term sustainability of the IETF and other qualified standards-development organizations.

In addition to our current activities, the Internet Society will focus on areas specifically aimed at promoting the IETF in emerging markets. That will mean working to deepen the understanding of IETF processes and working group activities, and increasing direct participation in IETF working groups by Internet engineers in emerging markets. It will also mean increasing the understanding of the IETF and the benefits of open standards processes among policy makers.

Finally, in 2011, the Internet Society will leverage its global visibility in order to achieve increased awareness of and attention to advancing the health and security of the Internet, including understanding and shaping core user values in a variety of countries and cultures.