

March 2017

# The Internet Society at 25

## Investing in Our Community



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Internet Society © 1992–2016

# Overview

- Building a better, stronger ISOC across the globe
- 2017 Activities
- 25th Year Campaigns
- Identity Support and Chapter Engagement
- Website Redesign
- Overall timeline



# Strategy and Approach

2017 marks the Internet Society's 25th year of advocacy for an open, secure Internet that benefits everyone, everywhere.

To recognize this milestone, we will embark on a year of reflection, celebration and community building, and seize the opportunity to expand awareness of the Internet Society and our mission.



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#thenext25

# Building a better, stronger ISOC across the globe.

Our 25th anniversary gives us a unique opportunity to build our presence and visibility around the world in an unprecedented way.

- Working towards outcomes - bringing about change in Access and Trust
- Build awareness of the Internet Society beyond our inner circle
- Empower our community through our new identity
- Position ourselves as a key influencer on the future of the Internet
  - Point to a new generation of leaders
- Launch a refreshed and reenergized Hall of Fame



# 2017 Activities



# Around the world in 2017





# Roundtable Discussions

A series of virtual roundtable discussions will be held periodically throughout the year. Potential schedule and partnerships:

**May:** Ethical behavior on the Internet with Chatham House

**June:** Focus on Entrepreneurship/Community Building/Youth

**October:** Security and Trust, aligned with High Level Global Conference on Cyberspace, with Chatham House (Hyderabad)

**November:** Government's role in Multistakeholder model (Singapore, IETF)



## “25 Under 25” programme

The 25 Under 25 programme will identify and spotlight the next generation of Internet leaders to advance our mission.

Timing: March – September

# Internet Hall of Fame

Following an extensive review, we will launch the refreshed Internet Hall of Fame 18 September in California.

The Internet Hall of Fame induction ceremony will be the kick-off for InterCommunity 2017.



Timing: February - September



INTERNET  
HALL of FAME

HALL OF FAME HIGHLIGHTS

## Nominations Open!

*Nominations for the 2017 Internet Hall of Fame awards are now open...tell us who has helped change the world! Nominations submission deadline is 15 March! [MORE](#)*

MEET THE INDUCTEES





# InterCommunity 2017

#ICOMM17

InterCommunity returns in 2017 with a new focus, streamlined format, and the presentation of a new class of Internet Hall of Fame inductees.

Timing: 18/19 September



# Looking Back, Looking Forward

## History of the Internet

We will look to the community to gather stories and anecdotes of their experience of the Internet from the past 25 year.

Timing: March – December

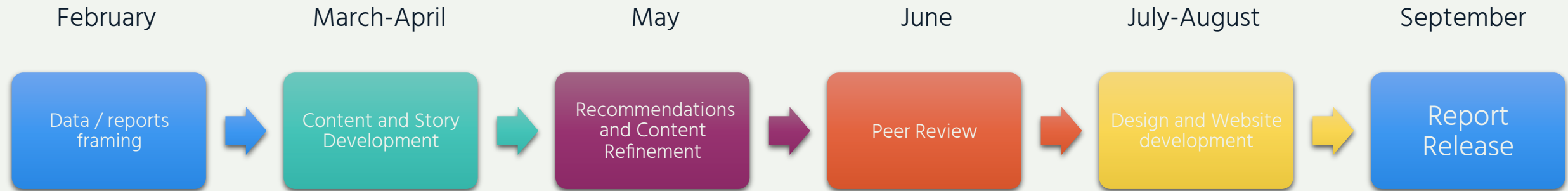
## Internet Futures report launch

Following extensive research with our community and industry experts in 2016, we will present the key trends and uncertainties that may impact the Internet in the next 5-10 years, as well as recommendations for the Internet we want in the future.

Timing: February - September



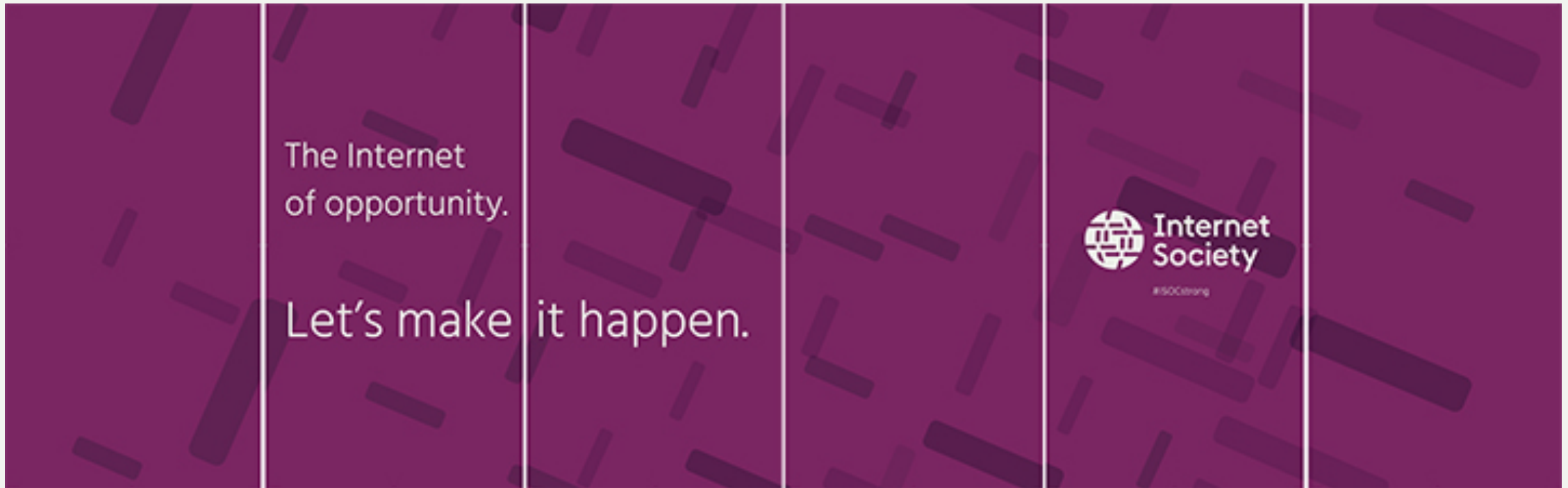
# Internet Futures - timeline



# 25<sup>th</sup> Year Campaigns



## Campaigning in 2017



Our 25th year is a chance to leverage the critical work in access and trust to draw attention to our 25 years of expertise and innovative thinking toward the future.

We will promote and influence action with our target audiences, drawing on the key themes of women in ICT, Youth and Community as the way to create interest.

Timing: February – June/July



# Campaign Goals

- Introduce ourselves to a broader audience
- Extend our values and principles to new and existing audiences
- Achieve thought leadership in access and trust
- Bring about specific actions and outcomes to advance our mission



We're committed  
to an Internet for  
everyone everywhere.  
This is an Internet  
that offers hope and  
celebrates humanity.  
Together, we can  
make this happen.

Join us at [isoc.org](https://isoc.org)



# Campaign Promise

- Ensure sound public policy decisions to support an open Internet
- Strengthen partnerships with local communities
- Send the message that in these uncertain times that security of the Internet is everyone's responsibility



Join the  
Internet Society.

Stand with thousands of members  
across Africa putting the Internet in the  
heart of Africa's future.



# Identity Support and Chapter Engagement



# Identity Support and Chapter Engagement: Overview

In 2017 we will empower the Chapters with new tools and resources that promote their work for the Internet, help to build local and regional relationships and encourage membership.

We will equip our Chapters with toolkits that will support efforts to integrate the new identity with assets.



# Identity Support and Chapter Engagement

## Phase 1: Strategize

January – February

## Phase 2: Build

March – June

## Phase 3: Implement

June – July



# Website Redesign



# Website Redesign: Overview

Redesign and streamline the internetociety.org website to align with refreshed brand and engagement activities.

The redesign is focusing on:

- Engaging our audiences, keeping them engaged and encouraging them to advocate with us
- Highlighting our impact and showcasing our achievements
- Reflecting our community and Chapters

[Home](#) » [Who We Are](#)

## Who We Are



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The Internet Society is a global cause-driven organization governed by a diverse [Board of Trustees](#) that is dedicated to ensuring that the Internet stays open, transparent and defined by you.

## Ambitions for the new site



Advocacy  
and  
action-  
oriented

Global  
and  
dynamic

Usable  
and  
accessible

# Website Redesign: Strategy & Approach

- The vision for the Redesigned Website was developed to ground the decisions and design of the site in fundamental principles of activism, engagement and building our influence in shaping the Internet of tomorrow

## Engage, Educate, Act and Support

- The redesigned website will further the work done to date on our Brand Identity by incorporating the themes, style and tone of voice established
- To enhance the integration of the Brand Identity, Moving Brands is again our partner to maintain consistency and streamline the design approach
- We will engage our community by ‘designing in the open’ – starting with a Beta site that is built and refined over time based on internal and external feedback

The primary purpose of the Internet Society's website is to **bind people to our mission** through topical, insightful content that informs them about the most pressing issues facing the Internet today and helps them to **understand what actions they can take** to solve them.

The website's goal is not only to **attract the attention of key actors** in shaping the Internet of tomorrow, but to **influence the thinking** of a broader audience as a way to achieve desired outcomes.

It is a way for us to project our relevance onto the global stage.

It is a way to extend our **reach, support our community, build our membership and raise funds** for a stronger organization in the future.

# Key Activities and Actions: Moving Forward

Work was paused in Q3 2016

- We recognized the need to regroup internally to further articulate how the site will enhance the ISOC's strategic objective of building a strong organization

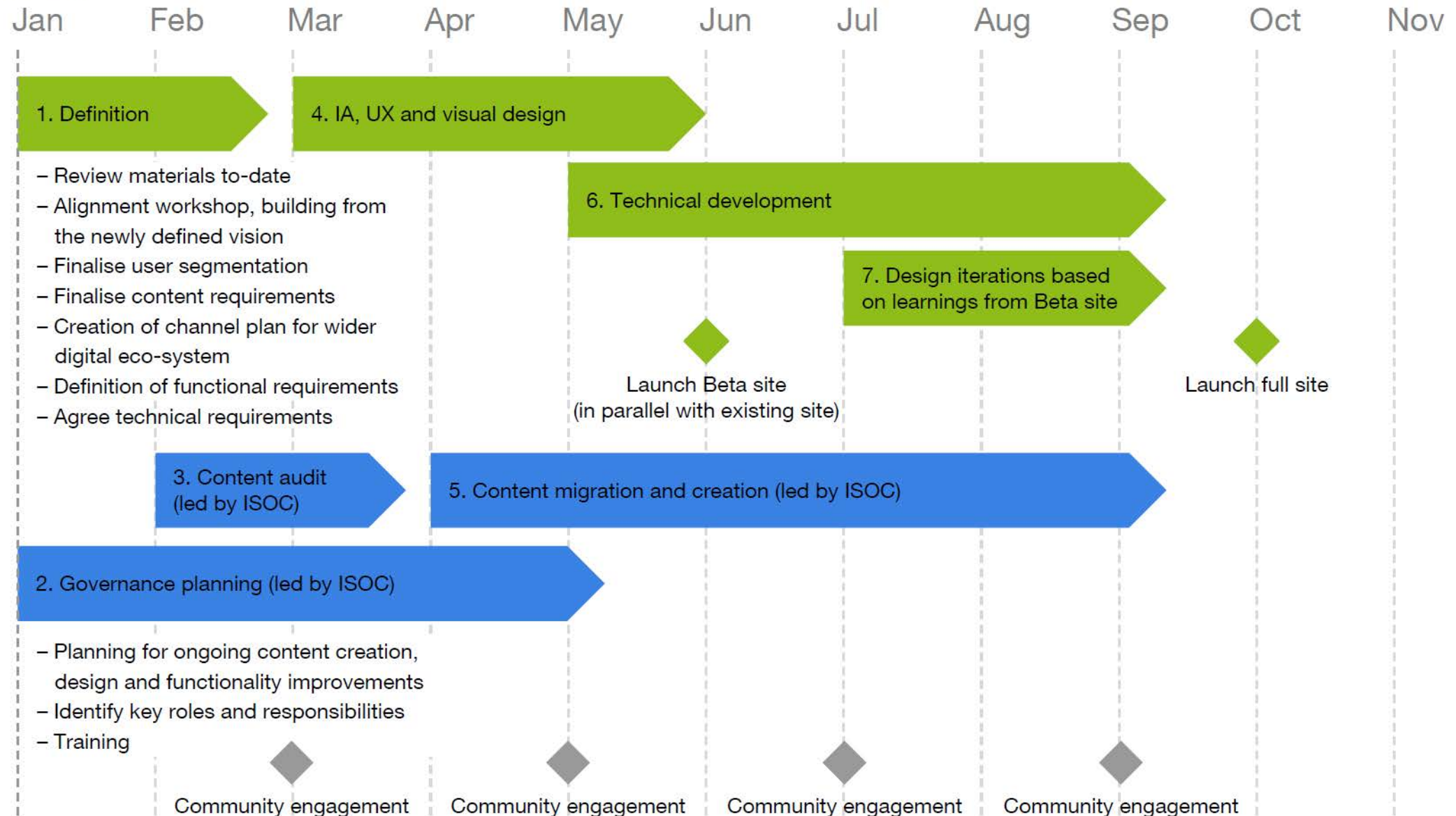
ISOC established the vision and approach for the project

- Project Leadership drafted a solid vision and approach for the project
- Our collective vision was shared with the new design team, Moving Brands, as the starting point for their engagement
- Work completed last year with Happy Cog is being leveraged as appropriate to inform design and technical requirements
- ISOC will lead important work internally that will impact the transition to the new site as well on the ongoing operations and maintenance
- Governance Plan development
- Content Audit, Migration and Archiving Strategy



# High level programme plan

2017



# Timeline



**Roundtable Discussions**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ethical Behaviour												
Entrepreneurship & Community Building												
Security on the Internet												
Governance & Multistakeholder Model												

**25 Under 25 Programme**

Community Announcement												
Programme Runs												
Recipients Announced												

**History of the Internet**

Community Announcement												
Site Open for Submission												

**Internet Hall of Fame**

Nominations Open												
Media and Promotion												
Induction Ceremony												

**InterCommunity2017**

Launch Event Site												
Promotion of Event												
Event Date (19 Sept)												

**Campaigns**

Define Campaign partner												
Develop/Run Campaigns												

**Global Brand Campaign**

Develop Campaing Concepts												
Run Campaign												

**Identity Support and Chapter Engagement**

Planning												
Building of Assets												
Launch												

**Website**

Project Restart												
Strategy Phase												
Design Phase												
Beta Launch												



# Thank you.

Visit us at  
[www.internetsociety.org](http://www.internetsociety.org)  
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