.eu marketing and e-learning initiatives

4th international conference for ccTLD registries and registrars of CIS, Central and Eastern Europe

Novi Sad, Serbia. 13-15 September 2011

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Agenda

Marketing

- Objectives
- Events
- Promotions

Education

- E-learning platform
- Registrar Seminars
- Other information channels

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Marketing, targeting registrars

- ❑ Objectives
- ❑ Events
- ❑ Promotions

Objectives
marketing initiatives

- Increase the registration volume
- Consolidate registered volumes
- Raise awareness
- Value the domain
- Outreach to ad-hoc customers

Events

- **Local registrar lunches** throughout Europe:

  Prague (CZ), Copenhagen (DK), Madrid (ES), Paris (FR), Frankfurt (DE), Athens (GR), Budapest (HU), London (UK), Warsaw (PL)

- **Annual registrar meeting** (live webcast)

- **Co-participation at fairs**

September			
9 - 10	Ivaerk	Copenhagen, Denmark	www.ivaerk.dk
October			
4 - 6	Eget företag	Stockholm, Sweden	www.egetforetag.se
11 - 12	Internet Hungary 2011	Siófok, Hungary	
11 - 13	Salon des micro-entreprises	Paris, France	www.salonmicroentreprises.com/
12 - 13	IAB Forum	Milan, Italy	www.iabforum.it
November			
8 - 9	Internet Poland Conference & Expo	Warsaw, Poland	
21 - 22	Internetdagarna	Stockholm, Sweden	www.internetdagarna.se
24 - 25	Topul National al Firmelor 2011	Bucharest, Romania	
To be communicated	DailyWeb	Bratislava, Slovakia	www.dailyweb.sk
To be communicated	BGSITE competition	Sofia, Bulgaria	
December			
Q4 (to be communicated)	OpenFest Conference	Sofia, Bulgaria	

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Promotions

- Co-funded marketing
- Promo credit programme
- Banner sponsoring
- End-of-year promotion 01/10/2011–1/12/2011 50% discount

Ambition has an address

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.eu
Holen Sie sich Ihre europäische Online-Identität:
Registrieren Sie eine .eu-Domain

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Reach 500 million Europeans, 27 countries ...
with one domain name

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Promo Credit Programme

- 1 promo credit for each new .eu domain name registered during an earning period

- Earning period: 3 to 12 full months

  Cash-in period: 1 to 3 full months

- 1 credit = 1 new .eu free of charge
  - Renewals do not qualify
  - Domain names need to have been available at least 24h

Co-funded marketing

- **Funds automatically deposited into the registrar's marketing accounts**
  - New .eu registrations: 1.50 euro
  - .eu renewals: 0.35 euro

- **Any domain names registered at least 24 hours after released from quarantine or renewed since January 2009**

- **Funds to reimburse up to 75% of the eligible costs of approved campaigns**

Education

- ❑ E-learning platform
- ❑ Registrar seminars
- ❑ Other information channels

E-learning courses

Covers the following areas:

- EURid and .eu fundamentals
- The Registrar Extranet
- Co-funded marketing
- Domain Management on the Extranet
- Trades and transfers, bulk transfers and monitored updates
- Domain name lookup services
- Payments, credits and reimbursements.
- DNSSEC
- More to come!

E-learning courses

- Slides, divided into individual modules or lessons (allowing registrars to study at their own pace)
- Test at the end
- Course tutor available in case registrars have questions
- In English only: online platform, and pdf version
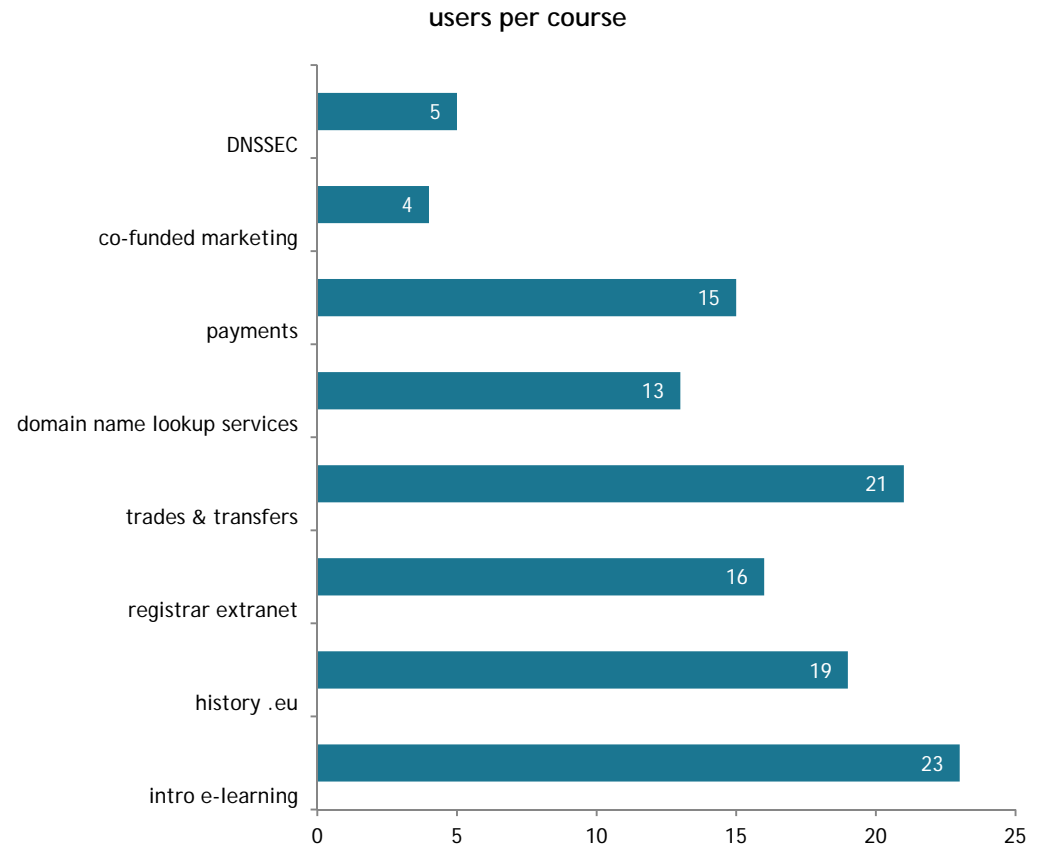- Username and password need to be generated

E-learning: statistics

Total number of users across all courses: 134

Number of registrars that attend a course: 41

Number of users that attended at least 1 course: 49

users per course

Course	Users
DNSSEC	5
co-funded marketing	4
payments	15
domain name lookup services	13
trades & transfers	21
registrar extranet	16
history .eu	19
intro e-learning	23

DNSSEC seminars

- 1-day seminars, throughout Europe (spring 2011, and in Q4 2011 in Barcelona and Pisa)
- Between 12 and 14 participants per seminar

- Participant requirements:

  - Bring their own laptops with ssh (and scp) client
  - Have experience with the Unix/Linux command line and be familiar with editing text files on Unix/Linux
  - Have experience with general DNS concepts (SOA records and serial number) and more specifically the delegation mechanism (NS records, glue records)
  - Perform DNS diagnostics using dig (nslookup is not sufficient, as it does not support DNSSEC)
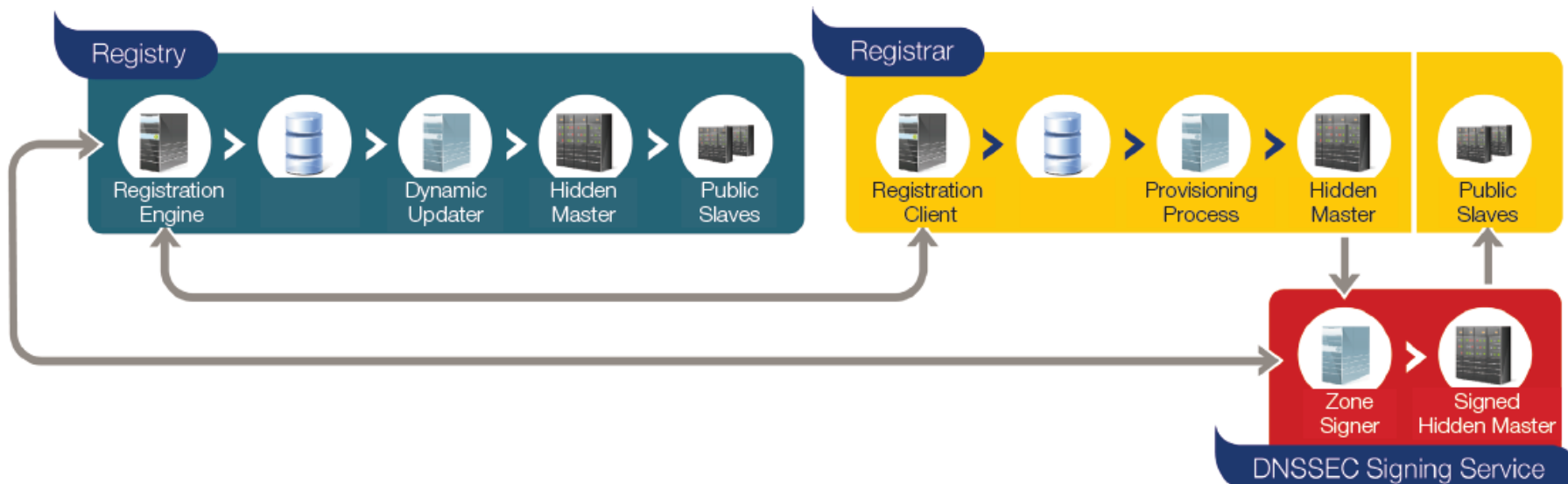
DNSSEC seminars: agenda

- Explanation on DNSSEC
- Setting up an unsigned domain name
- Setting up a signed domain name (incl DNSSEC overhead)
- .eu DNSSEC signing service: explanation and practice
- Wrap up: typical DNSSEC problems

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DNSSEC signing services

- Registrars can offer customers the added value of security, with minimal effort

- Service is currently in the development phase, and will be deployed in Q3 2011

- Tested by a panel of ± 10 registrars

- The service automatically takes care of the aspects related to dnssec signing, regular re-signing and key rollover.

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DNSSEC signing: how it works

The .eu Signing Service is a "bump in the wire" solution. Where domain name zone information would normally pass directly from your domain name provisioning system (a hidden master) to your public slaves, it would now pass to a zone signer that would sign the zone and send it to a signed hidden master that would in turn forward it to your public slaves.

Other communication channels

- Ad hoc e-mails to registrars
- Monthly registrar newsletter
- Registrar extranet
- Brochures
- Support via e-mail, live chat, phone
- Meetings with registrars
- Insights reports
- .eu magazine
- ...

Thank you!

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