

REPORT OF SECOND MEETING OF THE WORKING GROUP ON COMMUNICATION & OUTREACH 2017

Venue: ITU Building, Geneva Date: 14 June 2017 Time:13:00 GMT

1. A physical meeting of the working group on Communication and Outreach for IGF 2017 was held on the 14 June, 2017 13:00 GMT during the MAG meeting launch hour at Geneva. The meeting was coordinated by Segun Olugbile, the coordinator of the group.
2. The meeting had few members of the group participated without provision for remote participation. Thanks to Renata Aquino Ribeiro, Jac SMK and Susan Chalmers for their active participations. Thanks also to Ginger Paque, Marilyn Cade, Zeina Bou Harb, and all the members of the WG for their commitment to the progress of the WG.
3. The main goal of the meeting was to review our approach on the implementation of WGCO plan, identifying new stakeholders and target groups, and how WGCO should work with the host country on communication and outreach to IGF community, as well creating blogs and making these available through social media networks.
4. We briefly review the last meeting report resolutions and other important issues specific to improving outreach activities. Please click [here](#) for the report.
5. We deliberated on the important of focusing on IGF values communication and how best we could reach out through the Host Country embassies participating in the national IGF. We further discussed an important issue raised in last meeting on the subject matter of "How the IGF is contributing to your job" as part of the valued driven outreach feedback strategy.
6. We resolved that a general communication guide should be developed to assist the community understand how best they could get involve in the IGF process, registration and other useful information that could be harnessed for understanding the values of IGF, access and use the IGF useful outcomes and best practices.
7. We further reiterated that each stakeholder beneficiary group should continue to help communicate IGF values and inspired their respective stakeholders' response to IGF funding, and to further make IGF Multi-donor trust fund information accessible to the stakeholders.
8. In conclusion, we made decision that WGCO should help provide information guide and initiate engagement of host country embassies across several nations working with the Secretariat in the national and regional IGF, such that the host country IGF video, presentation, and invitation to the local community should be possibly made available working through various national and regional initiatives.

ANNEX ONE

WGCO 2ND MEETING AGENDA

1. Overview of last meeting report
2. Reviewing and working the suggested action plan items
3. Meeting with host country communication team & Outreach through Host Country Embassy
4. Re-visiting the following action plan items;
 - IGF donor funding
 - Communicating IGF language
 - Outreach through Web, Social media, translation, blogging, etc)
 - Identification of new space and target groups.
 - Collaboration & Synergy with IGF related groups and organizations
 - Draft guideline for short speeches, key message with Feedback via testimonials,
5. Remote Participation Mechanism & diversification
6. Review sharing of of roles and responsibilities.

ANNEX TWO

PARTICIPANTS

1. Segun H. Olugbile (Coordinator)
2. Renata Aquino Ribeiro
3. Jac SMK
4. Susan Chalmers
5. Bambo Sam

Apologies:

- Ginger V. Paque