President & CEO Report (Part 1)

2012 Plan & Budget Review/Forecast
The 2012 Business Plan set forth challenging goals and objectives for the organization spanning all areas. As summarized on pages 7 and 8 of our Business Plan, our goals spanned a range of programmes aimed at accelerating our global influence and local reach, as well as aggressive financial targets aimed at further diversifying our revenue base. In short, we aimed for 2012 to deliver our most exciting year on record.

Our Q1 report highlighted some of the major accomplishments in that quarter and below we highlight some of our major successes in Q2

- **World IPv6 Launch Day** was a resounding success both for the Internet and the Internet Society. With over 60 access providers and several thousand websites participating and committing to keep v6 on, IPv6 traffic at major aggregation points doubled after June 6th. The effort received exceptional support globally by our Chapters, with over 30 local v6 events held. We generated some 300 articles in the media and 600,000 website page visits on June 6 alone.

- **Global INET** brought together over 770 on-site participants from over 100 countries, plus some 1,300 via remote participation, to discuss and collaborate on critical issues facing the Internet. In addition to attracting some of the most influential names across Internet technology, industry, policy, and development as speakers, the associated Global Chapter Workshop, Collaborative Leadership Exchange, and other special interest events, also extended the core Internet values of grass-roots cooperation and collaboration.

- **The Internet Hall of Fame** was a tremendous success, honouring 33 inductees who made significant contributions to the development and advancement of the global Internet. Garnering significant media and press attention, coverage of our Internet Hall of Fame was extremely positive with more than 200 articles appearing in publication in 20 countries and over 7,000 tweets. The Internet Hall of Fame website, www.internethalloffame, was launched 23 April and received more than 22,000 visits in the first 48 hours.

- **Leadership on WCIT**, we established a global leadership position on WCIT and its implications for the Internet, galvanizing and attracting members worldwide. We saw significant global/local action through our bureaus exemplifying the power of our regionalization strategy. All these efforts extend our leadership in matters of Internet Policy.

- **Deploy360** is showing significant growth and in addition to securing/finalizing four ION Conferences for the second half of 2012, 121 deployment resources (how-to guides, case studies, tutorial links etc.) and 191 original blog posts on DNSSEC and IPv6 now available through the Deploy360 site. Since launching the site in January we’ve had over 60,000 visits to the Deploy360 site and over 100,000 page views. On four separate days during that time, Deploy360 represented at least 50% of the traffic to www.internetsociety.org
These are but a few examples of some of our exemplary achievements and impacts through Q2. More are available on our “dashboard slides” later in this report.

As we reach mid-year of 2012, I am pleased to report that the Internet Society is on track to meet even the most ambitious goals, with only limited variations to plan anticipated at this time.

The dashboard slides that follow provide detail on our Q2 activities and performance under each major goal category in our 2012 Business Plan. As the vast majority of these goals are on track for full completion in 2012, we’ll address only anticipated variations to plan below.

**Variance Report**

*Individual Members:* We are on track to achieve a net increase of 60,000 individual members in 2012 (more than doubling members which was our goal), however we are likely to revise downward our 2012 year end figure as the starting base of individual members appears overstated. This is being reviewed and more information will be provided once the evaluation is complete.

*Chapter Letters of Affiliation:* Our goal to achieve 100% of Chapters with ISOC Letters of Affiliation is on hold to avoid a conflict with the ongoing by-law discussion. Nevertheless, we are prepared to proceed with this effort following adoption of the amended by-laws.

*ISOC-Driven Revenue:* On track to achieve $7.25M, or 97%, of our very aggressive $7.4M goal for 2012 (an increase of 37% compared to 2011). We still, of course, have to deliver the second half results and we also continue to strive for 100%. This will be the largest year-on-year increase in ISOC-Driven Revenue ever.

- We are, however, anticipating some year-end variance in our revenue mix:
  - Plus side: Our combined Individual and Organisational Membership revenue goal of $1.8M is on track to achieve 99%. Of this, we are forecasting 100% achievement of our Organizational Membership revenue goal of $1.7M. In this category we are forecasting a 10k shortfall in individual donor revenue (we had anticipated greater flexibility in defining new member categories but this has been delayed by the by-law discussions.)
  - Plus side: We currently forecast that we will exceed our IETF Sponsorships and Grants goal of $.96M by 15%, for a forecasted total of $1.1M revenue in this category. This reflects our Resource Development team’s optimism about alternative funding opportunities in Atlanta, as well as the success of other new programs.
  - Cautionary: We forecast achieving $1.76M of our aggressive goal of $2M in Non-IETF Grants and Sponsorships, for an 88% achievement rate. Note that our 2012 goal represents an increase of over 250% from 2011. While we are striving for 100% achievement, an 88% achievement rate would represent a significant increase (220%) over 2011. The lower than expected revenue is primarily due to a $150K shortfall in budgeted Global INET sponsorships, and shortfalls in grants and sponsorships for Internet Leadership and Deploy360 programmes. While Deploy360 revenues are growing slower than expected,
we are very encouraged with the growing traction and interest from potential financial sponsors. On the plus side, sponsorships and grants for our Interconnection and Traffic Exchange (ITE) work in developing countries will likely exceed expectations, including a recent award of $677k over two years related to work in Africa. We are also building a growing pipeline for grants and sponsorships across key programmes – and still have half the year to go.

**Expenses:** For the whole of 2012, organizational expenses are forecast to be slightly below the budget ($34.2M vs $34.6M). The largest contributor will be personnel-related expenses, forecast to be $700K below Budget. As such we are currently projecting an Unrestricted Net Operating Surplus of $567K (before interest income), exceeding our 2012 goal by some $200k.

- The high level departmental variances we expect are listed below (additional detail can be found later in this report) alongside the financial reports:
  - Resource Development, Regional Bureaus, and Trust/Identity are expected to be under the 2012 budget due to the timing of staff hiring;
  - IT and Public Policy are expected to be under budget due to the favorable impact of currency exchange rates (each has substantial Geneva staff presence);
  - Grant Development costs will exceed the budget due to costs in launching the Open Internet Endowment - using services of an expert firm;
  - Strategic Development is expected to be over budget due to the proposed strategic review work, and
  - Communications is forecast to be over budget due to the expanded scope for the Global INET, Hall of Fame and various 20th Anniversary activities.

**Additional Detail**

Please find below the dashboard slides which outline the progress on our goals for Q2. The performance indicators at the right are forecasting full-year performance and the sub-bullets enumerate key indicators or accomplishments for the second quarter. These are pulled directly from our 2012 Business Plan goals and are categorized as follows:

- Resource and Effectiveness Goals
- Programmatic Objectives and Goals

Behind the Q2 dashboard you will find the 2012 Financial Forecast with additional detail and commentary on our financial performance.

In the Appendix you will find more information on the following programmatic reports:
- Policy/ WCIT Activities
- Deploy 360
- Internet Leadership
- Trust & Identity

**Summary:**

ISOC continues to make significant strides. Our momentum and pipeline are both clearly building, in partnerships and revenues. We are forecasting our biggest year ever in terms of ISOC driven revenue. Our impact in policy debates is clearly seen and felt in many areas
across the globe, as is our impact on technical matters (IPv6 and Trust & Identity as two examples). Our Communications and outreach efforts have contributed significantly to the success of our key programs and our ability to involve new players and invest in new topical and critical areas. Finally, our Bureaus and our local presence through chapters and members, are showing just how critical and how impactful a resource they can be.

All this is enabling ISOC to more fully meet its Mission and take significant steps to impact critical developments for the well-being of the global Internet.

Lynn
### Financial

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<tr>
<th>Increase ISOC-Driven revenue to US $7.4 million – a 37% increase over 2011</th>
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<tr>
<td>• Total ISOC-driven revenue through Q2 projected at 93-95% of the $3.3M revenue target.</td>
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<tr>
<td>• Year-end forecast anticipates achieving $7.25M (97% of goal), but we continue to work towards 100% achievement.</td>
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<tr>
<th>Increase sponsorship and grant contributions (excl. IETF meeting sponsorships) to US $2.0 million in revenue – in excess of 250% growth over 2011.</th>
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<tr>
<td>• Total non-IETF sponsorship and grant revenue through Q2 projected to be about 60-65% of the $901M target.</td>
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<tr>
<td>• Year-end forecast anticipates achieving $1.76M in this revenue category, representing 88% of our 2012 goal. Projected variance due to $150K shortfall in Global INET sponsorships, grant cycle delays, and slower take-up by program sponsors for Deploy360 and IL programs.</td>
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<tr>
<td>• We continue to work towards 100% achievement and also have developed a strong pipeline of opportunities.</td>
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<tr>
<th>Manage ISOC expenses within budget, resulting in an Unrestricted Net Operating Surplus of $350,000</th>
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<tr>
<td>• Total programme and departmental expenses managed well within budget through Q2. Year-end forecast anticipates total expenses to come in slightly below budget ($34.2M vs $34.6M) resulting in a year-end Unrestricted Net Operating Surplus forecast at $567K. This includes absorption of higher Global INET costs and proposed strategic planning work.</td>
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<tr>
<th>Secure US $0.96 million in IETF meeting host and other sponsorships.</th>
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<tr>
<td>• Year-end forecast anticipates achieving $1.1M revenue in this category, exceeding target by over 15%.</td>
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<tr>
<th>Establish an Internet Standards endowment and secure $2M in endowment anchor funds.</th>
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<tr>
<td>• Open Internet Endowment campaign committee established and leadership being put in place. Family launch will take place at IETF 84 in July.</td>
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### Human Resources

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<th>Achieve significant improvement in key areas of the ISOC's staff survey (measures to be determined on completion of the 2011 survey)</th>
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<tr>
<td>• Volunteer staff “FOCUS” group (Forum for Organizational Communications Understanding &amp; Solutions) working to develop recommendations in the areas of improving a. cross organizational understanding; b. work-life balance; c. empowerment in decision making; d. clear communications; e. embedding a clear sense of business priorities and purpose. Output from staff FOCUS team on track and expected to be delivered in mid-July.</td>
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<tr>
<td>• Currently preparing for the second Staff Survey, to be launched in October and completed by year-end.</td>
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<td>Membership</td>
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<td>---------------------------------------------------------------------------</td>
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<tr>
<td><strong>Demonstrate ISOC’s value to its membership community by achieving a combined membership revenue of US $1.8M from organizational and individual members – a 30% increase over 2011</strong></td>
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<tr>
<td>• Total revenue in this category through Q2 is projected to exceed year-to-date target by 35%. Achievement due primarily to accelerated Platinum Member commitments and membership upgrades. Year-end forecast anticipates achieving 99% of $1.8M goal.</td>
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<td><strong>Demonstrate ISOC’s value to new and continuing organisational members by obtaining 40 new organisational memberships 2012 and retaining 95% of current organisational members.</strong></td>
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<tr>
<td>• 9 new Organizational Members added in Q2 for a total of 12 to date with 4 additional MOUs ready for signature with prospective members. Year-end forecast anticipates achievement of the retention and new org member goal.</td>
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<td><strong>Broaden ISOC’s base of individual members by doubling individual membership numbers to 120,000</strong></td>
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<td>• Currently advancing a strategic relationship with FuturaNetworks/Campus Party, a youth technology movement with some 180,000 global participants, which we expect will significantly increase our Student Membership category.</td>
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<td>• Increase will largely be dependent on the success of appealing to this youth movement. Expect to increase by 60,000 (more than doubling members which was our goal), but year-end total individual membership figure may be lower due to possible overstatement of base at the beginning of the year.</td>
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<td><strong>Chapters</strong></td>
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<td><strong>Grow ISOC’s global reach by increasing the number of contributing and engaged ISOC chapters by 20%</strong></td>
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<td>• For 2011, our focus was on standing up additional Chapters through rejuvenation and formation of new Chapters. For 2012, the focus shifted to increased engagement from all of our Chapters in order to help up maximize impact.</td>
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<td>• Number of contributing chapters has already improved with the participation in the Global Chapter workshop at the Global INET. New Chapter tools rolled out in Q2 include a new Chapter Guide, Chapter Webinars, and Chapter website hosting.</td>
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<td>• Q2: 2 new/rejuvenated chapters (Switzerland, Kenya), 3 chapters in formation (Egypt, Russian, Azerbaijan), 4 chapter formation requests (Cuba, Libya, Iraq, and Yemen), 1 chapter in rejuvenation (Turkey).</td>
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<tr>
<td><strong>Grow mutual commitment and responsibility between ISOC and its chapters as demonstrated by achieving 100% with ISOC Letters of Affiliation.</strong></td>
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<tr>
<td>• The Letter of Affiliation is temporarily on hold pending the outcome of the by-law discussions.</td>
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### Objective A: Fostering an open, innovative, and trusted Internet world wide

#### A 1: Accelerate the deployment of key Internet technologies and IETF standards

- **Deploy360 Programme continues to grow.** 121 deployment resources (how-to guides, case studies, tutorial links etc.) and 191 original blog posts on DNSSEC and IPv6 now available through the Deploy360 site. Since Jan 1, the Deploy360 site has received 59,000 visits and over 99,000 page views. All 4 planned ION events have been confirmed (India, Slovenia, USA, Brazil). Programme is on track for adding secure routing as a Deploy360 resource topic in Q3.
- **World IPv6 Launch on 6 June 2012 was a resounding success.** 60+ access providers and several thousand websites participated. IPv6 traffic at major aggregation points doubled after June 6th, over 10% of Alexa top 1000 websites globally are now dual-stack enabled, and data from Nonimum indicates nearly 60% of service providers around the globe plan to roll out IPv6 by the end of 2012. 32 Chapter events
- Providing support to AFTLD related to DNSSEC training.

#### A 2: Advance solutions that protect privacy and identity while safeguarding user choice and global Internet interoperability

- **As a result of community commitments made at our Internet Attribute Infrastructure Workshop, a draft requirements document for an attribute registry is now in review and a whitepaper on good attribute design is in 00 draft.**
- **PEER implementation is making good progress and REFEDS is engaged in active discussion with respect to establishing a public instance of the service and distinguishing the software implementation from the service instance. ISOC will be mirroring the initial instance of the database hosted by NorduNet.**
- **Q2 was an active quarter for policy work in privacy, identity and security. Achievements included: Coordinating ITAC’s contributions to key OECD work on national cybersecurity strategies and the economics of personal data.** As a result of participation at the Council of Europe event on Data Protection in the Digital Era, ISOC received an invitation to contribute to the work of the CoE’s Consultative Committee for Convention 108. Secured ISOC’s participation in the European Network and Information Security Agency (ENISA) Permanent Stakeholders Group (PSG) in charge of providing independent advice to the Executive Director. Coordinated/presented at two WSIS Forum 2012 workshops on data privacy and identity considerations for users.

#### A 3: Advance implementation of solutions that enhance Internet infrastructure and data security while working to preserve the open, global Internet

- **Secure routing forum successfully held with top Tier-1 North American providers.** Key output was an agreement that measurement data critical to progress improvements in global inter-domain routing. ISOC will organize a measurements workshop in Q3.
- **Pursuing a DNSSEC initiative to create a global coordination group of entities currently active in the DNSSEC education arena.** This collaboration will strive to prevent overlap and strengthen activities around DNSSEC deployment.
- **Excellent progress is being made on an open source implementation of a SAML enhanced client supporting SASL and GSS-API mechanisms.** This work, supported by ISOC, helps to advance efforts related to authentication and authorization below the Web.
### Objective B: Advancing policies and strategies that strengthen the Internet’s growth and evolution

#### B 1: Advance ubiquitous, reliable, and sustainable Internet in developing countries that is on a par with the rest of the world.
- Solid progress with developing country programmes and activities across the LAC, Asian, and African regions, engaging more than 300 participants with outreach and training and other meetings as of 30 June. On track to reach our goal of engaging 600 or more developing country network managers and decision-makers in targeted capacity building activities.
- Conducted IXP and routing training workshops in the African and Latin American Regions. Selected by the African Union for a project award to conduct IXP best practices and technical training across the African Region.
- Inventory of ISOC development-related programmes launched with goal to increase strategic messaging on development activities, achievements, and outcomes, and develop multi-year programme streams.

#### B 2: Spearhead advocacy for the fundamental principles of the Internet Model and Internet Ecosystem.
- Achieved significant success in advancing our WCIT and WTPF advocacy activities, including: Producing a WCIT ITR matrix analyzing ITR proposals and the potential impacts to the Internet community as a tool for galvanizing our community, membership, and chapters; Launched WCIT Webinars for Chapters to encourage engagement in their national preparatory process; Testified in front of the U.S. Congress and conducted regular press interviews on WCIT implications; Launched a dedicated Internet Society WCIT website to distribute content on the issues; Secured ISOC’s participation in the ITU WTPF Informal Exerts Group (IEG) and coordinated a joint ISOC-NRO-ICANN letter to the IEG that was successful in advocating for openness in IEG processes.
- Secured ISOC role in new IGF Multi-stakeholder Advisory Group and influenced the UNCTAD CSTD Working Group on IGF improvements.
- Participated in the WIPO Diplomatic Conference on the Protection of Audiovisual Performances calling for member states to apply ISOC principles to preserve the Internet and its fundamental characteristics through open, transparent, and inclusive dialogue. Issued a statement on the Trans-Pacific Partnership Agreement (TPPA), calling for more open, transparent and multi-stakeholder negotiating processes. Contributed to the recent EU Parliament rejection of the Anti-Counterfeiting Trade Agreement (ACTA) by raising awareness of its negative impact on the Internet.
- Released ISOC-UNESCO-OECD study on “Local Content, Internet Development and Access Prices”

#### B 3: Advance the understanding of the value and benefits of open Internet standards to key Internet influencers and increase engagement in open standards processes.
- African Internet Standards Forum successfully held during AfNOG week in the Gambia, promoting open standards and encouraging African participation in the IETF. A similar open standards/IETF awareness event was held in coordination with the Dhaka Chapter (Bangladesh).
- Twenty (20) eligible Applied Networking Research Prize (ANRP) nominations were received, resulting in 3 ANRP prizes awarded. One of these submissions will be presented at IETF-84 in Vancouver and two will be presented at IETF-85 in Atlanta. Cisco and Time Warner Cable have both offered endorsements for the ANRP.
- Chapter tool-kit on open standards in development and on track for Q3 launch.
### Objective C: Enabling a vibrant organisation and vital global community to advance the Internet’s future

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<th>Year-end Projection</th>
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<td>Projection</td>
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#### C 1: Build a global cadre of future Internet leaders who can skillfully advance complex issues at the intersection of policy, technology, and business.
- Partnership discussions underway in LAC region with three potential university partnerships and other non-profits, including the Institute for International Education to extend reach of ISOC learning and development programs.
- Conducting 4 e-learning courses “Shaping the Internet – History and Futures,” in English, French, and Spanish.
- As of 30 June, 100+ participants have completed IL programmes, including 70 at the Collaborative Leadership Exchange during the Global INET.

#### C 2: Provide the world a trusted independent source for Internet information and thought leadership.
- Communications effort around World IPv6 Launch resulted in the most visible event ever organized by the Internet Society, including more than 300 articles in the media, 600,000 page views of the www.worldipv6launch.org website, and 2.3M social media impressions reaching 1.1M followers in June alone.
- On WCIT issues, we achieved more than 100 press articles (as of June 2012) that either quote or reference the Internet Society, and over 10 stories on ISOC’s testimony in front of the U.S. Congress on WCIT.
- Launched Internet Hall of Fame programme, which recognized 33 individuals key to the Internet’s development and evolution—and which generated hundreds of media stories around the world that advanced the Internet Society as a trusted source of information.
- Organized a successful Global INET, which brought together more than 1900 leaders from around the world for 3 days of thought provoking discussion about the development, potential, and future of the Internet.
- The 2012 Global Internet User Survey questionnaire was finalized and is being fielded in 20 countries. Results anticipated to be released in September 2012.
- Annual website goals for Q2 on track. Set to far exceed goals for social media followers (already over 45,000 combined Facebook and Twitter followers vs an annual goal of 54,000) and media placements (already over 700 unique placements vs annual goal of 1000).
- Phase 1 of the Internet Society Global Messaging Center (GMC), a key web-based resource for coordinating and promoting common messages and resources across all departments and the Regional Bureaus, was rolled out to subject matter experts (including content for 7 key message topics and associated resources focused on key Internet Society priorities) in Q2.

#### C 3: Bolster the effectiveness and resources of ISOC as an organisation.
- See detail under “Key Resource and Effectiveness Goal” slides.
## Tracking our Performance: Q2 Achievements on Programmatic Goals – Objective D

### Objective D: Empowering people to achieve human potential through unencumbered Internet use

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<th>Year-end Projection</th>
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<td>D 1: Advance the right of people across the world to access and use the Internet on an open, nondiscriminatory basis, respecting the rule of law.</td>
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<tr>
<td>- Organized two Internet and Human Rights related workshops at the WSIS Forum 2012 (Action Line C10 session on ICT ethics, ISOC workshop on Internet and freedom of expression).</td>
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<td>- Deeper engagement and impact in the Human Rights Council, including successful introduction of the notion of the “open” Internet in Council Resolution on protection of Human Rights online.</td>
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<td>- Launched campaign during World Press Freedom Day, including a new webpage, press release, and social media.</td>
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<th>Year-end Projection</th>
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<tr>
<td>D 2: Empower individuals and communities, including the vulnerable and underserved, to maximize the transformative opportunities the Internet enables.</td>
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<tr>
<td>- First round of the 2012 Community Grants Programme completed resulting in nine project awards for ranging from IPv6 deployment training in Africa to preserving cultural heritage on-line in the Pacific. Second 2012 call for applications launched and underway.</td>
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<tr>
<td>- Campus Party partnership project and research to better understand ISOC’s value for university-aged youth conducted, and planning for ISOC youth programme to garner more involvement in ISOC’s mission underway.</td>
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<tr>
<td>- Wireless India project MOU signed with the Digital Empowerment Fund to partner on extending wireless network training and network implementation in rural and remote locations in India.</td>
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Detailed Mid-Year Financial Performance Commentary

Nota: The financial projections are based on results through May. The Q2 Financials are being completed and will be presented to the Finance Committee next week and forwarded to Trustees the week of August 6.

The Budget for 2012 represented a significant expansion from that of 2011, in both revenue expectations and expenditures. Similar to the prior year, there are three primary contributors to the revenue growth: (a) PIR’s unrestricted contribution will increase from $24.25 million to $26.50 million; (b) Org Membership revenues are budgeted to increase 30% to $1.7 million; and (c) the Budget for Sponsorships and Grants (non-IETF) increased from $572K in 2011 to $2 million (250% growth) in 2012 (including sponsorships for ISOC’s 20th Anniversary events). In addition, ISOC budgeted to receive $310,000 in registration fees for the 20th Anniversary events.

Concurrently, four areas represent the primary budgeted uses of these increased funds: (a) Mission integral program expansion, particularly in the areas of Deployment and Operationalization Hub (DO Hub – now called Deploy 360), Internet Leadership (doubling the participation in NGL, expanding IETF fellowships, and fulfilling key parts of a grant for Latin America), (b) expanded Grant, Sponsorship and Membership activities, (c) emerging country development activities (the Latin America grant work and the AU-AXIS grant, and (d) ISOC’s Plan included the addition of key personnel to support core areas of activity (Regional Bureaus, Public Policy, and Membership).

In brief, ISOC’s first half results are expected to show that it is on target for total revenue through June, and under Budget on most expenditure categories. For the full year, our forecast reflects that we will exceed our target for 2012 operating surplus ($567K vs. Budget of $350K, before interest income).

Mid-Year Revenue Review and 2012 Forecast
ISOC reflects revenue in three (3) main categories (in addition to the PIR contribution):
• Org Memberships, Platinum Sponsorships, and Donations
• Sponsorships and Grants
• Registration and Fee Revenue

Org Membership Revenues will continue to exceed the Budget through Q2, reflecting strong Platinum Sponsorship growth. Even so, we recognize that we have a reach to achieve the $1.7 million target for the year. Efforts to bolster Individual Members and Donor Revenue, will depend on a Q3 donor campaign and a program to enlist members of a global youth organization. Our forecast expects the number of donors to accelerate and fall only slightly short of the $90K Budget.

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<th>2012 Revenue Forecast v. Budget (excluding PIR)</th>
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<tr>
<td>Membership &amp; Platinum Sponsorships</td>
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<td>Sponsorships &amp; Grants - Non IETF</td>
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<tr>
<td>Sponsorships &amp; Grants - IETF</td>
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<tr>
<td>Registration &amp; Fee Revenue - non IETF</td>
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<td>Registration &amp; Fee Revenue - IETF</td>
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Forecast | Budget
For the full 2012 forecast, we expect total Sponsorship and Grant Revenues to have revenue sources that exceed revenue targets and sources that may fall short of targets. On the positive side, we forecast ITE sponsorships, IETF Sponsorships, and other sponsorships to exceed the 2012 revenue targets. The result of our Grants effort are particularly encouraging, with the recent award of the African AXIS grant for $677K over two years, and last year’s Latin American grant for $450K over three years (grant revenue is recognized only as earned over the life of the grant). However, we fell $150K short of the $500K target for Global INET Sponsorships, and expect 2012 IL related sponsorships to fall similarly short of that target.

Finally, Global INET Registration Revenue fell short by $286K. Although attendance numbers at the INET were on target, we substantially lowered registration fees and waived most INET and Gala event fees to ensure equal opportunities for ISOC’s diverse membership. We also significantly increased the number of Gala dinner attendees to accommodate virtually everyone in attendance (the right thing to do, but added significantly to budget) This fee shortfall will be partially offset by NDSS and other registration revenues that are expected to exceed their 2012 revenue goals.

The graphic below demonstrates the strides made in 2011 and 2012 (forecast) toward increased revenues from these areas of focus, particularly non-IETF Sponsorships and Grants revenue.

**Mid-Year Expense Review and 2012 Forecast – Non-IETF Expenses**

Expenses are reported according to their functional departments. The Q2 financial report is expected to show that expenses for nearly every functional department are under the mid-year Budget. Many of these underspends are due to the organisational focus placed on the Global INET, open headcount positions, and favorable currency exchange rates.

For the whole of 2012, expenses are forecast to be below the budget, but only slightly so. The largest contributor will be personnel-related expenses, forecast to be $700K below Budget.

Specific comments regarding departmental expenses include:

- Resource Development, Regional Bureaus, and Trust/Identity are expected to be under the 2012 budget due to the timing of staff hiring;
- IT and Public Policy are expected to be under budget due to the favorable impact of currency exchange rates (each has substantial Geneva staff presence);
- Grant Development costs will exceed the budget due to costs in launching the Open Internet Endowment;
- Strategic Development is expected to be over budget due to the proposed strategic plan work with Bridgespan; and
- Communications is forecast to be over budget due to an expanded scope for the Global INET and Hall of Fame.
The graphics below reflect the relative Budgets and 2012 forecast in the various functional areas.

Personnel Summary

Personnel-related costs make up more than 50% of ISOC’s operating expenses as our programmes are largely dependent upon expert personnel. To date, we are slightly behind the hiring plan established for 2012, but we expect to be at or above full strength by the end of the year. We began the year with 60 FTE (eight under plan). As of July 15, we now have 74 staff members and six open positions. Hires to date and currently open positions include:

**2012 Hires**
- Internet Development Manager, Africa
  - Kevin Chege
  - 2011 Position
- IT Systems Support, Reston (Replacement)
  - Dang Tran
  - Replacement
- Director, Development Strategy
  - Jane Coffin
  - 2011 Position
- Sr. Manager Next Generation Leaders
  - Niel Harper
  - 2011 Position
- Technical Outreach for Identity and Privacy
  - Robin Wilton
  - Replacement
- Manager, Regional Affairs Asia (Replacement)
  - Thip Chomprang
  - 2011 Position
- Research Assistant
  - Mia McAuley
  - 2012 Position
- Director, Strategic Marketing Communications
  - Kathy Sebuck
  - 2012 Position
- Policy Advisor
  - Karen Mulberry
  - 2012 Position
- Regional Bureau Director, North America
  - Paul Brigner
  - 2012 Position
- Sr. Manager Resource Development
  - Robin Greenspan
  - 2012 Position
- Manager, Regional Affairs LAC
  - Shernon Osepa
  - 2012 Position
- Sr. Manager, Org Member Relations
  - Emma Frost
  - 2012 Position
- Internet Leadership Logistical Coordinator
  - Lauranne Oliveau
  - 2012 Position
- Policy Advisor
  - Konstantinos Komaitis
  - 2012 Position
- Staff Accountant
  - Jean Lee
  - 2012 Position

**Open Positions (7-20-2012)**
- Sr. Director, Global Services
  - 2011 Position
- Sr. Director, Business Development & Resource Mobilization
  - 2011 Position
- Sr. Director of IT Development
  - 2011 Position
- Operational Engagement Programme Manager
  - 2012 Position
- Manager, Chapter Development, The Americas
  - 2012 Position
- Director of Chapters
  - Replacement

In addition to these six openings, ISOC will seek to hire a number of mid-term staff to fulfill funded or urgent needs, yet forecast an annual surplus in excess of the 2012 Budget.

First, the AXIS grant will require two full-time contractors fully funded by the phase one award. Since these contractors will be with ISOC at least throughout phase one of the AXIS awards (about 18-24 months), we will count these personnel as FTE (full-time equivalents). Second, we lost our Director of Chapters who had re-located to Australia and hence was able to coordinate chapter activities in Asia. We now plan to place the Director position in Geneva (a more accessible location) at a lower cost, allowing us to add an Asia-based chapter support person within the same budget cost. Third, in our review of the successful Global INET and Hall of Fame and in preparation for events in 2013 and 2014 (see separate presentation), ISOC proposes to hire the contractor responsible for the 2012 events. Again, this will be counted as an FTE because of the multi-year nature of the need.
If we are successful in filling all open positions, this will bring our year end head-count (including employees and grant related contractors) to 84, 4 positions ahead of budget but within the budgeted salary expense.

**IETF/IASA Review for 2012**

The 2012 Budget continued the heightened level of support for the IETF, as the IAOC continues to develop stronger tools and restructures the RFC editor function. IETF/IASA activity is presented separately by the IAOC Chair. In brief, ISOC’s contribution to IETF is forecast to be on target for 2012.

**Other Revenue (Expenses) for 2012**

This category of the Statement of Activities includes income from investment activities as well as exchange rate gains or losses. ISOC has a conservative investment policy that allows for investment in short and intermediate term investment grade bonds. Even with a poor Q2 economy, ISOC’s investment returns have exceeded the budget, and we hold to the full-year target of $400K.

**Cash and Reserves**

As we increased our Reserve Funds to meet our reserve goal ($13.4 million), the additional funds were invested conservatively in short-term instruments and international bonds, increasing our balance in those categories. Our current mix of investments for the Strategic Reserve Funds is reflected in the chart below (the mix of Intermediate Bonds has reached the high end of their investment guidance).

![Investment Allocation](chart.png)

**Restricted Funds - 2012**

Restricted Funds cannot be fully recognized until they are actually spent for the use for which they were directed. With the 2010 contribution of $2 million in directed funds from PIR (directed for ISOC’s use in programs in support of the IETF), ISOC includes a Restricted Funds section in its Statement of Operations. This section tracks the additions and uses of funds directed for a particular purpose.

The forecast for the generation of new Restricted Funds (e.g., the second year of the Latin American Grant) and the use of previously restricted funds remains on target. Of particular note, the 2012 Budget calls for application of $1 million in restricted funds for IETF visibility and outreach programs (received from IETF in 2010). ISOC would then have an estimated $1.0 million remaining in these funds for use in 2013.

**Public Support Test**

The revenue forecast in this longer term financial Outlook would result in a Public Support Test calculation of about 13.9%, occurring with the filing of the 2011 tax return and increasing thereafter. This result includes the $2 million in restricted funds received from PIR in 2010, as restricted funds count fully toward the support test calculation. We have used conservative revenue forecasts for future years (both for PIR contributions and for assumptions regarding other revenue sources) in arriving at this outlook.
# Internet Society

**Statement of Activities and Change in Net Assets**

**2012 Forecast**

<table>
<thead>
<tr>
<th>Unrestricted Revenues (including IETF)</th>
<th>2012 Forecast</th>
<th>2012 Budget</th>
<th>Variance</th>
<th>2011 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Memberships and Contributors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization Membership/Platinum Contributors</td>
<td>$1,700,000</td>
<td>$1,700,000</td>
<td>$0</td>
<td>$1,311,185</td>
</tr>
<tr>
<td>Individual Member Dues &amp; Donations</td>
<td>80,000</td>
<td>90,000</td>
<td>(10,000)</td>
<td>10,740</td>
</tr>
<tr>
<td><strong>Memberships and Contributors</strong></td>
<td>1,780,000</td>
<td>1,790,000</td>
<td>(10,000)</td>
<td>1,321,925</td>
</tr>
<tr>
<td><strong>Sponsorships and Grants</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IETF Sponsorships (incl new sponsorship opportunities)</td>
<td>1,123,793</td>
<td>966,000</td>
<td>157,793</td>
<td>1,052,695</td>
</tr>
<tr>
<td>Other Sponsorships and Grants</td>
<td>1,759,664</td>
<td>2,010,000</td>
<td>(250,336)</td>
<td>572,114</td>
</tr>
<tr>
<td><strong>Sponsorships and Grants</strong></td>
<td>2,883,457</td>
<td>2,976,000</td>
<td>(92,543)</td>
<td>1,624,809</td>
</tr>
<tr>
<td><strong>Registration and Fee Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20th Anniversary Gala &amp; Global INET Registrations</td>
<td>23,325</td>
<td>310,000</td>
<td>(286,675)</td>
<td></td>
</tr>
<tr>
<td>IETF Meeting Registration &amp; Other Revenues</td>
<td>2,431,730</td>
<td>2,297,000</td>
<td>134,730</td>
<td>2,276,147</td>
</tr>
<tr>
<td>Other Registration and Fee Revenue</td>
<td>128,421</td>
<td>80,000</td>
<td>48,421</td>
<td>96,419</td>
</tr>
<tr>
<td><strong>Registration and Fee Revenue</strong></td>
<td>2,583,476</td>
<td>2,867,000</td>
<td>(103,524)</td>
<td>2,374,566</td>
</tr>
<tr>
<td><strong>PIR Contribution to ISOC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PIR Restricted Funds Applied for Directed Use</td>
<td>26,500,000</td>
<td>26,500,000</td>
<td>0</td>
<td>24,250,000</td>
</tr>
<tr>
<td><strong>Total Revenues (UNRESTRICTED)</strong></td>
<td>34,746,933</td>
<td>34,953,000</td>
<td>(206,067)</td>
<td>29,571,300</td>
</tr>
</tbody>
</table>

**ISOC Department and Program Expenses (excl IETF)**

**Departmental Expenses (Including Core Projects)**

<table>
<thead>
<tr>
<th>Operations Group</th>
<th>2012 Forecast</th>
<th>2012 Budget</th>
<th>Variance</th>
<th>2011 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>COO &amp; Support Functions</td>
<td>848,428</td>
<td>949,990</td>
<td>(101,561)</td>
<td>1,069,725</td>
</tr>
<tr>
<td>Regional Bureaus</td>
<td>4,564,922</td>
<td>4,925,402</td>
<td>358,480</td>
<td>3,279,303</td>
</tr>
<tr>
<td>Resource Development</td>
<td>927,398</td>
<td>1,168,543</td>
<td>241,445</td>
<td>781,730</td>
</tr>
<tr>
<td>Grants and Development</td>
<td>903,363</td>
<td>834,972</td>
<td>(68,391)</td>
<td>676,645</td>
</tr>
<tr>
<td>Internet Leadership</td>
<td>2,269,196</td>
<td>2,166,997</td>
<td>(112,199)</td>
<td>1,445,549</td>
</tr>
<tr>
<td>Membership and Chapters</td>
<td>3,208,342</td>
<td>3,112,059</td>
<td>(96,283)</td>
<td>2,138,021</td>
</tr>
<tr>
<td>IT</td>
<td>2,003,877</td>
<td>2,142,088</td>
<td>138,210</td>
<td>1,789,750</td>
</tr>
<tr>
<td><strong>Subtotal Operations Group</strong></td>
<td>14,725,526</td>
<td>15,287,550</td>
<td>562,024</td>
<td>11,130,723</td>
</tr>
</tbody>
</table>

**Strategic Group**

| Standards and Technology | 1,828,190 | 1,790,632 | (37,558) | 1,815,068 |
| DaHub | 1,377,406 | 1,483,140 | 105,734 | 489,967 |
| Trust & Identity Department | 1,261,351 | 1,409,688 | 148,337 | 1,118,651 |
| Public Policy | 2,785,830 | 3,013,452 | 227,622 | 2,394,494 |
| Strategic Development | 1,159,778 | 865,968 | (333,810) | 760,410 |
| Commix (incl Global INET, Hall Fame) | 5,674,421 | 5,264,128 | (410,293) | 3,358,074 |
| **Subtotal Strategic Group** | 14,126,975 | 13,827,008 | (299,967) | 9,036,644 |

**Total Departmental Expenses**

28,852,501 29,114,558 262,056 21,067,387

**Other Program Expenses**

| InternT Outreach | 80,000 | 80,000 | 0 | 86,307 |
| MDIS/Postal Service Award | 55,731 |
| **Total Department and Program Expenses (excl. IETF)** | 28,932,501 | 29,194,558 | 262,056 | 21,209,065 |

**Standards Development Organization Contributions**

| IASA/INTERNET Expenses (excluding Capital) | 5,247,000 | 5,408,000 | 161,000 | 4,874,452 |
| Other Contributions - Standards Development Orgs | - | - | - | 1,000,000 |

**Total Unrestricted Expenses**

34,129,501 34,602,558 101,056 27,083,517

**Net Operating Surplus (Deficit)**

567,432 350,442 (105,011) 2,487,783

**Other Revenue (Expense)**

| Interest/Other Misc. Revenue | 400,000 | 400,000 | 0 | 198,511 |
| Currency Fluctuations Income (Expense) | (138,137) |
| Interest/Other Income (Expense) | 400,000 | 400,000 | 0 | 60,374 |

**ISOC Unrestricted Surplus (Loss) or Change in Net Assets**

$967,432 $750,442 $(105,011) $2,548,157

**Balance in Unrestricted Net Assets, Beginning of Period**

$12,341,682 $13,309,114

**Balance in Unrestricted Net Assets, End of Period**

$13,309,114 $14,059,556
Appendices to the 2012 Plan & Budget Review

- Deploy360 Activities Report
- IL Activities Report
- Trust & Identity Initiatives
- Final Global INET 2012 Report
The DO team began the year with the launch of the Deploy360 Programme. This programme's focus is to assist the industry with deployment of new standards and technologies. Initial standards topics covered are IPv6 and DNSSEC. Pillar activities of the programme include the web portal, social media engagement, ION conferences, and speaking engagements.

The web portal can be viewed at http://www.internetsociety.org/deploy360/.

In terms of the activity's work, as is visible in the Deploy360 online resource, we have established a solid body of materials for both IPv6 and DNSSEC deployment. We have preparations underway for four ION Conferences in the second half of 2012 -- co-locating with Interop India (Mumbai), the Slovenian IPv6 Summit (Ljubljana), the Large Installation System Administration (LISA) Conference (San Diego), and Internet Infrastructure Week (Sao Paolo).

The web presence for this programme accounts for approximately 10 percent of the sustained traffic to the internetsociety.org domain. When new content and/or blog entries are posted and promoted, the programme site's percentage of overall traffic to the main company domain has spiked to as much as 50+ percent.

Working with followers of this deployment initiative at ION Conferences, speaking engagements, over social media, and the web presence, the DO team compiled a needs assessment of deployment-related material in Q1. In Q2, the team published two content roadmaps to the Deploy360 Programme site - one for IPv6, and the second for DNSSEC. The team will use these roadmaps to accelerate engagement with the community and rapidly expand new deployment-related content.

We have also worked with the Resource Development team to help them develop a robust plan for Deploy360-related revenue in 2012, as part of ISOC's overall membership expansion programme. In addition to creating two pieces of printed collateral, we have identified key target industries as well as specific organizations for which the Deploy360 activity would be of interest -- as consumers of/contributors to the material, as well as possible financial contributions to ISOC. With the Deploy360 resource now online and gaining viewership, and added personnel in the Resources department, the revenue plan will be a focus now that the Global INET's demands are behind us.

As Deploy360 gains traction as a tool to advance deployment of new standards, the group has met its launch objectives to-date on time and under budget. Our Resource Development group continues to seek sponsors for this important work. However, our mid-year forecast reflects that we will achieve only about 50% of our sponsorship goal of $210,000 for the Deploy360 program.
Internet Leadership continues to be a key investment area for the Internet Society. Since the inception of the ISOC Fellows program in 2006 through the delivery of nine (9) distinct programmes in 2011, there were approximately 200 participants across all programmes. By contrast, there will be nearly 400 individuals supported in 2012 through our IL programmes.

Q1 Programme activities to scale ISOC’s leadership capacity building included:

- Refinement of the elearning curriculum and also translation of the curriculum to Spanish, allowing the Internet Society to offer the elearning in four concurrent classes – 2 in English, 1 French, and 1 Spanish, that will expand the total number of students reached by elearning to 100 students, double last year’s total
- Collaboration with a chapter in Latin America to deliver the first country-specific programme that leverages the elearning curriculum and experiential opportunities. Specific efforts in Q1 included identifying ways to promote IETF to academic institutions, having garnering five solid candidates for IETF84 in Vancouver.
- Preparation for a Leadership Community Roundtable as a pre-Global NET activity to convene for the first-time 19 former NGL participants to discuss desired local and regional outcomes and ways ISOC might support those efforts
- Development of a Collaborative Leadership Exchange, also as a pre-INET activity, to engage voices and foster deeper connections leading into the INET itself.

Key highlights for Q2 include:

- Development of an initial learning management system brief and RFP to support ISOC’s partnership opportunities with universities and other non-profit educational institutions. The selected platform will enable ISOC to reach many more educators, students, and ultimately end users with coverage of the issues that will help advance the ISOC mission.
- Expansion of the ISOC Fellows to the IETF with the addition of public policy special guests and subsequently additional engineering fellows to demystify the IETF process.
- Continued collaboration with a chapter in Latin America to deliver the first country-specific programme. Work has begun with a regional elearning consultant to design and deploy ISOC's moderated elearning curriculum online.
- Delivery of Leadership Community Roundtable as a pre-Global INET activity to convene for the first-time 19 former NGL participants to discuss desired local and regional outcomes and ways ISOC might support those efforts. This work will also inform 2013 planning and priorities.
- Delivery of a Collaborative Leadership Exchange to more than 70 participants representing more than 45 countries. There were multiple requests to replicate the model for regional and chapter events.

Programmatic expenses are on track for the year and are expected to remain so for all of 2012, despite exceeding our programme attendance goals. At the same time, we foresee a shortfall in sponsorships in support of the Internet Leadership programmes, reaching only 60% of the $390,000 in planned funding sources. We do see more funding opportunities in 2013 and beyond.
Trust and Identity Initiatives

The Internet Society portfolio for Trust and Identity includes three distinct streams of work intended to engender confidence on-line:

- Identity: Managing Trust Relationships
- Network Architecture and Trust: Emerging Research
- Operationalizing Trust: Strengthening the Current Internet Model.

Our work in 2012 is focused in four major areas: raising end user awareness concerning the uses of personal and identifying data, cross-domain sharing of identifying data among trusted parties, supporting the development of an Internet friendly Identity Ecosystem which aligns with the multi-stakeholder model used by the Internet Ecosystem, and advancing technically feasible policy solutions and regulations to enhance privacy and data protection. We pursue these goals in partnership with a number of external partners and we act as both a convener for community discussions and a catalyst for technical solutions. Some of the key projects currently underway include:

- Managing Your Digital Footprint
  https://tid.isoc.org:8443/BrowserPrivacyStudy/WebObjects/BrowserPrivacyStudy.woa
- Technical Solutions for Inter-federation
  - PEER - Public Endpoint Entities Registry
  - Kitten WG draft-ietf-kitten-sasl-saml-ec implementation (open source)
- Advancing the Global Identity Ecosystem
  - Federating across Boundaries (eGov and NREN collaboration)
  - Advancing technical and policy solutions for Identity attribute exchange
  - Participation in regional Identity initiatives including the US NSTIC work
- Advocating for sound technical solutions for identity, privacy, and data protection
  - OECD inputs
  - APEC

We recently held a webex all staff briefing to cover our current work in depth and the session is available here:

https://isoc.webex.com/isoc/ldr.phpAT=pb&SP=MC&rID=60272747&rKey=bdbe7a5314df40

The briefing starts at 00:05:30 and goes to about 00:40:00 followed by staff Q&A
Executive Summary

The purpose of this document is to provide a final review of our Global INET 2012 conference including a review of our financials. By all accounts, Global INET was an organizational success. Bringing together a broad audience of industry pioneers; policy makers; technologists; business executives; global influencers; ISOC members, chapters and affiliated community; and Internet users, we hosted more than 600 attendees in Geneva, and saw more than 1,300 participate from remote locations.

Looking back at Global INET and the 20th Anniversary Gala and Internet Hall of Fame, we can see these events would not have been possible without the strong support of our Chapters, Members, Organization members, Internet Society staff and Board of Trustees.

Please note: we have crafted this document as a final summary of the Global INET. However, many topics in this report have robust summaries that are available as addendums (available upon request).

Key Program Highlights

- **Internet Hall of Fame**
  
  The Internet Hall of Fame was a tremendous success, bringing together 21 of our 33 inductees for the private induction ceremony on 23 April 2012. Following the ceremony, the inductees were introduced at our 20th Anniversary Awards Gala, to great fanfare.

  As anticipated, the introduction of the Internet Hall of Fame made a major media splash, with more than 200 articles and reprints appearing in a variety of mainstream and tech media. We expect additional coverage throughout the year, including a series of interviews with all Hall of Fame inductees to appear in Wired.

  Additional details on the Internet Hall of Fame programme and plans for 2013 and beyond are included in our 2013 planning document.

- **Global INET Programme Agenda**

  Our 3-day programme included thought provoking plenary sessions, with outstanding presentations by a host of impressive speakers, including:

  - Dr. Leonard Kleinrock, Distinguished Professor of Computer Science, UCLA
  - Jimmy Wales, Founder of Wikipedia
  - Hamadoun Touré, Secretary General, ITU
  - Lynn St.Amour, President & CEO, Internet Society
  - Francis Gurry, Director General, WIPO
  - Mitchell Baker, Leader, Mozilla Project, and
  - Vint Cerf, Vice President and Chief Internet Evangelist, Google

  Our 8 concurrent panel discussions featured an international array of more than 70 experts, and engaged both the in-room and online audiences. Additionally, we hosted a hands-on workshop to
raise awareness of online privacy.

Considering our global reach, we know not everyone who wanted to attend was able. To ensure everyone has access to our content, we have posted recordings of each session to our website. Additionally, the session transcripts and session summaries are also available for download. These documents allow us to extend our reach beyond the in-room and remote audiences.

To review a complete listing of our Programme Agenda topics, a full list of panel participants, session transcripts, and videos, please visit the Global INET website.

**Opening Plenary & Video**

The content for Global INET 2012 kicked off the morning of Monday, 23 April, with an inspiring video, followed by our strong line up of keynote presenters. The opening video set the stage for Global INET, outlining the critical role we play in helping maintain and promote an accessible and open Internet for all. The video served to launch our event on a positive note, and encourage our audience to consider the vital role they play in defining the future Internet. By utilizing a general theme, and eliminating references to Global INET, we will be able to reuse and repurpose the video for future playback.

**Marketing Activity**

With the broad variety of marketing tactics in our plan, we utilized the registration process to glean data as to how our attendees heard about Global INET 2012. In response to the question: “How did you hear about Global INET?” the top responses were emails from the Internet Society and word of mouth (either through a colleague or industry peer).

![How did you hear about Global INET 2012?](image)

**Event Website**

Our website was a critical component of our marketing toolkit, serving as the main repository for information and updates on Global INET. Sponsors, keynotes and news updates were featured on the Global INET landing page, with additional support pages featuring detailed information on our concurrent sessions and panelists. We have posted session recordings, session transcripts and session summaries to the site, for any one who may have missed the event.

**Sponsorship**

Our Resource Development team worked aggressively to secure sponsorship support from Organization members, netting $384,300.

**Platinum:** Verisign  
**Gold:** PIR; Microsoft  
**Silver:** Afilias; Google; Nominet; Verizon
Event Registration

Our final registration tally was 779 registrations for Global INET with 1,300+ remote participants. While our registration progression was a bit slow in the onset, by early February we were tracking ahead of projections. For most of March, registrations progressed moderately, with a strong finish in April.

Registrants to Global INET came from more than 100 countries. The top ten countries included:
1. Switzerland – 205
2. United States – 150
3. France – 26
4. Nigeria – 24
5. United Kingdom – 23
6. Netherlands – 19
7. Germany – 17
8. Egypt – 14
9. Ghana – 14
10. India – 14

Our audience was predominantly from Europe (47%) and North America (22%). However, Africa drew a surprisingly large audience (15%). In order to ensure our event is accessible to attendees from around the globe, future Global INET events will rotate throughout the regions of the world. Additionally, we will continue to offer robust options for remote participation.

During our registration process, we asked registrants “What is your main reason for registering” while only 283 individuals responded to the question, the networking opportunities and keynotes/speakers were the top responses.
Remote Participation
By all accounts, the remote participation component of Global INET was a resounding success. Through active Chapter recruitment, we secured 13 Chapter Hubs. Outside of the Remote Hub participation, individuals also logged on to join the conversation. From Sunday, 22 April – Tuesday, 24 April 2012 we had a total of 1,335 unique viewers accessed the conference via one of three Global INET Livestream channels over the two days of broadcast feed from Geneva. Average time per viewer engagement was between 10-20 minutes for each channel.

Our Remote hubs included:

- Argentina
- Australia – North Sydney
- Bangladesh – Dhaka
- Brazil
- Cameroon
- Lebanon
- Liberia
- Peru
- Slovenia
- Sri Lanka
- Trinidad and Tobago
- Tunisia
- Liberia
- United States – Washington, DC

IPv6
Our IT team took the lead in researching and contracting with Swisscom to provide an IPv6 Wi-Fi network in the CICG. This allowed up to 100 Global INET attendees to experience IPv6 while in the main areas of the conference center. By providing this service, we helped to position the Internet Society as an industry leader. Onsite at Global INET, the Deploy 360 team helped advance awareness and encourage access to our IPv6 network.

Ancillary Programs
20th Anniversary Awards Gala
One of the highlights of Global INET 2012 was our 20th Anniversary Awards Gala, hosted on 23 April 2012 at the InterContinental Geneva. This special evening of recognition celebrated the contributions of our Internet Hall of Fame inductees, our Board of Trustees (Charter, Past, and Current), our Chapters, and our Organization Members. It was truly a night to remember!

For those who missed it, the Awards Gala was a “sold-out” event, with more than 550 in attendance. The evening featured several surprises, including an enormous birthday cake, celebrating the Internet Society’s 20 years; Jimmy Wales presenting the inaugural class of the Internet Hall of Fame; and a Lifetime Achievement Award, presented to Lynn St.Amour in recognition of her years of contribution to the Internet Society.

Global Chapter Workshop
Kicking off Global INET was the much-anticipated Global Chapter Workshop, designed to include two full days of learning and sharing, and two evenings of networking. The energy and enthusiasm of delegates participating at the Global Chapter Workshop was a boon for Global INET. Their excitement helped galvanize the rest of our audience, and ensured Global INET started off on the right foot.

Collaborative Leadership Exchange
The goal of the Collaborative Leadership Exchange was to foster connections and deeper dialogue about how to ensure the Internet is for everyone. And, with more than 90 registered, and more than 65 in attendance, it was a special day of learning and sharing. The Collaborative Leadership Exchange was offered in a unique “unconference” format. With the support of an experienced facilitator, the participants engaged in active collaboration of their programme, topics and agenda.

Special Interest Programmes
Other important components of Global INET included our Business Roundtable (hosted Sunday, 22 April) and the Women’s Networking Breakfast (hosted Tuesday, 24 April). The Business Roundtable was highly successful, with nearly 60 in attendance. The group engaged in a
collaborative discussion of key business topics. The Women’s Networking Breakfast was a special opportunity for women to meet and network together, and featured three speakers.

- **Internet Wishing Tree**
The Internet Wishing Tree was a terrific addition to Global INET. With support from Elon University’s Imagining the Internet programme, a team of university students recorded Global INET attendees expressing their hopes and wishes for the future Internet. The Elon team then compiled the clips into a touching and poignant video that was featured at our Closing Plenary. Click here to view a copy of the video: http://youtu.be/50AsR7b1tmk

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**Media**

With praise ranging from Global INET “maintaining openness and promoting access,” to describing the Internet Society as “an organization dedicated to including civil society, engineers, corporations and governments in decisions affecting the net,” press across the world reflected positive sentiment on Internet Society, Global INET, and the Internet Hall of Fame. The coverage bolstered Internet Society’s position as the world’s trusted independent source of leadership in Internet issues. Coverage has been extremely positive, highlighting the Internet Society’s history and mission, key themes of Global INET, as well as the significance of the Internet Hall of Fame.

- More than 40 journalists, from around the world, registered to attend Global INET. They represent a wide range of publications, including Associated Press, Thomson Reuters, Le Temps, Computerworld, Handelsblatt, Wired, La Tribune de Geneve, Radio World, Informilo, Sonntagszeitung, Agencia EFE Ginebra, and many others.
- During the event, we hosted a Media Briefing (featuring Dr. Leonard Kleinrock, Vint Cerf, Markus Kummer, and Lynn St.Amour), as well as extensive interviews with our keynotes and Internet Society policy team members.

- **Social Media – Twitter**
The Global INET conference was very successful from a social media perspective, garnering over seven thousand Twitter references. The Internet Hall of Fame dominated most of the chatter, generating 97.5% of tweets compared to Global INET’s 2.5%. (Please note that these are not just mentions of the words “Hall of Fame” and “Global INET” but mentions of those words in context with “Internet Society”).

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**Survey Results**

Our post event survey results were very positive, and reflect a highly engaged audience. Below is a short summary of our survey highlights. A full report of our survey results, including verbatim, is available upon request.

- **Survey Context**
  - Web administered trilingual questionnaire
  - Active over 3 weeks with 2 reminders
  - Reached 770 delegates
  - 315 respondents
  - 41% answer rate (This is considered a very high answer rate for an event survey. AIM sees the average answer rate ~ 30%. High answer rates reflect an engaged audience.)

- **Practical Aspects**
  Overall, we received a very high satisfaction score for the practical aspects of Global INET (98% of satisfied respondents). All of the criteria obtained high satisfaction scores with the exception of signage, Wi-Fi access and restaurant facilities. Our onsite Programme Guide and Welcome Reception have a high impact on satisfaction and they should be capitalized on.
Overall level of satisfaction regarding the practical aspects (on site)

- Very satisfied (56%)
- Rather satisfied (42%)
- Rather dissatisfied (1%)
- Very dissatisfied (<1%)

Mean score: 8.44

- 98% satisfied

Overall level of satisfaction regarding the Global INET 2012 conference program

- Very satisfied (57%)
- Rather satisfied (38%)
- Rather dissatisfied (2%)
- Very dissatisfied (<1%)

Mean score: 8.45

- 96% satisfied

Overall Satisfaction and Future Programs

- Overall, our attendees were very satisfied with the Global INET conference (97% of satisfied respondents).
- At least 50% indicated they would definitely attend a Global INET event in the future.

Overall, we can be very pleased with our survey results. They have confirmed our initial sense that attendees left Global INET very satisfied with their experience.

Financial Reconciliation

As part of our financial reconciliation we have broken-down our expenses into the four major activities associated with our 20th Anniversary and Global INET. With this breakdown, we can more accurately see the true costs of these programs. We anticipate future Global INET conferences to cost between $750,000 and $900,000, with the assumption that we will identify efficiencies in our work, negotiate discounts into our contracts, and lengthen our planning timeline. This information is vital as we move forward with plans to host these events in the future.

In keeping with the original 2012 business plan Global INET was allocated an overall budget of $1,000,000 USD. This included our 20th Anniversary Gala and the Internet Hall of Fame Induction ceremony, inductee travel costs and awards. The Global Chapter Workshop expenses were captured separately, in the Chapters budget. For illustrative purposes we have identified expenses below as they relate to these four main activities. In this way, we can more accurately project costs for a future, stand-alone Global INET program.
Variance Summary

The main drivers of our budget variance include:

1) Our original budget estimated up to 40 speakers/panelists. However we had 74 confirmed speakers/panelists at Global INET. A net increase of CHF 40,000+

2) Our original budget included minimal audio/visual requirements. We enhanced our audio/visual requirements to include larger screens, transcription services, video capture for remote participation and archive recordings. A net increase of CHF 72,000+

3) Our original budget did not include support for IPv6 at the CICG. We added an IPv6 network for up to 100 users. A net increase of CHF 13,000+

4) Our original budget included marketing and service support. We added several components (such as Elon University, reporting coverage marketing services support and marketing promotions) to increase awareness and ensure a quality conference experience for our audience. A net increase of CHF 107,000+

5) Our original budget included limited PR and Media support. We enhanced our PR support to ensure there was a strong onsite press attendance and post-event coverage. A net increase of CHF 49,000+

Footnotes

1) Registration revenue and 20th Anniversary Gala revenue are lower than budgeted due to the changes we made to our registration pricing mode. The revised registration pricing model cut prices by more than 50%, eliminated the tiered pricing structure and provided very low or free pricing to the 20th Anniversary Gala.

2) Program development costs for the Internet Hall of Fame are included in the initiatives section of the Comms 2012 budget, and not part of the $1,000,000 budget allocation.

3) Staff expenses (airfare to Geneva, hotel, and miscellaneous expenses) have been accounted for in individual budgets.

Conclusion

Global INET and the Internet Hall of Fame induction ceremony and ISOC’s 20th Anniversary Gala, were exciting and energizing events. They have helped create a strong positive sentiment for a wider audience, and have contributed to a renewed sense of purpose and enthusiasm in our members. As we move into the planning cycles for 2013, we should consider the positive impacts of these events as we evaluate the possibility of hosting a future Global INET event.