

# Outreach Engagement

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Director, Customer Experience & Strategy





## Why Outreach Matters

- Helps customers better understand and use ARIN's services
- Builds trust through in-person events and one-on-one help
- Promotes key services and programs
- Grows engagement and participation in community and policy work

# 2025 Outreach Priorities



Train more users through online modules and webinars



Show up where it matters — industry events, ARIN on the Road



Support underserved communities, including the Caribbean



# Outreach Focus Areas



## Education First

- Launch and grow e-learning modules (IPv6, RPKI, policy, more)
- Run live training sessions — online and in person
- Build content that works: videos, handouts, how-to guides
- Track what's working and improve over time





## Showing Up In Person

- ARIN on the Road – deeper local connections
- Industry events – presence, Customer Service Desks, speaking slots
- Partner events – FISPA, WISPA, Internet2, CanWISP
- NOG Events - Midwest Peering, CHI-NOG, ABQNOG
- Follow-up and support after every event



## One-on-One Engagement

- Welcome packets for new customers
- Targeted follow-ups to guide customers through tools
- Build relationships, not just transactions
- Reinforce trust and reduce support issues



## Supporting the Caribbean

- Partner with CaribNOG, CANTO, LACNIC, and others
- Customize outreach and training for local needs
- Boost participation in policy and programs
- Ensure ARIN's presence is visible and valuable in the region





# What Does This Enable?

## The Outcome of Strong Outreach

- Better educated, more engaged customers
- Greater participation in programs
- Increased trust in ARIN services
- Clearer path to growth and service adoption
- Stronger Internet stability and security



# Handoff to Key Teams

# Engagement Strategies

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**Nate Davis**

Government  
Affairs

**Leslie Nobile**

Trust and Public  
Safety

**Bevil Wooding**

Caribbean  
Initiatives



Questions and Comments?  
Thank you



# Outreach Engagement

## Caribbean Initiatives

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Bevil Wooding  
Director, Caribbean Affairs



# Why Caribbean Engagement Matters



## Building trusted relationships

Fosters trust amongst ARIN stakeholders



## Strengthening digital resilience

Enhances the region's ability to withstand digital challenges



## Supporting Internet policy development

Guides effective Internet policies



## Enabling local capacity

Supports development of skills and competencies



**"Our Caribbean outreach is about contributing to a secure, resilient and inclusive Internet for the Caribbean"**

# Key Target Stakeholder Groups & Strategic Partners



**ACADEMIA / CIVIL SOCIETY**  
Institutions promoting research and community engagement



**LAW ENFORCEMENT**  
Agencies ensuring justice, security and public safety



**PUBLIC SECTOR**  
Businesses and entrepreneurs driving economic growth



**GOVERNMENTS**  
Key public-sector decision-makers and policy formulators



**TECHNICAL COMMUNITY**  
Practitioners in Internet infrastructure deployment and administration



# Caribbean Engagement

## Top Three Areas of Strategic Focus

### • INTERNET NUMBER RESOURCE MANAGEMENT

- Supporting organizations in acquiring and managing Internet number resources.
- Promoting IPv6 adoption, network resilience and responsible Internet resource stewardship.

### • CYBERSECURITY AND PUBLIC SAFETY COLLABORATION

- Partnering with regional law enforcement, judiciary, and security agencies to improve cybercrime response and cybersecurity legislation.
- Facilitating cross-border cooperation on cybersecurity threats and capacity building.

### • GOVERNMENT AND PUBLIC POLICY ENGAGEMENT

- Facilitating Internet trend awareness, policy collaboration and knowledge sharing
- Promoting multistakeholder participation in Internet governance





# What's Next? ...Greater Caribbean Engagement







Questions and Comments?  
Thank you

# Outreach Engagement

## Trust and Public Safety

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Leslie Nobile

Senior Director, Trust and Public Safety



# Why is Trust and Public Safety Engagement Important?

Collaboration and information sharing between ARIN, law enforcement, public safety, and trust communities helps:

- **Support** ARIN's mission of helping the Internet function in an open, stable, and secure manner
- **Provide** relevant information and tools that can help support law enforcement in their investigations; contributes to resolving fraud, abuse, and other cybersecurity-related incidents
- **Promote** the multistakeholder approach to Internet governance and strengthen our relationships with governments and other related entities





# Stakeholder Communities



- **Law Enforcement and Public Safety**

- FBI, Interpol Americas, DHS, RCMP, FTC, CRTC, Jamaica Constabulary

- **Intergovernmental**

- United Nations (UNODC), Caribbean Telecommunications Union (CTU), Internet Governance Forum (IGF)

- **Cybersecurity**

- Global Forum on Cyber Expertise (GFCE), National Cyber and Forensics Training Alliance (NCFTA)

- **Trust Communities**

- Messaging, Malware, Mobile Anti-Abuse WG (M3AAWG), DNS Research Federation

- **Industry Partners**

- RIRs, ICANN, NANOG

# Key Areas of Focus

- Providing guidance, information, and tools to law enforcement
- Capacity building and knowledge sharing among relevant communities
- Monitoring geopolitical legislative and regulatory activity that could impact ARIN and its community
- Outreach, education, and training to law enforcement, public safety and related governmental entities
- Facilitating discussions and information sharing between parties





Questions and Comments?  
Thank you

# Outreach Engagement

## Government Affairs

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Nate Davis

Senior Government Affairs Analyst





# The Who and What...

- **With whom** does ARIN interact?
  - Governments
  - Businesses (for and non-profit)
  - Nongovernmental organizations
  - Standards development organization
  - Network operators
- **On what** topics do we engage?
  - Global policy considerations as knowledge experts regarding Internet number registry strategy, operations and tools
  - Advocacy for the multi-stakeholder approach to Internet technical coordination and the Internet number registry system



# The Why and Where...

## **Why** does ARIN engage?

- Develop and strengthen government relations
- Ensure ARIN and its services are well-known
- Increase participation in ARIN processes
- Influence global policy for favorable outcomes

## **Where** do these engagements take place?

- Organization of American States Inter-American Telecommunications Commission (CITEL)
- International Telecommunications Union (ITU)
  - ITU-T Standards Sector
  - ITU-D Development Sector
- Caribbean Telecommunications Union



# And The How

## How do these engagements influence results?

- Canada's C-27 to enact the Consumer Privacy Protection Act, the Personal Information and Data Protection Tribunal Act, and the Artificial Intelligence and Data Act, and to make consequential and related amendments to other Act. (January 2024)
- Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's proposed rule for Cyber Incident Reporting for Critical Infrastructure Act of 2022. (July 2024)
- Federal Communications Commission's proposed rule regarding Reporting on Border Gateway Protocol Risk Mitigation (July and August 2024)
- ITU-T Study Group 13 Future Networks, Y.2086 Framework and Requirements of Decentralized Trustworthy Network Infrastructure (July 2021 – present)
- ITU-D Study Group 1 Enabling an Environment for Meaningful Connectivity, Considerations in Broadband Deployment – Critical Internet infrastructure, Security, and Support Mechanisms (October 2023)

<https://www.arin.net/about/relations/governance/documents/>





Questions and Comments?  
Thank you