

12 June 2017

Universal Acceptance Steering Group

Help Wanted: Target Audience Segmentation

Application Deadline: **23:00 UTC 30 June 2018**
Send Applications to: don.hollander@icann.org

Background

Universal Acceptance is the idea that all domain names and all email addresses work in all applications. It's a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages.

The Universal Acceptance Steering Group is an Internet community team working to share this vision for the Internet of the future with those who construct this space: coders. The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving domain name system (DNS) and relevant standards developed by the IETF.

Our target audience is broadly defined as:

Doers: Developers and Systems Architects (~18,000,000)

Directors/Funders: CIO's (~1,300,000)

Influencer – those who can influence Doers and Directors – C* suite, industry leaders, professional pundits.

The Work

The UASG is seeking expert assistance in identifying further segmentations for our audience (geographic, industry, profession, other) and optimal means of engaging with them. We expect to run a pilot program of direct or near-direct engagement with the narrow audience.

We are looking for someone to help us identify this narrow segmentation of candidates receptive to our objectives and provide suggestions of best ways of engaging with this narrow segmentation.

We will then run a pilot engagement program.

We expect this work to cost between US\$10,000 and US\$25,000.

Next Steps

Please provide us with:

- A brief statement of interest and why you want to do this work and why we should want you to do this work.
- An indication of the approach that you would take.



Universal Acceptance

- A CV or exhibit of experiences
- A sample of similar activity
- A rate (in US\$) inclusive of all costs and basis of the rate.
- Full contact details
- Two referees

Deadline for receipt of expressions of interest: **23:00 UTC 30 June 2018**

Send completed expressions to: don.hollander@icann.org

If you have any questions, please send those to don.hollander@icann.org. Please allow 24 hours for answers.

We expect to reach out to a short list of candidates within one week of the closing time.



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