

# Engage!

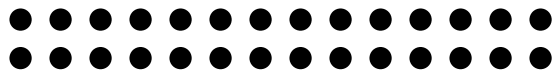
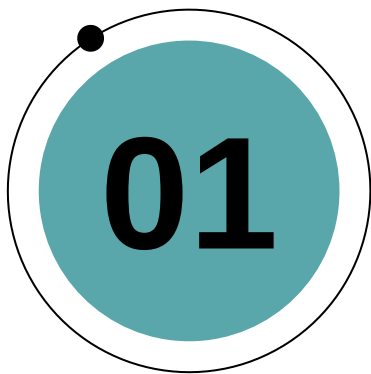
How to Engage  
*(and not Enrage)*  
the Channel

2026 CP Summit

**I C A N N | R r S G**

Registrar Stakeholder Group

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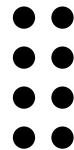


**ICANN | RrSG**

Registrar Stakeholder Group

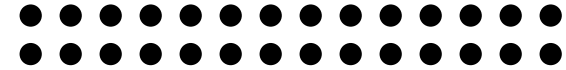
# Welcome & Overview

Jothan Frakes, PLISK.com



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# Meeting Agenda



13:00 - 13:45 (45 mins)

No.	Topic	Lead
1	Welcome and Overview (5 mins)	Jothan Frakes, PLISK.com
2	<b>Engage:</b> Panel Discussion (30 mins)	Eric Rokabauer, Squarespace Neha Naik, Radix John Rupp, Name.com Jothan Frakes, PLISK.com
3	Audience Q&A (10 mins)	Jothan Frakes, PLISK.com



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# Channel Panel




01

## Registrar

**Eric Rokabauer**, Squarespace

Providing the perspective of a registrar that is not vertically integrated




02

## Registry

**Neha Naik**, Radix

Providing the registry operator perspective




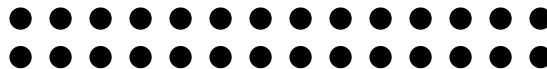
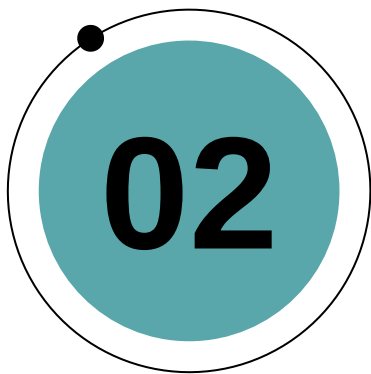
03

## Dual

**John Rupp**, Name.com

Providing the perspective of an organization that is both a registry operator and a registrar





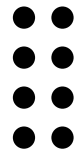
# En+gage: Panel Discussion

Eric Rokabauer, Squarespace

Neha Naik, Radix

John Rupp, Name.com

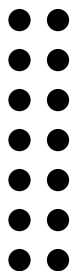
Jothan Frakes, PLISK.com



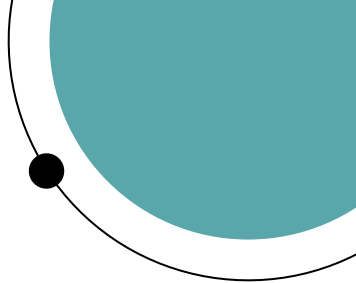
# A Discussion about Best Practices

In this discussion, we will highlight some things that have worked really well in the Registry/Registrar Channel as we all work together to make domain names available.

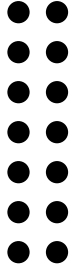
Although there were *many* suggestions, we narrowed to 3 key areas:



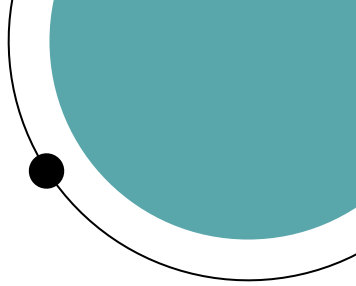
- Enrollment Path
- Timing / Messaging
- Communicating Unit Price Changes



# Enrollment Path



- **WEBSITE CLEARLY STATES TLD(s) YOU OFFER**  
Nothing hidden, no hunting, no special secret menu items, everything clear and obvious in a sensible place.
- **CLEAR DOCUMENTATION ABOUT PROCESS**  
Help ICANN-Accredited Registrars that are enrolling understand your steps, from initial enrollment and legal agreements to technical implementation / OT&E to billing clear through to first registration.
- **KEEP IT "VANILLA", EXPLAIN WHERE IT IS NOT**  
'Special stuff' can introduce scope. If you must add it, help registrars understand the extra things that they need to develop or handle, as this impacts their scope/planning and can impact roadmap. Know what your registry is similar to and clearly articulate it.

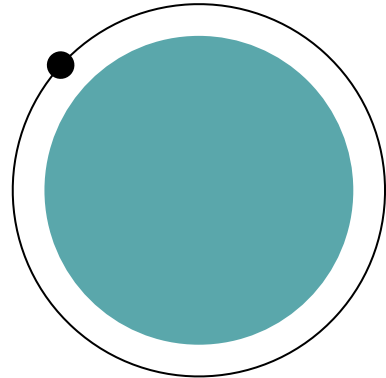
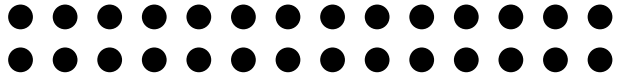




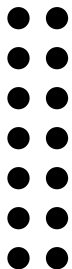
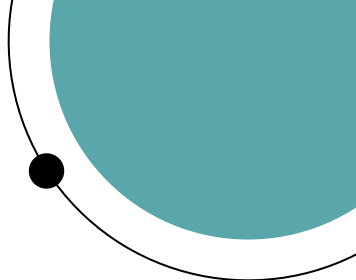
# Engage

## Panel Question:

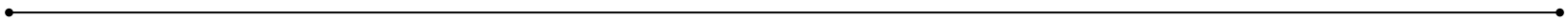
How do you manage your documentation and enrollment processes, how do you make sure it's clear and manageable?



# Timing / Messaging



- **MAXIMUM LEAD TIME**  
Make update notices as early as possible, and provide lots of reminders with increasing frequency as the change(s) approach, and provide reminders for 2-3 weeks after.
- **NO-FLY ZONES**  
For any events that will be customer impacting, avoid holidays or ICANN meetings (also during them) with at least a week before or after.
- **KEEP IT SIMPLE**  
Brief notes with clear, plain words and avoid using jargon - remember English is not the primary language for many.
- **HONESTY / AUTHENTICITY**  
Do not "spin" the message as something positive if it isn't.

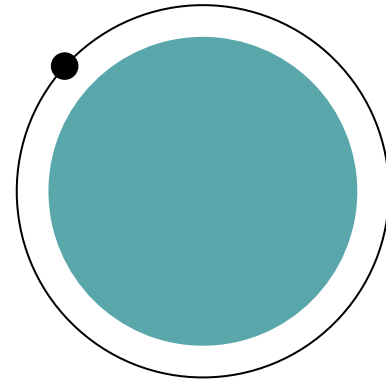
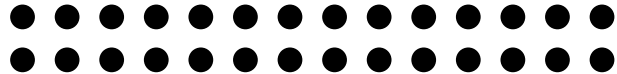




# Engage

## Panel Questions:

Is there a way to ensure there are appropriate and correct communications, including on DNS Abuse?



# Communicating Price Changes



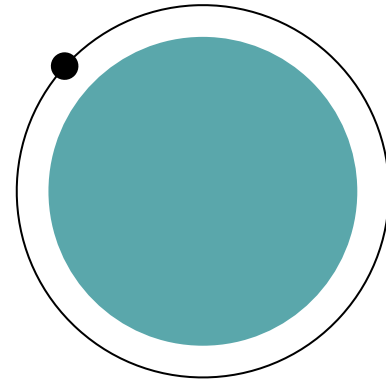
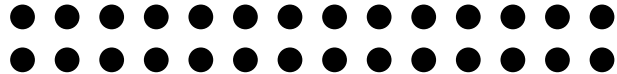
- **MINIMAL CHANGES**  
Minimize the clerical work required for your channel to offer your product - there are many moving parts to deal with at a registrar, from storefront to renewal systems, many TLDs and other vendors.
- **MAXIMUM NOTICE, MANY REMINDERS**  
Help the reader succeed. Don't "Spin" something as good if not.
- **IF YOU PREMIUM, KEEP IT SIMPLE**  
Premium names carry a lot of additional messaging and workload to effectively market, sell and maintain.
- **IF YOU PREMIUM, SEE BULLET #1**  
Premium name price changes can introduce opportunities for costly customer errors



# Engage

## Panel Question:

Tell us about a successful communication with appropriate lead time, or clear messaging - what was done well, that others can learn from?

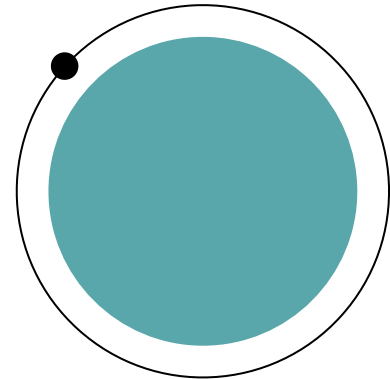




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## Panel Question:

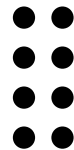
Is there something you've learned as a registrar/registry that you want your registry/registrar friends to understand?





# Audience Q&A

Jothan Frakes, PLISK.com





# Thanks!

[www.rrsg.org](http://www.rrsg.org)

