

Adapting to a Rapidly Changing World

Changes made + lessons learned

When COVID hit we asked ourselves:

- How do we keep our staff and community safe?
- We are a community event organization – how do we maintain relevance?
- Can we manage financially without events?
- How long will the pandemic last?

Scrambling, like everyone else...

- Due to uncertainty, it took several weeks to determine that having an in-person meeting was out of the question.
- Once the decision was made to go virtual, our streaming contractor helped us deliver our first virtual event.
- However, due to scheduling conflicts and scarcity in the marketplace, we were left without a streaming provider for our next event.
- We were forced to expedite the development our own virtual platform in three months time.



Chaos creates opportunity

But can we take advantage of it?

NANOG's virtual platform

- The ability to stream video from any platform
- Flexible display options
- Zoom integration
- Real-time chat
- Built in Q+A
- Online Help
- Virtual Expo Booths
- Real-time polling through third-party support

...more development

- **Event management system** – with the option to support other industry events.
- **Event registration system** – supports in-person + virtual registrations, registrations of team members, membership purchases, renewals + donations.
- **360 live stream** – to enable virtual attendees the sense of being at event.
- **Meeting appointment tool** – currently under development – beta tool targeted for release at NANOG 85 in Montréal.

Online – content is king

- **NANOG TV** – Highlighting the top talks from hundreds of previous NANOG events.
- **Monthly webinars** – targeting students + those new to the industry.
- **Increase community engagement** – by developing meaningful newsletters, blogs, interactive polls + engaging social media.
- **Internet Innovators series** – video interviews focusing on pivotal individuals that helped shape the Internet as we know it today.

Broadening our scope

- Working with ISOC + ICANN on outreach initiatives in North America.
- We are committed to providing structured educational programs at our conferences + online.
- Developing mentorship programs to help new members of our community further their careers.
- Re-inventing our Hackathon to engage industry professionals + students.
- Ombuds to support diversity, inclusion, equity + belonging with in our community.



Lessons Learned

Challenges of a small nonprofit



COVID exposed our weakness

- Sponsors want face-to-face engagement + ROI.
- Being small has its advantages - you can change course quickly.
- Being small has its disadvantages – resources are limited.
- We need to explore new revenue sources.
- The world has changed since COVID, and it may never be what it once was.

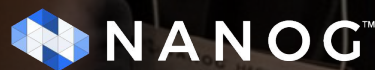
Final thoughts

- The plan that got us to this point, might not be the plan to get us to the next point.
- Always be willing to evaluate any process or procedure.
- Change is essential to any living thing.
- Change is difficult.
- If you were building your organization completely from scratch, what would it look like?

A photograph of three people, two men and one woman, sitting around a laptop. They are all smiling and looking towards the camera. The man on the left has a beard and is wearing a dark jacket with colorful stripes on the sleeve. The man in the middle is wearing a plaid shirt and a lanyard with a badge. The woman on the right is wearing a dark hoodie with a peace sign and the letters 'N O W O' on it. The background is a blurred indoor setting, likely a hackathon or workshop.

Thank you

We hope you'll join us in building the Internet of tomorrow.



Akshat