



# 2010 challenges

## 2010 actions

### @ your service

- Registrars

### Together

- Registrars and registrants

### Reaching out

- Targeted groups

**@ your service**

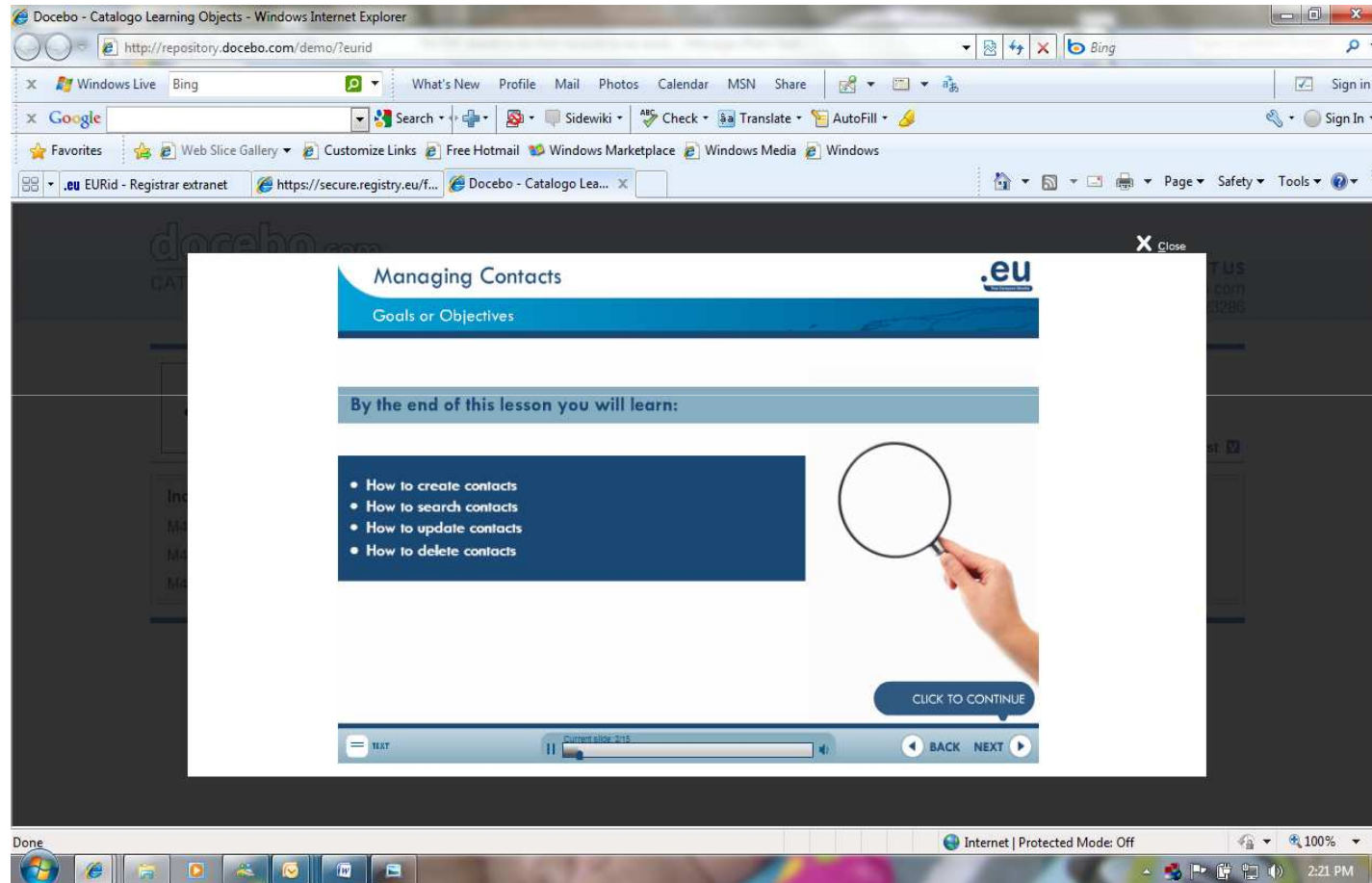
**Registrars**

## Account management *Registrar lunches and meetings*

- **Further improve the relationship management approach**
  - **Registrar lunches and meetings**
  - **Expand the dedicated account management scheme to the top-400 registrars**
  - **Continue the preparation of monthly intelligence reports**
  - **Conduct the online and phone registrar satisfaction surveys**

- **Launch the e-learning platform**
- **Move the courses which are currently available to the e-learning platform**
- **Add courses on new features and programmes on a regular basis**

# e-learning platform layout preview



**Together**

**Registrars and  
registrants**

- **Continue the co-funded marketing programme and share success stories/experiences developed thanks to the programme**
- **Award the registrars with best performances**



**Reaching out**

**Targeted groups**

## Marketing *Participation in fairs/events*

- **Participate in IT/SMEs-Startup/Internet related fairs around Europe**
- **Organise a booth for four weeks at the Schuman Info Point Europa in Brussels to celebrate the anniversary of the launch of .eu**

## Marketing *The European cartoon strip*

- Prepare four new cartoon strips around the slogans “.eu shows that you are European” and “.eu expands your business”
- Link the cartoon strips to a dedicated .eu landing page with basic information on .eu and EURid



# Marketing *Partnering with European Networks*



- Organise awareness-raising initiatives in the following countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom
- Launch local surveys to monitor the awareness of .eu before and after regional initiatives



And ...



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*Thank you!*

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