UA Adoption Events

A UA Day adoption event is one in which the organizers tell a story of how a website, mail server, application or similar was made UA-ready. This has two parts: *making* something UA-ready and *showing* the audience how it was achieved. Both are important.

Event organizers must fulfill *at least one (1)* of the following three (3) requirements in order to qualify for a UA Adoption event. In case of questions or if something is unclear, you can contact ICANN at [UAprogram@icann.org](mailto:UAprogram@icann.org).

1. **Deploy a test website using an Internationalized Domain Name (IDN) and create an email server for demonstration for that website.**

In this case, the UA Day event should include the following use of the website:

1. Demonstrating that the website domain name in local language is being accessed by several browsers, on at least two of iPhone, Android, Windows, Mac and Linux.
2. If the website uses Wordpress or another CMS that automatically creates links when entering a domain, the event should demonstrate this using a supported internationalized domain.
3. Some, but not all, browsers can cut and paste IDNs without showing the A-label (in xn--) format. If convenient, the event should demonstrate this and discuss how to remedy it.
4. One way to demonstrate cut and paste is to paste a link into WhatAapp or another instant messenger. Note that not all messengers handle IDNs flawlessly on all platforms. It is better to show progress than to show problems (while mentioning that problems do remain, of course).

While it is possible to show all of this using live demonstration on-stage, screen recordings are often safer.

The UA Day event should include the following use of email:

1. Creating (or having created) two email addresses on a domain that uses the script of a local language.
2. Demonstrating sending mail from one to the other.
3. Demonstrating sending mail to Gmail and answering it on Gmail, showing how both the original message and the reply look in Gmail and on the demonstration server.
4. The demonstrations should use a mixture of the web user interface and smartphone apps. Apple Mail is often a nice demonstration, and several Android apps can be used with Gmail to good effect, including Google’s own Gmail app. If time allows and the organizer prefers, a demonstration can be extended to show Office 365 in addition to Gmail.

Again, using screen recordings is often a safer choice than live demonstration.

Using mostly screen recordings and some live demonstration can be an effective, persuasive way to show software.

Organizers may consider offering attendees access to a temporary mail server, for experimentation on the UA Day event.

ICANN org can provide capacity building to the organizer. ICANN will run a webinar for organizations wishing to create such webmail servers.

1. **Demonstrate making a website UA-ready**

This concerns a real website, in the sense that the site had a purpose independent of UA before UA Day, and will be used for its purpose after UA Day.

The adoption work could be done directly or indirectly through influence.

The event should show:

1. How the site was used before UA Day.
2. Why it was not UA-ready (e.g. because one could not register using an internationalized email address if the site had user registration, one could not submit an internationalized email address through the “contact us” page, or one could not add a link to an IDN in a comment if the site has a comment system).
3. How this was solved, in enough detail to interest the audience, but not so much that the presentation runs over time.
4. How the feature now works, similarly to points 1 and 2 above except that now the function has been changed, extended, or modified to become UA-ready.

As above, using screen recordings is often a safer choice than live demonstration.

Using an IDN for the site is not required. In this case, we suggest describing a real-world improvement.

1. **Adapt a smartphone application to support either email addresses, URLs or domains in an internationalized manner.**

This concerns a real app, in the sense that the app had a purpose independent of UA before UA Day, and will be used for its purpose after UA Day.

The adoption work could be done directly or indirectly through influence.

The event needs to show:

1. How the app was used before UA Day.
2. Why it was not UA-ready (e.g. because one could not register using an internationalized email address if the site had user registration).
3. How this was solved, in enough detail to interest the audience, but not so much that the presentation runs over time.
4. How the feature now works.

As above, using screen recordings is often a safer choice than live demonstration.

Any smartphone app is acceptable. For example, a forum or shopping app targeted at Indian users might be improved to accept signups from email addresses in the [.भारत](https://www.bharat.in/) top-level domain and/or other IDN TLDs.

**Presenting**

We suggest using the initial slides of one of the UA Day presentations on the [UASG website](https://uasg.tech/ua-day/) to give a brief overview of UA, and adding presentation slides focusing on one of the adoption cases as described above.