**Apply Now! Training Course on DNS Industry – Business, Marketing, Operations and Legal Aspects**

This first training course of the new *Centro de Emprendimiento e Internet* will give an overview of the Domain Name System (DNS) industry, focusing on business drivers, marketing operations and legal issues. The goal of the course is to enable entrepreneurs to share knowledge and explore potential business opportunities in the DNS industry.

Course Title: Business, Marketing, Operations and Legal Aspects

Dates: 12 to 14 October 2016

Location: SENATICs Headquarters, Asunción, Paraguay

Courses will be conducted mostly in Spanish, with some interactions in English.

**Apply by 24 September 2016**: <https://goo.gl/forms/UXIkUkXUqaKznGhi1>

**Course Overview**

The syllabus will focus on practical issues, with case studies and listings of industry resources and vendors. Trainees will be equipped with the fundamental materials needed to devise business plans, operational capabilities and market strategies adapted to their local circumstances. Ample time will be included for networking and discussions of regional business aspects.

Post-course sessions will include an overview of the LAC DNS Marketplace Study and interactions with industry players that are partnering with the Center – e.g., registries and registrars.

**Syllabus**

Day 1: Inauguration of the Center, DNS Business and Legal Topics

Day 2: DNS Business and Marketing

Day 3: DNS Operations

**Trainers**

Michele Neylon, Blacknight Solutions

Leon Sanchez, Partner, Fulton & Fulton SC

**Target Audience**

This training aims to prepare a qualified team to spread knowledge and contribute to the development of the Center. Applicants should come from disciplines and organizations focused on the Internet infrastructure and services:

* Internet service providers
* Hosting companies
* Country code top-level domain (ccTLD) operators
* Domain name registrar and resellers
* Web designers
* Digital marketing experts
* Startup accelerators
* E-commerce professionals
* Business consultants
* Legal experts

Applicants should demonstrate leadership in Internet initiatives and a willingness and capacity to:

* Disseminate the acquired knowledge in their local communities
* Implement and encourage DNS business developments
* Contribute to the multistakeholder community
* Participate in future activities of the Center

**Selection Criteria and Financial Support**

The Center seeks decision makers at the highest possible levels from the Latin American and Caribbean (LAC) region. The Center’s Advisory Committee will select 25 trainees. Of these, 10 will receive financial support that includes roundtrip airplane tickets to Asunción, Paraguay, and accommodations. The selection criteria for receiving financial support will include LAC region geographic representation and how closely applicants fit the audience attributes described above.

Selected trainees will be notified on 25 September 2016.

**Contact**

If you have any questions, email: [daniel.fink@icann.org](mailto:daniel.fink@icann.org).