



## How the i2Coalition Fly-In Works

The i2Coalition Fly-In is a one-of-a-kind opportunity for those who build the Internet’s infrastructure to directly engage legislators and policymakers in conversation about significant Internet policy issues.

During this two-day event, members collaborate with one another while educating on and advocating for a free, open, and competitive Internet. Let the following pages guide you toward a successful Fly-In experience.

### Key Dates and Action Items

6 months before	Save the Date announcement—so save the date!
3 months before	Final call for interest and registration Call for sponsors
1 month before	Finalization of delegation Finalization of key sponsors  <i>Important note: <b>Ensure that you confirm your attendance</b> and indicate where you/your company/workers are located so that you can be properly matched up for your meetings, where policymakers tend to prioritize their constituents.</i>
1 week before	Pre-trip call, to run through agenda and materials <ul style="list-style-type: none"> <li>• Key Talking Points on i2Coalition issues (Internal for i2Coalition members only)</li> <li>• Glossary of key terms</li> </ul>
1 day before	Confirmation of staffers/congresspeople meetings, groups and scheduling for Day One. <ul style="list-style-type: none"> <li>• Meeting schedule and speaker bios</li> <li>• Map of key locations</li> <li>• Sent via email, so keep an eye on your inbox</li> </ul> <i>Note: Due to the nature of committee and policy work, this is like herding cats. While we do our best to share a finalized agenda the evening before we go to Capitol Hill, we sometimes need to shift meetings at the last moment to accommodate other activities. Your TLS/i2Coalition group leader will make sure you are in the right place at the right time!</i>
Day One	Face-to-face meetings with staffers across Capitol Hill. Small groups, roving. <ul style="list-style-type: none"> <li>• Bring your i2Coalition name badge</li> <li>• You will receive your full schedule and key talking points for scheduled meetings</li> </ul>
Day Two	Internet Industry Leadership Conference at CTA Innovation House: Includes engagement with agencies, officials, and lawmakers around key issues. The day culminates with the i2Coalition Internet Leadership Awards and reception.

## Your Fly-In Experience, Day by Day

	<b>Big Picture</b>	<b>Day One</b>	<b>Day Two</b>
<b>What happens</b>	This two-day event offers an opportunity for members to collaborate with one another while educating on and advocating for issues of importance to the Internet infrastructure industry with the people who are deciding on the laws and regulations that govern/impact our industry.	Members join i2 Coalition staff in pre-arranged meetings with their Congressional representatives on Capitol Hill.  Members will be placed in small groups with their own customized schedules and team leads (from TLS or i2Coalition). Lunch is generally in one of the Capitol building cafeterias.	Everyone together at one location (Subject to last-minute change in the case of some meetings.)  Panel and/or roundtable discussions with government/agency officials around key industry issues—Chatham House rules apply. i2Coalition awards, networking, and post-event reception.
<b>After hours</b>	You have complete flexibility, with some organized options to connect with your fellow i2Coalition colleagues and friends.	We will have a members-only happy hour to connect and debrief after Day One at TLS rooftop patio.  Make your own dinner and evening arrangements—include your new friends!	We tend to have a members- only happy hour to connect and debrief after Day Two.  Make your own dinner and evening arrangements—include even more new friends!
<b>How to prepare</b> <i>Be ready to introduce yourself, your brand, your role in i2Coalition, and your key issues. Go over your talking points, and have industry-specific examples to illustrate your ideas.</i>			
<b>What you need to bring</b>	Industry/company-specific talking points, examples, case studies and statistics. Global examples of similar activities.	Your energy and your A-game: this is a long day with plenty of walking, standing, context switching and repetition from meeting to meeting.	Come prepared with questions, perspectives and industry-specific examples to share with policymakers.
<b>What to wear</b>	Business attire, taking into consideration potentially variable weather, air conditioning, long walking distances, and some standing meetings. Comfortable shoes are a must.	Business attire, assume blazer/coat or shirt with collar required inside government buildings—and comfortable walking shoes. Don't forget your i2Coalition name badge.	Attire can be less formal as you won't be inside the Capitol buildings, but you will still be meeting with key government officials.

### Who's Who on the Event Team

- Twin Logic Solutions (TLS): Washington, D.C. policy liaisons
- Political Intelligence: EU policy liaisons
- Ann Morton: i2Coalition's Washington, D.C. policy lead
- Christian Dawson: i2Coalition's Executive Director
- Hilary Osbourne: i2Coalition's Membership Director
- Jennifer Price, Amy Sawyer, Jordan Yerman: Event production and media team

## **What Happens in a Meeting with Policymakers and Congressional Staff**

While the Day One meetings are generally in an office, you may need to take meetings standing in a hallway—so be ready for that! Generally meetings run for 30 minutes, but are sometimes shorter if staffers are pressed for time. We aim to be focused, efficient, and friendly in our engagement.

Ann Morton or TLS staff act as facilitators and help guide the conversation to make sure we convey what we need to during each meeting. You can expect the following format:

- Introductions around the table
  - Quickly introduce yourself, your role, your company, your relationship to i2Coalition and/or your working group and the key issues that bring you to the Fly-In.
- Engagement on issues
  - The conversation's direction will depend on policymaker interests, as well as the staffers' experience/knowledge of issues, breadth of responsibilities, or level of involvement in those issues.

### **General Preparation Materials**

- [i2Coalition core issues and principles](#)
- [Web scraping fact sheet \(pdf\)](#)
- [VPN Trust Initiative principles](#)
- Secure Hosting Alliance Principles (TBC)