



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: County of Henrico
Program Title: IEIC Global NAP Summit 2.0
Program Category: Community and Economic Development

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

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Signature: 

Program Overview

The Henrico Economic Development Authority hosted the IEIC (Internet Ecosystem Innovation Committee) Global NAP (Network Access Point) Summit 2.0 on November 8th, 2022, at the Hilton in Short Pump.

In June 2022, The Henrico Economic Development Authority realized an opportunity to partner with DE-CIX, the world's largest Internet Exchange operator, and QTS mega data center to bring together the international community to talk about the digital infrastructure landscape and how we might harness the energy and scalability of the incredible power and capacity to power businesses worldwide with our striking, cutting-edge, world-class technology infrastructure that Henrico County has spent the last 30 years developing in what has become White Oak Technology Park. The IEIC Global NAP Summit 2.0 was born.

The first NAP Summit occurred in 2019 at QTS Data Center in Henrico. It was a regional discussion on the digital infrastructure and connectivity landscape. Henrico EDA wanted to expand on the first Summit and saw an opportunity to include world leaders in the digital infrastructure and connectivity ecosystem.

Problem/Challenge/Situation Faced by Locality

The last thing we want is to be the world's best-kept secret. Every business needs excellent internet speeds to do their business effectively and securely in this age. Henrico has world-renowned infrastructure and the fastest data speeds on the planet. Our work touches the 25,000 firms opening their doors to our community daily.

The IEIC, or the Internet Ecosystem Innovation Committee, is an independent panel that promotes Internet diversity. Henrico EDA's Executive Director, Anthony Romanello, represents the only government organization that belongs to this illustrative chapter.

IEIC's charter is to utilize innovation and influence within the participants and solidify the Internet infrastructure to stimulate economic development opportunities in global communities.

The IEIC Global NAP Summit 2.0 was a unique opportunity for residents to have a moderated discussion with industry luminaries, free of charge, to gather more information about pressing issues, what actions are being taken to address them, and the future of the industry.

How Program Fulfilled Awards Criteria

This program helped to strengthen our local economy while building a sense of community among our citizens and local partners. Everyone was welcome to the conversation, as demonstrated by Dr. Cerf when he invited the high school students onstage to ask questions and have them personally answered.

By bringing the IT infrastructure community together in one room, we were able to make connections for not only the students but for seasoned professionals. RVA 757 Connects, a local nonprofit whose dedication is to improve the economic success and quality of life for everyone in the RVA and 757 regions, later did a webinar on the key takeaways from the NAP Summit, noting the importance of connectivity and how much the public was paying attention to this issue.

The EDA was steadfast in our commitment to offering this day to the public at no charge to them, heightening the accessibility of the NAP Summit and allowing the attendance of anyone who had an interest in participating. Nearly 30 students from Deep Run High School registered for the event.

How Program Was Carried Out

Henrico EDA's Internet connectivity consultant, Vinay Nagpal, Executive Director of the IEIC and Chairman of the Data Center and Cloud subcommittee, arranged the speakers. Speakers ranged from Johnson Agogbua from Kasi Data Centers in Africa to Sarah Keller from Uber, to Frank Nazzarro from Freddie Mac.

In June 2022, Henrico EDA began brainstorming how this event might look and feel. Marketing started immediately with a content package that included a video, static ads, a proposed campaign with strategized touchpoints, emails, talking points, and suggestions for partners to implement on how we might improve the registration process for a seamless registrant experience.

Henrico EDA was responsible for designing and implementing branded giveaways at the event and coordinating partner tables, swag, signage, and garnering overall excitement and participation. The EDA also created community partnerships with local schools to provide some outreach to talented high schoolers with high promise in entering this field. Vinay Nagpal, Henrico EDA consultant, Dr. Vint Cerf, and DE-CIX CEO Ivo Ivanov moderated each session.

After the NAP event, we published each session's entire playlist of high-resolution videos to our YouTube channel. A sizzle reel of Anthony Romanello's remarks about Henrico's digital infrastructure and what our future looks like as a hub for data interconnection went into production in January 2023.

Financing and Staffing

The EDA created this Summit with the idea that the benefits of a full day with top executives in IT and data infrastructure would outweigh the costs, and we would approach it with generosity in mind. Therefore, registering and attendance with meals and coffee breaks were offered free of charge.

The Henrico EDA assumed responsibility for most of the cost and for staffing of the event, with a reception at the end of the day hosted by DE-CIX. Henrico EDA utilized a professional photographer to document the event. We offered breakfast, lunch, coffee, and tea throughout the day.

The EDA invested significant employee hours in finessing and providing support leading up to and for the event itself. Henrico EDA also developed marketing assets: recommendations for website updates and suggestions on improvements on the customer journey, swag for the event (pens, scratchpad), designed the presentation slides, and developed a sizzle reel and Anthony Romanello's recap from his Fireside Chat at the NAP Summit. The overall cost was \$63,069.

Program Results

The business community, local government employees, and even kids from local schools came together to understand the Internet ecosystem's future better and support this once-in-a-lifetime event. The IEIC Global NAP Summit 2.0 was a unique opportunity for Henrico to position itself as a world-class location with a high quality of life and a high success rate for support of the businesses that operate there.

With over 400 registrants, the IEIC Global NAP Summit 2.0 promised significant success. The marketing, outreach, our partnership with QTS, DE-CIX, and Meta, and work on the production of the content of each session performed by Vinay ensured a great turnout, impactful speeches, and commanded the attention of the IT infrastructure community. In fact, InterGlobix Magazine just

released their feature story telling the story of the IEIC Global NAP Summit 2.0, more than a half of a year later. See more here: <https://www.interglobixmagazine.com/ieic-the-global-committee-promoting-internet-diversification/>

Brief Summary

The main objective was to gather luminaries from six continents in Henrico and to speak to the massive impact that Henrico's digital infrastructure is poised to make on a global scale both immediately and in the future.

- Father of the Internet, Dr. Vint Cerf, was the event's first keynote speaker. He spoke about "Why the digital infrastructure matters" and Henrico's footprint in terms of a global ecosystem. To build community connections around this event, Henrico EDA partnered with Meta to give students at The Center for Information Technology at Deep Run High School a tour of the massive data center. On the day of the Summit, these students were in attendance and were invited for a special Q&A session with Dr. Cerf onstage.
- Henrico EDA Executive Director Anthony Romanello and Jason El-Koubi spoke onstage for a special fireside chat detailing the economic growth that has been a driver by the digital infrastructure from a micro and macro perspective.
- A second keynote was delivered by Virginia Secretary of Administration Lyn McDermid, detailing her journey of success in IT and speaking to the development and profundity of the Internet.
- There were five-panel discussions from leaders in technology and infrastructure. They spoke on varied topics, "The Rapidly Evolving Global Internet Infrastructure Landscape," "Latency, Edge Data Centers & Cloud Security," "Accelerating Digitalization Across Multiple Industries," "Why Subsea cables are a catalyst of the Digital Economy, Feeding the Local Connectivity," and "The Road Ahead: AI, IoT, Edge, Connected Cars, Connected Homes, Broadband Edge & Bridging the Digital Divide."