ASK.RS
„pitajte.rs“
Educational event

Danko Jevtović, CEO

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The Registry

- Development of the Registry and the domain market
- Business excellence
- Organisational development of the Foundation
- Support for development of the Internet in Serbia

.RS .塞尔维亚: 90,000 domains
RNIDS: Multistakeholder model

- Foundation
- Not for profit
- 70 Co-founders
- 40 Registrars
Challenge

- To improve community goodwill
- To increase Registry recognition
- To educate about digital identity
- To support Internet entrepreneurship
- To promote .RS and .СРБ
Opportunity

Internet conference “New Energy”

Kopaonik mountain resort
participants: > 600
ASK.RS (pitajte.rs)

RNIDS brings experts from the community to answer questions from the community.
Ask.RS Topics

- How to start your Internet business?
- How to create online content?
- How to build your brand online?
- How to advertise on the Internet?
Ask.RS event

- 12 lecturers
- visitors > 100
Social media effects

- pitajte.rs website - 6,200 visits
- Facebook reach - 370,000
- #pitajters - 620 tweets, 106 authors
- Twitter reach - 185,000
- 21 - Media mentions
What’s next?

- Ask.rs on Webiz conference.
- Ask.rs caravan through Serbia?
- Ask.rs central event in Belgrade?

Should Ask.rs be RNIDS’s central educational theme in 2016?
Thanks for your interest!

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