

if 2023

16th International
Federation on Ageing
Conference

CHALLENGE | TRANSFORMATION | CHANGE

Post Conference Metrics

Bangkok | Thailand
June 27-30 | 2023



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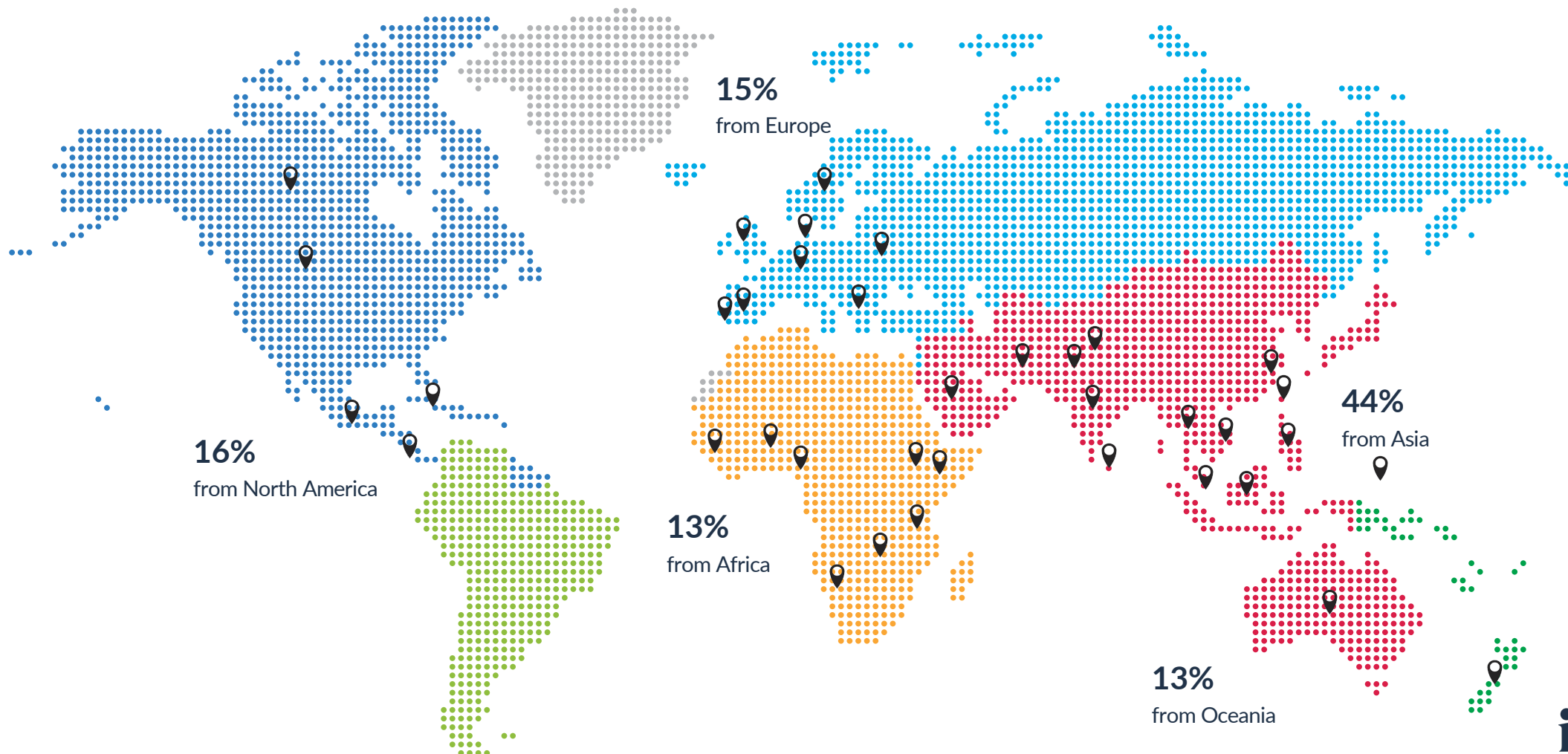


DELEGATE DEMOGRAPHICS

DECEMBER 2022 TO JUNE 2023

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■ BY REGION

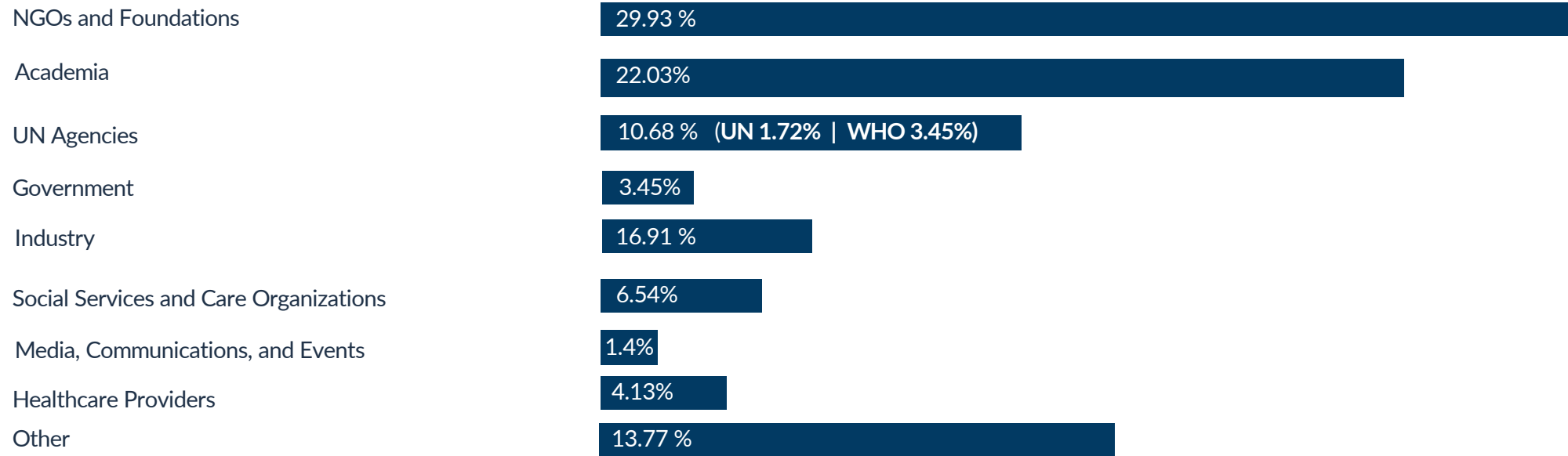


DELEGATE DEMOGRAPHICS

DECEMBER 2022 TO JUNE 2023

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■ ORGANISATIONS REPRESENTED



DELEGATE DEMOGRAPHICS

SPEAKERS INVITED

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➤	Dr. Weerasak Muangpaisan	Vice President and Scientific Chair of the Thai Society of Gerontology and Geriatric Medicine and a member of WHO South-East Asia Expert Panel on Healthy Ageing
➤	Dr. Ryan MacFarlane	Director, C&M International LLC, APEC Vaccines Task Force Secretariat
➤	Mr. Kazuki Yamada	Technical Officer, Department for Social Determinants of Health, Demographic Change and Healthy Ageing Unit, World Health Organization
➤	Mr. Graeme Prior	CEO Hall & Prior, President of International Federation on Ageing
	Dr. Debra Whitman	EVP and Chief Public Policy Officer
➤	Dr. Jane Barratt	Secretary General, International Federation on Ageing
➤	Dr. Denise Eldemire-Shearer	Professor of Ageing and Public Health at the University of the West Indies Ageing and Wellness Centre Jamaica
➤	Mr. David Sinclair	CEO International Longevity Centre (ILC), UK
➤	Prof. Michael Moore	AM PhD, Chair, Immunisation Task Force, World Federation of Public Health Associations (WFPHA)
➤	Prof. Charles Feldman	Distinguished Professor of Pulmonology, Department of Internal Medicine, University of the Witwatersrand
➤	Ms. Diane Thomson	Senior Director, Global Vaccines Public Affairs, Pfizer

➤	Ms. Marie-Christine Truchet	Director, Global Vaccines Public Affairs, Pfizer
➤	Mr. Jun Ryan Orbina	Technical Officer, Vaccine Demand and Behavioural Sciences, World Health Organization
➤	Neena Raina	Director, Department of UHC/ Family Health, World Health Organization
➤	Richard Brown	Acting WHO Representative to Thailand, World Health Organization
➤	Suvajee Good	Regional Advisor for Health Promotion and Social Determinants of Health, SEARO Office, World Health Organization
➤	Thiago Hérick de Sá	Technical Officer, Department for Social Determinants of Health, Demographic Change and Healthy Ageing Unit, World Health Organization
➤	Vânia de la Fuente-Núñez	(Former) Technical Officer Demographic Change and Healthy Ageing Unit, World Health Organization, Independent Senior Consultant, Healthy Ageing & Global Health

WEBSITE ANALYTICS

DECEMBER 2022 TO JUNE 2023

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■ TOP VIEWED PAGES

01



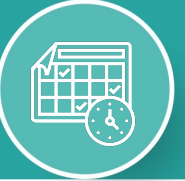
20K
Abstract
Submission

02



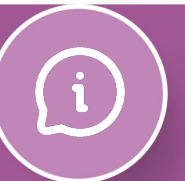
15K
Registration

03



8K
Conference
Program

04



5.5K
About the
Conference

■ TRAFFIC SOURCES

7K

ORGANIC SOCIAL (Traffic from search engine results that is earned, not paid)

8K

ORGANIC SEARCH (Traffic from a social network such as Facebook, Twitter and LinkedIn)

500

E-MAIL (Traffic from IFA newsletter)

2.8K

REFERRAL (Traffic that occurs when a user finds you through a site other than a major search engine)

WEBSITE ANALYTICS

DECEMBER 2022 TO JUNE 2023

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■ AVERAGE ENGAGEMENT TIME



3M 01S

The average amount of time your website visitors spend on your site

■ NEW USERS



37K

A visitor who has never been to your site before

■ AVERAGE ENGAGEMENT DURATION



1M 35S

Average amount of time someone spends with your web page in focus. It allows you to measure when users are actively using the site

■ USERS



19K

Total number of visitors

EMAIL ANALYTICS

DECEMBER 2022 TO JUNE 2023



Out of 18 newsletters sent from March 2023 to June 2023 the open rate was **28%** and average click through rate was **11.3%**.



ifa / 2023 16th International Federation of Ageing Conference

**LATE BREAKING
CALL FOR ABSTRACTS**

Passionate about making a difference in the lives of older adults? The 16th Global Conference by the International Federation on Ageing is calling for your groundbreaking research and innovative ideas! Do not miss out! We are extending the call for Abstracts until May 17th! Seize this opportunity to present at this prestigious event and contribute to shaping the future of ageing.

[Submit Abstract](#) [Learn More](#)



ifa Global Café in conversation with experts

a contribution to the **Decade of healthy ageing**

Reclaiming the rights to live with dignity.

**DAY 1
28 JUNE
2023**

THAI CHITLADA 1-2
2nd floor

9:00 a.m.

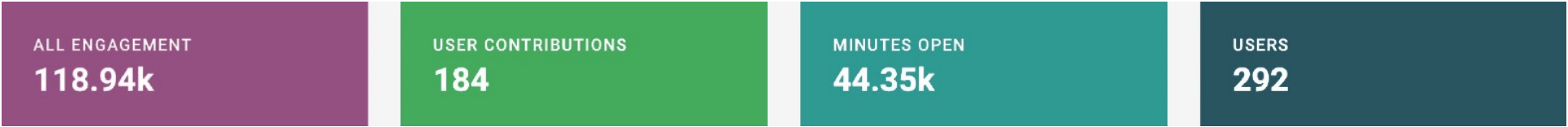
EXPERT
Mark Lachmann
Geriatric Psychiatrist
Hennick Bridgepoint Hospital

GUEST MODERATOR
Seth Ginsberg
Co-founder and Chairman
Global Healthy Living Foundation

ifa 2023 16th International Federation on Ageing Conference

APP ANALYTICS

JUNE 2023 TO JUNE 2023



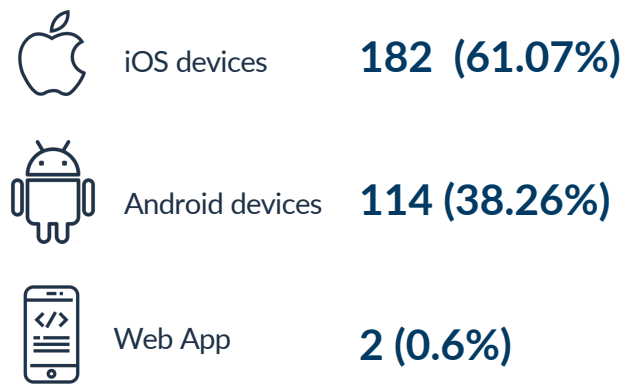
Brief description

Brief description

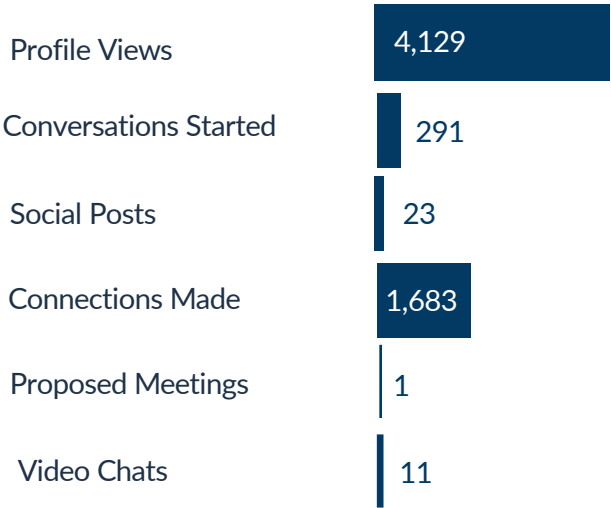
Brief description

Brief description

■ TYPE OF DEVICE USED



■ TYPE OF ACTION



■ SPONSORS BANNER



FACEBOOK ADS ANALYTICS

DECEMBER 2022 TO JUNE 2023

■ AVERAGE ENGAGEMENT DURATION



MALE

The average male user was between 25 to 34 years old.



FEMALE

The average female user was between 45 to 54 years old.

■ AVERAGE CLICKS



5,483

The number of times someone who viewed the ad clicked on the link.

CONTACT INFORMATION

Thank you to all our sponsors for their invaluable support and contributions to the success of the 16th Global Conference of the International Federation on Ageing. Your dedication to advancing the well-being of older adults is deeply appreciated.

If you have any further questions, please contact

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