



ifaa/2023

16th International  
Federation on Ageing  
Conference



CHALLENGE | TRANSFORMATION | CHANGE

# Post Conference Metrics

*Bangkok | Thailand*  
June 27-30 | 2023

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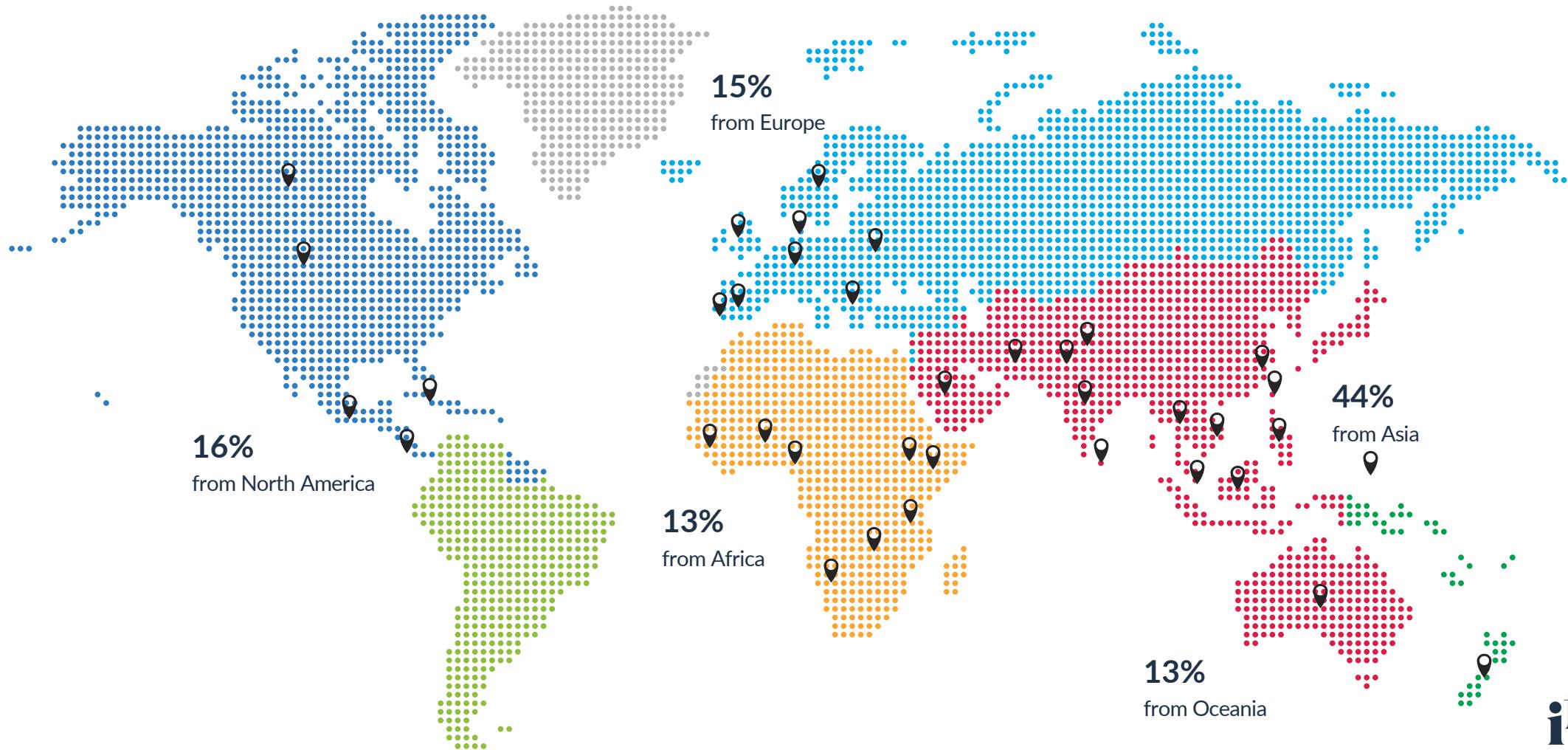
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# DELEGATE DEMOGRAPHICS

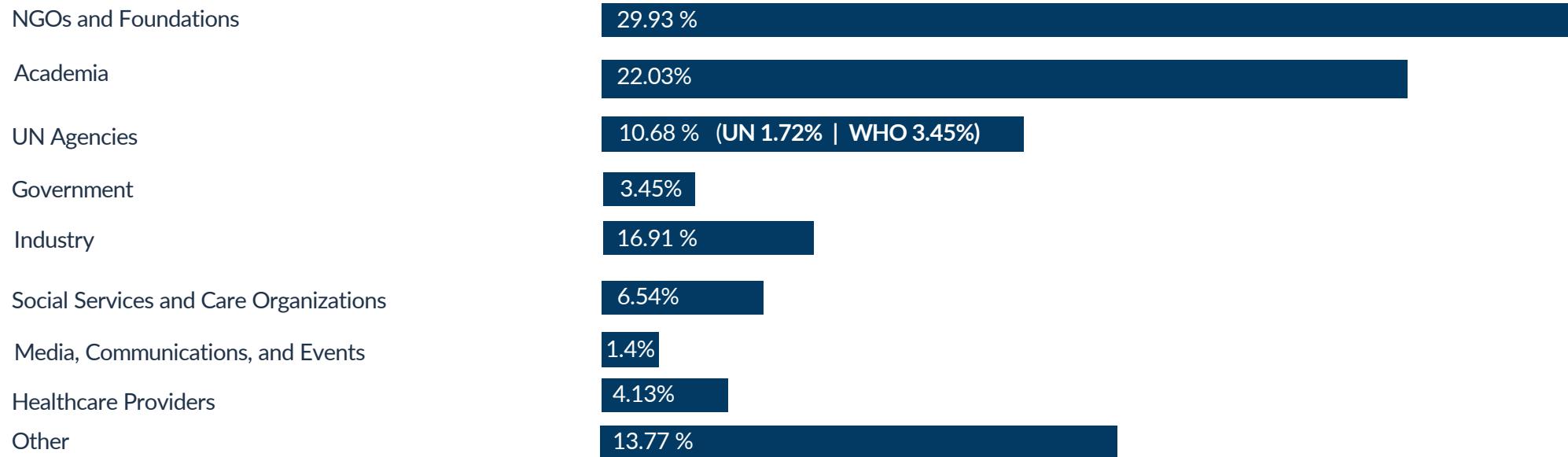
DECEMBER 2022 TO JUNE 2023

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## ■ BY REGION



## ■ ORGANISATIONS REPRESENTED



# DELEGATE DEMOGRAPHICS

SPEAKERS INVITED

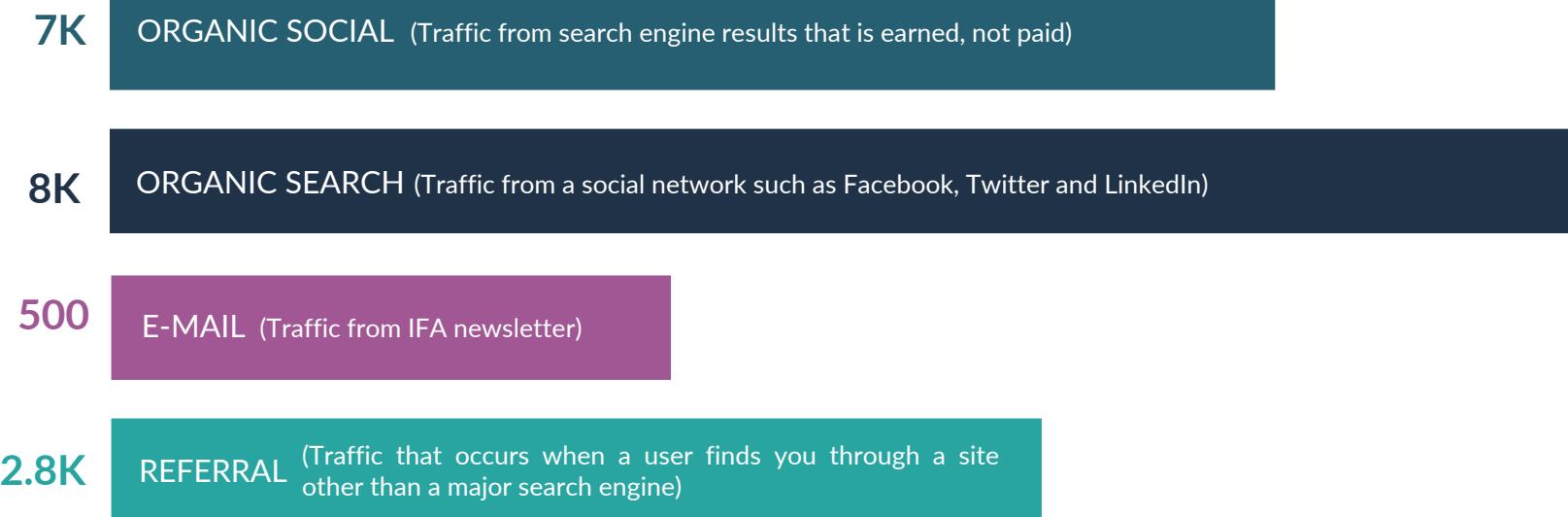
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 <b>Dr. Weerasak Muangpaisan</b>	Vice President and Scientific Chair of the Thai Society of Gerontology and Geriatric Medicine and a member of WHO South-East Asia Expert Panel on Healthy Ageing	 <b>Ms. Marie-Christine Truchet</b>	Director, Global Vaccines Public Affairs, Pfizer
 <b>Dr. Ryan MacFarlane</b>	Director, C&M International LLC, APEC Vaccines Task Force Secretariat	 <b>Mr. Jun Ryan Orbina</b>	Technical Officer, Vaccine Demand and Behavioural Sciences, World Health Organization
 <b>Mr. Kazuki Yamada</b>	Technical Officer, Department for Social Determinants of Health, Demographic Change and Healthy Ageing Unit, World Health Organization	 <b>Neena Raina</b>	Director, Department of UHC/ Family Health, World Health Organization
 <b>Mr. Graeme Prior</b>	CEO Hall & Prior, President of International Federation on Ageing	 <b>Richard Brown</b>	Acting WHO Representative to Thailand, World Health Organization
 <b>Dr. Debra Whitman</b>	EVP and Chief Public Policy Officer	 <b>Suvajee Good</b>	Regional Advisor for Health Promotion and Social Determinants of Health, SEARO Office, World Health Organization
 <b>Dr. Jane Barratt</b>	Secretary General, International Federation on Ageing	 <b>Thiago Hérick de Sá</b>	Technical Officer, Department for Social Determinants of Health, Demographic Change and Healthy Ageing Unit, World Health Organization
 <b>Dr. Denise Eldemire-Shearer</b>	Professor of Ageing and Public Health at the University of the West Indies Ageing and Wellness Centre Jamaica	 <b>Vânia de la Fuente-Núñez</b>	(Former) Technical Officer Demographic Change and Healthy Ageing Unit, World Health Organization, Independent Senior Consultant, Healthy Ageing & Global Health
 <b>Mr. David Sinclair</b>	CEO International Longevity Centre (ILC), UK		
 <b>Prof. Michael Moore</b>	AM PhD, Chair, Immunisation Task Force, World Federation of Public Health Associations (WFPHA)		
 <b>Prof. Charles Feldman</b>	Distinguished Professor of Pulmonology, Department of Internal Medicine, University of the Witwatersrand		
 <b>Ms. Diane Thomson</b>	Senior Director, Global Vaccines Public Affairs, Pfizer		

## ■ TOP VIEWED PAGES



## ■ TRAFFIC SOURCES



## ■ 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

ALL ENGAGEMENT

**118.94k**

Brief description

USER CONTRIBUTIONS

**184**

Brief description

MINUTES OPEN

**44.35k**

Brief description

USERS

**292**

Brief description

## ■ TYPE OF DEVICE USED



iOS devices

**182 (61.07%)**



Android devices

**114 (38.26%)**



Web App

**2 (0.6%)**

## ■ TYPE OF ACTION

Profile Views

**4,129**

Conversations Started

**291**

Social Posts

**23**

Connections Made

**1,683**

Proposed Meetings

**1**

Video Chats

**11**

## ■ SPONSORS BANNER



**12.9K views / 156 clicks**



International  
Federation on  
Ageing

# FACEBOOK ADS ANALYTICS

DECEMBER 2022 TO JUNE 2023

## ■ AVERAGE ENGAGEMENT DURATION



### MALE

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

## ■ AVERAGE CLICKS



5,483

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



### FEMALE

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

## 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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a contribution to the  
**Decade  
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