19TH IFHIMA INTERNATIONAL CONGRESS
17 - 21 NOVEMBER 2019
INTERCONTINENTAL FESTIVAL CITY | DUBAI, UAE

EMPOWERING HIM PROFESSIONALS THROUGH A GLOBAL VOICE

POST EVENT REPORT

Hosted By

Supported By

www.ifhima2019.com

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Dear Friends & Colleagues,

It was our great pleasure in welcoming all of you to the 19th IFHIMA International Congress at the InterContinental Festival City Hotel, Dubai, United Arab Emirates from 17 - 21 November 2019. We would like to thank all members of the committees for their dedication in helping us put together a successful congress, rich in scientific content and well planned and executed over the course of 4 days.

In the coming years, we aim to further international improvements in all departments and we intend for our community to continue to educate, to collaborate through research and development and to continue to learn through shared experience.

We would like to thank our esteemed faculty and industry partners who have provided and continue to provide their support and assistance to the congress.

Together we will continue to progress in our educational program that caters to all departments and related specialties.

We hope the congress exceeded your expectations and offered an exciting scientific event.

Yours Sincerely,

Marci MacDonald  
IFHIMA, President  
Canada

Hussein AlBishi  
IFHIMA - EMR Director  
SHIMA - President and CEO, KSA

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Saudi Arabia

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Principal and Founder Fernandes  
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William J. Rudman  
Professor & Executive Director Medical Education Innovation, and Rosalind Franklin University, Chicago  
USA

Ryan Sandefer  
Assistant VP for Academic Affairs & Associate Professor, Department of Health Informatics Information Management  
The College of St. Scholastica  
USA

THANK YOU MESSAGE

COMMITTEE

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India
CONGRESS SUMMARY

- 21 COUNTRIES REPRESENTED
- 30 CME ACCREDITATION
- 500+ PARTICIPANTS
- 1 POST-CONGRESS HOSPITAL VISIT
- 14 COMMITTEE MEMBERS
- 3 DAYS CONGRESS
- 1 PRE-CONGRESS PROGRAM
- 150+ ABSTRACTS

Countries Represented:
- Saudi Arabia
- Oman
- Egypt
- Palestine
- United Arab Emirates
- Nigeria
- Ghana
- Russia
- South Africa
- United States
- Indonesia
- Kuwait
- Japan
- Iran
- Ireland
- Australia
- Norway
- Netherlands

Participants: 500+
## EVALUATION SUMMARY

<table>
<thead>
<tr>
<th>Overall quality of the congress</th>
<th>Overall quality and value of the Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>Very Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality and value of the Congress Collaterals</th>
<th>Overall quality of the meeting room set up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>Very Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The program's objectives were clearly defined</th>
<th>The program met the stated objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The program met my expectations</th>
<th>Did you learn anything new?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>There was sufficient time for discussion</th>
<th>Your time at the congress was maximized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The program was well organized</th>
<th>If yes, how often?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Annually</td>
</tr>
<tr>
<td>No</td>
<td>Other</td>
</tr>
<tr>
<td>Yes</td>
<td>Quarterly</td>
</tr>
<tr>
<td>No</td>
<td>N/A</td>
</tr>
</tbody>
</table>
MARKETING SUMMARY

16 e-shots sent out to
2 SMS sent out
9 media partners on board

Promotion through IFHIMA Members Societies
3 Twitter paid campaigns done
Twitter Followers – 191, Facebook Likes - 4344

DIGITAL CREATIVES

Web Banner
Email Signature
PPC Campaign Adverts
Landing Pages
Email Templates
Social Media Creatives
Pictures/Videos Branding