

Report to the IMIA Conference 2007 in Tokyo on the development of the IMIA Website

Summary

- The project for a new, more attractive and user friendly IMIA website was completed in early 2007 within time and budget.
- The new website is up and running since March 2007 and the feedback received so far is very good. The use of www.imia.com continues to be excellent.
- The member's area can now be accessed directly from the official website.
- Managing contents by the IMIA secretariat makes maintenance of the website time and cost efficient.
- Members' contribution to the interesting claims database and to the library is still quite small in number.

Report

At last year's conference, a project for an attractive new IMIA website was introduced. The project execution was taken up immediately after the Boston conference. Several meetings were held in Zurich with our new website designer company "elixir", where structure, layout and features were discussed and finally decided. Despite of some difficulties with the transfer of the IMIA domain from the previous to the new provider, the whole project was successfully completed within less than 6 months and without exceeding the given budget. The new IMIA website was up and running in March 2007.

The new, well structured and more technical appearance of the website is very attractive. The "Home" page is clearly structured and all the information easily accessible. A search function – powered by Google – allows quick access to relevant documents. Members can now log in via the official website under the "Members' Area" tag and no separate website must be called up anymore.

The new website also includes a content management system (CMS), which makes the update of documents and contents much easier. Almost all necessary actions can be handled by the IMIA secretariat and expensive third party work can be kept at a minimum.

Even a new website can only be kept attractive to its visitors if new and interesting information is made available. Such information – e.g. interesting claims, new publications, reports about conferences, technical highlights, developments in the insurance industry, etc., etc., - should be provided by those who are directly involved in marketing, underwriting and claims handling, namely by the members of this organisation. The creation of the new platform is only the beginning and IMIA EC expects contributions from all members to constantly renew and update the information on the website.

At this point I would like to express my thanks also to the secretary of IMIA, Utz Groetschel, for the tremendous work necessary for transferring, structuring and streamlining the contents of the new website.

Statistics

The method of counting visitors has changed with the new website and the number of visitors appears to be smaller. Still, we observe a substantial use of our website of up to 1700 individual visitors every month. The number of downloads per visitors is around 6. A detailed statistic is published every month in the Members' Area under "IMIA Website Information".

An impressive number of pages / papers were downloaded by the visitors:

- **On the IMIA sites – hit-list**
 - Library
 - Annual Conference
 - Members
 - About Engineering Insurance
 - Members Area
 - Statistics

- **IMIA-Publications – hit-list**
 - Engineering insurance exposures related to the construction of roads
 - Hazards in pulp and paper industries
 - ALOP / DSU covers for tunnelling risks
 - Engineering insurance of offshore wind turbines
 - Break & Review

- **External Papers – hit-list**
 - Tunnel Code of Practice (English / Spanish)
 - Tunnel safety
 - Renewable energies
 - NDT and machine diagnostic methods for the prevention of losses in critical machinery
 - An international analysis of transformer failures

- **Guest Presentations – hit-list**
 - Unclear / imprecise wordings and common law principles
 - Claims by engineers – Problems that engineers encounter when claiming
 - Public Private Partnership (PPP) for infrastructure projects

Outlook

With the new website, IMIA provides to markets and interested parties an attractive gate to Engineering Insurance information. In addition, the website is an important instrument to market our organisation and to attract new members.

As mentioned in previous reports, the attractiveness of the website depends on the contributions of each individual member and delegate. The IMIA EC invites all of you to help to achieve this task and to promote IMIA and its website within your departments, companies and national organisations as well as amongst your clients. Thank you very much!

10th September 2007

Louis Wassmer