

Report to the IMIA Conference 2008 at the Gleneagles Hotel, Auchterarder/UK, on the Development of the IMIA Website

Summary

The first full year of operation of the new IMIA website confirms its attractiveness and easy handling.

The use of www.imia.com continues to be excellent and a continuously increasing number of visitors download information and documents.

Time and cost effectiveness can be confirmed as expected.

Several interesting “Short Papers” have been submitted by delegates. This is a great success.

More interesting claims are desirable.

Report

The new IMIA website has now been in operation for more than one year, and the continuously increasing number of visitors and downloads confirms its attractiveness. In addition, the clear structure and easy accessibility of information makes it a pleasure to use our website. Another clear benefit is the integrated Member’ Area, which makes access to this specific information by members quite easy.

Through the content management system (CMS), all updates of contents and documents can be handled by the IMIA secretariat. After more than one year of operation it can be confirmed that expensive third party work on the website and its contents can be kept at a very low level.

New and updated information keeps the website attractive for its visitors. On the IMIA website, news and updates are always immediately available on the front page. Interesting claims derived from IMIA working group papers are now directly linked to the respective paper. A great success is the fact that several interesting “Short Papers” have been submitted by delegates. Therefore, a new chapter “Short Papers provided by Delegates” has been created under “Publications”.

Statistics

We are very pleased to see a substantial increase in number of visitors and individual visits. Compared to August 2007, when some 1000 visitors made 1700 visits, we counted in July 2008 close to 1600 unique visitors and 2800 individual visits.

Also the number of pages visited is continuously increasing, reaching more than 32,000 in July 2008 (August 2007: 10,000). The favourite areas looked at are still IMIA papers, statistics, members, etc. The hit list of downloaded papers and publications changes every month. We register several hundred downloads of top papers every month and observe that visitors clearly search for papers which can be directly used in the risk assessment and underwriting process.

A detailed website statistic is published every month on our website in the Members' Area under "IMIA Website Information".

Outlook

The IMIA website continues to be a very important instrument to market our organization and to attract new members. We see from the use of the IMIA website a demand in the market place for Engineering Insurance information which provides direct support to the underwriter in the daily risk assessment and underwriting process.

It is certain that promoting the website by delegates has definitely contributed to the high number of website visitors. Everybody is invited to continue with the efforts and to make underwriters, clients as well as the national organizations aware of our website and the value of its contents. The IMIA EC also very much appreciates the delegate's support by providing Short Papers and Interesting Claims and would be very happy to see even more in the future from an increased number of sources. Thank you very much!

21 August 2008

Louis Wassmer