

IMIA Website Report to the IMIA Conference 2011 Amsterdam

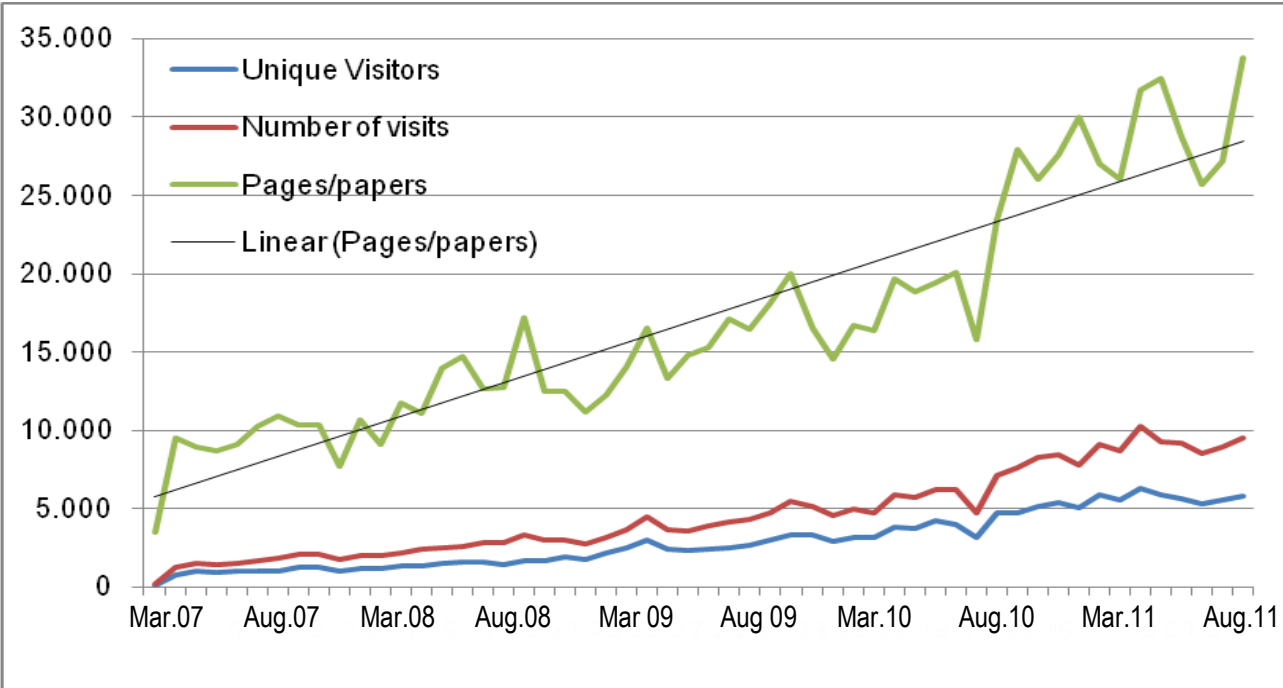
When you will open the IMIA website www.imia.com in a few days after the conference you will note a revised appearance effected by one of the pictures taken from the IMIA photo competition of past year.

Since last year there are a few more features which you will have noticed. In March we included the Key Topics button for quick access to the most often frequented documents relating to the topic selected. We also created a special workspace for posting documents of various kinds for access by IMIA working group members for making joint work of elaborating the IMIA papers easier. We trust this will again be welcomed by the newly formed groups. It has also proven useful for posting large documents, presentations etc. of large size, too big for e-mail exchange.

To provide a better view of the distribution of our Delegates' locations a world map is now shown under the "Members" menu showing countries and the number of delegates located there.

The number of new documents loaded to the various pages of the IMIA website during the past year is about 52 which are IMIA conference documents (before and after), internal reports, statistics, country reports, External and Short Papers, IMIA News Sheets, interesting claims examples etc. As regards claims examples we would like to get a few more from you than during past year. They are one of the areas frequently visited for search of specific cases.

Our Internet website has found increasing interest and is proving successful. Since last conference in Berlin, the number of unique users, pages seen and documents downloaded, has further grown quite enjoyably.



The number of monthly unique visitors grew from March 2007 to August 2010 from 80 to 5,800, the number of all monthly visits from 200 to 9,500 and the number of pages/documents seen per month went from 3,500 to 33,000.

The monthly website reports are detailed down to the individual page / document seen and thus allow conclusion as to what visitors of the IMIA website are interested in. The documents on the top ten hit list changes only slightly from month to month.

The documents seen / downloaded most frequently are:

- IMIA working group papers, preferably the newer ones, but also some much earlier ones.
- Examples of policy wordings and clauses,
- IMIA statistics,
- Interesting Claims and
- Country reports
- Members of IMIA.

The paper most often on top of the list is “Maintenance and Overhaul of Steam Turbines” of 2005, followed by “Design Exclusion Wordings and physical Loss or Damage” however we do not know, who the interested parties are.

Members frequently see the annual conference documents and the web links provided on the IMIA website are also frequently used.

The new papers presented at the Amsterdam conference this year will soon be - if not already - shown on the website, either under Library or on the Members’ Area.

Maintenance and service costs have again been kept at a very economical level thanks to the CMS (content management system) allowing the Secretariat to do a great deal of the work on the website without involving our external service.

The IMIA website continues to be a very important tool for opening IMIA’s work to the widest community of interested people and organizations and thereby the best marketing tool of our organization.

Promoting the IMIA website by delegates will further contribute to the high number of website visitors.

The IMIA EC much appreciates the support of delegates by providing new Short or External Papers and Interesting Claims.