



IAAS Website, Newsletter and Technology Report

2020

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Webmaster

Website www.iaas-med.com and www.ambulatorysurgery.com

The website has continued to grow over the past year with increased traffic seen around the time of our first online Congress. Details can be seen in Table 1.

In summary the site has had 90699 unique visitors in the year and used over 86 GB of bandwidth*. In 2013 we had 67,000 unique visitors and used 29 GB of bandwidth.

*Bandwidth is a measure of the amount of data transferred to and from the website – this is an indicator how much content we have and the number of people visiting.

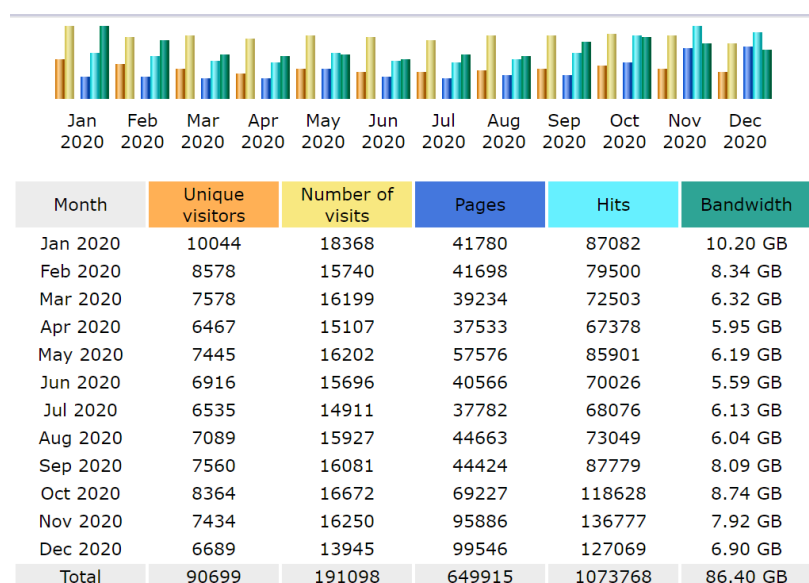
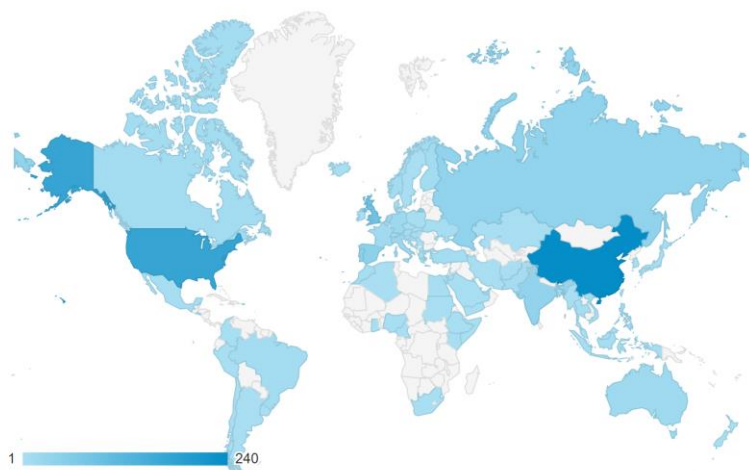


Table 1. Website visitors by month.

The map below gives an idea of the variety of countries that we have users connecting from. Darker the blue the more connections.



The most popular pages are the day surgery manual and textbook followed by the journal pages. The online congress was a popular page for visitors too.

Costs

Premium hosting package	£103.92
Secure Hosting (SSL) ¹	£43.48
www.ambulatorysurgery.org domain ²	£34.96
www.iaas-med.com domain ²	£33.19

1. Secure hosting gives us the important https guarantee secure status.
2. We pay a yearly fee to keep our domain registration

The costs of web hosting vary and so I will shortly complete a review with our hosting company about our costs to see if there are any reductions we can secure.

Newsletter

Editor – Professor Beverly Philip

I have changed the technique of sending the Newsletter. Previously I used software held on our website to manage the process of designing and sending our Newsletters. This is problematic as sending multiple emails from your domain can make it look like you are sending SPAM across the globe.

I have therefore signed up with Vertical Response a software company based in the US. This would normally cost us around \$120 a year for a basic package. However, I chose this company as they advertise free use for non-profit organisations that are registered charities. Luc provided details that supported our successful application.

We have sent one Newsletter (September 2020) and one reminder to book onto our Online Congress successfully using this system. Now this is up and running I will work with our Newsletter Editor to provide more editions this year.

Facebook

We continue to have a Facebook page which I update with details of meetings. If anyone wishes to share updating this page then please contact me and I can add you as an Editor.

Twitter

We have a twitter account @AmbSurg that we could use more – I tend to send quite a few tweets from it around our meetings. If anyone has a wish to be more prolific on our behalf then please contact me.

Online Congress Software

This was a completely new arena for us all in 2020. I reviewed many of the available systems and made a choice based on cost, features available and recommendations by reviewers.

I chose WEBINARJAM <https://home.webinarjam.com/index> and we are currently signed up on the Enterprise package which allows up to 5000 attendees, as many online meetings as we want with 6 hosts and a 4-hour time limit.

We are also signed up to EVERWEBINAR as part of this system – this allows us to record our online meeting and continue to allow people who have signed up to watch our meeting to do this at their leisure.

To be able to charge delegates we signed up for an online payment service provided by Stripe (www.stripe.com). There is no upfront cost – they take a % of each payment we receive. My thanks to Luc for help in setting this up and ensuring we were verified users.

Our first online congress took place on Saturday 31st October. We had 76 people registered as delegates. The GA and our new members were provided with free places. Interestingly we had 51 Live attendees and 40 who watched the replay in their own time. We had 52 paying customers.

Costs

WEBINARJAM \$999

EVERWEBINAR \$499

The final part of the system was the ability to provide a reliable video feed into our online congress. YouTube does not provide the required secure video feed and the ability to stream without Ads so I purchased a Vimeo account.

Vimeo

I currently pay £16 a month for the required Pro account.

This provides us with up to 20Gb of downloads by viewers per week which is plenty for our needs. The videos on our website are now on this system e.g. <https://iaas-med.com/index.php/congresses/online-congress/prize-free-papers>

I will keep this under review and stop the account if it is no longer required for our needs.