

IAAS Website report - 2023

Ian Jackson, webmaster

IAAS website www.theiaas.net

The website has had over 26,000 visitors since January.

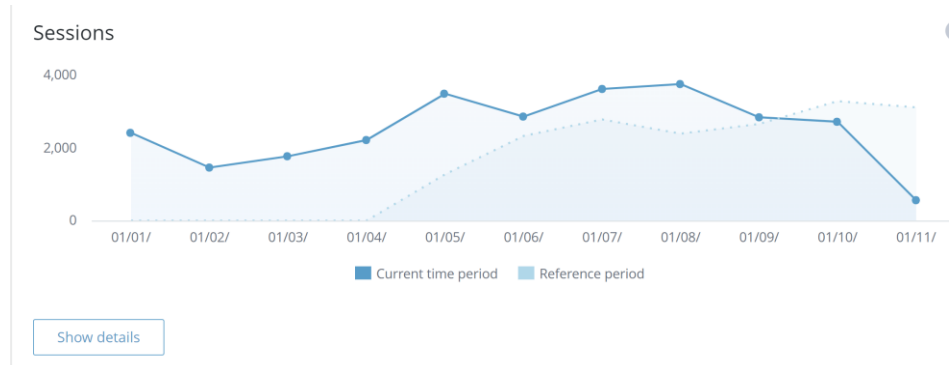


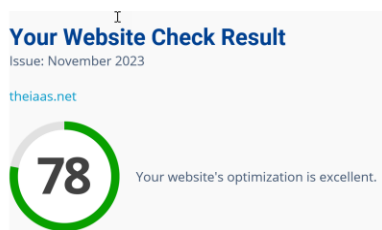
Chart of monthly visitors.

Most popular pages are the landing page and the congress news page. The online seminar arranged for Medtronic was very successful and aided our sponsorship deal for the IAAS.

Update on hosting

We have moved from EasySpace Ltd and the website is now hosted by Ionos Ltd.

They assess the website and have given it a good rating



Ambulatory Surgery website www.ambulatorysurgery.org

The website has had 22,826 visitors since January.

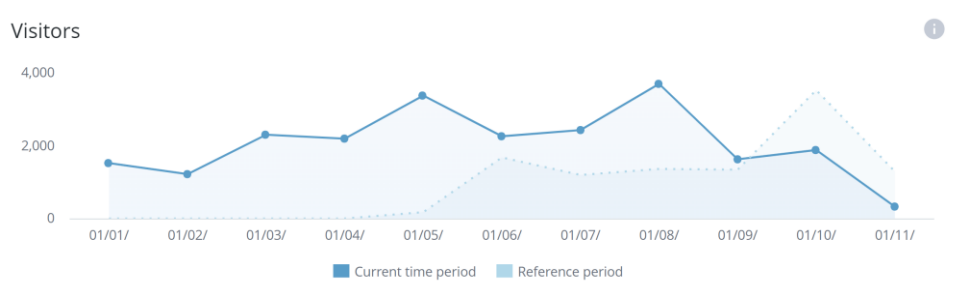


Chart of monthly visitors.

Costs

The costs in last year have mostly been covered by previous EU grant. However, we agreed to try a translation service and we signed up for ZoHo Conference software to allow us to run the Medtronic online seminar. This was extra and charged to the IAAS.

WEGLOT (translation)	£264
ZoHo	£356.35
Total	£620.35

WEGLOT <https://www.weglot.com/>

This service charges by number of words translated so we are on a maximum of 50,000 words translated into Spanish. The renewal charge will be 290 euros due May 2024.

We need to decide if we continue with this service. I am not convinced it offers us much more than the free google translate that many of us use when visiting websites in languages we don't understand.

I cannot recommend continuation of this subscription at present

ZoHo

This software allows us to run webinars online with up to 250 attendees and to run online zoom type meetings for up to 25 participants.

The renewal charge will be £352 and is due May 2024. I am hopeful that Medtronic will join us for another year of sponsorship which will need us to have access to this system.

I recommend we continue this subscription

Newsletter

This now managed online via Vertical Response and is sent to 2800 individuals. There is no charge for this as we are not for profit organisation. I have set up an email sign up form that has to be completed for anyone wishing to view webinars or download booklets from the website. The Medtronic webinar increased our reach by 200 and the download form has added another 100.

Costs for 2023-2024

I am exploring costs with Ionos and how we can reduce them when I have clarity I will share these with colleagues. However, the EU grant is finished and so running costs will be requested from our treasurer. Typical costs have been around £250 per year for hosting, SSL certificates, scanning daily for security and provision of our email function.