

# WCN 2019 Postscript

The WFN applauds the contributions made by so many individuals and organisations to the success of the 2019 WCN in Dubai. We are especially grateful for the efforts of many members of the Global Neurology Alliance who helped with the development of many of the main topic sessions, themes, teaching courses, workshops, webinars and press releases.

Some of these are,

- International Headache Association,
- World Stroke Organisation
- International League Against Epilepsy
- International Parkinson's Disease and Movement Disorder Society
- MS International Federation

Below please find figures of the reach of the WCN through the efforts of the collaborative media organisations (Kenes International, Yaketty Yak)

## Facebook

## Twitter

## Activities Reach

**Oct. 28, 2019**

Esteemed Panel of World's Leading Stroke Experts from the World Stroke Organization Share Breakthrough Research on Relationship Between Stroke Risk and Vascular Dementia During Press Conference Broadcast via Facebook Live from XXIV World Congress of Neurology. Dubai, UAE

Potential audience 92.6 million

## **Oct 28, 2019**

New Research on Migraine in the Workplace Unveiled During Press Conference to be Broadcast via Facebook Live from the World Congress Neurology, Dubai, Oct, 8 a.m. GST

Potential audience 80.58 million

## **Oct. 29, 2019**

Effect of Climate Change on the Brain, Link to Alzheimer's and Parkinson's, to Be Key Focus of Discussion at XXIV World Congress of Neurology.

Potential audience 117.7 million

## **Oct. 24, 2019**

World Federation of Neurology Reveals New Frontiers in Epilepsy Treatment for Children, Pregnant Women and New Links Between ADHD and Epilepsy at 24th Annual World Congress of Neurology, Dubai.

Potential audience 75.5 million

## **Oct. 23, 2019**

World Federation of Neurology Joins Forces with the World Health Organization, Announcing "Groundbreaking" Reclassification of Stroke as a Disorder of the Brain; Launches Nine-Country Survey, Leading to Roadmap for Improved Neurological Care.

Potential audience 86.02 million

## **Post Congress releases during the week that commenced Nov. 11, 2019**

The Prognosis for MS is **Changing** Due to Advancements in Treatment and Awareness, Yet Access to Care is Top of Mind for Global Neurologists

Pregnancy No Longer Believed to Modify Trajectory of MS, Experts Say

New Biomarkers Identified in Parkinson's Disease Could Change Entire Trajectory of Parkinson's Diagnosis and Treatment

## **Social media during the XXIV World Congress of Neurology in Dubai**

Website: Over 311K page views from 75K people of whom 78% were new users. The top 5 countries were India, the USA, the UAE, Japan and Indonesia who went to pages on Registration Abstracts and Scientific program.

Targeted Google campaigns generated more than 17K clicks and almost 2.3M views, while social media campaigns generated over 10K clicks and 900K views.