



REPORT

IPNFA® ONLINE CONGRESS 2020

as of December 7th

By Lucas Cilento



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“

Hello from Croatia!

Just wanted to say THANK YOU for the opportunity to be a part of such great congress you organized...Lectures were brilliant and it was a privilege for me to be a part of such a great meeting.

Lecturers were amazing...So much knowledge that they have and yet managed to make it so simple and easy to understand and follow...

The idea to make it online,worldwide and free is so generous and I feel really moved by the gesture...

*Sincerely,
Milkica Ivezić-Lalić*

”

“

Hey,

wow, what a week! It was just amazing!!!

It was sooo wonderful to see you guys, hear your voices and feel your inspiring energy! It is a pity that the annual meeting couldn't take place but you guys took the chance and created an opportunity to spread PNF even wider.

I was proud to recommended the congress to all my colleagues 😊!

I don't have enough words to tell you how impressed I am.Good to see Fernanda, Vicente, Terry, Reba, Benedikt and Fred- all precious mates, teachers and inspirations to me!

*Thanks for this wonderful meeting, all your work and effort
Gabi from Heidelberg/Germany*

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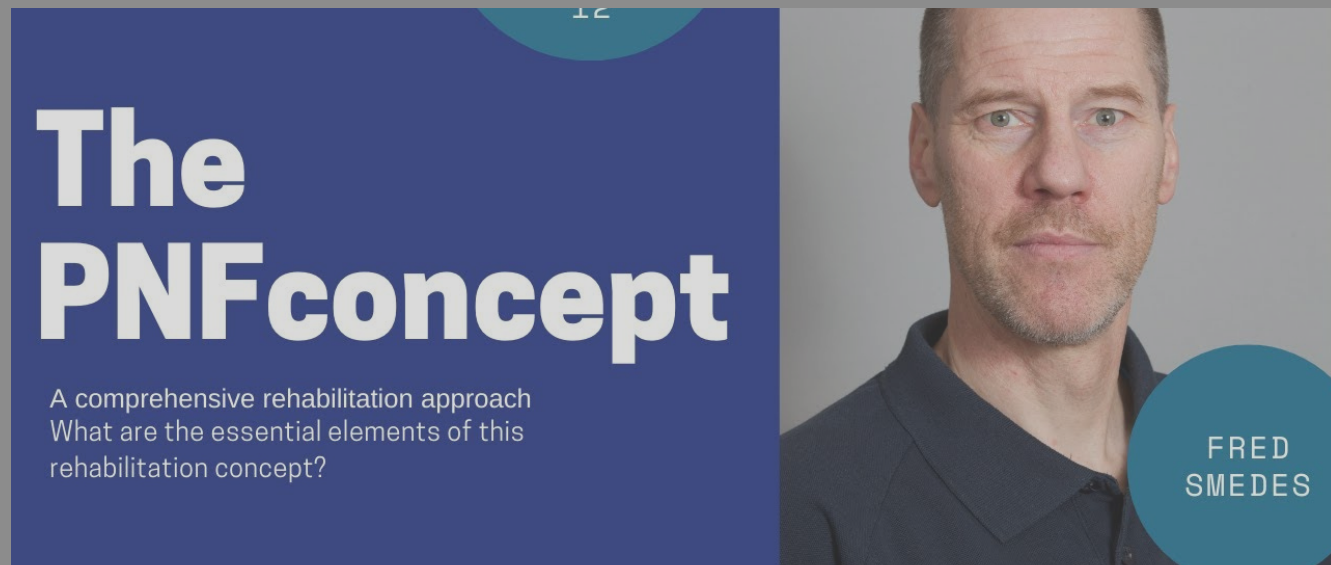
REGISTERED
4.945
COUNTRIES
56

VIEWS ON YT
21.201
SUBSCRIBERS
746

CERTIFICATES GIVEN
883
FEEDBACK RECEIVED
1022

LECTURE 1 – FRED SMEDES

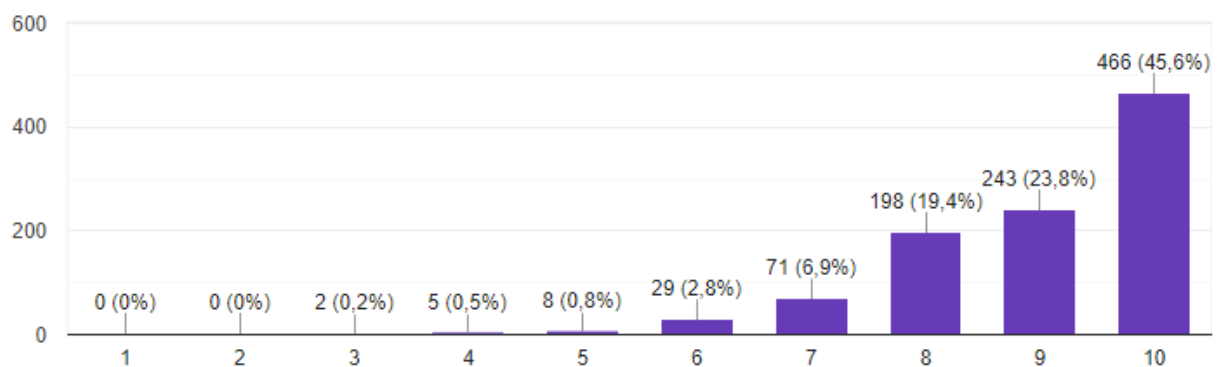
The PNF Concept



TOTAL VIEWS: 6.550

How did you like lecture 1 - "The PNF-Concept: A Comprehensive Rehabilitation Approach"?

1.022 respostas



LECTURE 2 - VALLEJO TEAM

Sit to Stand

Sit to Stand: Getting from your Seat to your Feet

OCTOBER
13

Standing up seems so basic, yet for many it is an essential activity that allows the ability to more easily participate in life's daily routines and

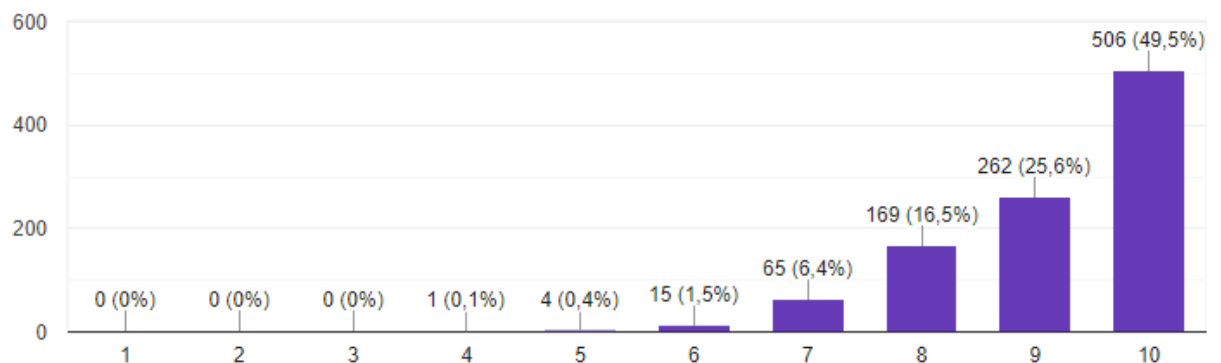


TOTAL VIEWS: 4.450

How did you like lecture 2 - "Sit To Stand: Getting From Your Seat To Your Feet"?



1.022 respuestas



LECTURE 3 – JOSÉ VICENTE

PNF for Neuro and Orthopedic Patients

PNF for Neurological and Orthopedic Patients

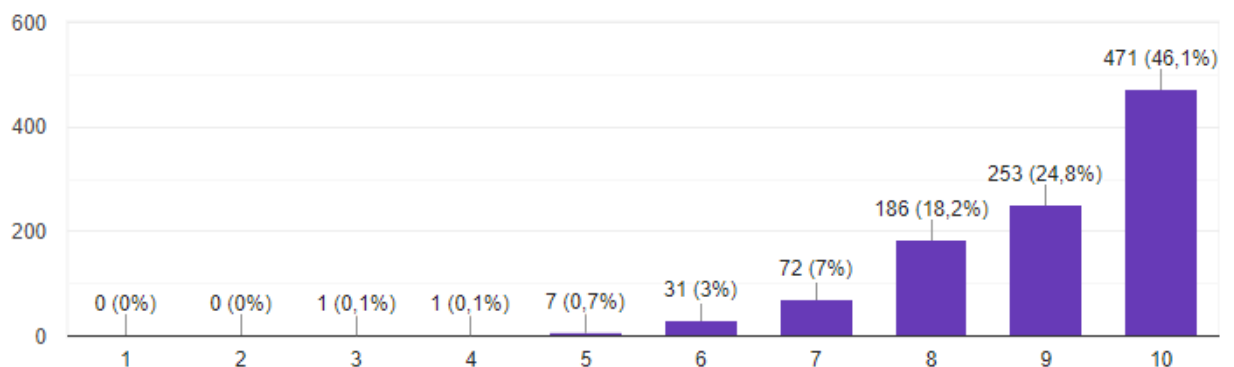
This lecture is going to show how PNF can be useful for treating patients with neurological and orthopedic disorders, in order to improve tasks on the activity level and impairments on the body function level using Philosophy.



TOTAL VIEWS: 3.182

How did you like lecture 3 - "PNF For Upper Extremity Impairments And Activities Limitations"?

1.022 respostas



LECTURE 4 - FERNANDA DI NATAL

Spinal Cord Injury & PNF

Spinal Cord injury & PNF... a good match???

PNF will enable the clinician to mobilize the patients reserves and improve Activity and Participation levels in a measurable way.

In this brief lecture we will cover some basics about :

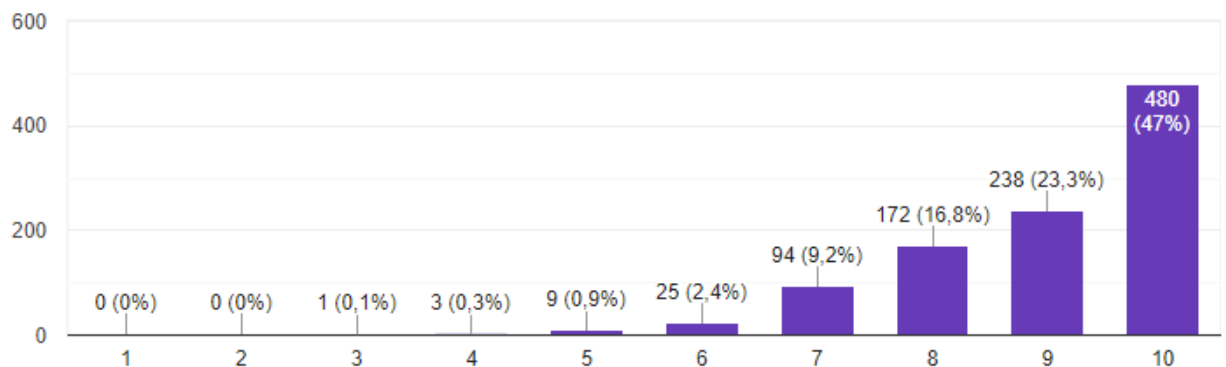
What is a spinal cord injury?|| Types of injuries|| Associated problems|| levels of ability and equipment ||How to use PNF to address problems at



TOTAL VIEWS: 2.244

How did you like lecture 4 - "Spinal Cord injury & PNF... a good match?"?

1.022 respostas



LECTURE 5 - BENEDIKT BOMER

Treatment Approach with PNF

Treatment approach with PNF Patient with a neurogenic Dysphagia (case report)

In my lecture I will show how we can apply PNF to improve swallowing.

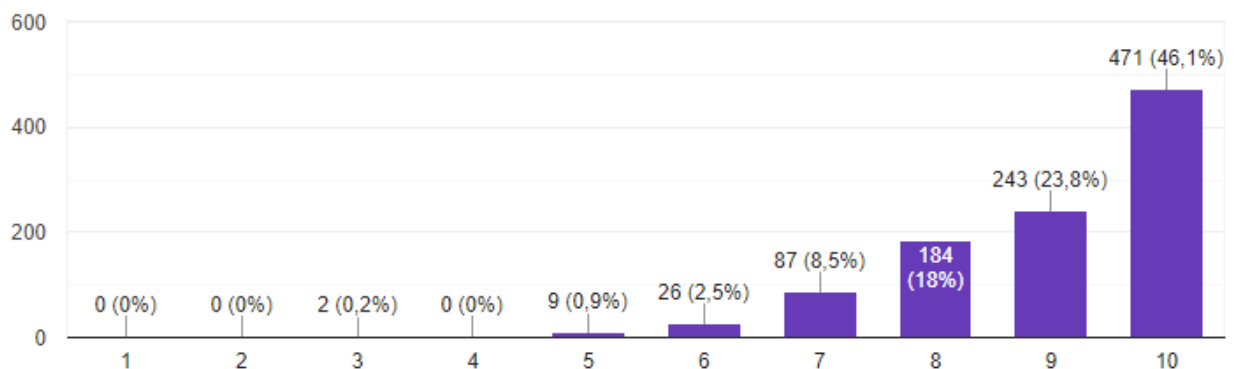


TOTAL VIEWS: 1.942

How did you like lecture 5 - "PNF For A Patient With Neurogenic Dysphagia – A Case Report"?



1.022 respostas



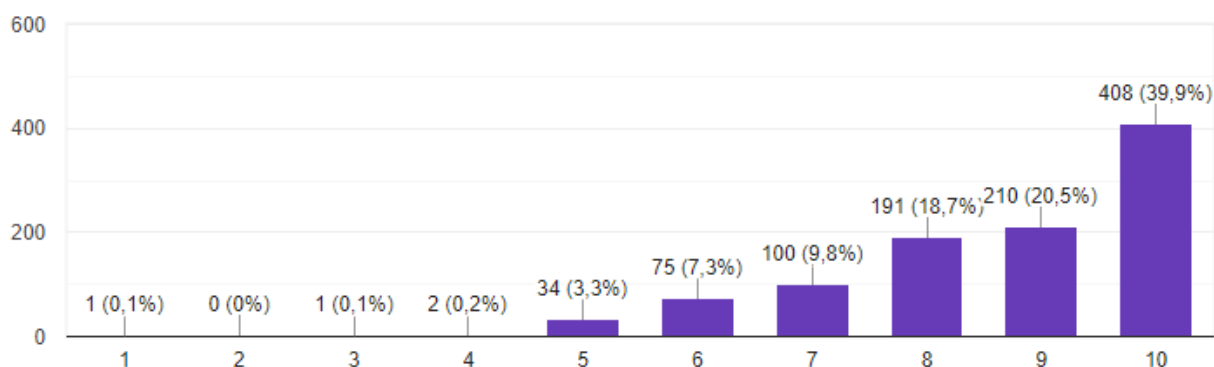
LIVE WITH INSTRUCTORS

 Monica Cilento IPNFA PRESIDENT	Live Opening 11H45	 Fred Smedes	The PNF-concept : a comprehensive rehabilitation approach. What are the essential elements of this rehabilitation concept? 12H45	 Benedikt Bomer	(case report) Treatment approach with PNF for Patient with a neurogenic Dysphagia. 14H15
 Fernanda Di Natal	Spinal Cord injury & PNF...a good match??? 12H00	 José Vicente Martins	PNF for Neurological and Orthopedic Patients with Upper Extremity Impairments and activities limitations. 13H30	 Terry Harrell-Grzybowski AND Reba Butler	Sit to Stand: Getting from your Seat to your Feet. 15H00

TOTAL VIEWS: 1.588
PEAK: 109

How did you like the Live Chat?

1.022 respostas



FEEDBACK FORMS

**QUICK REMINDER: TO GET YOUR
CERTIFICATE IT WAS MANDATORY TO FILL
THE FORM**

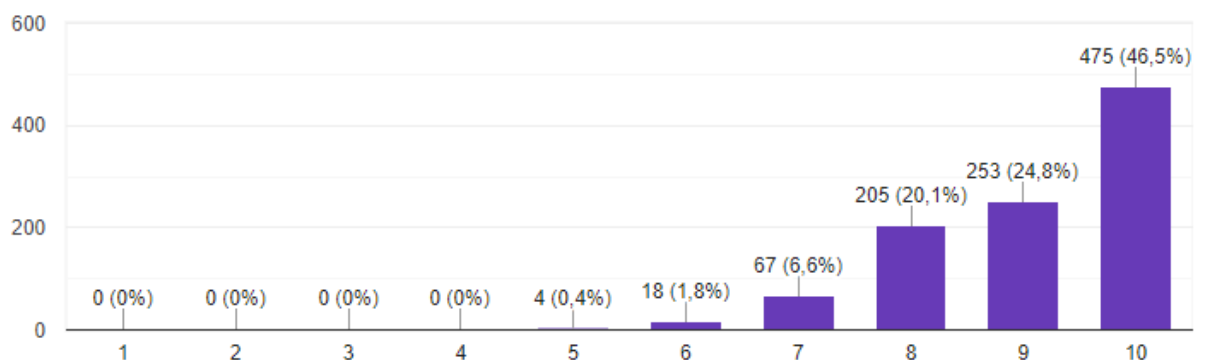
**CLICK HERE TO DOWNLOAD
THE FORM SPREADSHEET**

THE ONLINE CONGRESS

How did you like the congress in general? (1.022 answers)

How did you like the congress in general?

1.022 respostas



- Average score: 9,06

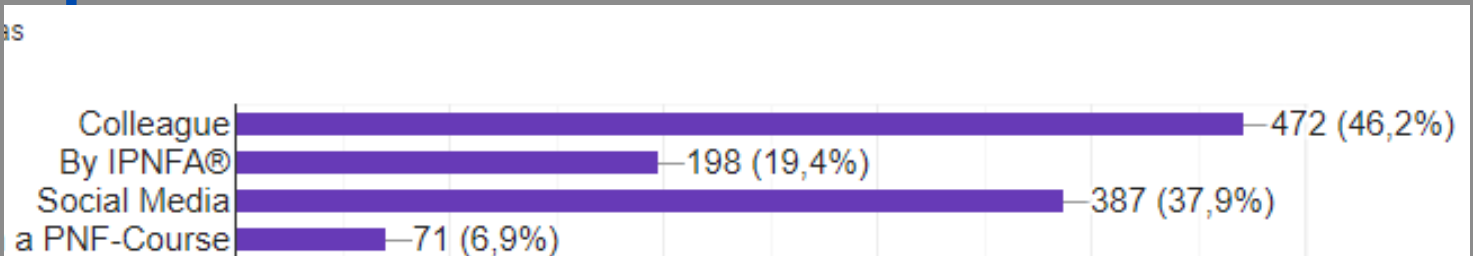
MOST ACTIVE COUNTRIES

Countries with the highest number of subscribers

HONG KONG
BRASIL
CROATIA
INDIA
SOUTH KOREA
JAPAN
POLAND

MARKETING

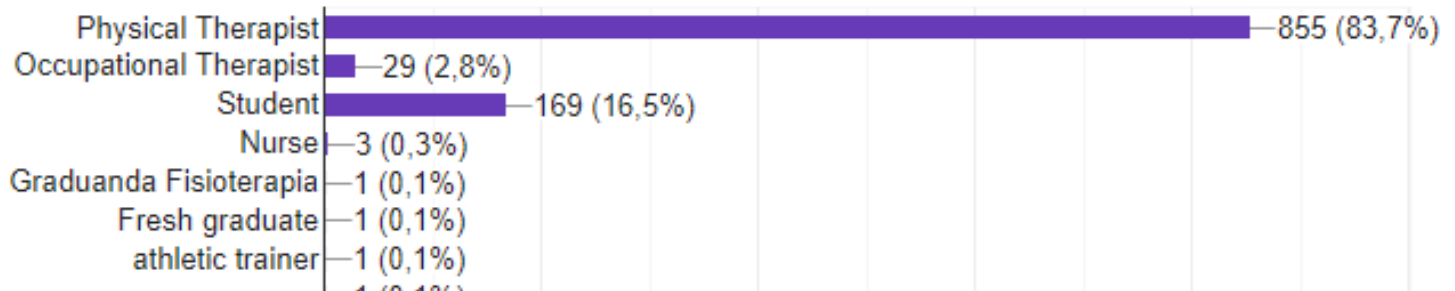
How did you learn about the congress? (1.022 answers)



- This result may show the strength of the IPNFA® and its members.
- Even though we had a substantial investment into buying ads, mouth-to-mouth is still the best marketing method.
- The previously lack of social media pages, might be reflected on the Social Media awareness

OCCUPATION

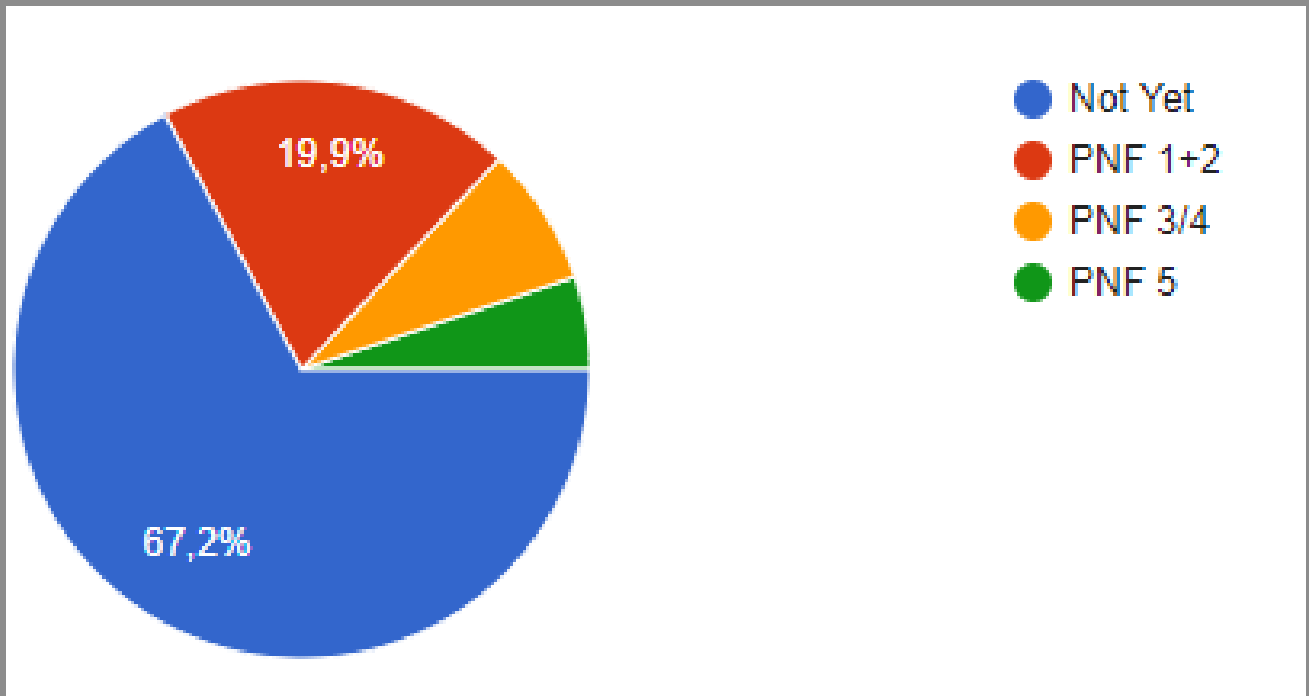
What's your profession? (1.022 answers)



- Most people are already eligible for a PNF Course
- We still had a great impact on students, who were part of our main goal
- Most people might have heard of PNF previously to the Online Congress

PNF RELATIONS

Have you already participated in an IPNFA® - course? (1.022)



- Most people haven't participated in courses before
- Basic level students still have high interest on the introductory lessons

TOPICS TO COME

Any topics you would like to see featured in next year's online congress? (475 answers)

MOST FREQUENT SUGGESTIONS

- GAIT
 - PNF for cerebral palsy
 - PNF in stroke survivors
 - PNF for Sports injury
 - PNF with children
-
- People also asked for more examples and classes on the same subjects as presented
 - Lots of people had really specific suggestions – this might show deep interest and intent of understanding application on a real patient.

INVESTMENT

PROGRAMMING	R\$5.700.00
DESIGNER	R\$2.000,00
MARKETING SPECIALIST	R\$2.750,00
PAID ADS	R\$3.000,00
ONLINE RESOURCES	R\$1.200,00

TOTAL:
R\$14.650,00 = USD 2.930.00
(USD 1 = R\$ 5)

COST PER LEAD GENERATED
USD 3000/4945 = USD 0.60

ISSUES

Overall, the congress was a great success. However, there were issues reported. Note that some of these are insights generated throughout the congress.

- Unstable Platform
- Unable to Register
- Lack of Subtitles
- Live with low audience
- No visual pattern between lectures
- Getting e-mails at odd times
- Poor questions and answers system
- No product to offer immediately

FINAL THOUGHTS

On aiming for a better Online Congress

- Recording of lectures must occur 6 months before the congress, that way there is time to translate.
- Even though the platform had shown signs of instability, it can be used again, for a little to no fee. (we just need some programming for info updates)
- Creation of integrated marketing campaigns throughout the IPNFA®, and its members.
- Inclusion of a discount for Real Life Congresses



**CONGRATS TO ALL,
& THANK YOU!**