

Success Snapshot



The International Federation on Ageing drives significant gains in reputation, market visibility and revenues by tapping into their most important asset - the expertise of its global membership.



"ExpertFile in a short amount of time has helped us foster much deeper connections with the media, conferences and policymakers."

Dr. Jane Barratt
Secretary General,
IFA

Focusing on Expertise Within its Membership

As a leading NGO focused on positively changing age-related policies that improve the lives of our ageing population the IFA wanted to boost its global visibility. To do this they needed to drive global education, collaboration and innovation with thought leaders in all sectors and disciplines. Working in partnership with government, NGO's, industry, academia and other agencies such as the World Health Organization, the IFA launched its online expert directory.

Increasing Member Engagement & Recruitment

The IFA's 13th Global Conference in Brisbane, Australia was used as a key event for staff to build their roster of experts, focused in areas such as: age friendly cities and communities; community and residential care; natural disasters and older people; elder abuse; law and rights, and income protection and security. The ExpertFile platform now serves as a key point of connection online.

Increasing Global Media Coverage & Search Engine Results

Central to the IFA's strategy was a focus on featured member experts as the go-to sources for research and perspectives on ageing related topics. The IFA worked closely with ExpertFile to develop a series of media Spotlights that leveraged breaking and developing stories on ageing topics that were appearing in the media. These efforts resulted in a 75% increase in earned media coverage. The IFA website is also now ranked much higher on key aging-related topics in search engines.

More Speaking Opportunities

A stronger online presence that helps conference organizers discover IFA executives and their members has boosted speaking Requests by 50%. The number of speaking inquiries from around the world continues to increase as more conference organizers search expert related content on the IFA website.

Fostering Global Collaborations to Drive Non-Dues Revenues

The IFA views its experts as a critical element in building internal collaborations and starting new conversations with prospective attendees and sponsors. This has boosted attendance across its events and has substantially contributed to increased sponsorship revenues.

"The ExpertFile technology and support services have been critical to our success. Our members love it and so do our staff."

Greg Shaw
Director, International & Corporate Relations
IFA

75% Increase in Global Media Coverage

50% more speaking requests received by executives & members

10% Increase in Member Growth plus 60% growth in non-dues revenues
(project revenues related to sponsorships)



Want to know how Expertise Marketing can work for you? Contact Deanne Taenzer for your free evaluation today.

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