

# International Humanitarian Technology Conference (IHTC) 2014

## Publicity Chair Report

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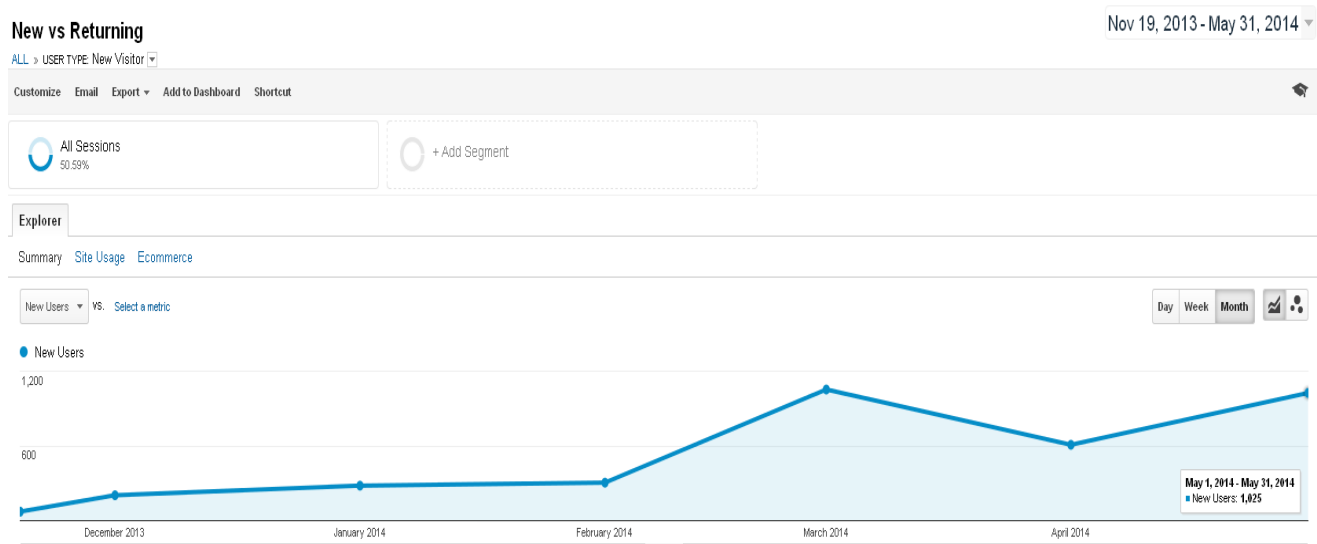
May 31, 2014

According to Google Analytics, from November 19, 2013 (the date initial CFP was issued) to May 31, 2014 conference website (<http://ihtc.ieee.ca>) attracted 3,549 visits in the "New Visitors" segment.


Tools used (see also the Publicity Committee Plan attached below):

- Conference website
- IEEE Canada website
- IEEE Toronto Section website
- IEEE Canada Newsletter
- IEEE Toronto Section Newsletter
- IEEE e-Notice (Canadian subscribers ~ 16,000)
- The Engineering Technology Listserv (over 4,000 members from all 50 US states and from 52 countries at over 1,000 institutions)
- Third party conference websites:
  - o [www.wikicfp.com](http://www.wikicfp.com)
  - o [www.conference-service.com](http://www.conference-service.com)
  - o <http://conferencealerts.com>
  - o <http://conference.researchbib.com/>
  - o <http://www.confsearch.org>
  - o <http://www.eurekalert.org/submit.pubmeeting.php>

### 1. Monthly number of new visitors



2. Geography of visits - by country (total 116 countries). Top 15 countries:

Country / Territory ?	Acquisition	
	New Users ?	% New Sessions ?
	<b>3,549</b> % of Total: 100.23% (3,541)	<b>50.59%</b> Site Avg: 50.48% (0.23%)
1.  Canada	1,297 (36.55%)	42.82%
2.  United States	460 (12.96%)	58.67%
3.  India	432 (12.17%)	57.83%
4.  Nigeria	85 (2.40%)	61.59%
5.  Iran	42 (1.18%)	32.56%
6.  Malaysia	44 (1.24%)	35.20%
7.  Brazil	71 (2.00%)	60.17%
8.  Palestine	97 (2.73%)	84.35%
9.  Australia	37 (1.04%)	33.04%
10.  Hungary	14 (0.39%)	12.73%
11.  Thailand	30 (0.85%)	29.13%
12.  Saudi Arabia	48 (1.35%)	52.75%
13.  United Kingdom	59 (1.66%)	70.24%
14.  Japan	49 (1.38%)	63.64%
15.  United Arab Emirates	34 (0.96%)	46.58%

### 3. Referral Traffic

Source / Medium ?	New Users ?	% New Sessions ?
	<b>3,549</b> % of Total: 100.23% (3,541)	<b>50.59%</b> Site Avg: 50.48% (0.23%)
1. (direct) / (none)	1,727 (48.66%)	58.60%
2. google / organic	1,221 (34.40%)	41.69%
3. ieee.ca / referral	93 (2.62%)	73.23%
4. sites.ieee.org / referral	0 (0.00%)	0.00%
5. bytematters.com / referral	21 (0.59%)	21.00%
6. facebook.com / referral	71 (2.00%)	84.52%
7. bing / organic	29 (0.82%)	37.18%
8. wikicfp.com / referral	46 (1.30%)	63.01%
9. ieeecanadahic.oc.ieee.org / referral	0 (0.00%)	0.00%
10. linkedin.com / referral	27 (0.76%)	67.50%
11. ieeeottawa.ca / referral	14 (0.39%)	36.84%
12. toronto.ieee.ca / referral	32 (0.90%)	84.21%
13. yahoo / organic	25 (0.70%)	65.79%
14. lm.facebook.com / referral	22 (0.62%)	81.48%
15. semalt.com / referral	26 (0.73%)	100.00%
16. inwespress.cafe24.com / referral	12 (0.34%)	52.17%
17. humanitariancoalition.ca / referral	12 (0.34%)	57.14%
18. semalt.semalt.com / referral	20 (0.56%)	100.00%
19. ieeesightblog.wordpress.com / referral	1 (0.03%)	5.88%
20. m.facebook.com / referral	15 (0.42%)	93.75%

#### 4. Devices Used

Device Category <sup>?</sup>	Acquisition	
	New Users <sup>?</sup>	% New Sessions <sup>?</sup>
	<b>3,549</b> % of Total: 100.23% (3,541)	<b>50.59%</b> Site Avg: 50.48% (0.23%)
1. desktop	3,106 (87.52%)	49.43%
2. mobile	346 (9.75%)	65.28%
3. tablet	97 (2.73%)	48.26%

#### 5. Browsers Used

Browser <sup>?</sup>	Acquisition	
	New Users <sup>?</sup>	% New Sessions <sup>?</sup>
	<b>3,549</b> % of Total: 100.23% (3,541)	<b>50.59%</b> Site Avg: 50.48% (0.23%)
1. Chrome	1,486 (41.87%)	48.31%
2. Firefox	920 (25.92%)	47.18%
3. Internet Explorer	613 (17.27%)	60.87%
4. Safari	321 (9.04%)	45.60%
5. Android Browser	74 (2.09%)	56.06%
6. Opera Mini	45 (1.27%)	95.74%
7. BlackBerry	17 (0.48%)	85.00%
8. Safari (in-app)	17 (0.48%)	100.00%
9. UC Browser	15 (0.42%)	93.75%
10. Mozilla	12 (0.34%)	92.31%
11. Opera	13 (0.37%)	100.00%
12. IE with Chrome Frame	6 (0.17%)	85.71%
13. Amazon Silk	1 (0.03%)	50.00%
14. Maxthon	2 (0.06%)	100.00%
15. PlayFreeBrowser	1 (0.03%)	50.00%
16. SAMSUNG-GT-S3770K	2 (0.06%)	100.00%

## 6. Operating Systems Used

Operating System <sup>?</sup>	Acquisition	
	New Users <sup>?</sup>	% New Sessions <sup>?</sup>
	<b>3,549</b> <small>% of Total: 100.23% (3,541)</small>	<b>50.59%</b> <small>Site Avg: 50.48% (0.23%)</small>
1. Windows	2,608 (73.49%)	50.16%
2. Macintosh	360 (10.14%)	40.40%
3. iOS	204 (5.75%)	57.30%
4. Android	185 (5.21%)	59.11%
5. Linux	131 (3.69%)	70.05%
6. BlackBerry	21 (0.59%)	87.50%
7. (not set)	17 (0.48%)	94.44%
8. Windows Phone	12 (0.34%)	75.00%
9. Nokia	3 (0.08%)	100.00%
10. Samsung	3 (0.08%)	100.00%
11. Chrome OS	2 (0.06%)	100.00%
12. SymbianOS	2 (0.06%)	100.00%