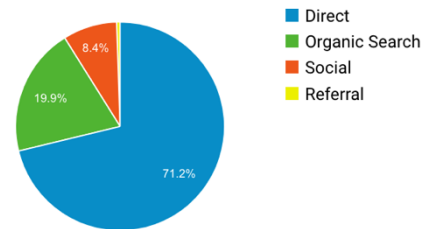


**ESPA ANNUAL REPORT: BAGM 2022**  
**13th May 2022 at the 10<sup>th</sup> European Conference, Dublin**

**Achievements 2021-2022:**

- Successful eESPA 2021 with a years membership included, we had greater reach with the virtual format, with filmed keynotes being available on our website as well as other media resources
- Increase reach of the organisation:
  - Membership – No new countries added
  - Website
    - 1<sup>st</sup> Feb – 31<sup>st</sup> March:
      - 184 users over a total of 274 ‘sessions’, 136 accessed via direct links (e.g. shared via mailchimp), 38 accessed via online searches, 16 accessed via social media (e.g. twitter, linkedin) Top Channels
      - 1.49 sessions per user



- Most common pages accessed:

Page	Pageviews	% Pageviews
1. /	211	26.24%
2. /conferences/dublin-conference-2022/	134	16.67%
3. /product/dublin-2022-conference/	122	15.17%
4. /conferences/	58	7.21%
5. /checkout/	50	6.22%
6. /basket/	39	4.85%
7. /about/leadership/	17	2.11%
8. /about/	16	1.99%
9. /contact/	16	1.99%
10. /news/	15	1.87%

- Twitter – see stats at the end of the report
  - Gained 68 followers since May conference
  - Greatest activity May, August, Oct, Nov 2021, Feb and March 2022
- Stats for mailchimp
  - 3 newsletters sent via mailchimp since account set up (July 2021).
  - Average delivery rate = 149 members/168 potential recipients, opened by 43 (July 2021), 147/158 potential recipients, opened by 39 (Sept 2021), 145/159 potential recipients, opened by 45 (Feb 2022)
  - Excellent engagement with newsletters when opened, lots of clicks through to website homepage, conference pages, and research article links
  - Newsletter engagement across UK, US, Australia, Netherlands, Switzerland, Germany, France, Italy, Norway, Spain
- 6 Zoom Committee Conference calls

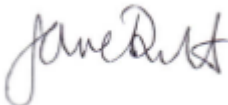
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- Development and intergration of the Scientific Committee to build sustainability of ESPA
- Supported the development of the ISCoS Psychosocial Special Interest Group through their use of our Zoom account to plan their 2022 preconference September 2022
- Recently developed a LinkedIn account

**Future 2022 onwards:**

- Spring 2024 Nijmegen in the Netherlands, Keynote and Theme to be decided; also review whether to continue with hybrid format
- Similar financial position as 2019 and 2021 (website costs but no in person conference costs)



**Dr Jane Duff**  
**ESPA Chair**  
**Head of Clinical Psychology at the National Spinal Injuries Centre**  
**Stoke Mandeville Hospital**  
**Buckinghamshire Healthcare NHS Trust**  
**UK**

**Twitter Stats for the year:**

	Mar 2022	Feb 2022	Jan 2022	Dec 2021	Nov 2021	Oct 2021	Sept 2021	Aug 2021	Jul 2021	Jun 2021	May 2021	April 2021
“impressions” - those who promote	1290	1087	712	339	963	3253	682	2048	1234	1656	5207	2076
“top tweet” impressions	670	78	539	145	388	916	304	704	350	966	1873	1050
Mentions – contains username in body of text	8	3	8	--	1	10	7	4	8	4	21	24
New followers	5	8	9	2	4	10	7	3	4	4	17	5
Profile visits – number of times username used in tweets	84	221	64	1	95	320	56	26	34	40	329	189

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