



# **APRU Global Health Conference 2024**

**November 4–6, 2024 | Bangkok, Thailand**

# **Final Report**

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# Event Overview

The 17th APRU Global Health Conference 2024, co-hosted by **Chulalongkorn University** and the **Association of Pacific Rim Universities (APRU)**, was held from **November 4–6, 2024** at the **Bhumisiri Building, King Chulalongkorn Memorial Hospital** in **Bangkok, Thailand**. This year's conference theme, *"Harmonizing Human and Planetary Health Through Innovation, AI, and Digital Transformation,"* attracted a diverse and engaged audience from around the world. The event provided a dynamic platform for discussing critical global health challenges and exploring innovative solutions. The conference was structured to focus on different aspects of global health each day, fostering in-depth discussions and knowledge-sharing among experts from diverse fields.

## Day 1: Digital Transformation and Healthcare Innovations

The first day of the conference was dedicated to exploring the role of digital transformation and healthcare innovations. Key sessions highlighted how artificial intelligence (AI) is revolutionizing healthcare access, improving diagnostic tools, and reshaping patient care. Experts also discussed the challenges and opportunities in implementing digital solutions across diverse healthcare systems, especially in low- and middle-income countries.

## Day 2: One Health/Planetary Health and Climate Change

On the second day, the conference shifted its focus to One Health and planetary health, with a special emphasis on the impact of climate change on health. Panel discussions delved into the interconnections between human, animal, and environmental health, with solutions aimed at addressing the pressing issues arising from climate change, pollution, and biodiversity loss. Participants explored sustainable approaches to mitigating these challenges and building resilient health systems.



# Event Overview

## Day 3: Economic Crises, Global Health Equity, and Resilient Health Systems

The final day of the conference addressed economic crises, global health equity, and the building of resilient health systems. Discussions focused on the impact of ongoing economic challenges on healthcare accessibility and the need for robust health systems that can withstand future global health threats. Keynote sessions emphasized the importance of global health equity in achieving sustainable health outcomes for all, regardless of geographic or economic barriers.

### Key Conference Objectives

The primary objectives of the 17th APRU Global Health Conference 2024 were to:

#### 1. Foster Interdisciplinary Collaboration

The conference aimed to facilitate collaboration between professionals from diverse fields, including healthcare, public health, technology, global health, and the humanities, to develop innovative solutions for global health challenges.

#### 2. Explore the Intersection of Humanities and Healthcare

A key focus was understanding how the humanities intersect with healthcare to enhance people-centered and culturally sensitive practices, fostering a more holistic and inclusive approach to health.

#### 3. Assess the Impact of Economic and Environmental Crises

Experts examined the effects of economic crises and climate change on global health, proposing resilient strategies for building adaptable and sustainable health systems.

# Event Overview

## 4. Discuss Ethical Considerations in AI and Digital Transformation

The conference provided a platform for thought leaders to explore the ethical implications of AI and digital health technologies, discussing guidelines for their responsible and equitable implementation across different healthcare systems.

## 5. Showcase Innovative Health Solutions

The event highlighted cutting-edge innovations leveraging AI and digital technologies, showcasing solutions that contribute to both human and planetary health.





# Attendance Metrics

## Total Registrants and Actual Attendees

A total of **447 attendees** participated in the 17th APRU Global Health Conference 2024. The conference attracted a diverse audience representing a broad spectrum of disciplines and sectors, underscoring the interdisciplinary nature of the event. The majority of the attendees were drawn from fields related to public health, medicine, and health systems, with a significant portion of the audience being students at various educational levels. Additionally, the conference had a mix of local Thai participants and international delegates, with approximately two-thirds of attendees coming from Thailand, and the remaining one-third from international locations.



## Demographic Breakdown

### Disciplinary Representation

The conference attracted a diverse range of participants from various fields. Below is a consolidated list of the disciplines represented, along with the corresponding number of participants:

Discipline	Number of Participants	Percentage
Nursing (Various Specialties)	35	7.83%
Healthcare / Public Health / Public Health Sciences	15	3.35%

# Attendance Metrics

Discipline	Number of Participants	Percentage
Global Health / Global Health and Tropical Medicine / Health and Education	11	2.46%
Health Economics / Health Policy / Health Service Research / Health Promotion	9	2.01%
Epidemiology / Epidemiology and Community Medicine	8	1.79%
Biological Drug Development / Biotechnology / Biology	7	1.57%
Doctor / Doctor of Medicine / Doctorate of Philosophy in Health Sciences	7	1.57%
Pharmacy	6	1.34%
Dental Public Health / Dentistry	5	1.12%
Anatomical and Cellular Pathology / Pathology	5	1.12%
Community Public Health / Public Health (Various Areas)	5	1.12%
Engineering / Environmental Engineering	5	1.12%
Environment / Environmental Health	5	1.12%
Microbiology / Molecular Medicine	5	1.12%
Pediatrics / Pediatric Intensivist	5	1.12%
Pharmaceutical Sciences / Pharmacology	5	1.12%
Administration / Public Management / Strategy and Evaluation	4	0.89%
Critical Care / Family Medicine	4	0.89%
Demography	4	0.89%

# Attendance Metrics

Discipline	Number of Participants	Percentage
Physical Therapy / Physiotherapy	4	0.89%
Surgery	3	0.67%
Translational Research / Health Innovation	3	0.67%
Other/Unspecified	80	17.88%
No Discipline Identified (#N/A)	149	33.33%

*Total Participants: 447*

- **Public Health, Epidemiology, and Global Health** together accounted for **15.03%** of participants, reflecting a strong focus on pressing health issues across these fields. This category includes:
  - **Public Health (Various Areas)**, with an emphasis on community health and health promotion strategies, making up **1.12%**.
  - **Epidemiology and Community Medicine**, highlighting the study of disease patterns and community health, comprising **1.79%**.
  - **Global Health and Tropical Medicine**, focusing on global health disparities, infectious diseases, and health education, which accounted for **2.46%**.

This broader category reflects the conference's commitment to understanding and addressing global health disparities, health systems challenges, and epidemiological issues on an international scale.



# Attendance Metrics

- **Medicine and Health Sciences**, encompassing a variety of specialties, was the second largest category, representing **13.03%** of the total participants. This emphasizes the conference's comprehensive approach to health research, education, and practice.
- **Nursing and Allied Health Professions** accounted for **7.83%** of participants, signaling the importance of nursing and allied health in addressing the diverse needs of healthcare delivery and patient care.
- **Pharmacy, Pharmaceutical Sciences, and Medicine** represented **7.51%** of attendees. The strong presence of these fields highlights the ongoing advancements in drug development, therapeutic practices, and healthcare delivery systems.
- Interdisciplinary fields, including **Biological and Life Sciences (3.75%)** and **Environmental Health and Sciences (3.31%)**, showcased the broad and diverse nature of the conference's focus on environmental health, sustainability, and innovative approaches to health science.
- The category of **Other/Unspecified** includes disciplines that had fewer than 3 participants each, making up **17.88%** of the total. This category demonstrates the variety of specialized fields that also contributed to the conference's multidisciplinary dialogue, even though they may have had limited representation.



# Attendance Metrics

## Gender Distribution

The gender distribution of the attendees was as follows:

Gender	Count	Percentage of Total
Female	259	57.95%
Male	186	41.54%
Not Specified	2	0.45%

- **Female participants** made up the majority at **57.95%**, while **Male participants** accounted for **41.54%**, with a small percentage (**0.45%**) choosing not to specify their gender.

## Summary and Insights

- Total Attendance: A total of 447 attendees participated in the 17th APRU Global Health Conference 2024, representing a diverse audience from various disciplines and sectors. The conference's interdisciplinary nature was underscored by the wide range of sectors involved, including healthcare professionals, researchers, policymakers, students, and representatives from NGOs and international organizations.
- Gender Distribution: The majority of participants were Female (57.95%), followed by Male participants (41.54%). The remaining 0.45% did not specify their gender.
- Disciplinary Representation: The conference attracted a diverse range of participants from multiple disciplines. The largest groups represented were from Public Health, Medicine, and Global Health, accounting for 15.03% of the total participants. This reflects the conference’s central themes focused on health systems, public health, and global health challenges.

The background of the slide features a blue-tinted collage of icons related to health and technology. On the left, there's a pair of hands holding a glowing sphere. In the center, a large white medical cross is prominent. To the right, a stethoscope is visible. Various other icons like a heart rate line, a person silhouette, and a network diagram are scattered throughout.

# Attendance Metrics

In addition, there was significant participation from interdisciplinary fields such as Biological Sciences (3.75%) and Environmental Health (3.31%), showcasing the broad and inclusive scope of the conference.

- Student Representation: The conference saw notable participation from students across various levels, including undergraduate, graduate, and postgraduate students. This highlights the conference's commitment to fostering the next generation of global health leaders, offering them a platform to engage with professionals, researchers, and policymakers in the field.



# Attendance Metrics

## Attendance Rates for Individual Sessions and Workshops

The conference sessions, which covered a wide range of global health issues, enjoyed strong participation across all three days. Detailed attendance rates for specific sessions and workshops will be compiled and provided separately, but initial observations indicate high engagement, particularly in sessions related to AI and healthcare, climate change and planetary health, and global health equity.





# Program Details

## Keynote Speakers, Panelists, and Session Moderators

### Opening & Closing Ceremony:

- **Welcome Address by Assoc. Prof. Chanchai Sittipunt**, Dean, Faculty of Medicine, Chulalongkorn University
- **Welcome Address by Thomas Schneider**, Chief Executive, APRU
- **Updates on APRU Global Health Program by Mellissa Withers**, Director, APRU Global Health
- **Welcome Address & Opening Keynote by Prof. Wilert Puriwat**, President, Chulalongkorn University



- **Keynote Closing Talk by Prof. Suttipong Wacharasindhu**, School of Global Health, Chulalongkorn University



# Program Details

## Panelists, Topics, and Moderators

### 1. Digital Transformation in Global Health Leadership

- **Speaker:** Prof. Rubin Pillay, Executive Director, Marnix E. Heersink Institute, UAB
- **Moderator:** Dr. Somchai Srisathaporn, Director of Global Health, Mahidol University

### 2. Innovating Health Link: Bridging Digital Solutions with Healthcare Systems

- **Speaker:** Namfon Praposri, Director, Health Link, Big Data Institute, Thailand
- **Moderator:** Dr. Naree Chantarak, Senior Lecturer, Faculty of Medicine, Chulalongkorn University

### 3. Improving Diabetes Care Management through Technological Innovation

- **Speaker:** Prof. Mellissa Withers, Professor, Keck School of Medicine
- **Moderator:** Dr. Jiraporn Sittiporn, Researcher, Institute of Health Research

### 4. Innovations in Diabetes Care Management

- **Speaker:** Assoc. Prof. Petch Rawdaree, President, Thai NCD Alliance
- **Moderator:** Dr. Aran Srisuwan, Director, Public Health Policy, Thailand Ministry of Health

### 5. AI Revolutionizing Medical Care

- **Speaker:** Assoc. Prof. Roongruedee Chaiteerakij, Associate Professor, Chulalongkorn University
- **Moderator:** Dr. Anan Phatthawong, Senior Researcher, AI for Healthcare, Chulalongkorn University

### 6. mHealth and Engaging Communities for Healthcare Access

- **Speaker:** Panyaphon Phiphatkhunharmon, Founder, Love Foundation
- **Moderator:** Dr. Thanida Phukham, Director, LGBTQ+ Health Research Institute

### 7. Innovative Telehealth Solutions for Healthcare Gaps in Thailand

# Program Details

- **Speaker:** Chang Foo, Managing Director, True Health
- **Moderator:** Dr. Pratchaya Lertsuk, Senior Health Advisor, Digital Health Innovation

## 8. Saudi Arabia's Seha Virtual Hospital and Digital Health Innovations

- **Speaker:** Abdulaziz Suliman A. Alhomod, CEO Advisor, Seha Virtual Hospital
- **Moderator:** Dr. Jamal Al-Sabah, Health IT Expert, Saudi Health Ministry

## 9. Global One Health Challenges and Education

- **Speaker:** Prof. Michael Wilkes, Director, Global Health, UC Davis
- **Moderator:** Dr. Pataraporn Trakulrattanakul, Global Health Researcher, Mahidol University

## 10. Tracking Zoonotic Threats in Thailand

- **Speaker:** Supaporn Wacharapluesadee, Senior Researcher, Thai Red Cross
- **Moderator:** Dr. Anwar Thipphathavong, Zoonotic Disease Expert, Thai Red Cross

## 11. Global Antimicrobial Resistance and One Health: Challenges and Solutions

- **Speaker:** Angkana Lekagul, Researcher, International Health Policy Foundation
- **Moderator:** Dr. Sarinee Wachirakorn, Health Policy Analyst, Thailand Ministry of Public Health

## 12. Climate Change and Infectious Diseases

- **Speaker:** Gopal Panta, Regional Tuberculosis and Infectious Diseases Technical Advisor, FHI360
- **Moderator:** Dr. Ananya Suprpto, Public Health Expert, Southeast Asia Health Network

## 13. Climate Change and Reproductive Health

- **Speaker:** Prof. Pisake Lumbiganon, Professor of Obstetrics and Gynecology, Faculty of Medicine, Khon Kaen University

# Program Details

- **Moderator:** Dr. Natthakorn Jirawuttipong, Health Policy Advisor, Ministry of Public Health, Thailand

## 14. Air Quality and Health

- **Speaker:** Prof. Suwat Charivalertsak, Professor, Faculty of Public Health, Chiang Mai University
- **Moderator:** Dr. Kittisak Asawaworarit, Environmental Health Expert, Chiang Mai University

## 15. Implementation of Climate Change Policies for Health Resilience

- **Speaker:** Mozaharul Alam, Regional Coordinator for Climate Change, UNEP
- **Moderator:** Dr. Pongsakorn Somkhuan, Climate Change Policy Expert, Thai Environment Ministry

## 16. The UNESCO Declaration of Ethical Principles on Climate Change: Applications to Planetary Health

- **Speaker:** Phinith Chantalangsy, Regional Advisor for Social and Human Sciences, UNESCO Regional Office, Bangkok
- **Moderator:** Dr. Monchai Dhirosak, Ethics Researcher, UNESCO Office Bangkok

## 17. The Impact of Climate Change on Human Migration: Challenges and Solutions

- **Speaker:** Chris Richter, Associate Migration Officer, International Organization for Migration (IOM)
- **Moderator:** Dr. Supanee Apichai, Migration Policy Analyst, IOM

## 18. Advancing Global Health: Strengthening Health Systems and Promoting Universal Health Coverage

- **Speaker:** Ajay Tandon, Lead Economist, World Bank Global Practice on Health, Nutrition, and Population



# Program Details

- **Moderator:** Dr. Nattawut Makkaput, Health Economics Specialist, World Bank

## 19. Strategies for Building Resilient Healthcare Systems: Lessons Learned and Future Directions

- **Speaker:** Thaksaphon Thamarangsi, Director, Programme Management, WHO Regional Office for South-East Asia
- **Moderator:** Dr. Sompong Sirikajorn, Health Systems Expert, WHO Southeast Asia

## 20. Strengthening Health Systems in the Global South: Financial Strategies in the COVID-19 Era

- **Speaker:** Prof. Jiayan Huang, Professor and Director, Department of Hospital Management, Fudan University
- **Moderator:** Dr. Piyanut Krairiksh, Health Financing Specialist, Thailand Health Promotion Foundation

## 21. Fostering Peace and Sustainable Development: Sociological Insights in Addressing Border Health Issues

- **Speaker:** Prof. Surichai Wungaeo, Chair, UNESCO-MOST National Committee, Thailand
- **Moderator:** Dr. Pattharawadi Phong, Sociologist and Public Health Expert

## 22. Advancing Transgender Health and Rights

- **Speaker:** Kritima Jemma Samitpol, Clinic Supervisor, Tangerine Clinic, Bangkok
- **Moderator:** Dr. Chatwadee Kitt, Gender Health Researcher, Tangerine Clinic

## 23. Addressing Social Determinants of Health

- **Speaker:** Prof. Thanakorn Jirasevijinda, Professor of Pediatrics, Weill Cornell College of Medicine, New York City
- **Moderator:** Dr. Nuntida Thongphakdi, Pediatric Health Specialist, Weill Cornell Medical College

## 24. Sustainable Forest Restoration: Lessons from KASIKORNBANK's Initiative in Nan Province

# Program Details

- **Speaker:** Pipit Aneaknithi, President, KASIKORNBANK
- **Moderator:** Dr. Thanapat Punsri, ESG Expert, KASIKORNBANK

## 25. Regenerative Design for Well-Being: Integrating Ecological and Social Innovation in Urban and Rural Landscapes

- **Speaker:** Assoc. Prof. Thomas Chung, Associate Professor, School of Architecture, The Chinese University of Hong Kong
- **Moderator:** Dr. Nittaya Phongchit, Urban Development Specialist, The Chinese University of Hong Kong

## 26. Beneath the Surface: Environmental Challenges to Aquatic Animal Survival

- **Speaker:** Assoc. Prof. Nantarika Chansue, President, Thai Aquatic Veterinary Association and Earth Agenda Foundation
- **Moderator:** Dr. Surachai Yodprasert, Marine Conservation Expert, Thai Aquatic Veterinary Association

## Session Summaries

### 1. Digital Transformation in Global Health Leadership

- **Summary:** This session focused on the transformative role of digital technologies in global health leadership, highlighting how digital tools and innovations are reshaping the healthcare workforce and improving global health outcomes. Emphasis was placed on the necessity for adaptive leadership and digital health integration.





# Program Details

- **Key Topics:** Digital transformation, healthcare workforce innovation, leadership in health systems.

## 2. Innovating Health Link: Bridging Digital Solutions with Healthcare Systems

- **Summary:** The session explored the application of digital health solutions, particularly focusing on the use of AI, big data, and digital health technologies in healthcare systems. Discussions revolved around improving healthcare efficiency and patient care through technology.
- **Key Topics:** Digital health, AI ethics, big data, healthcare systems management.

## 3. Improving Diabetes Care Management through Technological Innovation

- **Summary:** This session examined the intersection of technology and diabetes care, highlighting mobile health applications and wearable devices to improve diabetes management. Innovations in care were discussed for both patients and healthcare providers.
- **Key Topics:** Diabetes management, technological innovations, mobile health (mHealth).

## 4. Innovations in Diabetes Care Management

- **Summary:** Focusing on technology's role in patient-centered care, this session explored advancements in diabetes management and endocrinology. It highlighted the importance of preventative strategies and how technology enhances treatment and patient care outcomes.
- **Key Topics:** Diabetes care, preventive strategies, endocrinology, technological integration.

## 5. AI Revolutionizing Medical Care



# Program Details

- **Summary:** The session highlighted AI's role in medical diagnostics, particularly in liver and pancreatic cancers. AI's potential for revolutionizing precision medicine was explored, along with challenges in its implementation in clinical practice.
- **Key Topics:** AI in healthcare, cancer diagnostics, precision medicine.

## 6. mHealth and Engaging Communities for Healthcare Access

- **Summary:** This session focused on the role of mHealth technologies in improving healthcare access for marginalized communities, particularly the LGBTQ+ population. AI and digital platforms were discussed as tools to enhance inclusivity and healthcare delivery.
- **Key Topics:** mHealth, healthcare access, community engagement, LGBTQ+ health.

## Working Group Sessions

On November 5, 2024, the conference hosted a series of **Working Group Sessions** designed to foster in-depth discussions on key global health challenges. These sessions were open to all conference participants and provided a platform for attendees to engage deeply with topics aligned with their professional interests. Participants were divided into groups based on their chosen areas of interest, each led by experts in the field:

1. **Non-Communicable Diseases (NCDs)** Led by **Dr. Martin Chi-sang Wong** and **Dr. Jason Junjie Huang**





# Program Details

This group focused on the global burden of NCDs and strategies for prevention and management. Key discussions included addressing NCDs in low- and middle-income countries (LMICs) and exploring policy interventions to reduce their impact.

## 2. **Mental Health** Led by **Dr. Shaohua Hu** and **Dr. Brian Hall**

The mental health working group explored the growing mental health burden globally, discussing solutions for integrating mental health services into primary care systems, reducing stigma, and improving access to care, especially in underserved areas.

## 3. **Global Health Education and Technology** Led by **Dr. Catherine Zhou**

This session focused on the role of technology in improving global health education, such as the use of mobile health platforms and e-learning tools, particularly in resource-limited settings. Discussions centered on innovative solutions to expand health education globally.

## 4. **Bioethics: Exploring Ethical Issues in One Health Practices** Led by **Dr. Nishakanthi Gopalan** and **Dr. Jonathan Guillemot**

A critical discussion on the ethical dilemmas associated with the One Health approach, which integrates human, animal, and environmental health considerations. The group focused on the ethical challenges in public health and sustainability, with an emphasis on interdisciplinary collaboration.

## 5. **Humanitarian Assistance and Health** Led by **Dr. Ann Toh**

This group explored the intersection of humanitarian work and health, specifically focusing on the delivery of health services in crisis situations and the challenges of providing care in



# Program Details

conflict or post-conflict regions. The session emphasized the importance of coordinated humanitarian efforts in improving health outcomes in emergencies.

These working group sessions were well-received, with participants providing positive feedback on their ability to engage directly with experts and peers who shared their specific interests. The discussions were a valuable opportunity to explore pressing global health issues and collaborate on innovative solutions.

## Competitions and Special Events

### The 10th Annual APRU Global Health Student Poster Contest 2024

- **Overview:**

The 10th Annual APRU Global Health Student Poster Contest invited full-time undergraduate and graduate students, including medical students, from universities worldwide to submit academic posters and abstracts on global health topics. Post-doctoral students were not eligible, and each student was permitted only one submission. Collaborative submissions were welcomed; however, the student must have been the first author.

- **Submission Details:**

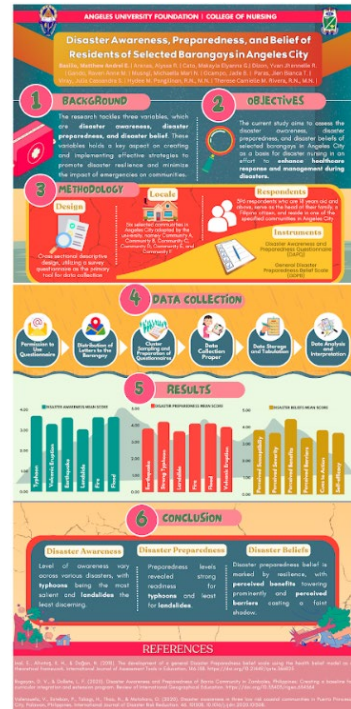
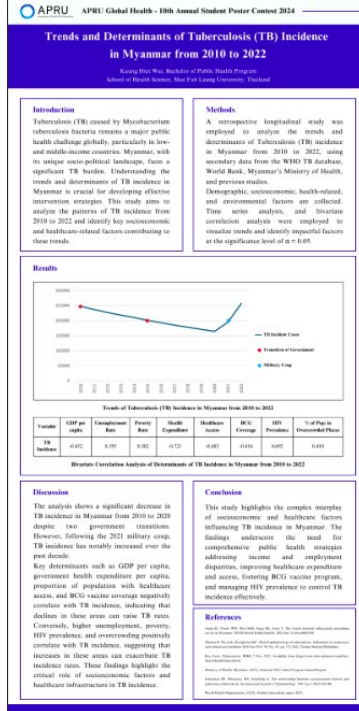
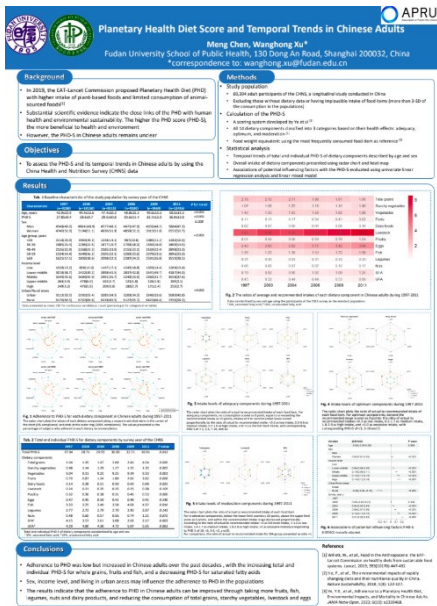
- **Abstract Length:** Up to 300 words
- **Submission Deadline:** June 30, 2024

# Program Details

- **Poster Display:** Posters were displayed virtually during the conference, with participant attendance not required.
- **Finalist Notification:** Finalists in both the Undergraduate and Graduate categories were notified by September 15, 2024.
- **Prizes:**
  - A prize of **\$500** was awarded for the best undergraduate and graduate poster in each category.
  - Second and third-place winners received certificates.
  - Finalist posters were featured in the conference program and on the APRU website.

# Program Details

- **2024 Finalists:**



- **Undergraduate Category:**

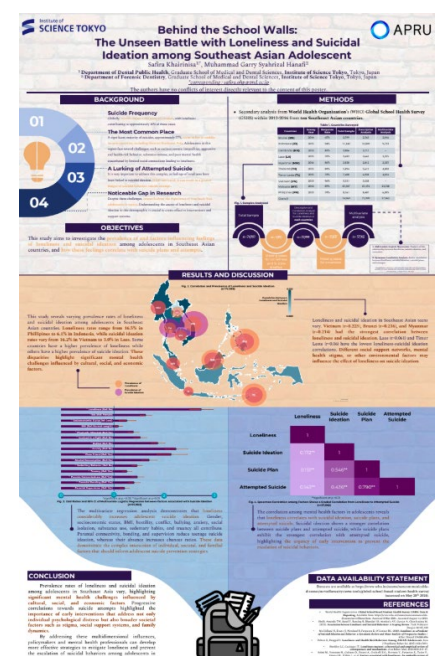
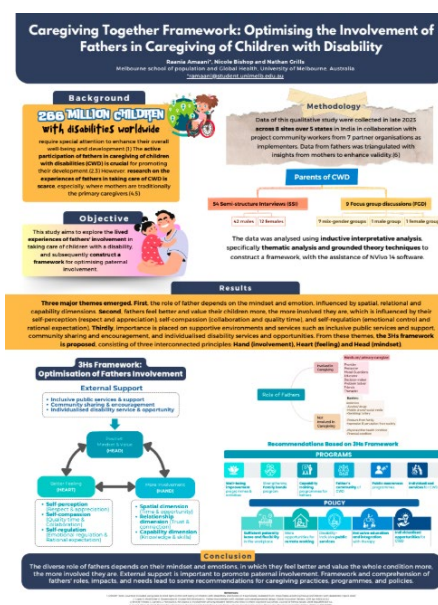
1. Meng Chen, Fudan University – *Planetary Health Diet Score and Temporal Trends in Chinese Adults*
2. Kaung Htet Wai, Mae Fah Luang University – *Trends and Determinants of Tuberculosis Incidence in Myanmar (2010–2022)*
3. Matthew Andrei E. Basilio, Angeles University – *Disaster Awareness, Preparedness, and Beliefs of Residents in Selected Barangays in Angeles City*



# Program Details

## ○ Graduate Category:

4. Ganyalak Chaimaha, Mahidol University – *Genetic Underpinnings of COVID-19 Induced Diabetes Mellitus: A Focus on IL33*
5. Raania Amaani, University of Melbourne – *Caregiving Together Framework: Optimizing Father Involvement in Caring for Children with Disabilities*
6. Safira Khairinisa, Tokyo Medical and Dental University – *Behind the School Walls: The Unseen Battle with Loneliness and Suicidal Ideation Among Southeast Asian Adolescents*





# Program Details

- **Onsite Voting:**
  - **Graduate Category Winner:** Raania Amaani
  - **Undergraduate Category Winner:** Kaung Htet Wai

## The 9th Annual APRU Global Health Virtual Case Competition 2024

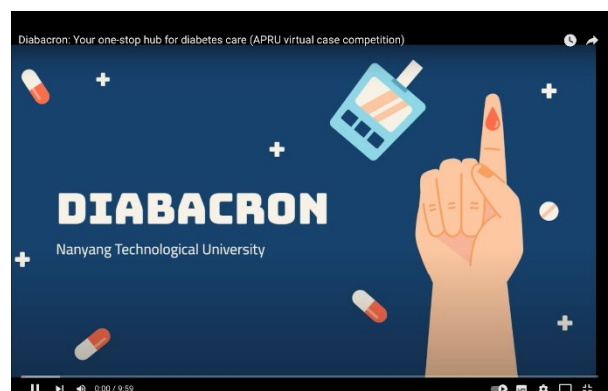
- **Overview:** The Virtual Case Competition provided an opportunity for students to demonstrate their critical thinking and problem-solving abilities in response to a real-world global health challenge. Teams of 3–6 students worked collaboratively over a 12-week period to develop a video proposal showcasing innovative and practical solutions.
- **Challenge of the Year:** *“Improving Diabetes Care Management through Technological Innovation”* In partnership with the United Nations Development Programme (UNDP), Thai Diabetes Federation, and Chulalongkorn University School of Global Health, the competition focused on creating technology-based solutions to enhance diabetes care. Emphasis was placed on improving adherence to treatment in low- and middle-income countries. Teams were tasked with proposing solutions with a US\$1 million budget to address barriers to treatment, either at the individual or systems level, using technology.
- **Competition Format:**
  - **Video Submission:** Teams submitted a 10-minute video, uploaded to YouTube or Vimeo, for evaluation by the organizing committee.
  - **Judging and Finalists:** An esteemed panel of international judges selected the top three videos to compete in the final round at the APRU Global Health Conference in Bangkok.
  - **Prizes:** The winning team was awarded **US\$1,000**.

# Program Details

- **Registration:** A total of **108 teams** from 31 universities across 14 economies participated in this year's competition.
- **2024 Winners:**
  - **Winner:** Universitas Indonesia – *Sparkling!*



- **Finalists** (in no particular order):
  1. Chulalongkorn University/Mahidol University – *Betabusters*
  2. Nanyang Technological University Singapore – *Diabacron*

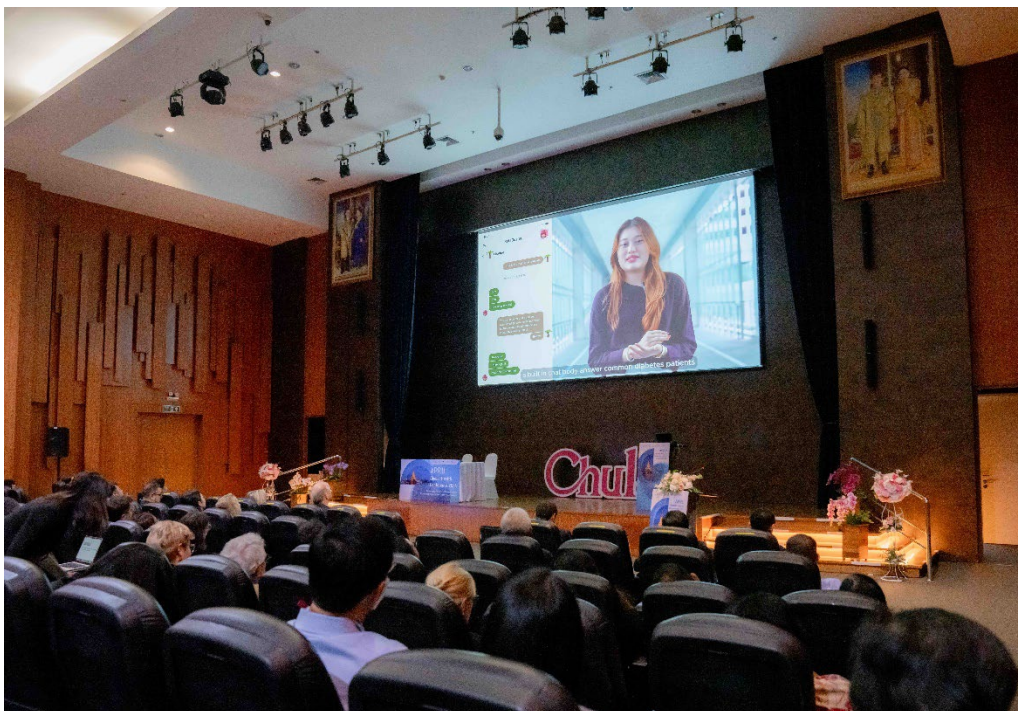




# Program Details

- **Other Top 10 Teams** (in no particular order):
  1. Chulalongkorn University – *iCU*
  2. National University of Singapore – *Cure Crafters*
  3. Mahidol University/Thammasat University – *Teebo & Co.*
  4. The Chinese University of Hong Kong – *Cubeta*
  5. Sun Yat-Sen University – *AIP Dream Chasers*
  6. Simon Fraser University – *GlucoWise Solutions*
  7. Tohoku University/Mahidol University – *OverSea*

The winners of both the Student Poster Contest and the Virtual Case Competition were celebrated during the APRU Global Health Conference 2024, held from November 4–6, 2024, at Chulalongkorn University, Bangkok.





# Program Details

## Special Events

In addition to the poster contest and case competition, the APRU Global Health Conference 2024 featured several special events that facilitated networking and engagement among participants:

### Welcome Cocktail

The conference commenced with a warm *Welcome Cocktail* on November 4, 2024. This gathering provided a wonderful opportunity for all participants to connect, engage with peers, and establish valuable networks in a relaxed environment.

- **Location:** 13th Floor, Bhumisiri Building, King Chulalongkorn Memorial Hospital.
- **Time:** 18:00 – 20:00.

### Networking Dinner

On November 5, 2024, a special *Networking Dinner* was held, inviting esteemed speakers, APRU Advisory Group members, and leaders from host institutions and partner organizations. This invitation-only event allowed participants to foster deeper connections and engage in meaningful conversations.

- **Location:** Montientip Room, M Floor, Montien Hotel Surawong, Bangkok.
- **Time:** 18:00 – 20:00.
- **Dress Code:** Smart Casual.

These special events were designed to enhance the overall conference experience, providing ample opportunities for collaboration, discussion, and the sharing of ideas in a convivial atmosphere.

# Financial Summary

## Overview of the Event Budget

The financial summary is broken into the key components of income and expenditures. The following tables outline the income generated from registrations and the various costs associated with the event.

## Income from the Conference

### Registration Income

Participant Category	Early Bird (THB)	Regular (THB)	Total Participants	Total Income (THB)
International Participants	7,500 (20)	10,000 (7)	27	220,000.00
L&MIC (Low- and Middle-Income Countries)	3,500 (13)	5,000 (5)	18	70,500.00
Local (Thai) Participants	2,500 (15)	3,500 (2)	17	44,500.00
Students	2,000 (48)	3,000 (7)	55	117,000.00

**Total Registration Income: 452,000 THB**

Sponsorships	Amount (THB)
Office of International Affairs, Chulalongkorn University	[To be filled]
Faculty of Medicine, Chulalongkorn University	[To be filled]
School of Global Health, Chulalongkorn University	[To be filled]
KBANK (Kasikorn Bank Public Company)	[To be filled]

**Total Sponsorship Income: [To be filled]**

**Grand Total Income (Including Sponsorships): [To be filled]**

# Financial Summary

## Event Expenditures

### Pre-event Coordination Team:

Item	Quantity	Unit Cost (THB)	Total Cost (THB)
Coordinator (6 months)	1	30,000	180,000.00
Conference Graphic Design (2 months)	1	30,000	60,000.00
Venue Coordinator (2 months)	1	20,000	40,000.00
APRU Promotional Video	1	35,000	35,000.00

### Event Coordination Team:

Item	Quantity	Unit Cost (THB)	Total Cost (THB)
Audiovisual System Technicians	4 people x 3 days	2,500	30,000.00
Speakers Preparation Room Team	1 people x 3 days	2,500	7,500.00
Cue and Sub-room Supervision Team	12 people x 3 days	2,500	30,000.00
On-site Registration Team	9 people x 3 days	2,500	22,500.00
Video Camera and Switching Technicians	3 people	13,000	39,000.00
Transportation and Installation Team	2 people	8,500	17,000.00

**Total Pre-event and Event Coordination Costs: 461,000 THB**

**Total with VAT (7%): 493,270 THB**

# Financial Summary

## Production and Decoration:

Item	Quantity	Unit Cost (THB)	Total Cost (THB)
Name Badges and Lanyards	400	70	28,000.00
Photography Backdrops	1	15,000	15,000.00
Booth Walls, Tables, and Chairs	7 booths	3,500	24,500.00
Registration Table Frame	1	20,000	20,000.00
Poster Board Frames	3	1,500	4,500.00
55-inch Touch Screens (for e-posters)	3 screens x 3 days	4,500	40,500.00

**Total Production and Decoration Costs: 132,500 THB**

**Total with VAT (7%): 141,775 THB**

## Managing the Conference:

The following table summarizes the various systems, services, and technologies used to manage the APRU Global Health Conference 2024:

Item	Description	Cost (THB)
<b>Conference System</b>	Comprehensive system to manage registrations, payments, abstract submissions, and on-site attendee tracking. Includes: <ul style="list-style-type: none"><li>- Website system</li><li>- Registration system</li><li>- Payment system</li><li>- Abstract submission system</li><li>- On-site registration system</li></ul>	300,000.00
<b>Visual System</b>	Equipment to manage presentations and ensure smooth audiovisual operations: <ul style="list-style-type: none"><li>- Core i7 and MacBook</li></ul>	50,000.00



# Financial Summary

- Notebook for Slide Preview Room
- HDMI cables, LAN cables, connectors
- Comfort Monitors (43" and 55")

Lighting & Sound	Setup for high-quality audiovisual experience in main and breakout rooms:	75,000.00
	- Main Meeting Room (1210): 6 wireless microphones, 2 gooseneck mics, audio mixer, PA system	
	- Breakout Rooms (1208 and 1212): 4 wireless mics each, audio mixer, PA system	
API System	Developed to support conference technology infrastructure, including:	75,000.00
	- Design of API for seamless integration	
	- Payment Gateway System (credit card & bank payments)	
	- Payment information via front-end URL and Webhook Notify Response	
	- Supports payments in THB and USD	

**Total Conference Management Costs (Before VAT): 467,289.72 THB**

**VAT (7%): 32,710.28 THB**

**Net Total: 500,000.00 THB**

## Total Event Expenditures

Category	Total Cost (THB)
Total Pre-event Coordination	315,000.00
Total Event Coordination Team	146,000.00
Total Production and Decoration	132,500.00
Total Managing the Conference (Including VAT)	500,000.00

**Grand Total Expenditure (Including VAT): 1,093,500.00 THB**

# Financial Summary

## Analysis of Return on Investment (ROI)

Total Income	452,000.00 THB + <b>Sponsorship Income</b>
Total Expenditures	1,093,500.00 THB
ROI (Return on Investment)	<b>[Negative (deficit) / Positive (surplus)]</b>

## Key Takeaways

- Total Income: The total income generated from registrations was 452,000 THB. Sponsorship income was **[To be filled]**, but sponsorships are expected to provide additional financial support.
- Total Expenditures: The total expenditures for the conference, including all coordination, management, production, and audiovisual costs, amounted to 1,113,500.00 THB, leading to a **[financial deficit / financial surplus]**.
- Deficit and ROI: **The event currently shows a negative return on investment (ROI), but the actual sponsorship income is yet to be factored in. Securing additional sponsorships in the future will be crucial to improving financial sustainability.**
- Future Considerations: Future conferences should focus on securing more sponsorships and controlling costs to reduce the reliance on registration income.



# Marketing and Promotion

## Overview of Marketing Strategies Employed

The promotional strategy for the APRU Global Health Conference 2024 employed a comprehensive approach to ensure broad visibility and engagement across multiple channels. The primary marketing tactics included:

- **Social Media Campaigns:**

The conference was actively promoted on various social media platforms, including Instagram (APRU 1997, Faculty of Medicine at Chulalongkorn University), Facebook (APRU, Faculty of Medicine at Chulalongkorn University), LinkedIn (APRU), and X.com (Faculty of Medicine, Chulalongkorn University). These platforms were leveraged to share key conference updates, engage with potential attendees, and raise awareness. The use of targeted hashtags (#APRU, #APRU2024, #GlobalHealth, #PlanetaryHealth, #Innovation, #AI) significantly contributed to increasing the reach and fostering interaction within relevant academic and professional communities.

- **Website Promotion:**

The conference was prominently featured across several official websites, including those of Chulalongkorn University, the Faculty of Medicine, the School of Global Health at Chulalongkorn University, and the dedicated conference website (<https://aprughbkk2024.org/>). These online platforms provided a central location for attendees to access detailed information, registration forms, and other conference materials, ensuring easy access and navigation.



# Marketing and Promotion

- **Email Marketing:**

A targeted email marketing campaign was executed, with invitations and promotional content sent to speakers, advisory group members, chairs, and moderators. These individuals were encouraged to disseminate information within their professional networks, helping to expand the reach of the event and promote participation.

## Metrics on Reach and Engagement

While specific metrics on reach and engagement were not available, the effectiveness of the promotional strategy was evident through attendee feedback and participation data. Notably:

- **Social Media Engagement:** Social media platforms played a crucial role in the conference's visibility, with consistent posting and active engagement via hashtags across Instagram, Facebook, LinkedIn, and X.com. These efforts led to increased interaction and visibility within the relevant global health community.
- **Website Traffic:** The conference website, along with the associated institutional websites, served as central hubs for information dissemination and event registration.
- **Email Outreach:** The email campaign proved an effective tool for reaching key stakeholders directly and encouraging participation from speakers, panelists, and attendees.





# Marketing and Promotion

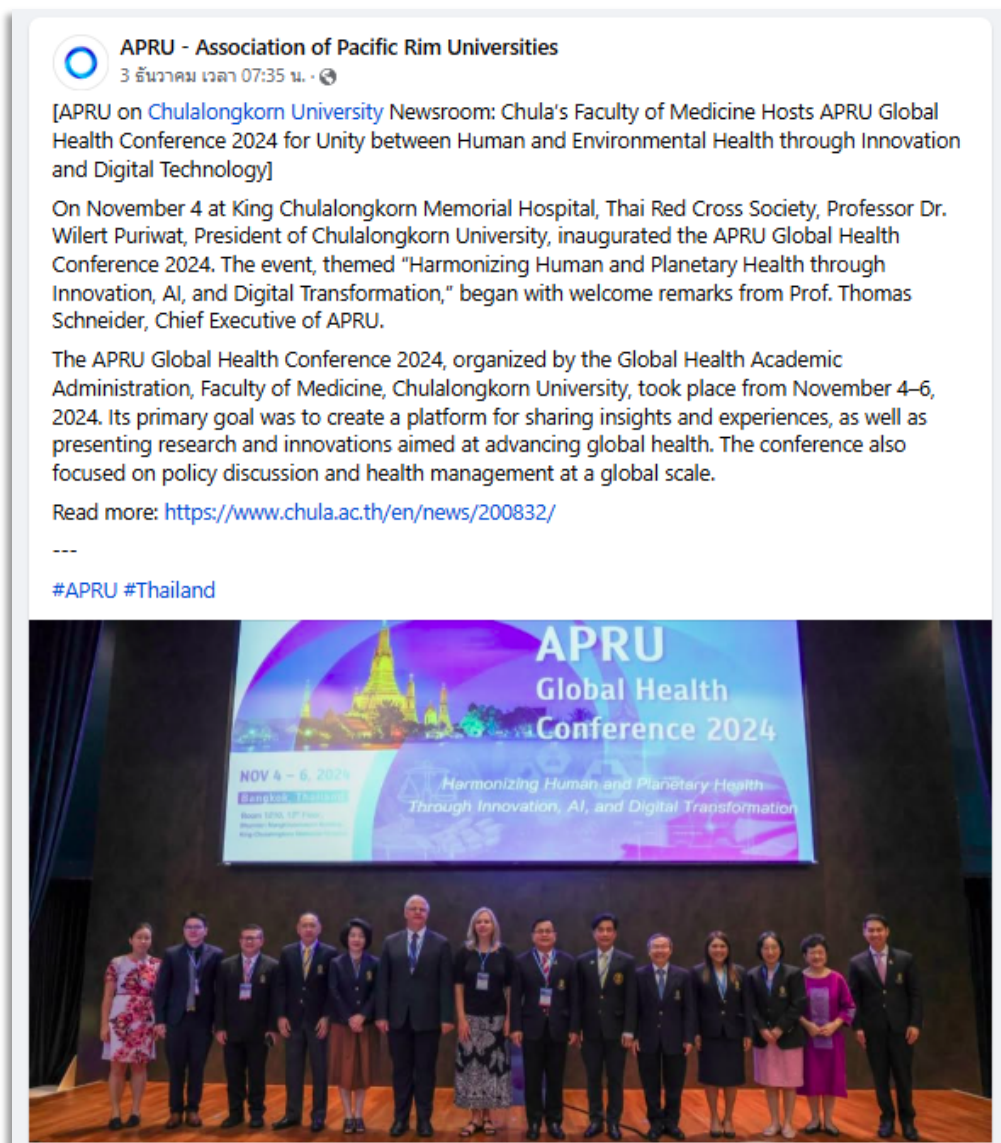
## Effectiveness of Promotional Activities in Driving Attendance and Engagement:

An evaluation conducted after the conference provided insight into the primary channels through which attendees learned about the event. The results highlighted the effectiveness of the promotional activities in driving attendance:

- **Email Invitations:** 20.4% of respondents reported learning about the conference through email invitations. This underscores the impact of targeted direct outreach in engaging with potential attendees.
- **APRU Website:** 22.2% of respondents discovered the conference through the APRU website, illustrating the significant role of the official APRU platform in attracting attendees from its global network.
- **Referral by Colleagues or Friends:** A substantial 58.3% of respondents indicated they were informed about the conference through colleagues or friends, emphasizing the importance of word-of-mouth and peer recommendations in expanding the conference's reach within academic and professional circles.
- **Social Media:** 16.7% of attendees cited social media as their primary source of information about the event. This reflects the success of social media outreach in engaging a wider audience beyond traditional academic networks.
- **Other Sources:** A small percentage of respondents reported learning about the conference through other sources, such as the Faculty of Nursing Administration (0.9%), the Faculty of Pharmaceutical Sciences (0.9%), the Global Health Network (0.9%), and additional channels.

# Marketing and Promotion

In summary, the integrated marketing strategy—comprising social media campaigns, website promotion, email marketing, and peer referrals—proved highly effective in generating awareness, engaging participants, and driving attendance for the APRU Global Health Conference 2024.





# Participant Engagement

The engagement of participants during the APRU 2024 conference was a central focus, and various strategies were employed to ensure meaningful interaction throughout the event. This section provides a summary of attendee engagement, including participation in sessions, networking activities, and feedback collected through post-event surveys.

## Levels of Attendee Interaction During Sessions

- **Q&A Participation:**

Attendees actively participated in Q&A sessions following the keynote and thematic presentations. The thoughtful questions raised allowed for rich dialogue and further exploration of key topics, enhancing the learning experience for all participants.

- **Polls and Surveys:**

Interactive polls and surveys were integrated into sessions, enabling real-time feedback from attendees. These tools facilitated engagement and helped presenters gauge the audience's perspectives on key issues being discussed, ensuring a dynamic and responsive conference atmosphere.

- **Networking Opportunities:**

Networking was a key element of the conference, with dedicated sessions designed to foster collaboration and interaction among attendees. A significant proportion of participants, **74.1%**, indicated that they had sufficient opportunities to engage with others, while **24.1%** felt that the networking opportunities were somewhat adequate.

# Participant Engagement

## Feedback Collected Through Post-Event Surveys

To better understand the experience of participants and identify areas for improvement, we gathered feedback through a comprehensive post-event survey. The results provide valuable insights into various aspects of the conference:

- **Overall Experience:**

The conference was met with strong approval from attendees, with **72.2%** rating their overall experience as excellent (5/5) and **27.8%** rating it as good (4/5). Notably, no respondents rated their experience lower than "good," reflecting the overall success of the event.

- **Session and Speaker Quality:**

Feedback regarding the quality of sessions and speakers was overwhelmingly positive. **64.8%** of respondents expressed being "very satisfied," while an additional **30.6%** indicated they were "satisfied." Only a small fraction (1.9%) expressed neutrality, and there were no reports of dissatisfaction. This reflects the high calibre of content delivered throughout the conference.

- **Networking Opportunities:**

When asked about the networking opportunities, **74.1%** of participants responded affirmatively, indicating that they were satisfied with the opportunities to network. **24.1%** indicated they had some opportunities, while **1.9%** felt there were no opportunities to engage in networking. These responses suggest that the conference successfully facilitated professional connections and collaborations.





# Participant Engagement

- **Communication and Information Access:**

Regarding the communication and accessibility of information throughout the event, **59.3%** of respondents found the information "very helpful," while **38%** considered it "helpful." No participants found the communication "not helpful," demonstrating the effectiveness of the event's logistical support and communication efforts.

## Engagement Metrics from Event Platforms

While detailed engagement metrics from the event platforms or apps are not available, the high levels of participation in sessions, coupled with positive survey feedback, suggest that attendees were highly engaged throughout the conference. The overall success in fostering attendee interaction is further evidenced by the responses to the networking and session participation questions.

## Suggestions for Future Topics

In addition to assessing satisfaction, the survey provided valuable suggestions for future conference topics. These topics reflect the diverse interests and priorities of the attendees and will inform the planning of future events. Some of the most frequently suggested topics include:

- Aging, Non-Communicable Diseases (NCDs), and Geriatric Health
- Artificial Intelligence (AI) in healthcare, including digital health and cancer care



# Participant Engagement

- Mental Health and its intersection with AI
- Climate Change, Environmental Health, and Planetary Health
- Healthcare in low-resource settings, with a focus on migrant health and global south collaborations
- Innovations in Health Technology and Systems Strengthening
- Public Health Policy, Rights-Based Approaches, and Health Equity

The wide range of suggestions demonstrates the global and multidisciplinary interests of participants, which will help shape the content of future conferences.

## **Final Feedback from Participants:**

Attendees provided positive feedback in the final section of the survey, with many highlighting the quality of the sessions, the diversity of topics covered, and the professionalism of the conference organizers. A selection of comments included:

- "A truly excellent conference with outstanding coordination and diverse, high-quality topics."
- "Well-organized, informative, and engaging – a great learning opportunity for all."
- "I appreciated the punctuality and the time allocated for meaningful discussions."
- "The conference provided a great platform for connecting with colleagues and experts in global health."



# Participant Engagement

Many participants expressed their appreciation for the efforts of the organizing team, with several noting that the conference provided valuable opportunities for learning, networking, and collaboration. Additionally, several attendees indicated their interest in attending future events and suggested that similar conferences should be held regularly.

# Media Coverage and Publicity

## Summary of Media Coverage

The APRU Global Health Conference 2024 gained significant media coverage through a variety of channels, increasing the visibility and reach of the event. The conference was promoted and featured across multiple platforms, including:

- **Press Releases:** Official press releases were distributed to relevant global health, academic, and regional media outlets, announcing the conference's themes, speakers, and key events. These releases helped establish the event's credibility and informed a broader audience about its importance.
- **News Articles:** Various news articles covering the conference were published in health-focused publications, university press outlets, and news sources from participating universities. These articles provided detailed coverage of the sessions, outcomes, and discussions from the event, highlighting the contributions of speakers, researchers, and students.
- **Social Media Mentions:** The conference was widely promoted on social media platforms, including Instagram, Facebook, LinkedIn, Twitter (X), and the official APRU website. Hashtags such as #APRU, #APRU2024, #GlobalHealth, #PlanetaryHealth, #Innovation, and #AI generated substantial interaction and discussions online, amplifying the conference's visibility. These platforms provided real-time updates, interactive posts, and engagement with attendees and interested individuals worldwide.
- **University Platforms:** The Faculty of Medicine at Chulalongkorn University, as well as other associated academic institutions, leveraged their social media accounts and websites to share information about the conference, ensuring that faculty, students, and stakeholders were well-informed.





# Media Coverage and Publicity

## Analysis of Media Reach and Impact on Public Perception

The conference garnered significant attention across various media outlets, leading to increased awareness of global health issues and the importance of collaboration in addressing health challenges. The impact on public perception can be assessed based on the following metrics:

- **Social Media Engagement:** The use of specific hashtags helped generate online conversations and engagement, with a noticeable increase in visibility on social media platforms like Instagram, LinkedIn, and X. Posts from both institutional and participant accounts contributed to greater online reach, generating discussions and interactions with a broader audience.
- **Press and News Coverage:** Articles about the conference appeared in prominent university publications and health-related news outlets, which enhanced the credibility of the event and reinforced its status as an important global health platform. The coverage not only highlighted the event's success but also positioned the APRU Global Health Conference as a key event in the international global health agenda.
- **Influence on Public Perception:** By featuring prominent experts and fostering discussions on pressing global health issues, the media coverage reinforced the conference's goal of promoting innovation and collaboration in addressing health challenges. Social media mentions and news articles helped shape the public's perception of the event as a platform for cutting-edge research and thought leadership in the fields of global health, planetary health, and the role of technology in improving health outcomes.

The background of the slide features a blue-tinted collage of various icons related to healthcare and technology. These include a pair of hands holding a glowing sphere, a stethoscope, a heart rate monitor line, a microscope, a person icon, a hexagonal medical symbol, and various geometric shapes and lines suggesting a digital or networked environment.

# Media Coverage and Publicity

In conclusion, the media coverage of the APRU Global Health Conference 2024 significantly contributed to raising awareness of its objectives and outcomes, extending the conference's reach beyond the attendees and participants. Through diverse channels of communication, the event successfully reached a wider audience, influencing both public perception and discourse surrounding global health issues.

The background of the top section features a blue-tinted collage of icons related to healthcare and technology. These include a pair of hands holding a glowing sphere, a stethoscope, a medical cross, a heart rate monitor, and various geometric shapes and lines suggesting a network or data flow.

# Logistics and Operations

The **APRU 2024** conference was held at the **King Chulalongkorn Memorial Hospital**, located at **1873 Rama 4 Road, Pathumwan Sub-district, Pathumwan District, Bangkok 10330**, on the **12th floor of the Bhumisiri Mangkhalanusorn Building**. The venue was selected for its modern facilities, convenient location, and accessibility, providing a comfortable and conducive environment for the diverse range of activities that took place during the event.

## Venue and Accessibility

The venue offered excellent facilities, with well-equipped rooms for presentations, workshops, and discussions. Attendees were able to navigate the venue easily thanks to clear signage and helpful event staff. The location was highly accessible, with multiple transportation options available to ensure participants could reach the venue with ease:

- **Public Transportation:**

The venue was accessible by several bus routes, including those along **Ratchadamri Road, Rama IV Road**, and **Henri Dunant Road**, with air-conditioned buses (e.g., 504, 514) providing additional comfort.

- **BTS (Skytrain):**

For those traveling by **BTS**, participants could take the **Silom Line** and disembark at **Saladaeng Station (Exit 5)**. From there, a convenient skywalk led directly to the venue.



# Logistics and Operations

- **MRT (Subway):**

The venue was also easily accessible via the **Silom Station (Exit 2)** on the MRT, where a skywalk connected participants directly to the conference location.

- **Train and Ferry:**

For attendees traveling by **train**, **Hua Lamphong Station** was a nearby option, with connections available by subway or bus. Additionally, **ferry services** on the **Saen Saeb Canal** and **Chao Phraya Express** offered alternative routes to the venue.

- **Shuttle Van Service:**

A complimentary **shuttle van service** was made available for participants, providing convenient transport between the venue and several key locations, such as **Siamkit Building** and **Chamchuri Square**. The service operated Monday to Friday, from **7:00 AM to 3:00 PM**, ensuring ease of access for all attendees.

- **Private Car and Parking:**

For those traveling by private car, ample parking spaces were available at several locations around the venue, including **valet services** at **Por Por Ror Building** and **Navatri Building**. Participants also had access to additional parking lots in front of and behind the venue.



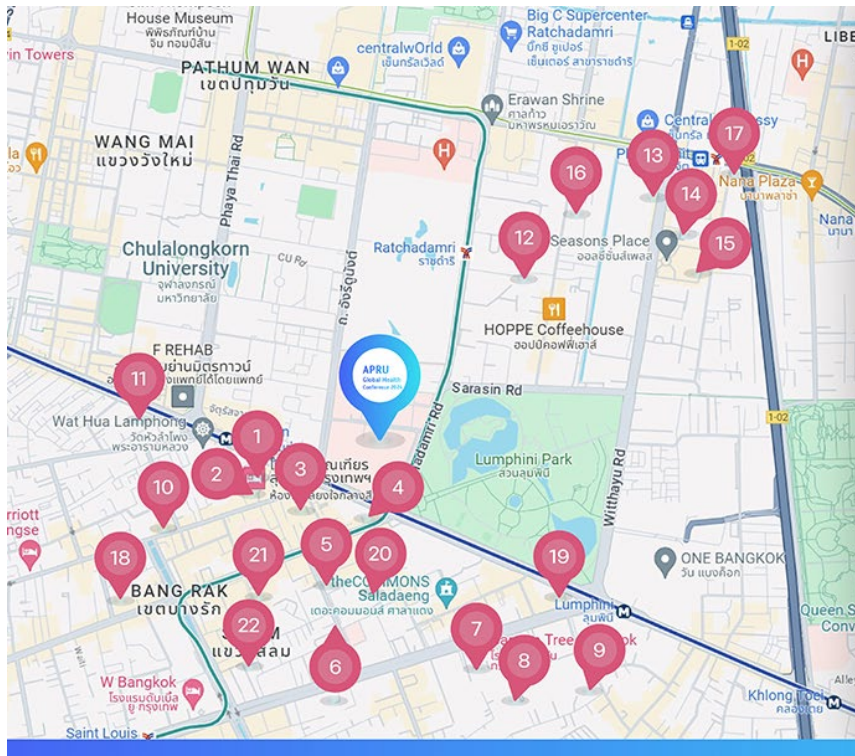
# Logistics and Operations

## Accommodation

A range of carefully selected hotels was listed on the conference website to assist participants with their accommodation arrangements. These hotels were all located near the venue, ensuring easy access for conference attendees. Participants had the option to book directly with the hotels, which included:

Montien Hotel Surawong Bangkok	The Sukhothai Bangkok
Ibis Styles Bangkok Silom	Grande Centre Point Phloen Chit
Mercure Bangkok Surawong	Hotel Indigo Bangkok Wireless Rd
Le Méridien Bangkok	Conrad Bangkok
Crowne Plaza Bangkok Lumpini Park	Cape House Langsuan Hotel
Villa Deva Resort and Hotel	Novotel Bangkok Ploenchit
Amara Bangkok Hotel	Pullman Bangkok Hotel G
Mandarin Hotel Bangkok	SO/ Bangkok
Dusit Suites Hotel Ratchadamri	Passa Hotel Bangkok
Le Siam Hotel Bangkok Silom	Silom Serene Bangkok
The Artino Hotel at Silom Bangkok	Holiday Inn Express Bangkok Sathorn
Banyan Tree Bangkok	

# Logistics and Operations



## Hotel list

- |   |   |
|---|---|
| 1 900 m<br>Montien Hotel<br>Surawong Bangkok                  | 12 1.6 km<br>Dusit Suites Hotel<br>Ratchadamri                    |
| 2 850 m<br>56 Surawong Hotel Bangkok<br>by Montien Hotel      | 13 2.3 km<br>Grande Centre Point<br>Phloen Chit                   |
| 3 950 m<br>Le Méridien Bangkok                                | 14 2.6 km<br>Hotel Indigo Bangkok<br>Wireless Road, an IHG Hotel  |
| 4 550 m<br>Crowne Plaza Bangkok<br>Lumpini Park, an IHG Hotel | 15 2.1 km<br>Conrad Bangkok                                       |
| 5 1.0 km<br>Le Siam Hotel<br>Bangkok Silom                    | 16 3.2 km<br>Cape House<br>Langsuan Hotel                         |
| 6 1.7 km<br>The artino hotel<br>at silom bangkok              | 17 2.7 km<br>Novotel bangkok<br>ploenchit sukhumvit               |
| 7 2.6 km<br>Banyan tree bangkok                               | 18 1.9 km<br>Pullman Bangkok Hotel G                              |
| 8 2.5 km<br>The Sukhothai Bangkok                             | 19 1.9 km<br>SO/ Bangkok  |
| 9 2.3 km<br>Villa Deva Resort and Hotel                       | 20 1.4 km<br>PASSA HOTEL BANGKOK                                  |
| 10 1.3 km<br>Amara Bangkok Hotel                              | 21 1.7 km<br>Silom Serene a,<br>Boutique Hotel, Bangkok           |
| 11 1.3 km<br>Mandarin Hotel Bangkok                           | 22 2.0 km<br>Holiday Inn Express Bangkok<br>Sathorn, an IHG Hotel |

## Logistical Challenges and Solutions

The logistics and operations of the conference were carefully planned to ensure a smooth experience for all attendees. However, a few minor challenges arose during the event. These primarily related to transportation, where some participants experienced delays due to heavy traffic or last-minute changes in public transport schedules. To mitigate these issues, the event team communicated promptly with attendees through the event app, providing timely updates about alternative routes and transportation options.

Additionally, during peak times, demand for the shuttle service was higher than anticipated. To ensure all participants could access the venue in a timely manner, additional shuttle vans were



# Logistics and Operations

arranged, and the conference team worked closely with local transportation providers to meet the increased demand.

Despite these minor challenges, the logistics were well-received by attendees, and the adjustments made helped ensure the smooth flow of the conference. The careful attention to detail in planning and communication played a significant role in maintaining a positive experience for all participants.



# Sponsorship and Partnerships

The success of **APRU 2024** was made possible through the generous support and collaboration of our sponsors and partners. Their involvement greatly enhanced the conference experience, contributing to the overall success of the event. Below is a detailed overview of the key sponsors, co-sponsors, and association partners, along with an assessment of their involvement and satisfaction.

## Sponsors and Co-Sponsors

### **Office of International Affairs, Chulalongkorn University**

The Office of International Affairs played a vital role in facilitating the coordination of the conference, helping to ensure smooth communication between international and local stakeholders.

### **Faculty of Medicine, Chulalongkorn University**

As a co-sponsor, the Faculty of Medicine provided academic and logistical support, contributing to the high-quality educational sessions offered throughout the event.

### **School of Global Health, Chulalongkorn University**

The School of Global Health was instrumental in shaping the thematic direction of the conference, offering expertise and leadership in global health discussions and panels.



# Sponsorship and Partnerships

## **KBANK, Kasikorn Bank Public Company**

KBANK, a prominent financial institution, provided significant sponsorship support, enhancing the financial stability of the event and ensuring the resources necessary for its smooth execution.

## **Association Partners**

### **1. National Health Security Office (NHSO), Thailand**

The NHSO's partnership was integral to the conference's focus on health policy and sustainable health systems. Their involvement helped elevate the event's discussions on public health governance.

### **2. The International Health Policy Program (IHPP), Thailand**

The IHPP contributed valuable insights into global health policy, helping to inform critical dialogues on health system strengthening and policy development.

### **3. National Health Foundation (NHF), Thailand**

The NHF's support ensured the inclusion of essential community-based health topics, particularly in areas of health equity and access to healthcare for vulnerable populations.

# Sponsorship and Partnerships

## 4. Diabetes Association of Thailand (DAT)

The DAT's participation emphasized the importance of chronic disease management, contributing to the robust discussion on Non-Communicable Diseases (NCDs) and their impact on global health.

## 5. King Chulalongkorn Memorial Hospital (KCMH) Nurses

The nursing staff at KCMH were actively involved in providing support and ensuring the smooth operation of the event, particularly in the logistics and operational areas.

## 6. Srisavarindhira Thai Red Cross Institute of Nursing

This partnership highlighted the role of nurses in global health and the importance of integrating nursing care into the broader context of global health initiatives.

## 7. Consortium of Thai Medical Schools

The consortium played a crucial role in advancing medical education and training, contributing to discussions on healthcare education, capacity building, and health workforce development.

## 8. Krung Thep Maha Nakhon, Bangkok

As a local partner, Krung Thep Maha Nakhon provided essential logistical and community support, helping to create a welcoming environment for both local and international participants.



# Sponsorship and Partnerships

## Assessment of Sponsor Satisfaction and ROI

While detailed feedback from each sponsor and partner is still being finalized, initial discussions have been overwhelmingly positive. Many sponsors have expressed satisfaction with the visibility and impact their involvement had on the conference. They highlighted the exposure to a diverse, high-level audience of global health experts, researchers, and policymakers as a key benefit.

In particular, the **KBANK** sponsorship was noted for its significant role in enhancing the conference's financial capacity, enabling the inclusion of high-quality content and speakers. Their branding was prominently featured across various conference materials, giving them valuable exposure within the global health community.

The academic partners, including **Chulalongkorn University** and its various departments, found value in the opportunity to engage with international experts, foster collaboration, and strengthen their position as leaders in global health education and research. Their involvement in shaping the conference agenda was seen as a critical factor in delivering relevant and impactful content.

Feedback regarding the **National Health Security Office** and the **International Health Policy Program** indicated that both organizations valued their contribution to the policy discussions and expressed interest in continued collaboration on future global health initiatives.

Overall, sponsors reported a positive return on investment (ROI) through the increased visibility of their brands, alignment with important global health initiatives, and the opportunity to build meaningful relationships with key stakeholders in the health sector.



# Sponsorship and Partnerships

Moving forward, there is strong interest in fostering deeper partnerships and exploring additional sponsorship opportunities for future APRU conferences.





# Key Outcomes and Recommendations

## Key Outcomes

The **APRU 2024 Global Health Conference** was a resounding success, fostering meaningful dialogues on critical global health issues. The key outcomes of the event are summarized below:

- **Overall Positive Experience and High Satisfaction:**

The conference received overwhelmingly positive feedback, with **72.2%** of attendees rating their overall experience as excellent. This reflects the success of the event in meeting the expectations of participants, who appreciated the quality of the sessions, the relevance of the topics discussed, and the professionalism of the event organizers.

- **High Praise for Session and Speaker Quality:**

**95.4%** of respondents expressed satisfaction with the quality of the sessions and speakers. The diversity and expertise of the speakers were consistently highlighted as key strengths of the conference, enriching the discussions and providing valuable insights into current global health challenges.

- **Valuable Networking Opportunities:**

A significant number of participants, **74.1%**, found the networking opportunities to be highly beneficial. The conference facilitated meaningful connections among professionals, fostering collaboration and idea exchange, which many attendees considered a major highlight.

# Key Outcomes and Recommendations

- **Interest in Future Topics:**

The feedback gathered from attendees underscored a strong interest in future conference themes related to emerging global health challenges. Commonly suggested topics for future events included **artificial intelligence in healthcare, mental health, climate change and health, and healthcare systems in low- and middle-income countries**. This demonstrates the growing need for interdisciplinary approaches to tackle complex global health issues.

## Recommendations for Future Conferences

Based on the evaluation and thoughtful input from participants, the following recommendations are made to enhance the effectiveness of future APRU Global Health Conferences:

1. **Allocate More Time for Interactive Sessions and Discussions:**

While the sessions were well-received, there were requests for additional time dedicated to interactive discussions and Q&A segments. Allowing for more in-depth exchanges would enable attendees to engage more fully with the material, share their perspectives, and collaborate on ideas.

2. **Focus on Key Emerging Health Topics:**

Future conferences should consider dedicating more attention to high-priority topics suggested by participants, such as **AI in healthcare, mental health, climate change, and global health**



# Key Outcomes and Recommendations

**equity.** These are areas of increasing relevance, and further exploration of these topics could lead to impactful solutions and collaborations.

### 3. **Enhance Virtual Networking and Engagement:**

Although the conference was highly praised for its networking opportunities, expanding virtual networking options in future events would ensure broader participation, particularly for those unable to attend in person. This would allow a more diverse range of professionals to connect and engage in meaningful discussions.

### 4. **Emphasize Actionable Takeaways and Follow-Up:**

To build on the discussions, future events could place a stronger emphasis on deriving actionable outcomes and clear follow-up actions from each session. Encouraging participants to commit to collaborative projects or initiatives could enhance the lasting impact of the conference.

### 5. **Streamline Information Access and Communication:**

While communication and access to information were generally rated as very helpful, there is an opportunity to improve by ensuring that all event details, schedules, and materials are easily accessible via a central platform. Additionally, providing pre-conference materials ahead of time would allow participants to better prepare for the sessions.

The background of the top section features a blue-tinted collage of icons related to health and technology. These include a pair of hands holding a glowing sphere, a balance scale, a medical cross, a stethoscope, a heart rate monitor, and various geometric shapes and lines suggesting a digital or networked environment.

# Key Outcomes and Recommendations

## 6. Continue to Support Emerging Health Professionals:

The involvement of graduate students and early-career professionals was widely appreciated. Future conferences should continue to offer opportunities for these individuals to learn from and connect with experts in the field, as this is vital for building the next generation of global health leaders.

## Looking Ahead

The **APRU Global Health Conference 2025**, to be held from **November 10-12, 2025**, at **Universiti Malaya in Kuala Lumpur, Malaysia**, will explore the theme, "**Towards Planetary Health Equity: A Global Call for Shared Solutions**." This theme reflects the urgent need for interdisciplinary collaboration to address the interconnected challenges of health, climate change, and social equity. The conference will serve as a platform for global experts and leaders to engage in discussions aimed at creating innovative solutions for a healthier and more equitable planet.

Building on the success of **APRU 2024**, we look forward to welcoming participants from around the world to continue advancing these critical conversations and fostering collaboration for the future of global health.