

IPPA 2024 Annual Report

IPPA 2023-2024 Annual Report

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Letter from the President

To: Council of Advisors

From: Roy Baumeister, President of IPPA

Dear Council of Advisors,

IPPA has had an eventful year and remains in good health. The 8th World Congress of Positive Psychology in Vancouver, Canada had just over 1000 participants (sadly, I was not one of them due to a case of COVID). Due to various global factors that is significantly fewer than the 1600 we had at our last Congress before the pandemic. Nonetheless, we learned valuable lessons for the next World Congress in Brisbane, Australia, taking place from July 2-5, 2025.

A significant change this past year was the departure of Scott Pearl, our Executive Director since 2020. Scott, concerned about IPPA's financial position, resigned in February 2024 to reduce financial strain. The Board decided not to seek a new full-time Executive Director, at this time, instead extending our contract with Admin Solutions who has supported us since 2014. Kris Peterson, from Admin Solutions, is now our Interim Executive Director, supported closely by Andrew Soren, Board Treasurer. This model, reminiscent of our pre-full-time ED era, is working well operationally.

Our main priorities in 2024 include building high-quality member experiences, largely driven by our divisions, and planning the 2025 World Congress. Both are progressing well. Dianne Vella-Brodrick from the University of Melbourne is our new President-Elect and Congress Chair and is leading Congress preparations with great enthusiasm.

We are also exploring new initiatives to create sustainable revenue streams for IPPA, particularly an accreditation program, by means of a committee led by Ilona Boniwell and Tayyab Rashid.

There is some turnover on the Board of Directors this year, and we are discussing the skills needed in new members. Fundraising expertise and representation from the applied side of IPPA, particularly coaching, are priorities.

Regarding governance, the Council of Advisors plays a crucial role for IPPA. However, some members are not actively involved. We believe it's time to deliberate on the roles and responsibilities of the Council and the Board, and we look forward to engaging with you on these topics in upcoming meetings.

For those attending the European Conference on Positive Psychology in Innsbruck, we will meet for an IPPA Council of Advisors event on July 9th. Save the date for our first virtual Council of Advisors gathering on September 17th and 19th.

Intellectually, positive psychology continues to have broad appeal, spreading around the globe. The need for positive psychology may be greater than ever due to the ever-changing set of reasons for collective gloom that fills the news each day. Bringing a more positive view of human life, along with providing more tools to facilitate human flourishing, are welcome antidotes.

Thank you for all you do for the field of positive psychology and for your partnership in the International Positive Psychology Association.

Sincerely,



Roy Baumeister, President, IPPA Board of Directors

Governance Update

In February 2024, IPPA's former Executive Director, Scott Pearl resigned. He made this decision both for personal reasons as well as in recognition that without substantial changes to the strategic focus of IPPA, the financial performance of the Association would likely not sustain a full-time ED. The Board of Directors decided not to seek a new full time Executive Director at this time and instead extended our contract with the Admin Solutions team, who has been providing administrative support to IPPA since 2014.

During Q1, 2024, Admin Solutions was brought up to date on the status of current and ongoing operations so they could step in to support the association on a higher level. Kris Peterson of Admin Solutions was appointed Interim Executive Director to ensure IPPA would not be lacking front facing leadership, with the close support and advisement of Andrew Soren, Treasurer. This model of operation was used in the past prior to the hiring of a full time ED and thus far continues to work well for IPPA to support its three-part mission:

- To advance the scientific study and ethical application of positive psychology.
- To facilitate collaboration among researchers, teachers, students, and practitioners of positive psychology around the world and across academic disciplines.
- To share the findings of positive psychology with the broadest possible international audience.

There are numerous projects being worked on regarding the maintenance and improvement of day-to-day functionality:

- An Operations Committee has been formed to assist IPPA with regular processes as well as finding potential new sources of revenue, keeping action items on task, and generally assisting with IPPA's maintenance and growth. A charter was formally approved by the Board of Directors on May 28th, 2024. The members of this committee are as follows:
 - Andrew Soren, Treasurer
 - Kris Peterson, Interim Executive Director
 - Liz Corcoran, Divisions
 - Marita James, Finances
 - Gerhard Huetz, Legal & Compliance
 - Danny Fung, Marketing
 - Claire Doyle, Executive Administrator
- In an ongoing effort to streamline voting for the Board of Directors, the Council of Advisors members who are no longer active IPPA members were engaged to request their renewal in preparation of the upcoming Board of Directors election planned for Q4-2024.
 - COA renewals and subsequent voting were conducted for those whose terms expired in 2023 and 2024 for 18 members.
 - Two COA members did not respond to the outreach, and four resigned due to scheduling conflicts.
- The current COA voting has been completed as of May 24th, 2024, and all members eligible for reelection have been approved by a majority vote of 36 participants.

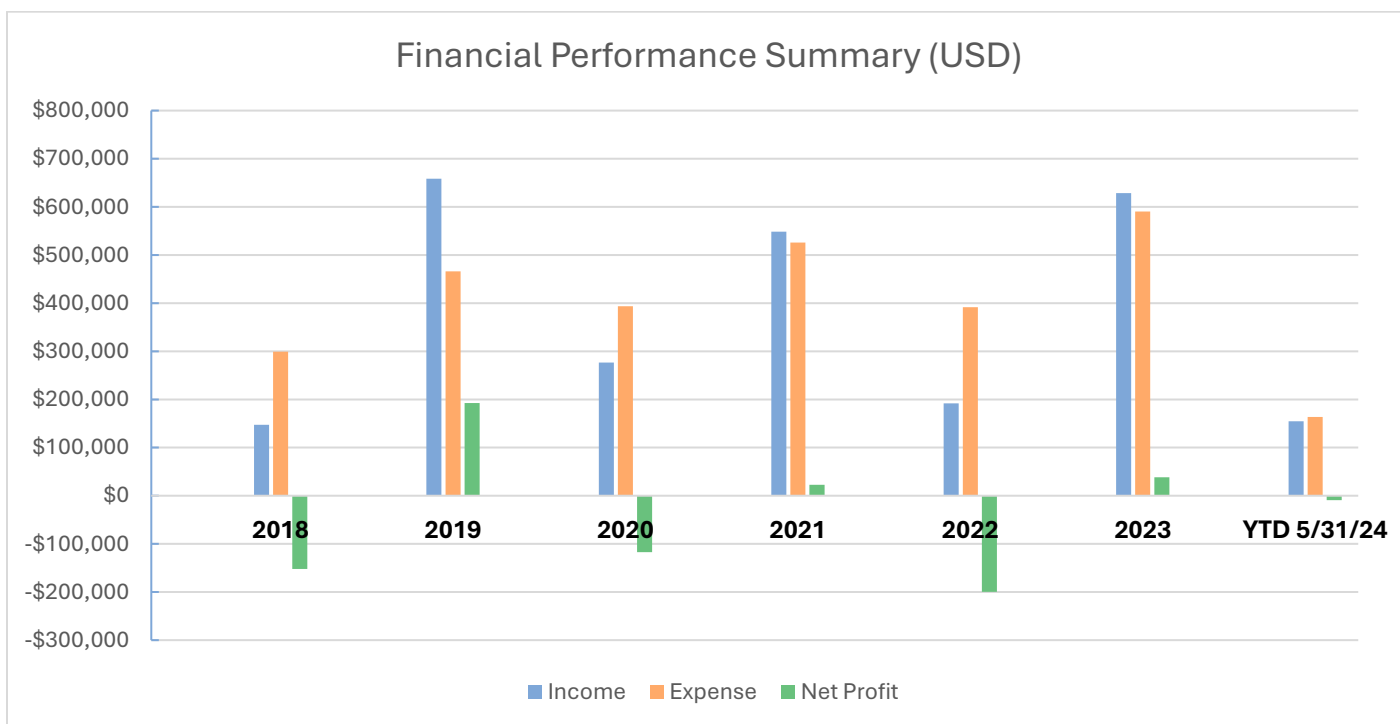
Financial Update

IPPA's YTD performance is stronger than originally budgeted with the departure of a full-time Executive Director and implementation of the Admin Solutions team. Additionally, we see a non-cash increase for deferred revenue reversal which represents the second-year membership of those who purchased a 2 Year Professional or 2 Year Student membership in calendar year 2023. While the full cash for these memberships are received in the year incurred, the bookkeeping methodology recognizes the membership value in each respective year. In addition to this, we see a non-cash reversal of the Executive Director's severance expense. Both of these non-cash items post an increase to IPPA's current YTD net income (bottom line).

2024 sees the predictable downward trend in membership income during a non-congress year, though that will build as we move into Q3 and Q4 with the opening of the 2025 World Congress abstract and registration systems, respectively. Onboarding of a new Professional Conference Organizer (PCO) team for World Congress planning, ICMS Australia, brings high hopes for a return to pre-pandemic attendance numbers (or beyond) which will flow through to the bottom line. The decision to put forth a competitive bid for a new PCO was made following 2023 WC in Vancouver because of performance inconsistencies with our former PCO, ASN.

Additionally, the Operating Committee is exploring plans for continued revenue generation via membership drives, grant feasibility, fundraising opportunities and other ways to increase revenue streams. Meanwhile, work towards consolidation of tasks, automation where feasible, and removal of redundancies are being implemented as methodologies to reduce unnecessary expenses.

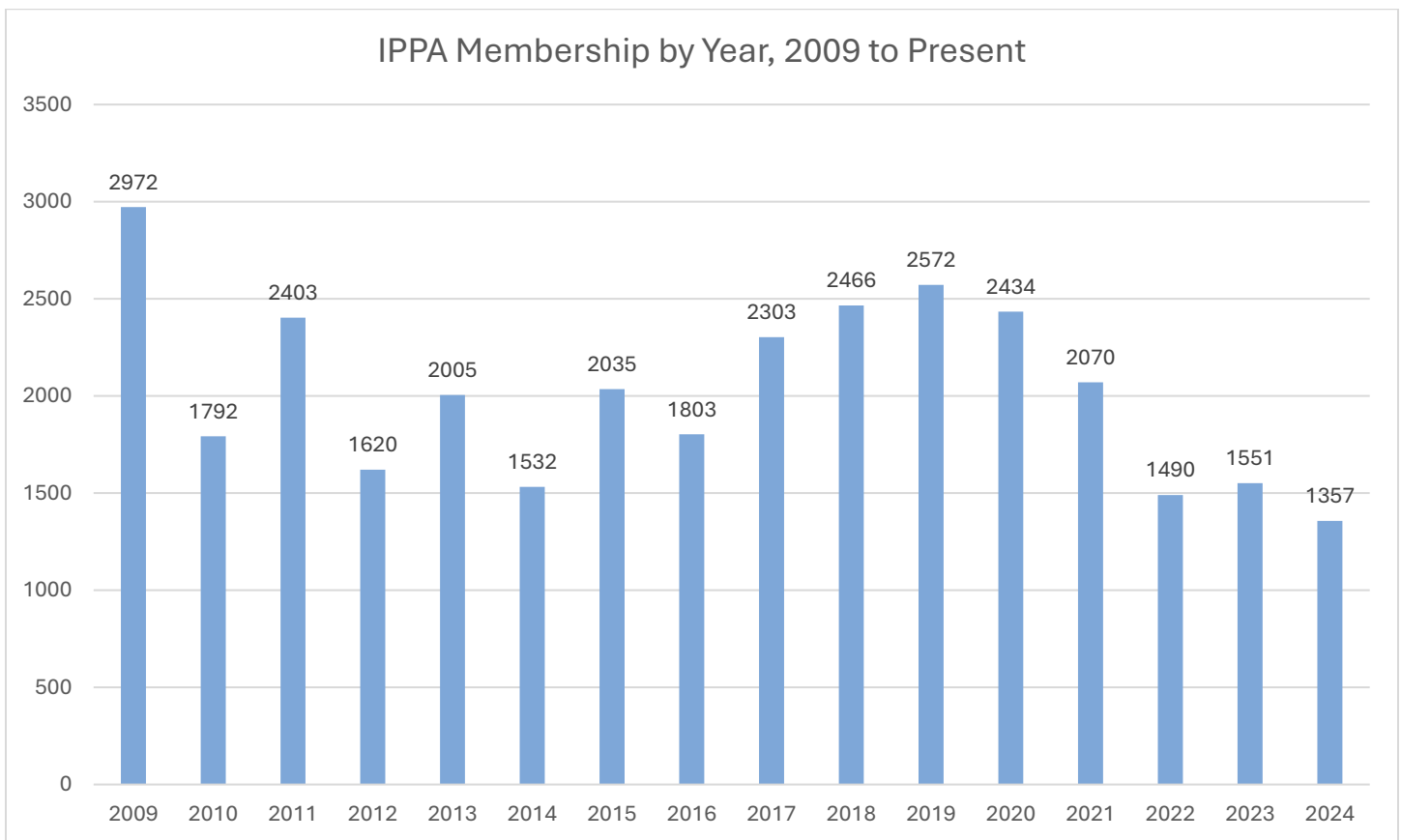
Current cashflow, along with event funding that originates within Australia from Tourism Australia and Tourism and Events Queensland, is anticipated to carry IPPA through completion of the 2025 World Congress. Net proceeds from the 2025 WC event will then roll forward on a two-year cycle to support operations and the next biennial event planning as IPPA moves toward WC 2027. Cash flow will continue to be closely monitored as event financials develop for WC 2025.



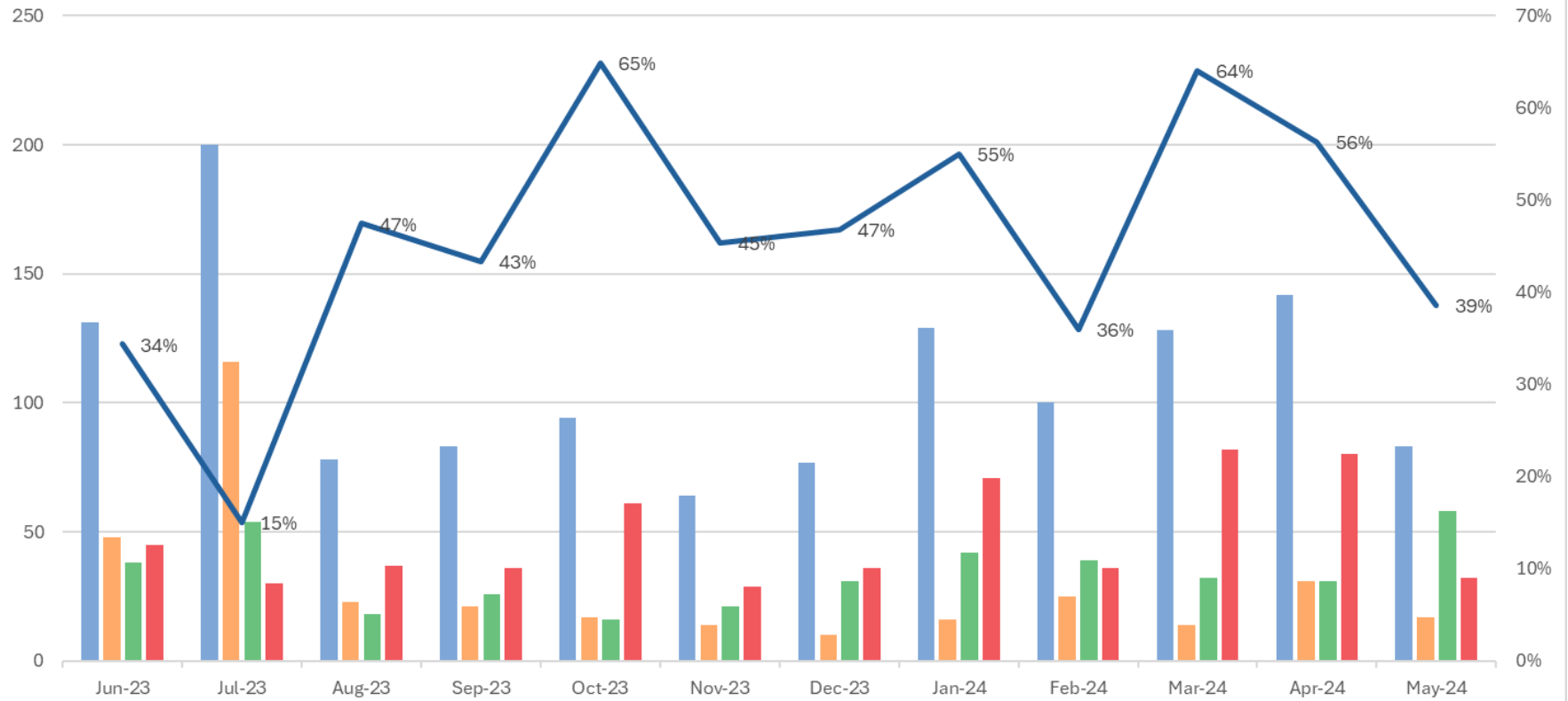
Membership Update

There have been several adjustments made in the processes and procedures for IPPA. IPPA has transitioned completely to a new Engage platform, utilizing the already existing customer management system, I4A, to host and maintain the platform. “Engage” is IPPA’s flagship, members-only community that allows members to network and share with each other, access IPPA content and videos, and participate in conversation, activities and networking within a member’s chosen division(s). Within this system the IPPA Learning Library, formerly on the previous version of the website, is now being gathered, and past webinars and events such as the 8th World Congress’s videos are available for viewing through the site. IPPA is now also able to host paid events through the I4A platform, supplying differing pricing tiers for members and non-members, with the message always in place to encourage membership uptake upon registration.

Since 2021, there has been a steady decline in membership numbers, peaking at 2491 total members in Q1 2021 and currently (as of May 31st, 2024) sitting at 1312 members. These numbers do trend in Congress and non-Congress years in peaks and valleys, with Q3 2023 showing a maximum of 1560 members. Numbers are expected to increase as the 2025 Congress approaches, as the World Congress is consistently the time of the largest membership draw for IPPA.



IPPA Attrition Rate Percentage 12-Month 2023-2024



	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
Total Members	131	200	78	83	94	64	77	129	100	128	142	83
New	48	116	23	21	17	14	10	16	25	14	31	17
Renewed	38	54	18	26	16	21	31	42	39	32	31	58
Expired	45	30	37	36	61	29	36	71	36	82	80	32
Attrition Percentage	34%	15%	47%	43%	65%	45%	47%	55%	36%	64%	56%	39%

■ Total Members
 ■ New
 ■ Renewed
 ■ Expired
 — Attrition Percentage

Divisions Update Summary

IPPA has six divisions, as of May 2024, that serve our membership. All the divisions have a leadership team with great people in leadership roles. While not all of the divisions have regular meetings, or member events, those that do are providing quality and regular content for IPPA. There are a few divisions that are still working on a solid plan for 2024, however all have submitted their annual reports, and do have a degree of planning in place, looking forward into the coming year.

Succession planning and leadership volunteer onboarding are getting revitalized and updated for 2024 and forward, with an eye towards keeping them as future-proof as possible. This is being implemented by Admin Solutions with the assistance of Liz Corcoran, who has been appointed as a voluntary division liaison. Having someone in this position will help coordinate and communicate successes and aspirations between the Board of Directors and the individual divisions.

In this role as liaison, Liz has completed a SOAR (Strengths, Opportunities, Aspirations, Results) analysis to support strategies for strengthening division leadership teams, aligning division activities to the IPPA mission and goals, and developing paths for succession planning in each division to ensure a powerful presence at the 9th World Congress in Brisbane, AU 2025 and smooth leadership transition. The SOAR evaluation is included in the appendix of this Annual Report.

IPPA Divisions are as follows (members can be in more than one division):

- Positive Clinical Psychology
 - President: Margarita Tarragona
 - Members: 309
- Positive Education
 - President: Rosalinda Ballesteros
 - Members: 490
- Positive Health and Wellbeing
 - President: Lisa Honig Buksbaum
 - Members: 422
- SIPPA (Students of IPPA)
 - President: Anastasia Liu
 - Members: 294
- Spirituality and Meaning
 - President: Ryan Niemiec
 - Members: 382
- Work and Organizations
 - President: Vicki Cabrera
 - Members: 597

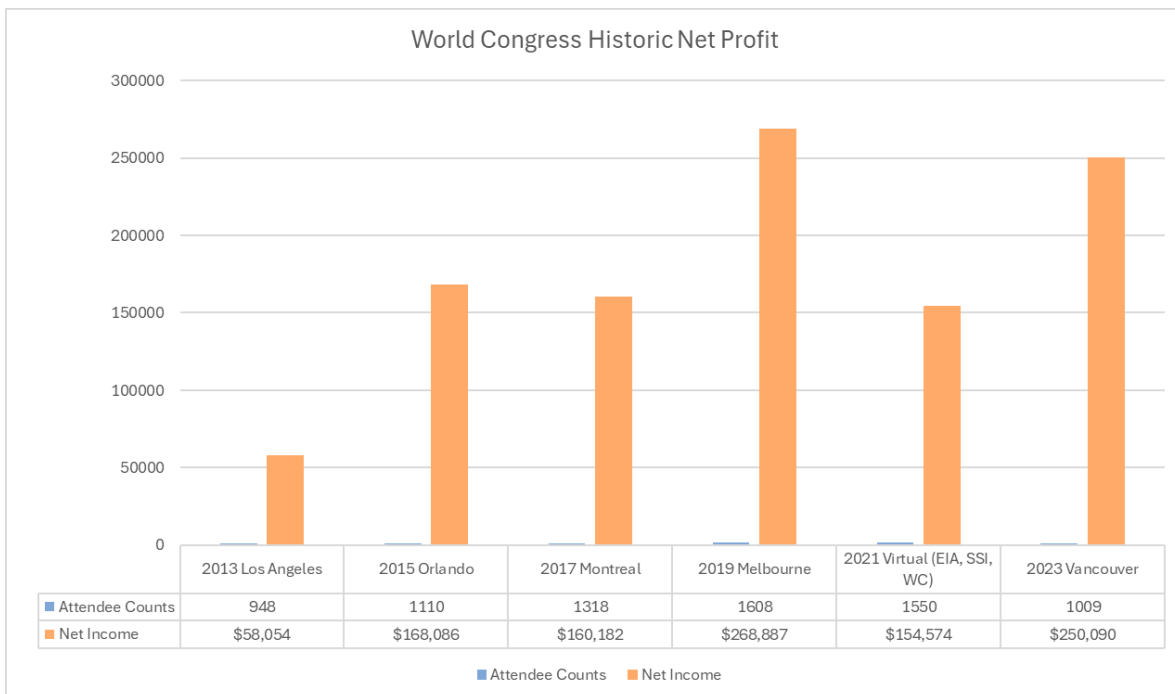
In June 2024, we anticipate adding a seventh division: Positive Arts and Culture, led by James Pawelski.

The IPPA Divisions are hosting a wide variety of webinars, meetings, and events, all through the IPPA Zoom system. They are self-sustaining and put forward quality material that is being viewed both in a live format and through the Learning Library. Divisions are also now able to have both members and non-members participate in their programming through the I4A registration system. Additionally, communication abilities have been provided to the divisions for their members through the Constant Contact platform, allowing them free flowing of ideas while maintaining the privacy of IPPA membership's personal information. Included in the report appendix will be individual division reports outlining current, past, and upcoming plans for programming and events.

World Congress 2023 Report Summary

The 2023 World Congress was held July 20-23, 2023, in Vancouver Canada. To follow are key highlights and you will also find the comprehensive Final Post Congress Report provided by the PCO in the appendix.

- ASN was the PCO tasked with the event planning in conjunction with IPPA’s WC Committee co-chaired by Andrew Soren, Tayyab Rashid and Roy Baumeister.
- We had planned Vancouver for 2021 but pivoted to online due to the COVID-19 pandemic and were able to delay our contracts with the venue and hotels for 2023.
- In total there were 1,009 attendees.
- Accreditation was awarded by CPD for a total of 34 hours.
- Net profit from this event was \$250,000 USD
 - This includes \$191,000 in sponsorship which closed at 114% of projected budget.
 - Expenses were lower in Canada than our last in-person event in Melbourne AUS.
 - 2023 WC net income is on par with 2019 Melbourne event, both of which were in-person.
- 54 countries were represented in Congress registrations (versus 51 in 2019)
- There were 521 total accepted abstract submissions, with an additional 290 being withdrawn and 27 unsuccessful.
 - As part of the abstract review process, there were ultimately 18 Science and 14 Practice reviewers.
 - A large number of late withdrawals occurred, due to presenters feeling they could not justify the attendance expense to participate based on the format they were given (many of them posters) to present.
 - In total, between invited and peer-reviewed presentation formats, there were 404 presentations in the final program.
- Twelve Pre-Congress Workshops were held, led by invitees from the Program and Executive Committees
- Seven Post-Congress Workshops were held, led by IPPA members who provided workshop applications.
- A Post-Congress survey was conducted and is summarized in the Final Post-Congress Report included in the appendix.



World Congress 2025 Update

Prepared by Dianne Vella-Brodrick (Congress Chair)

In 2023 the BOD established that the 2025 World Congress will be held in Brisbane, Australia. Support was received from the Brisbane Economic Development Agency (BEDA). The Brisbane Convention and Exhibition Centre (BCEC) was selected as the Congress venue as it offered a good deal, was situated near many hotels and apartments to suit a variety of budgets, and was within walking distance to parkland, waterways and tourist attractions. In mid-2023, Dianne Vella-Brodrick was appointed as the Congress Chair (and President-Elect of IPPA). This, along with the Congress location, was announced at the close of the Vancouver Congress.

After completion of a formal request for proposals which included a competitive selection process, considerable due diligence and deliberation, IPPA parted ways with ASN and instead went with ICMSA, a Brisbane-based Professional Conference Organizer (PCO). There were some complications with contracts and finances delaying some of the Congress planning but fortunately staff from Admin Solutions have been able to assist with many of the tasks previously undertaken by the Executive Director.

Formation of the Advisory, Local and Leadership Committees

Dianne formed an advisory committee including the IPPA President, Treasurer and the co-chairs of the 2023 Congress. Kris Peterson, IPPA's Interim Executive Director, is also a key member of this Advisory Committee. Throughout 2024, this committee has been meeting on a monthly basis and is immediately followed by the local operating meetings with the ICMSA team.

In May 2024, Dianne recruited an Associate Chair for the Congress, Anne Johnstone. Anne is well connected in the positive psychology community having Chaired the Positive Education in Schools Association and is now stepping in to lead the International Positive Education Network (IPEN). She is Principal of a private school in NSW, Australia. This school is a strong advocate and exemplar of positive education. Anne is a MAPP graduate from Penn and is completing her PhD focusing on positive psychology and Prosocial mindset, at the University of Melbourne. She has been a highly engaged member of IPPA and has attended most of the past IPPA meetings.

Dr. Cagla Sanri was enthusiastic to take on the role of the Congress Social and Wellbeing Coordinator. She has local knowledge of Brisbane having recently lived there for some years and enjoys planning social events and health and wellbeing activities.

Dianne invited Tayyab Rashid, Reb Rebele and Gavin Slemm (along with Jacqui Francis, Rachel Colla and Becky Black) to lead the practitioner, research and graduate research streams respectively. This team along with Dianne, Anne and Cagla have formed the Congress leadership committee. This committee will meet on an as-needed basis and will prioritize abstract processing and programming.

Congress Theme

The theme of the 2025 Congress is focused on renewal, harmony and growth, with nature connection and interdisciplinarity being important sub-themes. The logo has been designed with ICMSA. It encapsulates these Congress themes as well as some of the local elements such as the indigenous art and native Wattle.



Congress Site Visit

A Congress site visit took place from Monday June 3 to Thursday June 6. Cagla Sanri and Dianne Vella-Brodrick attended, along with Dianne's daughter Sarah Brodrick (not at IPPA's expense, to provide a university student perspective). The trip included a visit to the BCEC (convention center) as well as to local hotels, social venues and tourist attractions. A meeting took place with Richmond Fellowship Queensland (RFQ) who expressed interest in being a major sponsor of the Congress and would like to help out with planning where appropriate, especially as they have local knowledge as they are based in Brisbane. More to follow on this item as it develops.

Key Next Steps

There is lots of planning in motion concerning the budget, marketing and website. We have also put together a list of people who have volunteered to help and will be drawing on these in due course. Some of the key tasks for the next few months are:

- To review the budget
- To develop marketing materials to promote the Congress, including at the European PP conference in July.
- To determine the program format and create a call for abstracts and submission/review process.
- To develop a website with registration facilities.
- To identify invited speakers and secure these.

Thank you to everyone who has been involved in the Congress planning to date. It has been a highly cohesive and cooperative team who are all driven to create a great Congress experience.

Additional IPPA Revenue Generation

Multiple projects are underway in a concerted effort to increase membership, retain members, and supplement IPPA's revenue in off-Congress years.

- **Accreditation Task Force**
 - Started in Fall of 2023, this task force aims to establish a robust accreditation scheme for positive psychology education providers. This initiative aims to draft the rising demand for quality positive psychology education and the absence of international accreditation standards of educational programs such as Masters in Applied Positive Psychology (MAPP), diplomas and certificates.
 - The project seeks to ensure the comprehensiveness and quality of education by integrating historical and current scientific advances in positive psychology. The task force aims to outline standards and processes for accreditation. The accreditation process will be voluntary, emphasizing values such as quality of teaching, scientific rigor of curriculum taught, inclusion, and evidence-based practices.
 - The task force has been meeting monthly since Fall 2023 and includes scholars and practitioners who will show case successful accreditation models, developing comprehensive standards, and introducing various levels of accreditation.
 - The goal of the project is to provide a cohesive yet inclusive framework to safeguard quality of positive psychology education and training. Membership includes:
 - Ilona Boniwell
 - Tayyab Rashid
 - Robert Biswas-Diener
 - Rona Hart
 - Leona Brandwene
 - Sue Langley

- **Membership Drives:**
 - A campaign for non-member engagement has begun with a series of email outreaches to encourage former IPPA members to renew their membership.
 - The campaigns highlight IPPA's value from exclusive World Congress video access to free and/or discounted program participation, as well as the Engage platform, to allow for both personal and group connections.
 - To date efforts have yielded 34 renewal or non-member conversion to members and \$5460 income generation.

- **Events**
 - Non-members are now able to pay a nominal fee of \$25 to participate in division webinars. They are encouraged throughout registration to sign up for IPPA membership as well.
 - The Spirituality and Meaning Division hosted a paid virtual retreat on June 7th, with pricing for both members and non-members to participate.
 - As Roy Baumeister was unable to attend the 2023 World Congress due to illness, an upcoming makeup session for his pre-Congress event is being held virtually in August, with a pricing differential between members and non-members.

- **Fundraising**
 - The Board of Directors is seeking to recruit a fundraising lead who would chair a task force and oversee the development of a strategy in this area.
 - IPPA will engage a consultant with expertise to assess and recommend feasibility of grant pursuit to assist IPPA with revenue generation.

2024 Division Activity Report



Division SOAR Analysis and Action Plan May 2024 Report



IPPA Division SOAR Analysis Positive Psychology Method Used:



- *Conversations Worth Having: Using Appreciative Inquiry to Fuel Productive and Meaningful Engagement*, by Jackie Stavros and Cheri Torres. (Oakland, CA: Berrett-Koehler Inc, 2018).
- *The Thin Book of SOAR: Building Strengths-based Strategy*, by Jacqueline M. Stavros and Gina Hinrichs (Bend, OR: Thin Book Publishing, 2009).

IPPA Division SOAR Analysis

STRENGTHS:

- Currently have 6 divisions
- Great people in leader roles
- Operations Committee has division liaison
- Six division leaders submitted Annual Report
- Division presence at 2023 World Congress

OPPORTUNITIES:

- Clarify how divisions function within the IPPA
- Provide leaders with guidelines and expectations for building leadership team and member engagement
- Align division goals and activities with IPPA Strategic Plan
- Share division ideas and resources
- Provide onboarding and training

ASPIRATIONS:

- Update training resources
- Meet semi-annually with Board-Division to align strategies
- Develop Leaders/Teams
- Embed Succession Planning
- Onboard seventh division
- Explore revenue generation ideas
- Develop division plans for member engagement during and on off-World Congress years

RESULTS:

- Member Engagement
- Revenue Generation
- Smooth division leadership transitions
- Enhanced communication



IPPA Division Action Plan



Gather IPPA Division resources. Collaborate with Claire Doyle to update IPPA new leader and division volunteer orientation.



Schedule division meeting to provide training, resources, and strategic briefing of IPPA direction. Goal: Meet in May to connect on plan for rest of 2024 and confirm meetings for Jan and May 2025:

- May: share IPPA strategic goals, each division share plans, brainstorm ways to learn together
- January: reflect, execute 2025 events, plan for World Congress Division Events, identify successors, plan awards process, propose slate of officers
- May: Get set for World Congress Division events, awards, fun, and plan for transition
- July: 2025 World Congress: Division Recognition and Leadership Transition



Support division events and market to entire IPPA membership. Upcoming webinars, SMD retreat, clinical peer sessions.



Meet with each division leader to confirm leadership team, discuss how we can support 2024/2025 plans, determine succession plans-including how to identify new leaders and volunteers and how to develop a slate of division officers to elect.

2024 Division Activity Report: Past, Present, and Future

Division Name: Spirituality/Meaning Division (SMD)

Submitted by: Ryan M. Niemiec, President and Co-Founder, Spirituality/Meaning Division

OVERVIEW

The Spirituality/Meaning Division adds value to IPPA by communicating, educating, advancing, and supporting the science and practice of spirituality and meaning to bolster the many layers of well-being and the management or transcending of suffering (see SMD charter for scientific definitions of spirituality and of meaning). The SMD therefore offers 4 *streams* of programming each year. Each stream taps into a different lens to support the mission and the participant experience. The lenses are Science, Experiences, Practices, and Connections.

1. *Scientific Speaker Series (Science lens)*: Launched 3 years ago, this series features a scientist in the field of meaning and/or spirituality and offers them a platform to share their research. These experiences also include Q&A. Facilitated by leaders of SMD.
2. *Spiritual Experiences Group (Experience lens)*: Launched 3 years ago, this bimonthly series offers a safe place, along with a proven structure, for mindful listening/mindful speaking around spiritual experiences. Such experiences might be mystical, meaningful, religious, transcendent, and/or everyday life interactions. They are often surprising, commonplace, awe-inspiring, mysterious, confusing, hopeful, life-giving, and/or upsetting. Facilitated by leaders with extensive experiences working with groups (SMD executive team members).
3. *Practice of Spirituality/Meaning Series (Practice lens)*: Launched in March 2024, this series features a distinguished practitioner working in spirituality and/or meaning. These are virtual workshops. The emphasis is on applying wisdom and meaning in everyday life. Facilitated by SMD executive team or committee.
4. *Spirituality & Meaning Retreat (Connection lens)*: The planned launch for IPPA's first-ever, half-day retreat is June 7, 2024. A "true" retreat is about coming home to ourselves. It is about rejuvenating ourselves. It focuses on deepening and expanding (or returning) to our personal, self-growth practices. These SMD retreats are about all of those things, AND they emphasize connections – connections that come in the form of self-connection, as connection with others on the positive psychology journey, and connections outside of oneself – to the universe, the transcendent, to something greater and life around us. Facilitated by SMD executive team or committee.

SMD: ACTIVITIES IN 2023

- IPPA World Congress 2023: the Division offered 2 full-capacity, standing-room only sessions (with 20+ people turned away at each).
 - **Mindfulness-Based Strengths Practice: Positive Psychology's Best Kept Secret?**
 - This symposium discussed the integration of mindfulness and character strengths science and practice. It featured scientists who conducted studies showing the evidence-based MBSP program (mindfulness-based strengths practice) to be superior on well-being and other indicators than the world's most popular mindfulness program (MBSR). It also featured practitioners who have brought MBSP to 60,000+ faculty/students at a

university with 20 campuses and a professor who created a master's degree around the program.

- Featuring: Dr. Ryan Niemiec (U.S.); Dr. Lucas Monzani (Canada), Peter Malinowski (UK/Germany), Dandan Pang (China/Switzerland), and Masaya Okamoto (Mexico/Japan).
- **Learn, Meditate, & Mingle: A Spirituality/Meaning Event and Experience**
 - This unique event led by the SMD executive team wove in multiple, interactive experiential activities, short talks from spirituality/meaning scientists (Dr. Pninit Russo-Netzer; Amir Friedman; Dr. Holli-Anne Passmore), and meditation practices.
- The SMD hosted 3 substantial webinars for its Scientific Speaker Series.
 - Dr. Scott Barry Kaufman (U.S.) on the new science of self-actualization;
 - Dr. Eylul Yalcinkaya (Turkey) on the search for happiness and meaning in Sufi philosophy bridged with positive psychology;
 - Dr. Frank Martela (Finland) on how to apply the science of meaning to make life more meaningful.
- For the first time, research summaries have been woven onto the IPPA site. In 2023, the SMD team gathered 10 seminal scientific articles on spirituality, 10 on spirituality measures, 10 on seminar scientific articles on meaning in life, and 10 on meaning measures. It created brief summaries and citations for these 40 articles. These are now offered on the IPPA site on the SMD page.
- SMD used the IPPA Engage platform to engage SMD and wider IPPA membership on exploratory questions, programming, and new insights.
- SMD offered monthly contributions to the IPPA Monthly News Roundup that goes out to membership.

SMD: ACTIVITIES FOR 2024

- As mentioned earlier, we formally launched the Practice series. Our inaugural workshop presenter was Dr. Maria Sirois who presented on the use of poetry for accentuating the spiritual journey.
- As mentioned earlier, we plan to formally launch the Retreat stream in June.
- We have speakers lined up for our Scientific Speaker Series, including Dr. David Yaden from Johns Hopkins U. and Dr. Pninit Russo-Netzer from U. of Haifa. The former will present on the science of spiritual experiences while the latter will speak on new measurement and science on synchronicity.
- Additional speakers for our streams mentioned above will be arranged. As evidenced, an effort is made to feature a diverse array of speakers from different backgrounds around the globe.
- The Spiritual Experiences Group is scheduled to meet 6 times this year.
- While not related to IPPA per se, due to the incredible success of the Learn, Meditate, and Mingle event at the IPPA 2023 conference, our team of 7 will be delivering a half-day preconference workshop that expands upon this previous work at the European Positive Psychology Association (Innsbruck, Austria, July 2024), where we will promote IPPA and the SMD.
- We have been working with IPPA on streamlining processes between SMD and IPPA for regular social media releases – LinkedIN, Instagram.
- We are working on providing new details to the charter – to then be ratified – that have not had enough detail, specifically on officer terms, titles, and election proceedings. We aim to have our first formal election this Fall 2024.
- We are working with Liz Corcoran, Division Liaison, to continue to fine-tune and coordinate the work.
- The SMD has been (March 2024) and will continue to be (June 2024) the Division championing efforts to help IPPA develop new revenue streams, by charging nonmembers for program engagement; and in some cases, charging IPPA members at a discounted rate, such as for the half-day retreat.

2024 Division Activity Report

Division Name: Work & Organizations Division

Submitted by: Vicki Cabrera

Please provide a brief summary or list of bullets for your division's activities in 2024, including key metrics of success in the categories below. This information will be attached as an update to the Council of Advisors and Board of Directors upcoming meeting.

1. Over the past 12 months, delivery of member value:
 - Use of IPPA Engage (note we can't access the old Engage platform to provide post engagement metrics)
 - We advertised all upcoming division events and activities (and posted recordings)
 - In February 2023, we asked for submissions to the 2023 Positive Organizational Intervention Challenge
 - In May 2023, we announced the three finalists of the 2023 Positive Organizational Intervention Challenge.
 - In May 2023, we asked for nominations for the division's 2023 Exemplary Research to Practice Award.
 - In July 2023, we posted about division events at the upcoming World Congress in Vancouver.
 - In July 2023, we posted [a recap of the division meeting and activities at the World Congress in Vancouver](#) for those who couldn't attend and a survey asking members what they would like to see from the division.
 - From July 2023 – December 2023, we asked members to complete a survey about their views on professionalization.
 - In November 2023, we started a monthly post of research articles to help members stay current on new and interesting research.
 - In March 2024, we posted a welcome message on the new Engage platform.
 - Programming at the World Congress
 - [Division meeting \(and 2 division award awardees\)](#)
 - The Positive Organizational Intervention Challenge session (23 submissions, 3 finalists)
 - Programming year-round
 - Communities of Practice (3 groups – Pacific time, Eastern time, and Europe. Note: we did not have enough sign-ups for a 4th Asia-Pacific group)
 - Monthly post of resource articles (launched November 2023)
 - Positive Work Conversations webinar series (launched February 2024, one event per month)
 - February - 46 registrants, 18 attendees
 - March – 21 registrants, 10 attendees
 - Other resources/opportunities
 - Professionalization survey/initiative (258 survey responses received)
2. Over the past 12 months, advancement of the mission:

- Facilitating collaboration between researchers, practitioners and students
 - Communities of Practice
 - The Positive Organizational Intervention Challenge
- Sharing the findings of positive psychology
 - Monthly post of resource articles
 - Positive Work Conversations webinar series
- Support the science and practice of positive psychology
 - The Positive Organizational Intervention Challenge
 - Communities of Practice
 - Monthly post of resource articles (launched November 2023)
 - Positive Work Conversations webinar series (launched February 2024)
 - Professionalization survey/initiative (Rona Hart is participating in the IPPA committee exploring accreditation)

3. Other:

- External Outreach, Collaboration
 - Positive Work Conversations webinar series (collaborate with expert speakers)
 - Updated division website
- Leadership, Governance and Team Building
 - Monthly leadership team meetings (includes team building activities)
 - Created a strategic plan for 2023-2025
- Webinars, projects, resources, etc.
 - The Positive Organizational Intervention Challenge
 - Exemplary Research to Practice Award
 - Communities of Practice
 - Monthly post of resource articles (launched November 2023)
 - Positive Work Conversations webinar series (launched February 2024)
 - Professionalization survey/initiative

4. Future Division Plans and Projects

- Continue current programming/initiatives
- Recruit more volunteers
- Explore additional opportunities for events/programming
- Build/provide a resource center with useful resources for division members
- Refresh division advisory board and find more opportunities to engage them
- Revisit division charter to determine if it needs to be updated.
- Update division website
- World Congress: division meeting, division award, Positive Organizational Intervention Challenge

2024 Division Activity Report

Division Name: Clinical Division

Submitted by: Margarita Tarragona, PhD

In 2024 we have had

- Three monthly meetings of the Clinical Division's Peer Consultation Group, attended by between 10 and 12 members of the division each time. These are zoom calls in which psychotherapists and counselors from different countries discuss how they use positive psychology in their work.
 - This group has been meeting uninterrupted for five years and it supports the advancement of IPPA's mission by facilitating collaboration between researchers and practitioners, sharing the findings of positive psychology and supporting the practice of positive psychology
- Two meetings of the Clinical Division's leadership team

In 2023

- Several members of the Clinical Division presented at the IPPA World Congress in Vancouver: Amit Oren, [Helene Moore](#), Phoebe Atkinson, Nancy Kirsner, Sherry Kelly Dan Tomasulo, Tayyab Rashid, Airan Yuan and Margarita Tarragona. They all contributed to the diffusion of the science and practice of positive psychology

Our plans for the near future include

- A monthly speakers series, which will share the findings of positive psychology and the practice of positive psychology in clinical settings.

2024 Division Activity Report

Division Name: Positive Health & Wellbeing Division

Submitted by: Lisa Honig-Buksbaum

IPPA Positive Health and Wellbeing Webinars

Sci-Why Workshop: It's Not What You Think: The Healing Power of Self-Love

Katy Sine, MAPP. Host: Lisa Honig Buksbaum.

February 15, 2024

Sci-Why Workshop: Laughter is the Best Medicine: The Healing Power of Laughter Yoga

Dr. Madan Kataria, MD. Host: Lisa Honig Buksbaum.

January 9, 2024

Sci-Why Workshop: Hope Amidst Conflict and Violence

Dr. Oded Adomi Leshem Ph.D. Host: Lisa Honig Buksbaum.

December 5, 2023

Sci-Why Workshop: Learning to Love Midlife

Chip Conley, MBA, Ph.D. Host: Lisa Honig Buksbaum.

November 8, 2023

Sci-Why Workshop: Tomorrowmind

Dr. Gabriella Rosen Kellerman, Ph.D. MD. Host: Lisa Honig Buksbaum.

October 3, 2023

Change Agents at the Front Line of Positive Health. Host: Kathi Norman PA, MAPP

Dr. Julie Haizlip, MD, MAPP, FNAP; Dr. Nicholette Kasman, MD, MAPP; Dr. Sinthu Natesan, MD MAPP;
and Dr. Kathi Norman, MAPP, PA-C, DSMc.

September 12, 2023

Sci-Why Workshop: Appreciative Inquiry: Practical, Positive Change

Dr. Diana Whitney. Host: Lisa Honig Buksbaum.

May 16, 2023

Sci-Why Workshop: From Oncology Floor to Red Carpet: Radical Resilience

Dr. Gabriel Sara MD. Host: Lisa Honig Buksbaum.

April 27, 2023

Sci-Why Workshop: Sci-Why, Unhabit

Michelle Segar Ph.D. Hosts: Lisa Honig Buksbaum & Dr. Elaine O'Brien

March 28, 2023

Sci-Why Workshop: Narrative: Transforming Trauma
Dr. James W. Pennebaker Ph.D. Host: Lisa Honig Buksbaum.
February 21, 2023

Fireside Chat: The Power of Play: Optimize Your Joy Potential (POP)
Elaine O'Brien Ph.D., MAPP, and Andrea Seydel. Host: Michael Macdonald
January 25, 2023

Sci-Why Workshop: Primals World Beliefs
Jer Clifron, Ph.D., Host: Lisa Honig Buksbaum.
November 8, 2022

Sci-Why Workshop: Fierce Self-Compassion
Kristin Neff, Ph.D. Host: Lisa Honig Buksbaum.
October 12, 2022

Sci-Why Workshop: The Awakened Brain
Lisa Miller, Ph.D., Host: Lisa Honig Buksbaum.
September 21, 2022

Sci-Why Workshop: Why Mattering Matters
Dr. Isaac Prilleltensky & Dr. Julie Haizlip, MD. MAPP, FNAP. Host: Lisa Honig Buksbaum.
July 20, 2022

2024 Division Activity Report

Division Name: Students of IPPA (SIPPA)

Submitted by: Anastasia Meixuan Liu

Please provide a brief summary or list of bullets for your division's activities in 2024, including key metrics of success in the categories below.

This information will be attached as an update to the Council of Advisors and Board of Directors upcoming meeting.

1. Over the past 12 months, delivery of member value:
 - Use of IPPA Engage
 - Participating at Congress and year-round, lead mentorship program at Vancouver Conference, successfully paired up mentors and mentees to encourage students engagement and positive experience
2. Over the past 12 months, advancement of the mission:
 - Facilitating collaboration between researchers, practitioners and students
 - Sharing the findings of positive psychology
 - Support the science and practice of positive psychology

3. Other:

recruit four new members into the executive team

Our team was entirely formed within the past 12 months, and this year we have recruited four new members. They are each responsible for different aspects of our initiatives, including the global workshop program and the mentorship program for students of IPPA.

4. Future Division Plans and Projects

Global Students Positive Psychology Workshop Program

In the next 12 months, SIPPA aims to organize with minimum of 10 global student workshops worldwide. The goal of the student division, in alignment with the International Positive Psychology Association (IPPA), is primarily to foster flourishing but targeting the global student community. This initiative aims to enhance awareness and understanding of IPPA's objectives and benefits among a broader student demographic. We recognize that many challenges faced today, especially during the transition from high school to university for emerging adults (ages 18-25), are not addressed in traditional educational settings. This period is marked by identity exploration, which can present numerous challenges and uncertainties.

To address these needs, we propose workshops focused on integrating positive psychology principles into the daily lives of students. These sessions may include practices such as gratitude journaling, mindfulness meditation, and employing strengths-based strategies to navigate personal and academic hurdles. Additionally, the program emphasizes the development of positive relationships with peers, family, and educators through enhanced communication skills, empathy, and conflict-resolution techniques.

Furthermore, sessions will concentrate on cultivating resilience and grit, empowering students to overcome difficulties and maintain a positive perspective despite adversity.

2024 Division Activity Report

Division Name: Positive Education Division

Submitted by: Rosalinda Ballesteros

1. Over the past 12 months, delivery of member value:

- **Use of IPPA Engage**

We have failed to incorporate into the new engaged platform but plan to do so in the following weeks. Leadership will meet and have communications lead active in the following weeks.

- **Programming at Congress and year-round**

- **IPPA World Congress 2023**

- The Education Division has been active in contributing to the program of the 8th IPPA World Congress 2023.

- We had a presentation about the different perspectives conducted by Maggie Zhao with the participation of Mathew White and Rosalinda Ballesteros.

- We held a lunch/meeting with members and new members and did networking, from that session some of the ideas for future plans come from.

- Positive Education **Speaker Series** launched by Mathew White in 2020, and repeated in 2022. We are planning a speaker's series with 4 webinars to start in summer.

- Other resources/opportunities

2. Over the past 12 months, advancement of the mission:

- Reactivating the relationship with IPEN, International Positive Education Network.

- Creating a mentoring program and increasing membership with Master's Program around the world to bring education students.

3. Other:

Mathew White has done the job of editing several books that include science based proposals on the perspectives on Teacher Wellbeing and Positive Education. Members of the division have participated.

New areas are being explored and incorporated, such as special education and wellbeing for special education teachers and caregivers.

There is also an experiment in Japan of including wellbeing curriculum for Higher Education in Engineering majors, so this will be a case study that will be followed.

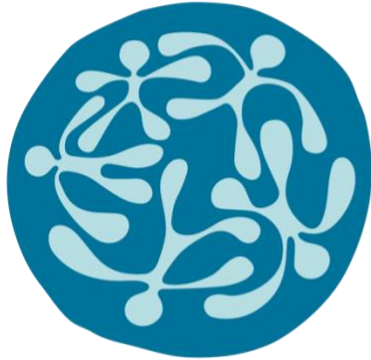
4. Future Division Plans and Projects

- Positive Education Speaker Series launched by Mathew White in 2020 and repeated in 2022. We are planning a speaker's series with 4 webinars to start in summer.

- Resume talks about a standard for Positive Education with discussion groups.

- Create a mentoring program for students and newer members to be mentored by members with more experience.

IPPA World Congress 2023 Final Post Congress Report



IPPA WORLD CONGRESS ON POSITIVE PSYCHOLOGY

20-23 JULY 2023 • VANCOUVER, CANADA

The 8th IPPA World Congress on Positive Psychology took place July 20 – 23, 2023 in Vancouver, Canada at the Vancouver Convention Centre Canada Place, after being postponed in 2021 due to the COVID-19 pandemic.

The following report prepared by ASN Events includes a summary of the Congress program and sponsorship, event statistics, attendee feedback survey data and a consolidation of our observations across the 2023 Congress planning process and delivery. We have included our recommendations to IPPA when planning the next World Congress in 2025, with the goal of streamline the planning process, strengthen opportunity for growth and financial return and maximise attendee experience at the core.

PLANNING TIMELINE & KEY MILESTONES

Below is a high level timeline reflecting ideal core milestones related to the Congress planning that involve IPPA and the Congress committee(s) based on the Congress occurring every two years. Delivery of 2023 over 4 years was disrupted to the extreme by the pandemic. Regardless of that disruption, historically, the 2 year gap has not been leveraged to its full advantage and often the Congress is planned on a tighter ~18 month window.

This timeline is then expanded into a detailed project plan generated by the PCO and key dates set.

Item	Timeframe	Key Person (s)	Notes
Venue bid & site visit	3 years out	IPPA & PCO	
Venue selection	2.5 years out	IPPA & PCO	
Save the Date announcement launched	2 years out, during the previous Congress	IPPA & PCO	
Draft Congress budget formed and suggested registration rates established	22 months out	IPPA & PCO	<i>Transparent budget targets set from beginning</i>
Congress website update with Congress specific branding established	20 months out	IPPA & PCO	
Congress Executive, Program & Experiential committees established	20 months out	IPPA	<i>Including meeting cadence, core responsibilities, reporting structure and expectations</i>
Marketing plan established & marketing commences	20 months out	IPPA & PCO	<i>Clear pathway for marketing dissemination established from beginning</i>

Program structure identified & key invited speakers shortlisted	20 months out	IPPA	<i>Taking into consideration the venue layout and key learnings and attendee feedback trends from past Congresses</i>
Room hire agreement revisited to ensure accurate rooms contracted to match confirmed program structure	18 months out	IPPA & PCO	<i>Check contract to ensure enough lead time is provided to release spaces without penalty</i>
Accommodation blocks sourced, negotiated and contracted	18 months out	PCO	<i>Recommend reviewing rates 12 months out to ensure price has remained competitive</i>
Sponsor prospectus & target lead list established	18 months out	IPPA & PCO	
Speakers to invite and their preferred presentation format & entitlements clearly identified and invitations sent out	18 months out	IPPA	<i>Suggest formulating a clear A & B list in case of speaker unavailability</i>
Budget, including registration types & rates set	16 months out	IPPA	
Submission categories and presentation formats finalised	16 months out	IPPA	
Establish Congress accreditation	Prior to registrations opening	IPPA	
First call for submissions & registrations open at Super Early discount rate	11 months out	IPPA & PCO	
Submission review committee established & briefed	10 months out	IPPA	
Symposium, podium & workshop submissions close	8-9 months out	PCO	<i>Individual ignite & poster submissions remain open</i>
Submission reviewing period	1 month process	IPPA	
Review data analysed and decisions allocated	2 week process	IPPA	<i>Notifications historically sent 2nd week of December, prior to Christmas</i>
Scholarship applications open	6 months out	IPPA	<i>Ensure enough time for reviewing of applications and decisions distributed before EB deadline</i>
Congress Connector applications open	6 months out	IPPA	
IPPA award nominations open	6 months out	IPPA	
Super early registration deadline closes	7 months out	PCO	

Program allocation of all presentations	5 months out	IPPA	<i>Both accepted submissions & invited presentations, ensuring presenters notified with enough time prior to EB deadline</i>
Ignite & poster submissions close	4 months out	IPPA	
Ignite & poster reviewing & decisions allocated	2 week process	IPPA	
Volunteer & scholarship applicants notified of outcome	4 months out	IPPA	
Early registration deadline	3 months out	PCO	
Congress survey	Immediately post-event	PCO	
Speaker & award recipient reimbursement claims	0-1 month post-event	IPPA & PCO	
Event wrap up, financial reporting & post mortem	2-3 months post event	IPPA & PCO	

VENUE SELECTION

The venue selection process for the 2023 World Congress on Positive Psychology did not take place due to the negotiated rescheduling of the 2021 Congress impacted by COVID-19. ASN Events commercial relationship with the venue, Vancouver Convention Centre, allowed for the 2021 venue deposits to be rolled to 2023 without penalty, and the contract amendment made to shift the same space hire over to 2023, mitigating IPPA's financial risk.

With extended planning associated with the postponement also came the challenges of staff turnover with the venue and we worked closely to progress past these as quickly as possible, and hold the venue accountable to original advice and information in the best interest of the Congress.

ASN would recommend an Executive Committee structure that fosters continuity of knowledge and streamlining of decision making to leverage learnings and growth from each Congress, ideally including the following and with representation from ASN at each of the meetings;

- The Congress Convenor
- The outgoing previous Congress Convenor (for at least the first 6 months of active planning)
- The next Congress Convenor in waiting for the 6 months prior to the Congress commencing
- Practice & Science Program Chairs & 1 nominee from each to assist

PROGRAM

The main goals for the 2023 program were to continue to diversify the program and presenters, ensure equal representation of science and practice based content, and maximise the opportunity to connect as attendees and the IPPA community came together in person again for the first time since 2019.

The program size expanded from the 2021 virtual program, with an increase from 5 virtual streams in 2021 to 12, similar to the 13 streams in 2019 and the structure resumed in line with previous in-person IPPA Congresses;

- **Thursday:** Half & full day optional workshops at an additional charge prior to the main program commencing, main program opening plenary early evening on the Thursday, followed by the Welcome Reception
- **Friday:** Full day programming, followed by the Congress dinner offsite
- **Saturday:** Full day programming
- **Sunday:** Main congress program concluded early afternoon before lunch. Optional half day afternoon workshops ran on the Sunday afternoon at an additional charge

Presentation formats were refined, with the focus on maximising opportunity to present without overcomplicating or diluting the program quality. These were split into those that were invited by the Program Committee, and those that were selected from a peer review submission process. Invited slots also included IPPA Past President Symposiums, and the opportunity for each of the IPPA Divisions to host and curate a 1 hour session + hold a Division meeting during one of the scheduled lunch breaks within the program.

Whilst there was a tiered structure to invited speaker entitlements, there were times where the entitlements offered did not match the presentation format of the presenter, or where invitations had been sent by different committee members and ASN had not been included in on the original invitation which made tracking acceptances and entitlements difficult at times.

ASN would recommend there are clear guidelines and parameters set early around speaker invitation process and entitlements, so that when speakers are approached, everyone knows what they are getting early enough and any contesting to those entitlements can be dealt with quickly and consistently.

Suggest forming a LMIC country presenter travel support structure if engagement of presenters from Developing Countries is incorporated into the program as this was a clear area of need and difficulty.

The program was bolstered with a strong experiential focus, with incorporation of components such as the following into the program and event design;

- Question prompts for connection throughout the Congress spaces
- Question prompts for reflection on the back of session chairs
- Curated art pieces displayed between sessions, curated on program content, incorporating reflection prompts
- Guided Qi Gong, yoga, meditation, gratitude and strength spotting
- Playlists for every plenary session, curated to the session content
- Sunrise fun runs along the Vancouver SeaWall
- Interactive graffiti walls within the exhibition (savouring notes, gratitude, feedback to build a better 2025)
- Meeting points flagged within the exhibition for each Division to connect at
- Recharge & flow area
- Congress Crafting
- Musical cabaret performances during the Congress Soiree

The detail, enthusiasm and care put in to curating these experiences from those involved was a joy to be a part of and really celebrated the Congress theme of coming together, and connection, whilst carefully considering the varying strengths and preferences of attendees.

INVITED PRESENTATION FORMATS			
Format	Number of Presenters	Presentation Duration	# Presentations in Final Program

Invited Plenary Panel	2-9	1 hour, inclusive of discussion time	8
Invited Plenary	1	1 hour, inclusive of discussion time	1
Invited Symposium	3-4	1 hour, inclusive of discussion time	8
Invited Keynote	1	30 minutes or 1 hour, inclusive of discussion time	19
Invited Pre-Congress Workshop	1-4	Either ½ day or full day	13
IPPA Division Sessions	Varied	1 hour	8
IPPA Division Meetings	N/A	~45 minutes, during the scheduled lunch break	4

PEER REVIEWED PRESENTATION FORMATS

Format	Number of Presenters	Presentation Duration	# Presentations in Final Program
Peer Reviewed Symposium	3-4	1 hour, inclusive of discussion time	26
Peer Reviewed Ignite	1	5 minutes, no Q&A	43
Peer Reviewed Podium	1	10 or 20 minutes, followed by audience discussion at the end of the 1 hour session block	123
Peer Reviewed Apply	1-2	30 minutes, inclusive of audience participation	25
Peer Reviewed Post-Congress Workshop	1-2	½ day	8
Peer Reviewed Poster	1	Physical poster display	118

Unfortunately, there were many late withdrawals from the program (118), primarily due to travel Visa applications being unsuccessful or not processed in time, or the cost of travel and accommodation being too high – particularly once the Congress accommodation blocks sold out. We were able to recommend consolidation of where these withdrawals occurred far enough in advance of the Congress to negotiate the removal of excess breakout rooms from the venue contract, which in turn reduced the associated AV and venue hire charges, however there were still a number of last minute and onsite withdrawals which impacted the program.

With the assistance of the Congress Connectors, ASN Events tracked the attendance of each of the sessions throughout the Congress using a simple “full”, “mid”, “low” rating which was tracked in the program at a glance spreadsheet. When allocating sessions into the program, conscious effort was made to allocate to rooms with larger capacity based on likely popularity, however the data collected was interesting - showing that the sessions that included more recognisable names in the field did not necessarily draw the largest crowds and sessions that were incomplete with less presenters due to late program withdrawals received significantly less interest.

REVIEW PROCESS

Submissions were once again primarily categorised in to either Science or Practice. This Congress, Roy Baumeister was the Science Program Chair, and Tayyab Rashid the Practice Program Chair and each were supported by volunteer reviewers who applied to be a part of the submission review process.

There were 20 Science reviewers, of which 18 ended up participating in the review process and 18 Practice, with 14 of whom participated.

A strong effort in 2023 was made to ensure reviewers had clear, concise instruction and expectations set in advance. To support this, a ‘Reviewer Resources’ sub-page on the Congress website was created which incorporated the reviewing guidelines, outline of their role, commitment required and timeline, and ASN created quick guide video instructions for both Science & Practice reviewers which were also accessible on the portal.

Reviewers were requested to review at least 30 submissions, and all submissions were managed to be reviewed at least twice with the assistance of the Program Co-Chairs.

From there, the Program Co-Chairs & Convenor were required to decide on submission format based on review data, and group like presentations into sessions. These sessions then needed to have a name created for them to communicate in the online program.

As Ignite and Poster submissions remained open for late breaking submissions, there was a second round of reviewing in early 2023 which the Program Co-Chairs took responsibility for reviewing and allocating these late breaking submissions into the program, vetted by the wider Program Committee. While the extended opportunity to submit to participate in the program bolstered submission numbers, the relatively late notification of successful submitters greatly impacted visa applications and added increased costs to travel and accommodation.

There were a large number of presenters who withdrew their submissions after the acceptance notifications were communicated (118). This number was higher than previously seen, and the majority of these were from presenters who had been allocated a Poster presentation within the program – the majority citing the presentation format not justifying the expense to come and participate in the Congress when the costs to attend were so high this year. This point is worth reviewing when planning the program structure and presentation formats in 2025 to best maximise attendance and the draw of participation within the program.

ABSTRACT SUBMISSIONS:

Submission Categories	
Total Submissions	521 accepted (+290 withdrawn and 27 unsuccessful)
Individual Submissions	397 (+235 withdrawn and 2 unsuccessful)
Chaired Group Symposiums	26 (+16 withdrawn and 15 unsuccessful)
Invited Speaker	44 (+2 withdrawn)
Invited Symposium	22 (0 withdrawn)
Invited Plenary	4 (0 withdrawn)
Pre-Congress Workshop	10 (0 withdrawn)
Post-Congress Workshop	8 (+6 withdrawn and 10 unsuccessful)
Science for Scientists Day	10 (+4 withdrawn)

REGISTRATIONS

Registration rates for the 2023 World Congress were set in USD.

Registration	Super Early	Early	Regular
Full Member Registration	\$795 USD	\$895 USD	\$995 USD

Full Non-Member + 2 year IPPA Membership	\$1,035 USD	\$1,135 USD	\$1,235 USD
Full Non-Member Registration	\$1,145 USD	\$1,245 USD	\$1,345 USD
Student Member Registration	\$495 USD	\$645 USD	\$795 USD
Student Non-Member + 2 year IPPA Membership	\$585 USD	\$735 USD	\$885 USD
Member Day Registration	\$545 USD	\$545 USD	\$545 USD
Non-Member Day Registration	\$695 USD	\$695 USD	\$695 USD
Student Member Day Registration	\$395 USD	\$395 USD	\$395 USD

Rates were once again split in to three key timeframe categories:

1. **Super early:** Expired midnight Sunday 29 January 2023
2. **Early:** Expired midnight Sunday 16 April 2023
3. **Regular:** Through to Congress conclusion

An option to include a 2 year IPPA membership with non-member regular and student registration types at a lower rate than a standard non-member registration to leverage the opportunity to capture new IPPA members during the registration process.

Below is a comparison of full paying registrations at previous World Congresses. The number of members attending was the lowest for a number of years. More significantly the number and percentage of paying non-members fell away significantly. Highlighting the importance of marketing the Congress wider than just the IPPA member network to truly place itself as the International Congress on Positive Psychology rather than the *IPPA* Congress on Positive Psychology.

Note the registration types which included 1 or 2 years membership have been included as either Student or Member registrations where relevant.

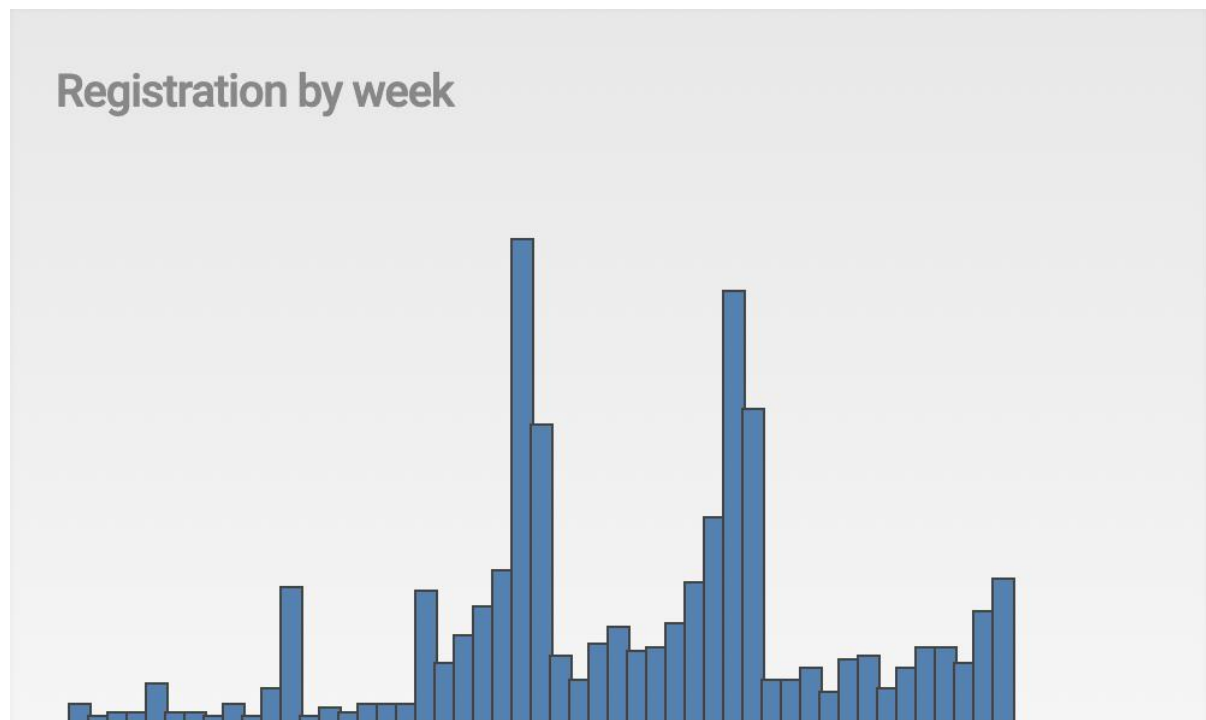
	2009	2011	2013	2015	2017	2019	2021	2023
Member	663 (47%)	478 (50%)	311 (33%)	454 (38%)	791 (60%)	825 (68%)	585 (66%)	509 (71%)
Non-Member	242 (17%)	132 (14%)	304 (32%)	210 (18%)	176 (13%)	95 (9%)	41 (5%)	44 (6%)
Student	488 (35%)	347 (36%)	333 (35%)	446 (37%)	351 (27%)	265 (58%)	265 (30%)	166 (23%)
<i>Total Paying Delegates</i>	1,393	957	948	1,110	1,318	1,185	888	719

REGISTRATIONS BY WEEK

The below graph shows registrations by week, with various peaks due to the corresponding pricing deadlines, however the highest spike in the graph correlates to the week of the Super Early registration deadline in January 2023, which is earlier than the peak in 2021 which was on the Early Registration Deadline in March 2021. The total number of registrations received by the end of this first deadline was 338. By the end of the second Early Registration Deadline in April 2023, 728 registrations had been received – just shy of 2021 figures and approximately 300 lower than in 2019.

2023 also saw a slower progression of registrations in the final 3 months before the Congress commenced, with only an additional 218 (~25%) of final registration numbers registering in the last months, versus 2019 where an

additional 513 (~33%) registered during that time period. This correlates with timing for when the Congress accommodation blocks sold out of the discounted rate (7-8 weeks out) and availability in Vancouver became very limited.



REGISTRATION STATISTICS

Registration Type	Member
Professional Full Conference Registration including 2-year IPPA membership – Super Early	70
Professional Full Conference Registration including 2-year IPPA membership – Earlybird	83
Professional Full Conference Registration including 2-year IPPA membership	63
Professional including 2-year IPPA Membership Day Registration – Super Early	1
Professional including 2-year IPPA Membership Day Registration – Earlybird	7
Professional including 2-year IPPA Membership Student Day Registration – Earlybird	3
Professional IPPA Member Day Registration – Super Early	2
Professional IPPA Member Day Registration – Earlybird	4
Professional IPPA Member Day Registration	6
Professional IPPA Member Full Conference Registration – Super Early	199
Professional IPPA Member Full Conference Registration - Earlybird	117
Professional IPPA Member Full Conference Registration	39
Professional IPPA Member Student Day Registration – Earlybird	6
Professional Non-Member Day Registration	15
Professional Non-Member Full Conference Registration – Super Early	10
Professional Non-Member Full Conference Registration – Earlybird	20
Professional Non-Member Full Conference Registration	14
Student Full Conference Registration including 2-year IPPA Membership – Super Early	23

Student Full Conference Registration including 2-year IPPA Membership – Earlybird	27
Student Full Conference Registration including 2-year IPPA Membership	19
Student IPPA Member Day Registration – Super Early	1
Student IPPA Member Day Registration – Earlybird	3
Student IPPA Member Day Registration	2
Student IPPA Member Full Conference Registration – Super Early	37
Student IPPA Member Full Conference Registration – Earlybird	51
Student IPPA Member Full Conference Registration	9
Science for Scientists Day Pre-Congress Workshop Only Registration	8
Thursday Workshop Only Registration	1
IPPA Staff Registration	1
IPPA Scholarship Registration	13
IPPA Executive Committee Registration	4
IPPA Board of Directors	2
Included Trade Pass	58
Additional Sponsor/Exhibitor Registration	10
Invited Speaker Registration	75
Media Pass	4
TOTAL	1,009
Cancelled Registrations	115
BILLING TOTAL	1,124

ATTENDEE ORIGIN (Includes cancelled registrations)

There were 54 countries represented in this year’s Congress registrations, compared to 51 in 2019.

While participation from the US and Canada did increase compared to 2019 and 2021, interestingly a much smaller percentage of attendees were from the host country (16.5%) in 2023 compared to 2019 where 52% of registrants were from the host country, a possible reflection on the strength and impact the variance the engagement and collaboration between local positive psychology institutions and associations can play on registrations. Participation from Australia/New Zealand and Europe declined comparatively to 2021.

2023 Data (Vancouver, Canada)	
REGION	REGISTRATIONS
United States	468
Canada	185
Europe	143
Australia/New Zealand	125
Asia	147
Central & South America	31
Middle East	16

2021 Data (Virtual)	
REGION	REGISTRATIONS
United States	361
Canada	81
Europe	212
Australia/New Zealand	145
Asia	122
Central & South America	27
Middle East	19
Africa	8

2019 Data (Melbourne, Australia)	
REGION	REGISTRATIONS
United States	255
Canada	35
Europe	148
Australia/New Zealand	899
Asia	308
Central & South America	31
Middle East	30
Africa	15

A breakdown of registrations by **country** for 2023 can be found below:

Country	Registration Numbers
Australia	105
Bangladesh	1
Barbados	1
Belgium	2
Brazil	10
Cameroon	3
Canada	185
Chile	7
China	21
Columbia	4
Congo	1
Czech Republic	2
Denmark	7
El Salvador	1
Finland	4
France	16
Germany	37
Ghana	3
Hong Kong	32
Hungary	1

Iceland	1
India	13
Indonesia	4
Ireland	4
Israel	13
Italy	8
Japan	42
Country	Registration Numbers
Jordan	1
Kazakhstan	1
Luxembourg	1
Macao	1
Malaysia	2
Mexico	8
Nepal	1
Netherlands	5
New Zealand	10
Nigeria	1
Norway	2
Pakistan	3
Philippines	4

Poland	4
Portugal	3
Sierra Leone	1
Singapore	8
South Africa	9
South Korea	7
Spain	2

Sweden	5
Switzerland	4
Taiwan	7
Uganda	3
Ukraine	2
United Kingdom	35
United States	468

SOCIAL FUNCTIONS

The **Welcome Function** was included in registration pricing as per previous year's, however this year the decision was made to only include canapes and not to include alcoholic beverages – instead having a cash bar available for individuals to purchase.

The **Congress Dinner** was named the 'Soiree' this year, and the offsite venue of the Polygon Gallery chosen. The gallery provided a meaningful space with strong synergy to the Congress theme of 'connection' and, serendipitously, the exhibition at the time was that of Canadian artist Jeremy Shaw which centred on ritual, embodiment and transcendent experience.

A musical cabaret performance from artists within IPPA's own community also took place, and the venue allowed for something for everyone with multiple spaces allowing for conversation, reflection, dancing and performing. A ferry ride across the waterfront from Downtown to North Vancouver was the main method of transport to get attendees from the Convention Centre to the gallery, and return tickets on the SeaBus were included in the ticket price for attendees.

3 drink tickets and cocktail style food stations & roving canapes were also included in the ticket price of \$75 USD for attendees, and \$135 USD for accompanying persons.

Careful consideration around curating the event and its intentions took place this year, consolidated through strong marketing efforts, with targeted communication to set intention, and expectation – resulting in the event feeling more cohesive and purposeful than previous years and a greater percentage of attendees opting to add a ticket to their registration (49%) than previously in 2019 (31%).

Function	Registration Numbers
Welcome Reception	661
Congress Soiree	497

WORKSHOPS

Similarly to previous years, additional pre & post Congress workshops were available for attendees to add to their registration for an additional registration charge.

Workshops were charged at the following rates, except for the Science for Scientist & Practice for Practitioner's Day workshops which were both charged only at \$50 USD.

Registration Type	Half Day Workshop	Full Day Workshop
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Full Registrant	\$275 USD	\$445 USD
Student Registrant	\$195 USD	\$295 USD

At time of setting budget and the opening of the registration portal ASN raised suggestion to open workshops to those not registered for the Congress at a higher rate than those attending the Congress in efforts to bolster the revenue stream however this was not approved. Closer to the Congress, under 1 month out from the Congress commencing, when registration numbers were not as high as anticipated, decision was made to add this as an option to the registration system, however only 1 registration was received as the decision was too late to gain traction.

Pre-Congress Workshops were invited by the Program & Executive Committees and whilst many of the names were big draw cards to the program, there was inconsistencies around workshop parameters – particularly expectation of number of workshop presenters and their entitlements.

Many invited workshop coordinators did not submit a detailed agenda or summary of their workshop with enough notice to market and promote it effectively, and we would strongly recommend a more defined set of entitlements and obtaining a summary well ahead of time before the workshop is added to the program.

Pre-Congress Workshop	Registration numbers
Science for Scientists Day	28
Harmonizing Mind and Body using Evidence-based wellbeing strategies, personalised biodata and technology-enhanced training	13
With Nature in Mind: The role of nature in psychological well-being & resiliency – an experiential exploration	34
New Developments in Positive Psychology Coaching Workshop	81
Coming to Terms with Death: How Meaning Can Help Us	25
Meaning in Good time and Bad: Where the Better Living Actually Happens	42
The Strong Heart: Combining Kindness and Assertiveness in Important Relationships	25
Character Strengths: The Latest Science, the best interventions and how practitioners and leaders can take action now!	30
Strengths-based Resilience	26
Practical Strategies for a Psychologically Healthy and Safe Workplace	23
The Human Gap: What we know and what we need to do to address the world's crises	11
Practice for Practitioners Day	8

Post-Congress Workshops were curated from submitted workshop applications and, unfortunately, they were not that well attended. The feedback showed that for many of those that did attend, they didn't seem to provide as much value as they were expecting for the price.

Post-Congress Workshop	Registration Numbers
Introduction to Tools for Strengthening PERMA+4, Well-being, and Positive Functioning	15
Postecstatic Growth – How life's best experiences can support thriving and personal development	13

The Health Activation Process: Helping people develop sustainable motivation for health change by ‘doing some headwork before they do the legwork’	6
How to bring job crafting to life – a Masterclass	17
Exploring positive team dynamics with the Team Flow Canvas and Team Flow Monitor	1
Write for Impact: Techniques to get writing done, done well and published	18
2e Journee Francophone en PsychologiePositive/2nd Positive Psychology Francophone Day	3

CONGRESS CONNECTORS

In 2023 the volunteer program was reinstated, revamped to ‘Congress Connectors’ to really distinguish their core responsibility of helping foster connection at this year’s Congress.

Applications opened via online submission and were vetted by IPPA. Volunteers this year were required to do a minimum of 2 x ½ day shifts across the Congress and received 25% off their registration for each 2 shifts completed.

There was a lot of reshuffling and adjustment to the roster the closer we got to the Congress commencing with adjustment to their availability with many accepted volunteers still not registered to attend the Congress and withdrawing last minute.

An online ‘Congress Connector’ information kit was created, and a virtual briefing was facilitated by Andrew & ASN Event’s nominated Volunteer Coordinator 2 weeks before the Congress, which was also recorded and added to the online information kit for those unable to join live.

T-shirts were created for Volunteers, with Congress Connector highlighted to easily identify them onsite, and briefings were conducted by ASN Events before each shift commenced. A WhatsApp chat group was also created to streamline communication with all Connectors and this worked really well for timely dissemination of information and updates.

Great effort was made to ensure attendees were communicated about the Congress Connectors, their role and how to identify them in the lead up to the Congress and onsite at the Congress and we found the Connector program worked better than in 2019, with the vast majority of volunteers highly engaged, very helpful and enthusiastic and really embodying what their role was throughout the Congress this year.

ACCREDITATION

IPPA engaged with CPD accreditation again in 2023, with the Congress being awarded 34 hours through the CPD Standards Office. ASN facilitated the distribution of certificates of attendance to assist with attendees claiming their accreditation.

There were many queries received around the recognition of CPD accreditation with continuing education across various countries and institutions, and whether more specific accreditation could be received. We’re unsure of the number of attendees who utilised the CPD accreditation as claims were made directly through IPPA, and would recommend reviewing its utilisation to determine its effectiveness going forward.

SPONSORSHIP & EXHIBITION

ASN Events worked with IPPA to review the sponsorship and exhibition prospectus offerings for 2023, updating to reflect the in-person format and simplifying the offerings somewhat from the 'add-on' model in 2021. The unsuccessful corporate social responsibility package from 2021 was dissolved, and instead various customised proposals were created to tailor offerings to potential corporate leads such as Lululemon and Air Canada, however, whilst Lululemon engaged in hosting guided yoga and SeaWall runs throughout the program, these did not eventuate into strong revenue sources.

The sponsorship and exhibition revenue target for 2023 was original set at \$151,800 USD and was later increased to \$167,394 USD in an updated budget review. The final sponsorship & exhibition revenue reached \$191,000 USD, successfully achieving 114.1% of the budgeted target.

Organisation	Sponsorship Level	Amount in USD	Raised by:
Maitreya International Community	NGO Sponsorship	\$80,000	Committee
The Flourishing Center	Diamond Sponsor	\$20,000	ASN
Case Western	Platinum Sponsor	\$12,500	ASN
Canada Life	Platinum Sponsor	\$12,500	Committee
LOV Center	Platinum Sponsor	\$12,500	ASN
Sunshine Coast Health Centre	Gold Sponsor	\$8,000	ASN
UPenn	Gold Sponsor + Booth	\$12,250	ASN
University of Melbourne	Silver Sponsor	\$4,000	ASN
Change Positive	Silver Sponsor	\$4,000	ASN
Proof Positive	Silver Sponsor	\$4,000	ASN
Hogrefe	Exhibitor	\$2,750	ASN
Happiness Studies Academy	Exhibitor	\$2,750	ASN
Appreciating Change	Exhibitor	\$2,750	ASN
Resonant	Exhibitor	\$2,500	ASN
IPPC	Supporter	\$2,500	ASN
ThriveSmart	NFP Exhibitor	\$1,750	ASN
World Happiness Foundation	Exhibitor Discounted	\$1,500	ASN
Odin Books / Inquiry Adventures	Bookstore	\$1,250	ASN
Mel Ganus	NFP Exhibitor	\$1,750	ASN
CPPA	NFP Exhibitor	\$1,750	ASN
Total		\$191,000	

The above excludes an additional CAD\$20,000 from Destination Vancouver. Hannah Pickford of ASN Events leveraged the professional working relationship she had developed with Destination Vancouver to negotiate a Destination incentive of CAD\$20,000 which related directly to the number of hotel rooms nights sold via the dedicated conference accommodation booking portal. ASN Events finalised the reporting on the Destination Vancouver funding and the full CAD\$20,000 was honoured.

A post Congress survey was conducted with sponsors and exhibitors, with 71% highlighting ASN Events staff were available and proactive onsite, and 100% indicating the ASN Events Sponsorship Manager was "very" helpful and friendly. There was some feedback around offering longer breaks to foster more networking, and offering pre-program coffee in the exhibition hall, as well as the suggestion to gamify visiting booths to add exposure time for exhibitors and the having the ability to sponsor a specific workshop or talk which should all be considered in future planning.

MARKETING

Comparatively to previous Congresses, the 2023 Congress marketing was handled primarily internally by IPPA. IPPA disseminated information about the Congress via its monthly membership newsletter, and more generally to its wider lead-list. The frequency and messaging in the marketing for the 2023 World Congress was lower than previous years, and there were inconsistencies and inefficiencies around responsibility for marketing. Throughout the process there was varied access for ASN Events to utilise their extensive Congress marketing experience to post directly to IPPA's social media accounts, and best assist with attendee boosting.

ASN Events created an online Marketing Toolkit which included downloadable and customisable social tiles for oral presenters, poster presenters, sponsors, and exhibitors. It also incorporated some suggested caption and post examples, general social tiles for use, and Congress and IPPA hashtags and tags.

ASN Events also created individually customised social tiles for all workshop presenters, both invited and accepted, as well as all invited speakers and shared with them to help encourage promotion through their networks.

All invited speakers and workshop presenters were, like previous years, encouraged to send through a short video clip promoting their involvement in the Congress, and as previous years the uptake was limited with only a few sending through content to be utilised in marketing.

IPPA Board and Congress Committee members were also encouraged to market and share to their networks, with tiles created relating to their top sessions they recommend attending, and what they're excited about for the 2023 World Congress.

Content was disseminated to relevant associations and organisations with the request to distribute through their networks (ECPP, CPPA etc) with varied success – particularly around the timeliness of dissemination when it was done.

In late March 2023 ASN Events was provided approval to re-engage with marketing to IPPA's lead list and ASN Events proceeded to create marketing through MailChimp and disseminate to the list provided by IPPA, however this was a short lead time – particularly given the delays in Travel Visa processing and accommodation selling out.

We are unable to comment on the statistics of the marketing efforts prior to this as we didn't have access to IPPA's EDM reporting or data.

With numbers lower than targeted at end of the Early Registration Deadline, MyMarketing was engaged to assist with identifying target areas for improvement, and a suggested plan. ASN worked closely with the Convenor Andrew Soren to implement as best possible many of the low-cost suggestions and Andrew dissected the marketing efforts into specific content relating to 8 core sectors;

1. Arts & Culture
2. Clinicians
3. Coaches
4. Educators
5. Health & Wellbeing
6. HR Practitioners
7. Medical Professionals
8. Military & Law Enforcement

Sector specific one-pager flyers, social tiles and targeted paid LinkedIn advertising campaigns were created for each of these 8 sectors to try and tap into a wider audience than IPPA members. Strong focus was on the BC/Vancouver area, primarily in best attempts to avoid the impact of travel on converting recipients to attend.

With numbers still not reaching target and the reality of the cost of attending for interstate/international attendees, a Vancouver based media/PR liaison (if Communications) was engaged in the final month leading up to the Congress to really try and connect and tap into potential local attendees. A plan was formed and interviews, media releases and local media targeting was conducted during this time.

ATTENDEE COMMUNICATION

A clear communication plan to attendees at this year's Congress was established with the Congress Convenor and ASN Events drafted these comms in advance, with Andrew Soren reviewing and approving dissemination to the relevant audiences in line with the proposed timeline.

This format and refined structure allowed for clearer expectations to be set to attendees, better promotion around new initiatives such as the Congress Crafting, and encouraged and facilitated attendees to shape their own experience – in an effort to combat decision fatigue and overwhelm at the depth and breadth of the program.

We would strongly recommend continuing this level of consideration and curation around planning and communicating the attendee experience in 2025 and beyond, rather than just the program content itself.

BUDGET

The original approved Congress budget was created with an estimated surplus of \$359,458 USD with 1,200 attendees and breakeven reached with 747 attendees (including complimentary and sponsor registrations).

IPPA's target surplus was not clearly established or communicated with ASN Events until well in to the planning process, which made it difficult to engage with IPPA and provide recommendations, nor to manage the realistic expectations of the financial performance given the venue and registration rates were pre-set. Communication and understanding IPPA's rationale around withholding decisions on budgeted expenditure was not seamless and didn't allow for the shared knowledge of ASN Events and IPPA to maximise the financial outcome.

The attendee target was originally set in-line with 2019 attendance (1,500) and refined to a minimum expectation of 1,200 after the early registration numbers were tracking lower than 2019 figures. As these figures adjusted, ASN Events was able to work with IPPA to refine predicted expenditure and negotiate and recommend cost-savings to reduce the minimum number of attendees to achieve breakeven down to 647 attendees (including complimentary and included sponsor registrations), resulting in a significant reduction to both fixed and variable expenditure (~\$180,000 USD).

The failure to meet the forecasted profit is therefore not so much related to expenses, but directly to the reduced number of paying attendees. ASN Events recommendation is to focus efforts in building the attractiveness and awareness of the Congress to non-members and ensuring IPPA members are not costed out by the destination decision.

The Destination Vancouver subvention funding of CAD\$20,000 has been successfully received based on post-event reporting, and the GST rebate has been successfully lodged by VCC after the Congress met minimum eligibility requirements, with an outcome of CAD\$20,268.54.

The interim actuals report for the IPPA World Congress 2023 as at 9 October 2023 indicates the Congress generated a surplus of USD\$261,980.61. The final budget vs actuals will be provided once the last remaining

invited speaker reimbursements and workshop coordinator revenue share claims have been received and processed.

EVALUATION – SUMMARY OF ATTENDEE RESPONSES AND FEEDBACK

A post-event evaluation survey was distributed to attendees immediately following the Congress. Responses from 311 delegates were received (31% response rate) which is worth keeping in mind when reviewing the attached feedback survey results.

For just shy of 50% of those who responded, this was the first IPPA World Congress they have attended and 57% of those who responded said they were 'mostly satisfied' with their experience. Interestingly only 52% of respondents are likely to recommend attending the Congress to a friend or colleague and just over 50% of respondents say they are likely to attend the next Congress – these are key variables worth deep diving in to and investing on how to convert in to returning registrations going forward.

PROGRAM

In reviewing the responses, several speakers appeared within multiple responses for both favourite speaker and speakers that should be invited back to future Congress's including; Rick Hansen, Martin Seligman, Holli Anne Passmore and Ryan Niemiec.

There is some strong feedback around the program within the responses that we recommend the Program Committee and Executive Committee look to take onboard for future Congress's including:

- More defined streams
- Keeping bigger name speakers in their own time slot so that others presenting at the same time can watch the 'big' names
- More practitioner and clinical talks
- More dedicated time for poster presentations
- A simplified program structure with less concurrent sessions

SOCIAL FUNCTIONS

The Welcome Reception saw respondents '*completely satisfied (28%)*' or '*mostly satisfied (27%)*' however the feedback focused around needing more food and drinks included given the price point of Congress registration and likely impact of the timing of the function in line with dinner.

- *I think given the price point of the conference, including one complimentary drink would be appropriate.*
- *I enjoyed it.*
- *Great food! Would have liked more explicit opportunities to strike up conversations with people I have shared interests with.*
- *One free drink on arrival maybe? The conference cost is very high and having to fully pay for drinks felt a bit steep.*

Of the respondents who attended the Congress Soiree, 25% left feeling '*completely satisfied*', while 16% were '*mostly satisfied*'. While these figures are not outstanding, they are significantly higher than 2019 (7% and 6.5%).

- *Thanks for putting on such a festive, beautiful, and social event. Loved the taking the ferry, the beautiful views, provocative art, great food, drinks, etc. I thought that was a very lovely added event.*

- *Loved the format and so happy not to have the big sit down dinner thing with formal clothing which is really passé I think - it was inclusive and accessible for everyone*
- *Great to hang out with people, but too expensive for what it was, terrible sound, great (though relatively little) food, great company, interesting performance but not enjoyable due to the sound setup.*
- *Healthy food choices. Bigger venue, It felt cramped, hot and was too loud to talk.*

Overall the Soiree at the Polygon had positive feedback and was enjoyed by those who attended. Many of those who didn't attend, mentioned that the cost of the Soiree and the Congress in general was prohibitive and the main driver of their decision.

VENUE, AV AND CATERING:

VCC received good feedback overall, with almost half of delegates (49%) rating both the venue and AV facilities as 'excellent' or 'very good'.

The catering was a bit more varied with 28% saying it was excellent, 35% saying it was 'very good' and 20% saying they were 'satisfied'.

It is worth noting that, despite working closely with them in the lead up to the Congress, ASN Events had to work extensively and quickly with the venue onsite to refine and drastically improve its food and beverage service model and offering while onsite during the Congress as sub-par delivery was experienced.

SECRETARIAT AND CONFERENCE MATERIALS:

The ASN staff, online registration and abstract submission system rated well with over 80% of respondents rating all areas as 'excellent' or 'very good'.

Some direct feedback included;

- *I attended 2019 in Melbourne and had a paper published virtually in 2021 Vancouver. Hannah's service was extraordinary she made me feel like I was the only person she was dealing with – that's a gift. Hannah helped me in 2019, 2021 and again in the lead up to 2023 to have my wife registered. Then Fiona helped me her personal service was brilliant. This behaviour suggests wonderful leadership.*
- *Thank you from the bottom of my heart to the staff onsite who were nothing short of fabulous.*
- *You have made magic at this event.. All of the exceptional execution – I trust you. This vision just wouldn't have happened without you.*
- *Fiona Chambers and Hannah Pickford service extraordinary.*
- *It was a fabulous event. Thank you for all your hard work.*
- *Your steady, can-do confidence, baller negotiation skills, sly humour, and grace under pressure made my job a joy.*
- *Chad was excellent. Even helped me set up my booth because I had to leave in a hurry*
- *Congrats on a very successful World Congress! From my perspective, it was incredibly well-designed and organized, with a wealth of valuable sessions and a great range of top-notch presenters. The audience seemed very appreciative and energized by all of your work, grateful for the chance to be back in person again.*
- *Chad was AWESOME. Super helpful, great to communicate with leading up the event. He made everything fun, easy and productive!*
- *I hope to see you again in Brisbane!*

- *Considering the no of emails you must get and the world wide interest you all are extraordinary – how do you find the time AND you make me and I'm sure everyone feel special.*

LOOKING FORWARD

Overall the Congress was a very successful event despite the challenges of 4 year preparation and postponement.

The survey provided a healthy amount of constructive criticism that should be looked at for future Congress's. The program overall, while many stated they enjoyed the speakers and topics, was found to be too large with too many choices – meaning many had to decide to miss talks they also wanted to see which were at competing times.

Furthermore while the positive psychology interventions were used by some, there was mention that the program was too packed, the days too long and there wasn't enough time to take advantage of the interventions with solid break times between sessions.

In reading through the responses, the two biggest 'pain points' from this year's Congress were;

1. **The size/volume of the program.** It's evident despite the efforts to assist with Congress Crafting, and navigating the options, many attendees were still overwhelmed by the number of presentations and would have liked more clarity around content 'streams' so they could focus their energy on attending the talks that mattered the most to their area of expertise/learning.
2. **The significant and strong feedback around the cost to attend being too high.** Perceived high registration rates, combined with the chosen destination's peak pricing for accommodation and flights accumulated to an expensive outlay for attendees – particularly those travelling from overseas. Destinations should not be selected if the Congress dates will coincide with their peak travel/leisure period if attendance growth is desired.

Before Vancouver was approved as the 2021 destination, the Board was asked to consider moving the dates a month either way to avoid what the destination was telling us was their busiest week of the year. Deciding to go ahead in those specific dates in July proved extremely expensive - as did the executive request to reduce the numbers of discounted rooms we had on hold in room blocks.

Suggest encouraging student and LMIC country participation by providing a larger travel bursary/scholarship program that is well communicated in advance. Reducing the overall cost of registration fees by reducing the number travel and accommodation entitlements provided to invited speakers and venue and AV expenses by reducing the number of concurrent sessions.

Given this was the first in-person IPPA World Congress since 2019, it was evident attendees were very happy to connect in person with colleagues and friends and take advantage of the many networking opportunities provided to forge new and lasting connections and the positive atmosphere onsite reflected this onsite.

KEY RECCOMENDATIONS

GROWING THE MEETING:

The numbers of registrations in 2023 were only 63% of the numbers of 2019. There were several reasons for this:

- a. **Choosing peak tourism time in a tourism target destination.** ASN Events alerted IPPA to the implications of the timing on room availability but there was no appetite to moving it away from that time of the year. This challenge will reoccur in both North America and Europe and should be given more consideration. For Southern Hemisphere options the implication is not as great because whilst there are attractive tourism destinations it is not peak season.
Suggestion: The IPPA Board consider the question ‘does having the Congress in the centre of a Northern Hemisphere Summer vacation hinder or assist attendee participation?’
- b. **Low appetite for risk from the IPPA office.** ASN Events secured considerably more accommodation rooms at rates which provided to be 50% cheaper than market purchases in Summer 2023 but before contracting we were asked by the IPPA Executive to reduce the room blocks to reduce exposure for IPPA. ASN Events is defensive when taking on blocks for our clients to always eliminate risk as best possible for our clients. Indeed, we have not had a client ever have to pay for unused rooms. All the blocks for the Congress sold out early and the extremely high market accommodation rates which came into play were a significant road block to increasing numbers once the program was released to the marketplace.
Suggestion: The board trusts their chosen PCO to bring their experienced perspective to the table and follows their statistically-backed recommendations.
- c. **Moving the EDM and marketing back within IPPA secretariat reduced the Congress’s ability to market to non-IPPA membership.** The percentage of registrants who were non-IPPA members that attended 2023 fell from 50% in 2019 to 42% in 2023. Looking closer, the number of non-members who took up the 2-year membership option in 2023 fell even more significantly from 690 in 2019 to only 294 in 2023. If the Congress participation is going to grow then you need more non-members being attracted to the event. The numbers indicate IPPA membership grows after a successful ‘wider reaching’ Congress but the reverse is difficult. There was hesitation to spend budgeted funds for marketing campaigns and PR, and whilst cost sensitivity is often necessary, a proactive and earlier reaction to these suggestions would have had a greater impact on reach and return.
Suggestion: The strategy of marketing the Congress through the IPPA secretariat should be reviewed and a media liaison/paid marketing engaged with proactively earlier, rather than reactively.
- d. **Visa issues and travel costs ruled out large sections of the market.** There were 55 late cancellations within the final 30 days of the Congress and 118 submissions withdrawn after their notification of acceptance in to the program had been communicated. We are aware of issues for Chinese both leaving their country and entering North America. Chinese representation was down 80% in 2023 on the 2019 numbers and this is largely attributable to Travel Visa issues. Australian participation was still substantial in 2023 but it was also down by 80% in 2023 and this can be attributed to the cost of travel and the current weakness in the Australian dollar.
Suggestion: IPPA should consider these factors as a priority when deciding destinations. Australia ticks this box in 2025 for on ground affordability and size of potential local audience.

GROWING THE SPONSORSHIP POOL:

The Congress had 20 paying organisations in 2023 compared to 24 in 2019. ASN Events invested in getting a large number of new leads to the Congress but we were not as successful in turning those leads into new sponsorships as hoped and the IPPA secretariat, who took on some of the sponsorship contracting as well, were able to convert a donation to sponsorship. There are several possible reasons for this:

- a. The profile of an IPPA attendee does not match the commercial needs of organisations who might be expected to sell product or services to these delegates
Suggestion: IPPA invests time surveying the spending patterns of their membership
- b. The timing of the event may make it more difficult for some organisations to participate

Suggestion: If educational organisations who teach positive psychology are going to participate as exhibitors or sponsors then the meeting should not fall in the middle of designated vacation time

- c. There has been a belief, especially from the IPPA secretariat, that organisations using ‘positive psychology’ practices in their workplaces will want to be a sponsor of the Congress. This is not based on commercial reality and despite numerous suggestions, no commercial sponsorships have materialised from that dimension. Such organisations might send attendees but appear unlikely to sponsor.

Suggestion: The focus for ASN Events returns to commercial relationships to build sponsors and IPPA focuses on donations.

SIMPLIFY THE PROGRAM:

The IPPA Congress has a complicated program with many concurrent sessions and the attendance at some is pretty much related to those who are presenting. Whilst having choices is a good thing for attendees, having too many choices quickly can change to being annoyed by the amount of choice.

Suggestion: Review some of the basic premises behind the program structure to ensure the meeting stays contemporary and attractive, such as; reduce the number of concurrent sessions, increase break times and suggest removing post-Congress workshops - instead extending to a fuller day of main programming on that last day.

Suggestion: Engage with the technologies available earlier to ensure there is no mismatch between objectives and creating an easily navigable path for the delegates. Changes were provided by the registration software on a complimentary basis but in reaction to a refinement and clarity of need that emerged. The earlier we can have those conversations, the more that can be done.

CLARIFYING THE OBJECTIVES:

Despite positive psychology being such an uplifting field to be hosting a Congress in, the planning was at times difficult for the 2023 Congress. Our initial brief for the Congress was to provide a stellar experience for delegates and to ensure it ran at a profit. We have done both. However, the openness and transparency of earlier communications has disappeared as the IPPA Executive explores what is and isn't possible at a Congress. Our line of communication has moved over time from being direct with the Convenor (and the Board) to everything through the IPPA Executive and it is fair to say this is no longer a positive step from our perspective. We had to maintain some communication with the Convenor at times to find out what was happening and when there was communication to ASN Events it was frequently with emails to individuals within our team without our Project leadership included. It was not until the second day of the delivery of the Congress that the IPPA Executive engaged with the ASN Events Team onsite in Vancouver. That chasm was repaired by approaches and efforts by our team.

Suggestion: An open conversation between ASN Events, IPPA Board and IPPA Executive to clarify the role of ASN Events going forward. The role of the ASN Events Project Director in early-stage planning and selection of the 2025 venue has been ignored and undermined by a lack of transparency and communication on the pathway going forward for Brisbane 2025. ASN Events has operated with a high level of trust, transparency and gratitude for the partnership since 2018. Our team have consistently proven their dedication and commitment to the Congress' success and progression, proudly forming lasting connections with many of the attendees, speakers and Committee members throughout the years of planning to date. We wish to quickly rebuild this operating model, which proved so successful in Melbourne 2019.