IOF Worldwide Conference of Osteoporosis Patient Societies
18-20 MARCH 2011 • SPAIN

Valencia
Every two years, most important forum for the development of the global osteoporosis patient movement.

- 130 participants
- over 60 member societies from 47 countries
Key focus in 2011
social media and online networks for patient societies
Stimulating topics

• advocacy and policy development
• fundraising for NGOs
• IOF Regional audits
• effective marketing for osteoporosis prevention
• new science to policy – from the lab to the patient
Interactive workshops

opportunity for building capacity and up skilling

• Exercise & fracture prevention – what is the latest?
• Innovative fundraising 2011 & beyond
• Building capacity by utilizing volunteers & corporate supporters
• Media, old, new & more
• Getting the most from digital channels – building an integrated digital brand strategy
Yoga and Move it or Lose it breaks for healthy participants!
Best media contest

awarded to OsteoSwiss
Educational Grants
providing tremendous resources and visibility

IOF-AMGEN-GSK Health Professional Awareness Grant

IOF-Anlene Nutrition Awareness for Bone Health Campaign Grant

IOF Linda Edwards Memorial Award
A great opportunity to raise visibility of CNS and a wonderful opportunity to learn, network, and build on ideas.
OsteoLink global media launch
1st online communication network for patients, families and health care professionals
IOF thanks the corporate sponsors whose generous unrestricted support made this conference possible.