



World Congress of Neurology Press Coverage Report

WCN 2023

XXVI WORLD CONGRESS OF NEUROLOGY

MONTREAL

15-19 OCTOBER 2023

2023.wcn-neurology.com
#WCN2023

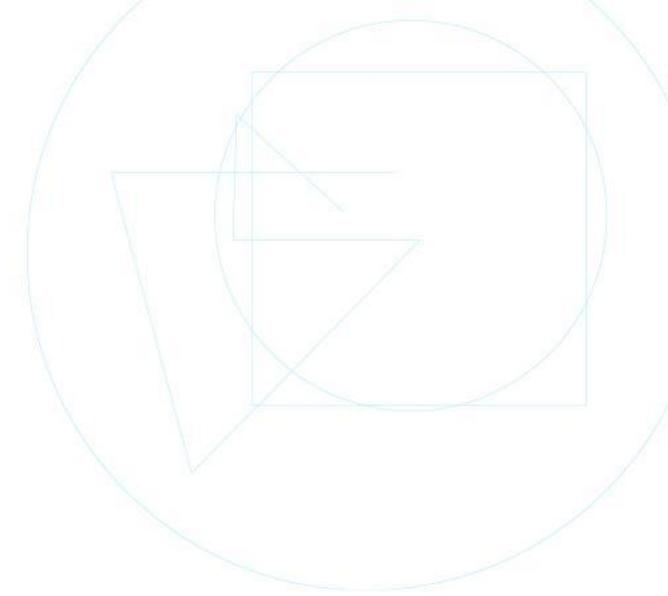
Brain health is our greatest wealth

World Congress of Neurology Press Coverage

The press and media efforts during the 2023 World Congress of Neurology were truly exceptional, captivating millions worldwide. Our press releases, spotlighting groundbreaking insights from the esteemed plenary speakers, became central to press coverage of the Congress, being picked up over 1500 times. From features in Medscape and MDedge to a captivating Radio Canada video segment exploring the effect of music on the brain, the media covered the Congress from many diverse and compelling angles. Simultaneously, the onsite Coffee Talks emerged as vibrant forums for fostering engaging discussions.

Collectively, these initiatives not only elevated the Congress to unprecedented levels of visibility but also propelled awareness of neurological advancements onto the global stage.

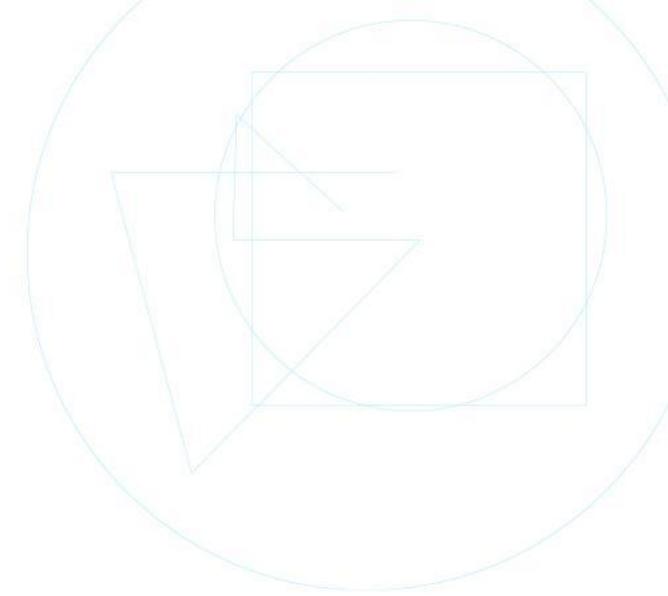




Wire Release Review



Total Press Release Coverage



428,664,478

Total Potential Audience

13,100
Release Views and Hits

1,248
Click-Throughs

1,539
Pickup



WCN Overview Press Release

Prestigious World Congress of Neurology Returns In-Person to Convene World-Class Researchers in Montreal

[View Article](#)

104,400,000

Total Potential Audience

4,700

Release Views and Hits

406

Click-Throughs

375

Pickup

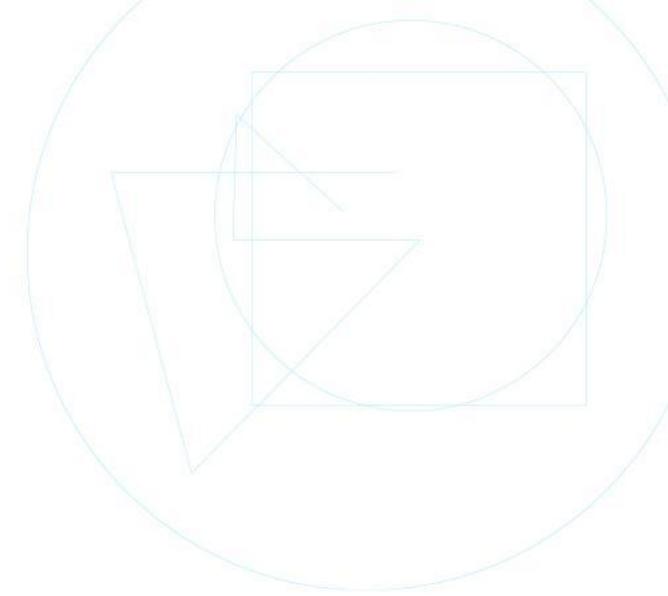
WCN2023



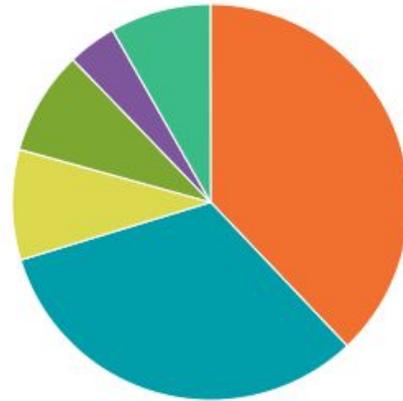
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Overview Press Release

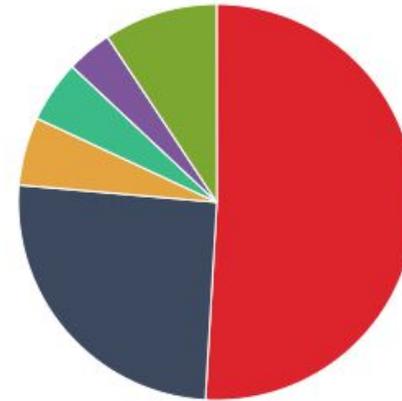


Total Pickup by Source Type



- Online News Sites & Other Influencers (143/37.9%)
- Newspaper (122/32.4%)
- Information Website (34/9.0%)
- News & Information Service (32/8.5%)
- Trade Publications (15/4.0%)
- Other (31/8.2%)

Total Pickup by Industry



- Media & Information (192/50.9%)
- General (96/25.5%)
- Financial (21/5.6%)
- Medical/Healthcare (19/5.0%)
- Business Services (14/3.7%)
- Other (35/9.3%)



Dr. Tarun Dua Press Release

World Health Organization Presents Global Action Plan for Neurological Disorders at World Congress of Neurology

[View Article](#)

110,898,357

Total Potential Audience

5,000

Release Views and Hits

219

Click-Throughs

375

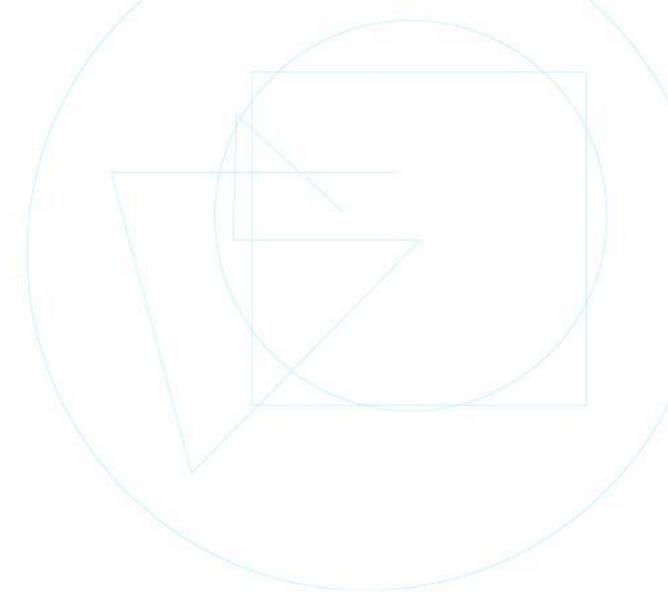
Pickup

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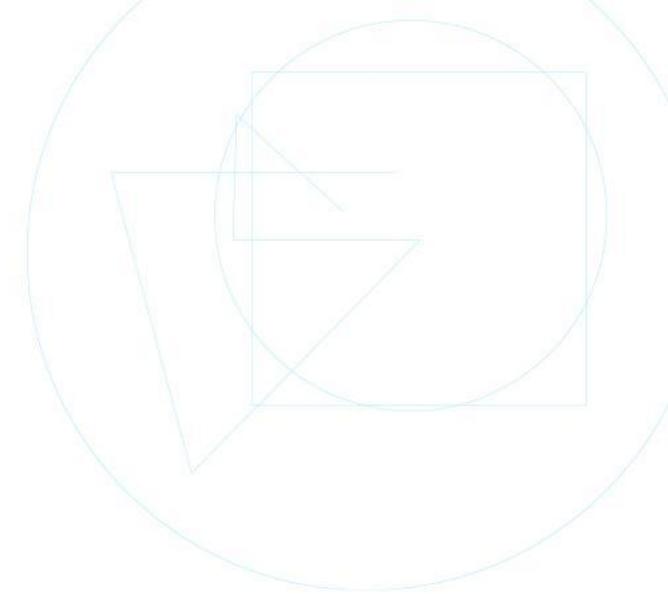
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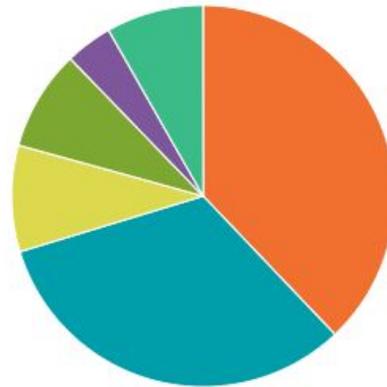


Dr. Tarun Dua Press Release

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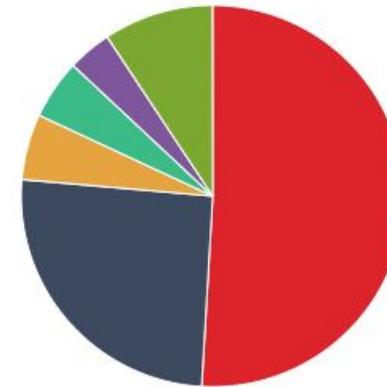


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- Newspaper (122/32.4%)
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- Trade Publications (15/4.0%)
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- General (96/25.5%)
- Financial (21/5.6%)
- Medical/Healthcare (19/5.0%)
- Business Services (14/3.7%)
- Other (35/9.3%)



Dr. Anthony Lang Press Release

Neurologist Anthony Lang Presents Groundbreaking News on Parkinson's Disease at World Congress of Neurology 2023

[View Article](#)

107,493,684

Total Potential Audience

6,000

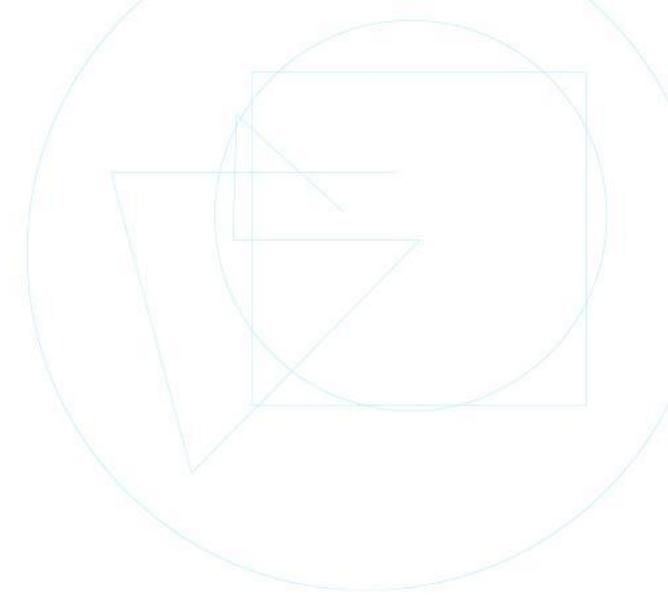
Release Views and Hits

279

Click-Throughs

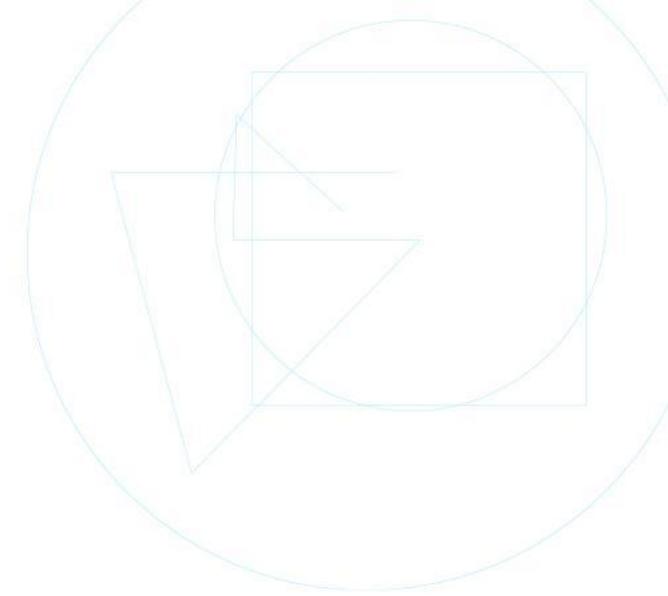
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Pickup

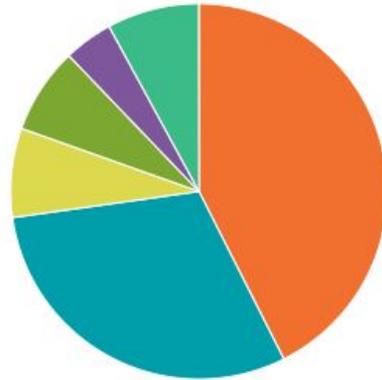


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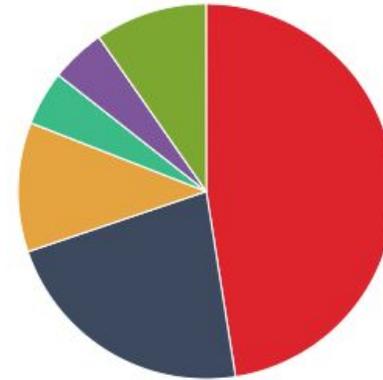


Total Pickup by Source Type



- Online News Sites & Other Influencers (172/42.6%)
- Newspaper (122/30.2%)
- Information Website (31/7.7%)
- News & Information Service (30/7.4%)
- Blog (17/4.2%)
- Other (32/7.9%)

Total Pickup by Industry



- Media & Information (192/47.5%)
- General (90/22.3%)
- Tech (45/11.1%)
- Financial (19/4.7%)
- Medical/Healthcare (19/4.7%)
- Other (39/9.7%)



Dr. Merit Cudkowicz Press Release

New Results From HEALEY ALS Platform Trial Show Promise for Treating ALS

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105,872,437

Total Potential Audience

8,100

Release Views and Hits

344

Click-Throughs

383

Pickup

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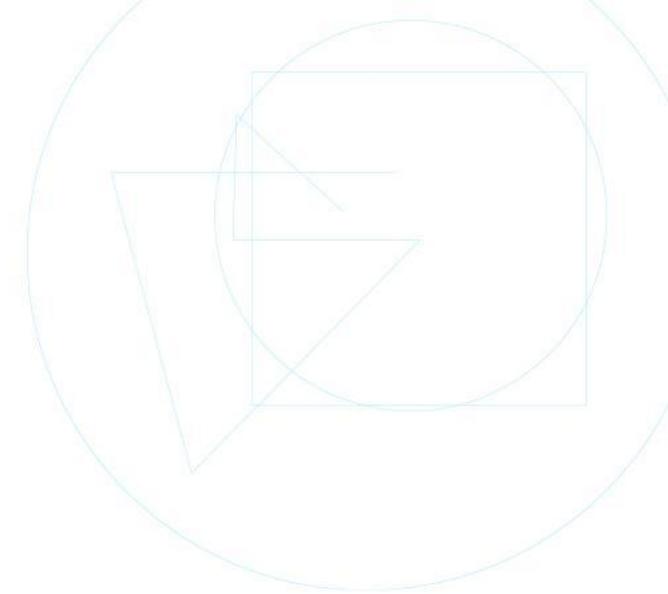


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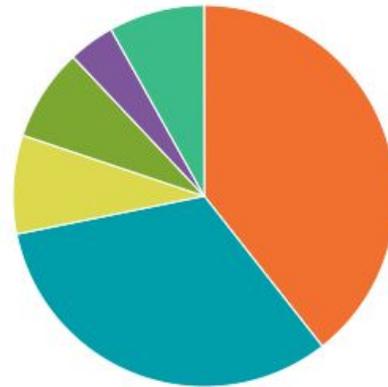
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Dr. Merit Cudkowicz Press Release

New Results From HEALEY ALS Platform Trial Show Promise for Treating ALS

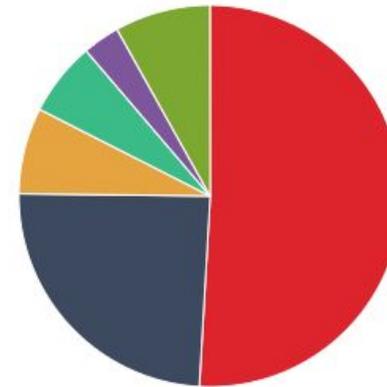


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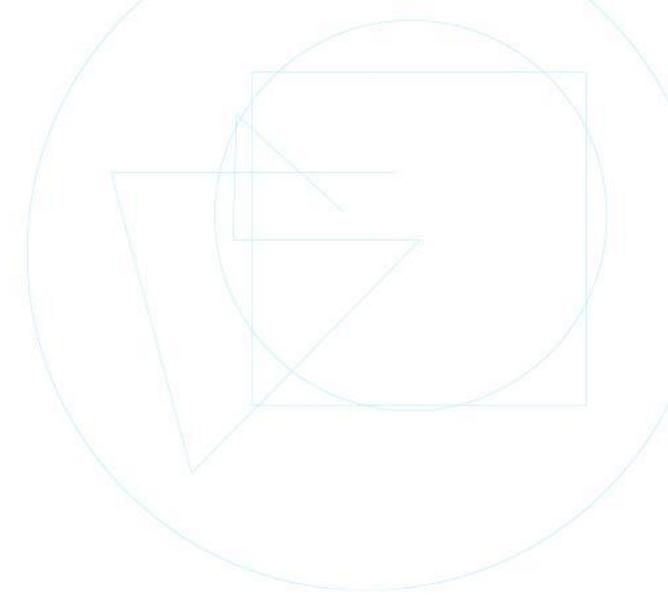
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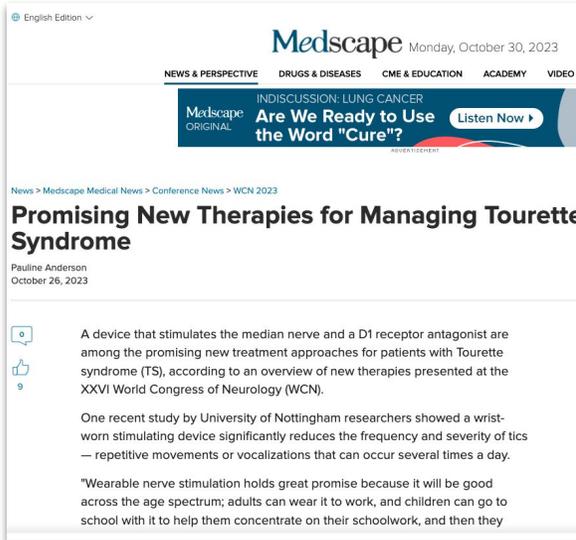


Media Coverage



Major Media Coverage

10/15 - 10/31



English Edition | Monday, October 30, 2023

NEWS & PERSPECTIVE | DRUGS & DISEASES | CME & EDUCATION | ACADEMY | VIDEO

INDISCUSSION: LUNG CANCER
Medscape ORIGINAL **Are We Ready to Use the Word "Cure"?** Listen Now ▶

News > Medscape Medical News > Conference News > WCN 2023

Promising New Therapies for Managing Tourette Syndrome

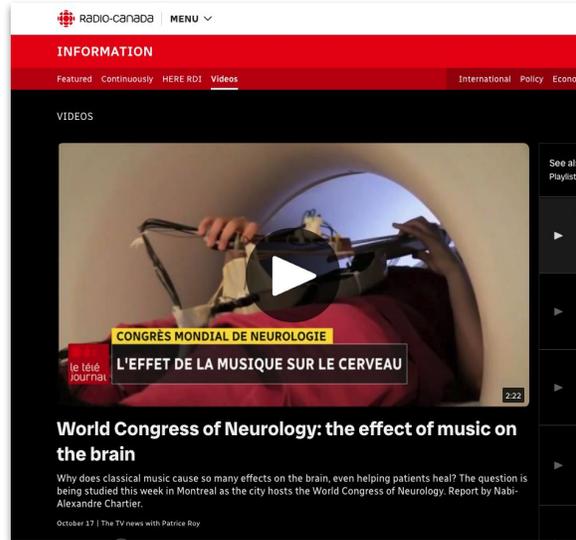
Pauline Anderson
October 26, 2023

A device that stimulates the median nerve and a D1 receptor antagonist are among the promising new treatment approaches for patients with Tourette syndrome (TS), according to an overview of new therapies presented at the XXVI World Congress of Neurology (WCN).

One recent study by University of Nottingham researchers showed a wrist-worn stimulating device significantly reduces the frequency and severity of tics — repetitive movements or vocalizations that can occur several times a day.

"Wearable nerve stimulation holds great promise because it will be good across the age spectrum; adults can wear it to work, and children can go to school with it to help them concentrate on their schoolwork, and then they

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CONGRÈS MONDIAL DE NEUROLOGIE

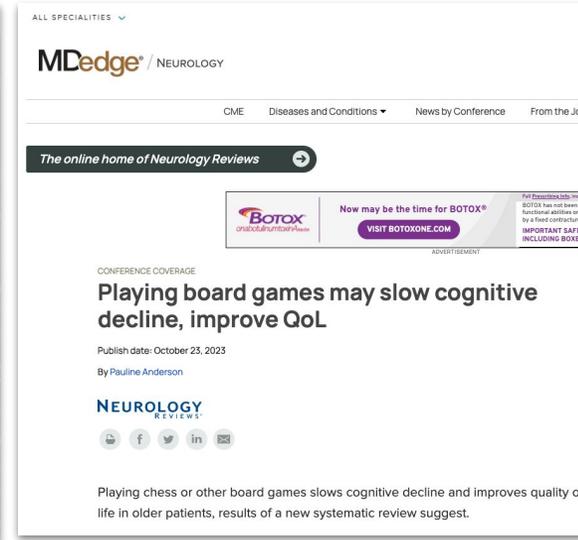
L'EFFET DE LA MUSIQUE SUR LE CERVEAU

World Congress of Neurology: the effect of music on the brain

Why does classical music cause so many effects on the brain, even helping patients heal? The question is being studied this week in Montreal as the city hosts the World Congress of Neurology. Report by Nabi-Alexandre Chartier.

October 27 | The TV news with Patrice Roy

Watch Video



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CONFERENCE COVERAGE

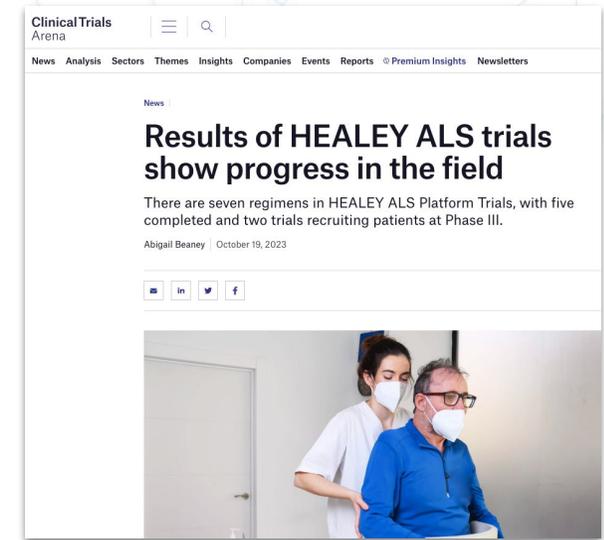
Playing board games may slow cognitive decline, improve QoL

Publish date: October 25, 2023
By Pauline Anderson

NEUROLOGY REVIEWS

Playing chess or other board games slows cognitive decline and improves quality of life in older patients, results of a new systematic review suggest.

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News

Results of HEALEY ALS trials show progress in the field

There are seven regimens in HEALEY ALS Platform Trials, with five completed and two trials recruiting patients at Phase III.

Abigail Beaney | October 19, 2023

Playing chess or other board games slows cognitive decline and improves quality of life in older patients, results of a new systematic review suggest.



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Major Media Coverage

10/15 - 10/31

10.23.23

Dr. Anthony Lang Presents Novel SynNeurGe Model of Parkinson Disease Identification

Movement Disorders

KEYWORDS: Parkinson disease • Parkinsonism • alpha-synuclein • Synuclein • Synucleinopathies

Dr. Anthony Lang, Professor of Neurology and Jack Clark Chair for Parkinson's Disease Research at the University of Toronto, presented a new model for identifying Parkinson disease (PD) at the 26th World Congress of Neurology. The new model, SynNeurGe, is a framework consisting of 3 distinct and measurable biological criteria related to PD:

- **Syn:** Presence of the alphasynuclein protein, the aggregation of which is associated with PD and other synucleinopathies
- **Neur:** Presence of neurodegeneration associated with PD progression

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News

Canada has a secret economic advantage that could lead to greater prosperity

Commentary: Canada among first countries to recognize mental health as an important variable in competitiveness

Inez Jabalpurwala and Tom Mikkelsen, Special to Financial Post

Published Oct 18, 2023 • Last updated Oct 19, 2023 • 4 minute read

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NKGEn Biotech Received FDA Approval for Clinical Trials of SKN01 NK Cell Therapy in Alzheimer's Disease Treatment.

NewsDirect • Tuesday, October 24, 2023 at 9:53am CDT

--News Direct--

SANTA ANA, Calif., Oct. 24, 2023 (Plato / Amplifi) -- Today, NKGEn Biotech Inc. (Nasdaq: NKG1), a trailblazer in the field of autologous, allogeneic, and CAR-NK natural killer cell therapeutics, proudly announced the progression of its SKN01 program targeting Alzheimer's Disease (AD), backed by the green light from the U.S. Food and Drug Administration (FDA) for its Investigational New Drug (IND) application. NKGEn is gearing up to initiate its Phase 1/2a clinical trial by the close of 2023, focusing on patients with moderate Alzheimer's Disease.

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Canada Recognizes Mental Health as Crucial to Prosperity

October 18, 2023 • Sandeep Kamthar

Canada is one of the first countries to highlight the importance of mental health as a key factor in economic competitiveness. The World Congress of Neurology, being held in Canada, emphasizes the role of brain health in achieving greater prosperity. Improved brain performance, enhanced creativity, better treatments for neurological disorders, and greater psychological resilience are all pathways to economic success.

The recognition of brain health couldn't come at a more opportune time for Canada, as the country faces significant challenges to its long-term prosperity. A decline in productivity and economic growth, an aging population, global complexities, and protectionist policies urge Canada to recognize and address the importance of mental health in maintaining its wealth.

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Additional Media Coverage

10/15 - 10/31

<https://www.medicalindependent.ie/clinical-news/number-of-people-living-with-brain-disease-expected-to-double-by-2050/>

<https://www.medicalindependent.ie/clinical-news/ground-breaking-new-model-on-parkinsons-disease/>

<https://www.medicalindependent.ie/clinical-news/new-research-into-the-mechanisms-driving-rett-syndrome/>

<https://businessnewsthisweek.com/health/president-of-african-academy-of-neurology-calls-for-urgent-unified-action-to-address-lack-of-trained-neurologists-throughout-africa/>

<https://www.expresshealthcaremgmt.com/news2/neurologist-anthony-lang-presents-groundbreaking-news-on-parkinsons-disease-at-world-congress-of-neurology-2023-3/173303/>

<https://www.expresshealthcaremgmt.com/news2/canada-has-a-secret-economic-advantage-that-could-lead-to-greater-prosperity/174412/>

<https://businessnewsthisweek.com/health/number-of-people-living-with-brain-disease-expected-to-double-by-2050/>

<https://finance.yahoo.com/news/nkgen-announces-poster-presentation-xxvi-120000860.html>

<https://financialpost.com/news/economy/canada-secret-economic-advantage-prosperity>

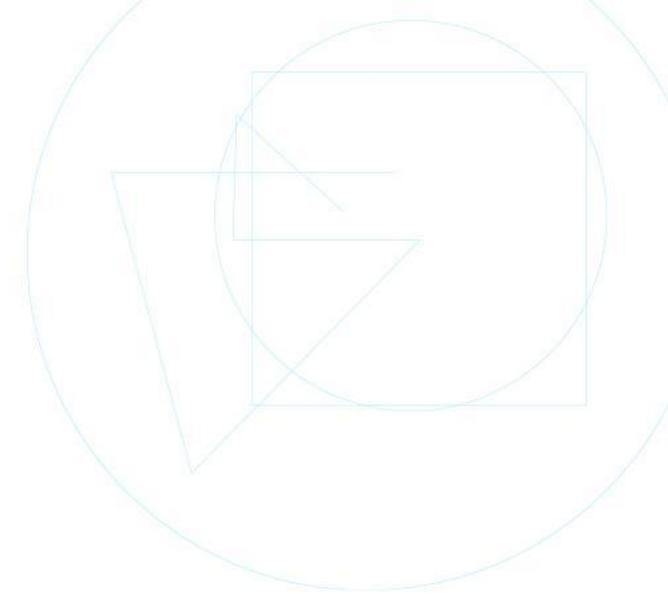
<https://www.medscape.com/viewarticle/997571>

<https://www.newswire.ca/news-releases/7-000-neurologists-meeting-at-the-palais-des-congres-de-montreal-in-2023-804528611.html>

<https://www.mdedge.com/neurology/article/266421/stroke/stroke-patients-benefit-neurologic-music-therapy>

<https://www.nature.com/articles/s41582-023-00897-w>





Coffee Talks



WFN and WHO: A Continued Collaboration

Date

Sunday, October 15

Panel

Wolfgang Grisold, Tarun Dua, Alla Guekht, Marco T. Medina, Riadh Gouider

Recap

The World Federation of Neurology (WFN) and the World Health Organization (WHO) engaged in a profound discussion about the enduring nature of their partnership. This Coffee Talk provided a platform to reflect on the significant milestones achieved through collaboration and to envision future possibilities for advancing global neurological health. The dialogue was not only a retrospective examination but also a forward-looking exploration of how WFN and WHO's collective efforts can continue to shape and enhance neurological health care worldwide. By fostering an environment conducive to the exchange of ideas and insights, the event underscored the importance of sustained collaboration between organizations dedicated to improving global health outcomes.



WFN: Past, Present and Future

Date

Monday, October 16

Panel

Wolfgang Grisold, Raad Shakir, William Carroll, Vladimir Hachinski

Recap

This insightful conversation delved into the profound and historic journey of the World Federation of Neurology (WFN), providing an in-depth exploration of the organization's remarkable history. The discussion traced WFN's origins and highlighted significant milestones in its evolution over the years. Guided by the perspectives of eminent figures in neurology — including the current WFN President, Dr. Wolfgang Grisold, and former WFN Presidents Dr. Raad Shakir, Dr. William Carroll, and Dr. Vladimir Hachinski — the conversation took the form of a vibrant narrative, seamlessly interweaving historical accounts, contemporary reflections and forward-looking visions for WFN's future.



Educational Projects of the World Federation of Neurology

Date

Wednesday, October 18

Panel

Wolfgang Grisold, Steven Lewis, Alla Guekht, Morris Freedman, Riadh Gouider, Vanessa Carvalho

Recap

This discussion highlighted the World Federation of Neurology's (WFN) commitment to advancing knowledge and expertise in neurology, with a particular focus on under-resourced regions. Dr. Grisold emphasized the importance of empowering regions to train their own neurologists and acknowledged WFN's role in addressing shortages. The panel recognized that increasing neurologists alone is insufficient and that future efforts must also aim to raise neurological awareness across all levels and stages of the health care process. Global partnerships and visiting neurologist programs connect young neurologists with different health systems, fostering collaboration and new ideas. WFN also plans to continue virtual platforms for global neurology training and education. This adaptation reflects a commitment to accessibility beyond traditional in-person gatherings. Overall, WFN's multifaceted initiatives underscore its dedication to shaping the future of global neurology.



Thank You for Your Partnership

We want to extend our sincere gratitude for the incredible opportunity to collaborate with the World Federation of Neurology for this year's World Congress of Neurology. Your partnership and support were instrumental in making the press and media relations for the conference a resounding success.

By and large, the media coverage for the World Congress of Neurology surpassed our expectations, and we are thrilled with the positive outcomes we have achieved together. As we reflect on the many accomplishments and impactful moments of the Congress, we eagerly anticipate continued collaboration and future opportunities.

Thank you for entrusting us with the opportunity to be part of this remarkable journey. We greatly value our partnership.

Thank you,

The Yakkety Yak Team



Yakkety Yak

MARKETING

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