

(Theme: Fostering Human)

Summary:

It has been estimated that up to 90% of the US population is exposed to at least 1 traumatic event during their lifetime. Although there is growing evidence that most people are resilient, meaning that they have the ability to adapt to or rebound from adversity, between 5% and 10% of individuals exposed to traumatic events meet criteria for posttraumatic stress disorder. Therefore, identifying the elements of resilience could lead to interventions or training programs designed to enhance resilience. In this article, we test the hypothesis that the effects of stressor conditions on outcomes such as job-related variables may be mediated through the cognitive and affective registrations of those events, conceptualized as subjective stress arousal.

The growing elderly population has brought attention to dementia and Alzheimer's conditions. This segment has great market potential with a growing need for improved medications and treatment options. The cognitive disorders and dementia sector is valued at \$5.5 billion in 2010 and is expected to reach \$11 billion by 2015, a 14.9% compound annual growth rate (CAGR).

Importance & Scope:

The World Health Organization estimates that by 2020, mental depression will be the largest cause of disability worldwide. It also says that by 2025, mental illness will catch up with heart diseases or may even overtake it as the biggest global health concern.

As stress has become a common symptom for every person this conference will be helpful to all the students in school/colleges/universities or adults to know about the easy remedy or the power of resilience human possess to overcome all this psychological disorders and to lead a easy life. This will focus on various kinds of related psychological disorders, and about all kind of medications and positive instincts that our researchers will provide them in the conference. It will concentrate on all those people who are facing problem from stress (work load, personal, family problem) and will be focusing on the remedy/treatment on how to get resilience from any kind of trauma/stress/ mental disorder.

As Human Resilience is concerned with all kinds of psychological disorders, stress, trauma, grief, PTSD it will focus on all day to day problems of general working people as well as students

Companies that are dealing with manufacturing medicines related to mental health/disorders will be benefited as they will be able to come up with more convenient drugs as per the new symptoms which will be discussed in the conference.

Why Las Vegas?

Las Vegas is the most populous city in Nevada, the seat of Clark County and an internationally renowned major resort city for gambling, shopping and fine dining. Las Vegas, which bills itself as The Entertainment Capital of the World, is famous for the number of casino resorts and associated entertainment. A growing retirement and family city, it is the 28th most populous city in the United States.

The major attractions in Las Vegas are the casinos and the hotels. The most famous hotel casinos are located on Las Vegas Boulevard on the portion of that road known as the Las Vegas Strip. These larger casinos are located outside of the city. Many of these hotels are massive, providing thousands of rooms, with their large adjoining casino areas. There are many hotel casinos in the city's downtown area as well, which was the focal point of the city's gaming industry in its

early days. Several large hotels and casinos are also located somewhat off the Strip, as well as in the county around the city.

Some of the most notable casinos involved in downtown gaming are on the Fremont Street Experience which was granted variances to allow bars to be closer together, similar to the Gas lamp Quarter of San Diego.

Conference Highlights:

Stress -The Root of Resilience

Why to attend???

Meet Your Target Scientific Community With members from around the world focused on learning about Human Resilience, Trauma, Psychology and its related disorders; this is your single best opportunity to reach the largest assemblage of participants from different Psychology related community. Conduct demonstrations, distribute information, meet with current and potential customers, make a splash with a new research line, and receive name recognition at this 3-day event. World-renowned speakers, the most recent techniques, tactics, and the newest updates in psychiatric fields are hallmarks of this conference.

A Unique Opportunity for Advertisers and Sponsors at this International event:

<http://humanresilience.omicsgroup.com/sponsors.php>

Major Associations around the Globe

- International Humanistic Psychology Association
- The Asian Association of Social Psychology (AASP)
- Association for Child and Adolescent Mental Health (ACAMH)
- Association for Conflict Resolution
- European Academy of Occupational Health Psychology (EA-OHP)

Major Associations in USA

- American Psychological Association (APA)
- Mental Health America
- Association for Child and Adolescent Mental Health (ACAMH)

Association for Psychological Type International (APTi)
 Cognitive Science Society
 International Association for Cross-Cultural Psychology (IACCP)

Academia (researchers, Students, Professors, clinicians) 60%
 Others (Doctors) 20%

Statistical Analysis of Associations

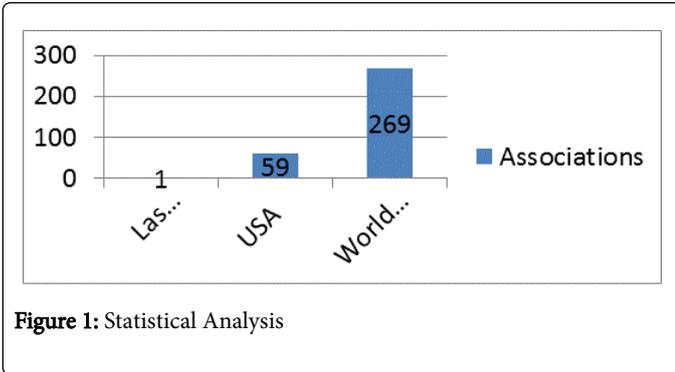


Figure 1: Statistical Analysis

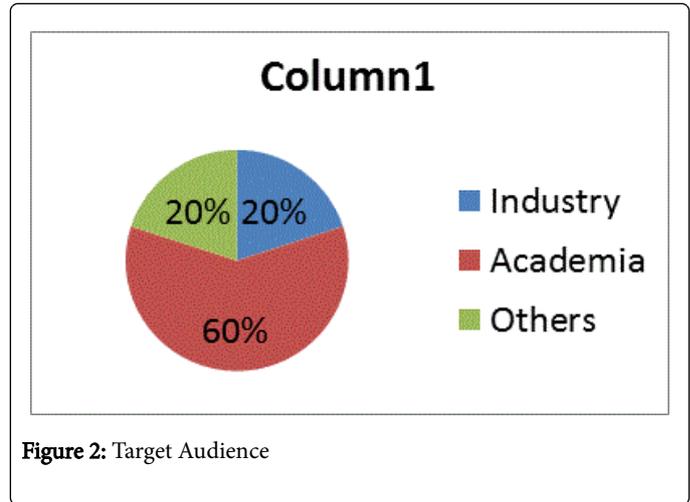


Figure 2: Target Audience

Target Audience:

Directors/Managers & Psychiatric Intelligence Experts, Departmental Managers, Vice Presidents/Directors from Mental Health Care Associations.

Clinicians/Doctors/Researchers on traumatic people, Professors and Students from Academia in the study of Trauma and Psychology filed.

Top Universities in Las Vegas:

- College of Southern Nevada
- University of Nevada-Las Vegas
- University of Nevada-Reno
- Great Basin College
- Nevada State College-Henderson

Target Audience:

Industry (drug formulator/pharmaceutical industries) 20%

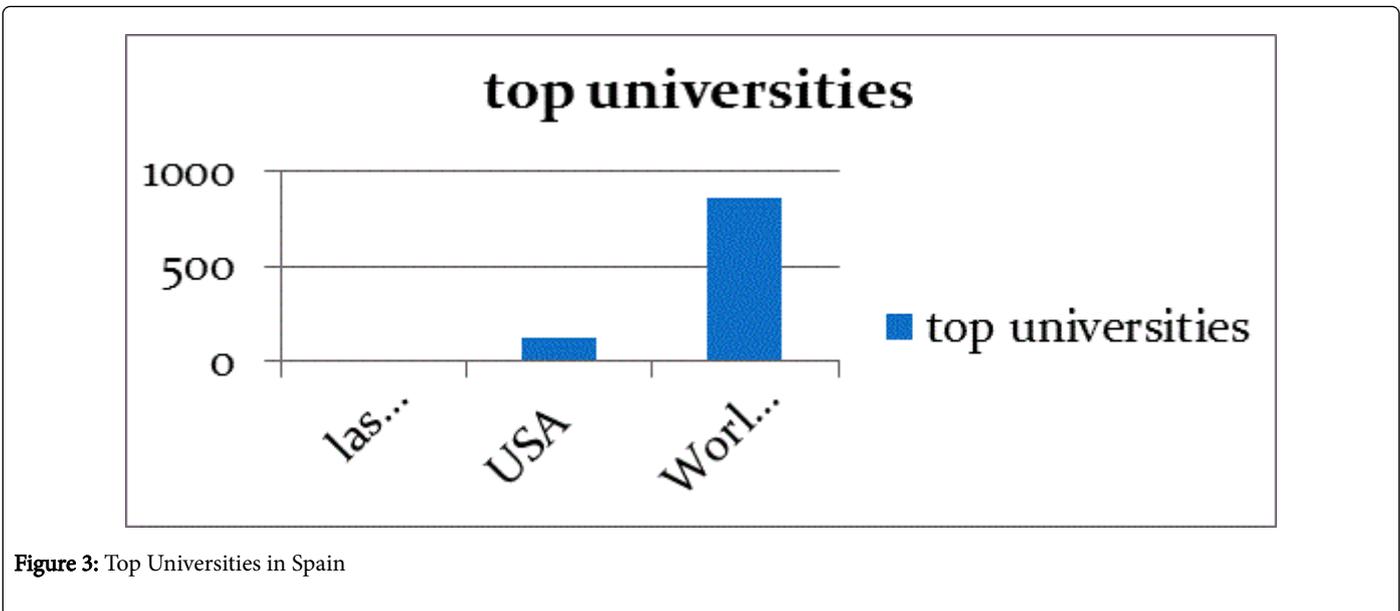


Figure 3: Top Universities in Spain

Companies Associated with manufacturing mental health drugs

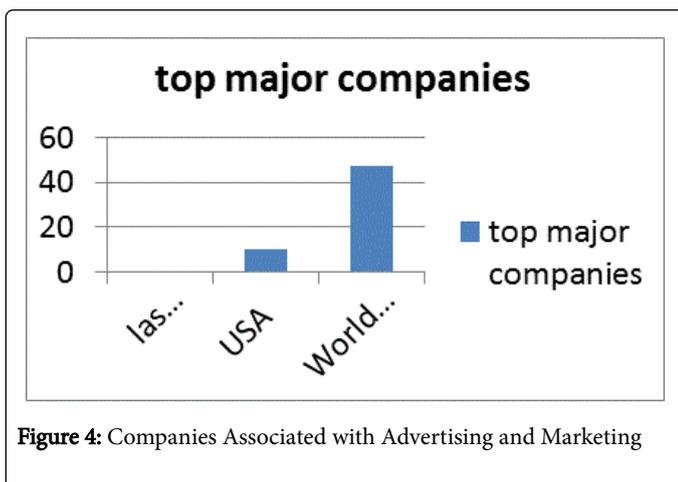


Figure 4: Companies Associated with Advertising and Marketing

Glance at Market of Psychological Disorder:

The World Health Organization estimates that by 2020, mental depression will be the largest cause of disability worldwide. It also says that by 2025, mental illness will catch up with heart diseases or may even overtake it as the biggest global health concern.

Major depressive disorder (MDD) or mental disorders is one of the most common psychiatric diseases worldwide. The MDD or stress market is a crowded and competitive market, with more than 30 marketed products available for the treatment of patients with MDD/stress/psychological disorders. The depression market is about to enter a dynamic phase with imminent patent expiries for top selling products, such as Eli Lilly's Cymbalta, and Otsuka/BMS's Abilify, along with the recent launch of the multimodal antidepressant, Lundbeck/Takeda's Brintellix, in January 2014, and the potential introduction of seven promising late-stage pipeline products into the market during the forecast period, from 2013 to 2023.

Market Growth of Drugs for Mental Health

The global mental health pharmaceutical market can be estimated at \$80 billion in 2010. This market is expected to increase at a 1.9% compound annual growth rate (CAGR) over the forecast period to reach a value of \$88 billion in 2015.

The growing elderly population has brought attention to dementia and Alzheimer's conditions. This segment has great market potential with a growing need for improved medications and treatment options. The cognitive disorders and dementia sector is valued at \$5.5 billion in 2010 and is expected to reach \$11 billion by 2015, a 14.9% compound annual growth rate (CAGR).

The market for sleep disorders will also experience one of the higher growth rates in this market. This sector represented a \$4.5 billion industry in 2010 and is estimated to reach \$9 billion by 2015, a 14.9% compound annual growth rate (CAGR).

Growth of manufacturing Drugs for Treating Mental Disorders: Technologies and Global Markets (Spending for drug manufacture)

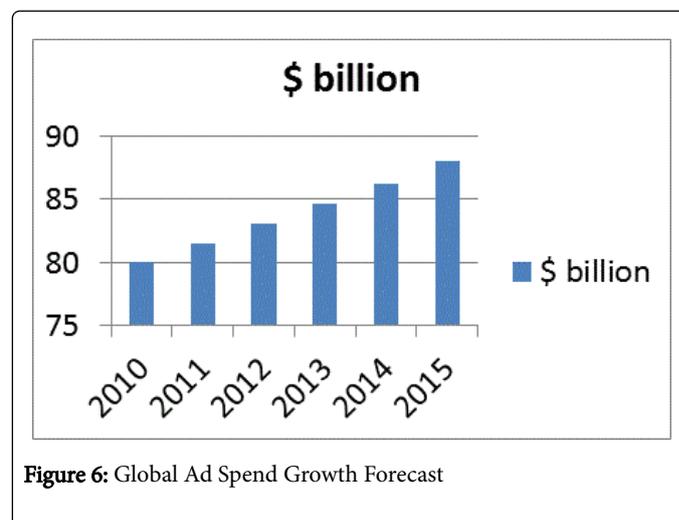


Figure 6: Global Ad Spend Growth Forecast

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