



Webcast

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the Scientific Programme & Planner (SP&P) online platform.

NOTE: industry webcasts are visible on the Scientific Programme & Planner (SP&P) online platform.

A recording in the form of a webcast means that the speaker’s voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s).

The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: **10 January 2018**. The company CYIM will invoice extra accordingly.



Background with video of the speaker embedded

Example of screen in a Lecture room at the congress centre during the congress

Advantages

- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance.
- Ensures more comfortable display for everyone in the room, including those seated at the back.

The applicant (industry partner or agency) confirms that it is their sponsor’s responsibility to obtain the copyrights from each speaker who will present during the session to be webcast, & speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

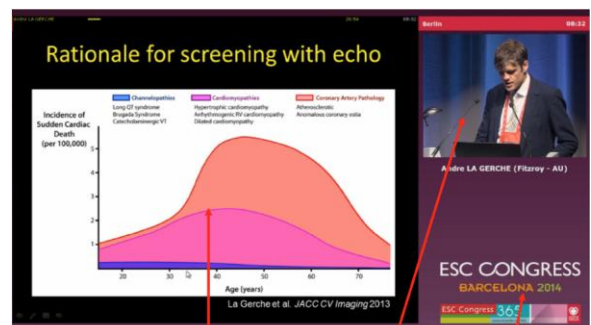
Under no circumstances the ESC can be held liable for Speakers’ copyright absence or conflict of interests.

Industry Sponsored Sessions webcast content should be a true portrayal of the Industry Sponsored Sessions approved by the Acute Cardiovascular Care Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

Layout of a Webcast

The Webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session. The presentation is available on the (SP&P) online platform for 5 years.

Deadline for application: **15 December 2017**



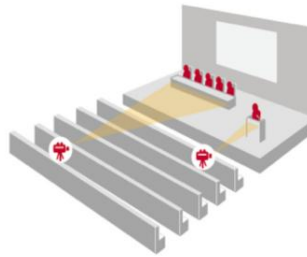
Sides of the session

Speaker: Fixed camera on the lectern

Example of ESC Background image (Congress visual)

Panel discussion

The Webcast will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to accaservices@escardio.org before the deadline **10 January 2018**



*Simultaneous view:
Wide shot of chairpersons & speaker*

If you wish to acquire raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order raw footage of the session: **10 January 2018**

WHAT DO YOU AND YOUR AGENCY NEED TO DO NOW?

Timeline 2017-2018

Before the Congress:

December

- Before 15 December: Confirm which of your session(s) will be webcasted (if you have several Satellite Symposia sessions) to accaservices@escardio.org
- Before 15 December: Confirm your session(s) which have a panel discussion to accaservices@escardio.org

January

- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to accaservices@escardio.org

During the Congress:

March

- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

- The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via www.box.com during the week following the congress.
No raw footage will be available unless ordered before the deadline of **10 January 2018**

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)

- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- Extra services requested to CYIM will be invoiced to you directly (this includes any altering of the specifications in this document)
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts