

Acute Cardiovascular Care 2018

Industry Debrief Report - 04/03/2018 14:15 – 15:00



Agenda

- Introduction
- Key Figures &
- Industry Figures
- **Industry Feedback**
- Conclusion

Participants

Industry	
Ivyhealth Daiichi Sankyo Portola Pharmaceuticals	<ul style="list-style-type: none">– Arie Shen - Operations & Business Development (US)– Elena Andreassi – Medical Lead– Joy Lee – Medical Information Scientist– Richey Neumann – Vice President, Head of Medical Affairs Portola
ESC	<ul style="list-style-type: none">– Dr. Sergio Leonardi – CPC Committee ACCA– Valerie Thiollet – Congress Manager ACCA– Olga Kruger – ESC Industry Relations
Congress Centre	<ul style="list-style-type: none">– Barbara Beretta – Manager Congress Centre Mico
	<ul style="list-style-type: none">– Illaria Progettotre – Exhibition Speroni Partners

Slides presented

You can consult the full slide deck that was presented at the Industry debrief [by clicking here](#)

Objective: Present the key congress figures and innovations, share experience, collect feedback and discuss the future of the congress.

- Introduction / Tour de table by Olga
- Introduction by Olga & Valerie (background of 2018 edition and changes since 2016 congress in Lisbon)
- Presentation of congress, key figures and scientific highlights by Dr. Sergio Leonardi
- Presentation of Industry Figures & Innovations by Olga Kruger

Industry feedback

Global feedback

Industries' overall feedback was very positive with regards to dynamism of the congress, the great commitment of the ACCA community and the outstanding efforts from faculty to attend the congress despite the bad weather conditions.

Focused feedback...

...on Exhibition

- The exhibition was well visited during the breaks and its great layout and very strategic position in between lecture rooms and poster sessions allowed constant and dynamic flow.
- Industries were happy with attendance within the exhibition and had the opportunity to gain many leads. However, some booths received less exposure – which shows the importance of securing the booth early to ensure a strategic place within the exhibition with strong exposure.

...on Industry Sponsored Sessions / Educational grants

- Daiichi Sankyo had a very successful Symposium on Sunday with over 260 delegates the room was filled, above 100 %.
- Sessions that were supported with grants were very well attended and delegates were all scanned.
- Great feedback on the debate session and its interactivity, this format was perceived as highly valuable and interesting.
- Zoom (visual conference tool) was used as a last minute solution in order to connect faculties who were unable to attend the congress because of the storms. Sound and image quality were highly appreciated by delegates and industries.

To be improved

- **Poster Sessions:**
Sound of poster sessions would sometimes be perceived as too loud and intrusive. A flat screen for poster presentations would have been great in order to improve visibility: Many people would stay around a poster during presentations though the visibility was not always ideal for all viewers, from all perspectives.