



## Conference Call with Industry Partners 07 July 2020

### EACVI Leadership

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Prof Thor Edvardsen, President  
Prof Bernard Cosyns, President Elect  
Prof Elif Sade, Industry Chair + Echo Vice President  
Prof Steffen Petersen, CMR Vice President  
Prof Alessia Gimelli, NucCCT Vice President

### ESC Participants

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Aoife Delmas, Industry Director  
Nata Nambatingué, Congress & Event Operations Associate Director  
Malek Lebsir, Industry Team  
Oceane Marie, EACVI Officer  
Anne-Laure Leuba, Specialty Congresses Management Supervisor

### Industry Partners

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Bayer AG	Silke Gerlach
Bracco	Lorenza Battistini
Bracco	Marco Graf
Canon	Jan De Bruijn
GE HealthCare	Mary Ellen Rasmussen
GE HealthCare	Lea Anne Dantin
Lantheus	Brenda Khadije
Lantheus	Pierre Tardif
Lantheus	Lisa Allen
Lantheus	Jennifer Tremont
Pfizer	Eva McCartney
Philips	Mortiz Dieck
Pie medical	Gaston Vogel
Siemens Healthineers	Friedrich Fuchs

## Executive Summary

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The financial situation of our industry partners is complex and budgets are globally challenged; every euro has to be justified with a proper Return on Investment (ROI).

Industry partners expressed a consensus preference for onsite/physical congresses vs virtual events. Online events do not have a comparable ROI to onsite ones. Hybrid events represent interest but budget-wise, require additional investments from each industry partner which is currently extremely challenging.

Onsite/physical events is clearly the preferred option but challenges remain due to the to COVID-19 sanitary rules that makes it far from ideal; sessions audience would be limited and exhibition would not drive the same networking experience & leads due to the distancing rules.

Many uncertainties remain with regards to a potential 2<sup>nd</sup> wave and travel restrictions that represent a major issue. Travel restrictions shall be considered at 2 levels (Country / Company levels).

Other points of concern:

- # EACVI 2020 being its first edition, an initial audience and wow effect needs to be created and this would be difficult in the current circumstance regardless of format of delivery;
- # Since May 2020, the quantity of online education (congresses and webinars) has increased significantly. Medical professional are tending to be already tiring of attending virtual congresses;
- # Order cancellation conditions for industry partners need to be highly flexible to offset the risk;
- # Digital events are not comparable to onsite events for their return on investment component and therefore cannot be costed in the same manner;
- # Hybrid events remain largely untested and seem to indicate additional costs which will be difficult to bear for partners;

This first meeting with EACVI leadership and EACVI Industry Partners has been important to share mutual concerns and ideas around a sense of direction for EACVI 2020. EACVI is currently assessing the situation with the objective to take a decision in September as requested by industry partners.

Action:

- ➔ ESC to share minutes and slides
- ➔ A second meeting involving EACVI leadership & Core Industry Partner group to be organised in September