



ESC

European Society
of Cardiology



EACVI

European Association of
Cardiovascular Imaging

EuroEcho 2019
THE LEADING ECHOCARDIOGRAPHY CONGRESS

**EuroEcho 2019 Industry Debrief
Messe Wien, EACVI Meeting Room A**

6 December 2019 – 11:00-12:00

Agenda & Meeting Notes

Participants list

Leadership

- Thor Edvardsen, EACVI President 2018-2020
- Bernard Cosyns, EACVI President Elect 2020-2022 & EACVI 2020 Congress Chair

ESC Participants

- Anne-Laure Leuba, Congress Manager
- Axel Browne, Industry Services
- Gisela Valky-Pons, Industry Services
- Malek Lebsir, Industry Relations
- Mélanie Rafflegeau, Industry Support
- Sandra Chaudanson, Operations Manager
- Turo Laitinen, Industry Relations

Congress center

Katrin Windl – Project Lead Venue Management

Suppliers

Katrin Windl – Project Lead Venue Management

Industry Partners

- Bracco Suisse SA: Marco Graf
- CAE Healthcare GmbH: Felix Klett
- Canon Medicals: Mikel Lips
- Lantheus Medical Imaging Inc : Pierre Tardif, Lisa Allen
- Philips: Janusz Bielczinski, Moritz Dieck, Dany Valenzuela Rodrigues
- Siemens Healthcare GmbH: Sonja Kirchdoerfer, Ben Craythorn
- TOMTEC IMAGING SYSTEMS GMBH: Sylvia Marti

Agenda

Agenda & Presentation

- Introduction – Malek Lebsir
- EuroEcho 2019, key figures and congress highlights – Anne-Laure Leuba & Turo Laitinen
- Industry feedback
- EACVI 2020, EACVI vision and Scientific Programme - Prof. Thor Edvardsen & Bernard Cosyns
- EACVI 2020, Location – Anne Laure Leuba
- EACVI 2020, Next Steps – Malek Lebsir
- Q&A

Industry Feedback – EuroEcho 2019

Global Feedback

Industry partners were satisfied with their experience at EuroEcho 2019.

Traffic in the exhibition was considered as very good, Satellite Symposium and Practical Tutorials were very well attended.

Vienna as a location is very much appreciated.

Organiser was congratulated and praised for their work and collaborative spirit.

Exhibition

Traffic in exhibition was overall very good. Exhibition location and its positioning on same level as lecture room was seen as a key component.

Some concerns were raised with regards to the sound levels in the Exhibition that should be kept to an acceptable level.

Practical Tutorials

Practical Tutorials attendance was good for all industries.

Different models were put in place to manage registration (Pre-registration before the congress, via booth, overbooking, no registration).

Industries suggested that best practices be shared between organisers.

Organisation

EuroEcho 2019 organisers were globally praised for their attitude and professional approach.

The fact that the same teams are managing the congress from one year to another is recognized as extremely important and a consensus was expressed to recognize Industry Services work and namely Gisela Valky-Pons.

EACVI 2020

EACVI leadership presented its vision regarding the new congress EACVI 2020 which will be held from 9 to 12 December 2020 in Barcelona, Spain.

EACVI 2020 will be the essential, one and only event in CVD Imaging in 2020, gathering beginners and experts of all CVI techniques. The event is expected to be larger than EuroEcho.

The programme will be Patient Centric with a special focus on diseases and building bridges among modality experts from Echo, MR, Nuclear and CT. EACVI 2020 will target experts in their field as well as a young audience that expressed interest in the Multimodality approach.

The question was raised as to the differentiation between EuroEcho-Imaging and EACVI 2020:

EACVI 2020 will be unique as none of our existing congresses (EuroEcho, ICNC and EuroCMR) will be organised that same year.

The programme will be organised around 9 rooms including 3 specifically dedicated to Multimodality, 1 room per modality (Echo, CMR, CT, Nuclear) and 2 Special Sessions Rooms (Agora, HUB) which is a major differentiating factor.

Industry also raised the question regarding the difference between ESC Congress 2020 and EACVI 2020:

EACVI 2020 will cover Imaging technics, Guidelines for young and experts in detail... with more than 300 scientific sessions in 9 lecture rooms running in parallel vs ESC Congress, where the Imaging Village represents only 2 Lecture Rooms.

Some companies raised their potential difficulties to have a multimodality approach with the different departments and budgets "merging" for a new event.

All companies insisted on the importance of a clear communication plan to target delegates in order to establish the congress's identity.

Industries were then invited to complete a Survey related to a potential Industry Site Visit on the 3-4 March 2020.

Industries raised concerns on the Sales Opening date that is considered as too early for decision making.

Second half of April would be more appropriate.

Concern was expressed by an industry partner with regards to the political situation in Barcelona. The ESC confirmed that a close collaboration with local partners (including Barcelona Convention bureau & congress venue) has been established to ensure reinforcement of the security inside and around the venue.

Concern was raised by an industry partner on the fact that EuroEcho's Accrued Point system is not applicable to EACVI 2020. The First Come First Served rule will apply as EACVI 2020 could be composed of 17 Exhibitors from EuroEcho in addition to the 17 exhibitors from ICNC and EuroCMR. There should also be enough Lecture Rooms to accommodate all interested industry partners and the key issue is having companies applying as soon as possible for Exhibition.