

EuroEcho2014 Imaging

18th Annual Meeting of the European Association
of Cardiovascular Imaging, a registered branch
of the ESC, in cooperation with the Austrian
Working Group of Echocardiography.



VIENNA AUSTRIA 3-6 DECEMBER

www.escardio.org/EACVI



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1. GENERAL INFORMATION

1.1 History

EuroEcho & other Imaging Modalities 2011

Budapest, Hungary
3 613 total attendees

EuroEcho & other Imaging Modalities 2012

Athens, Greece
2 876 total attendees

EuroEcho-Imaging 2013

Istambul, Turkey
3311 total attendee

1.2 Committees



EACVI 2014 Executive Board Members



Prof. P. Lancellotti

**Prof. P. Lancellotti (BE),
EACVI President 2012 - 2014**

Prof. L.P. Badano (IT),
Immediate Past President

Prof. G. Habib (FR),
President-Elect & Chairperson Programme Committee



Prof. G. Habib



Prof. L. Badano



Assoc. Prof. B.A. Popescu

Assoc. Prof. B.A. Popescu (RO),
Treasurer & Chair, IRT

Dr. M. Galderisi (IT),
Secretary

Prof. G. Maurer (AT),
Editor-in-Chief EHJ-CI



Dr. M. Galderisi



Prof. G. Maurer

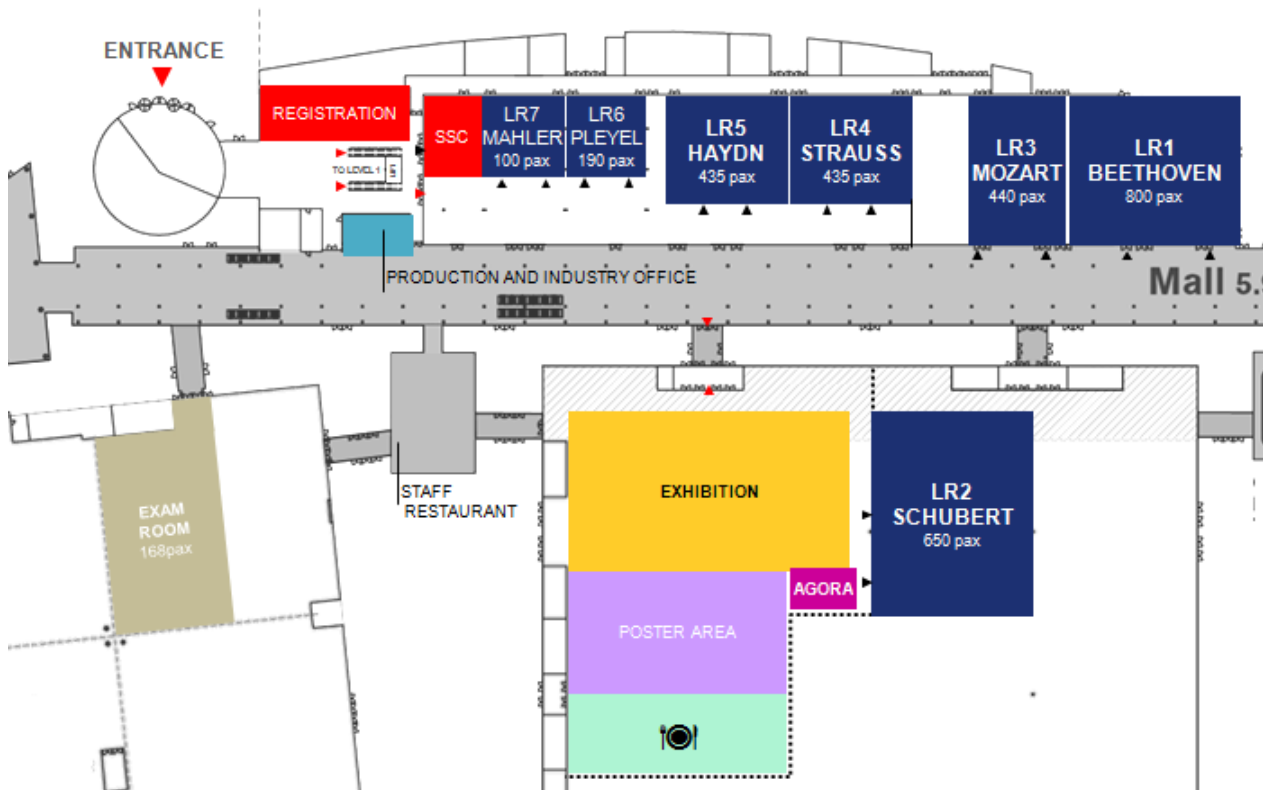
1.3 Congress dates and location

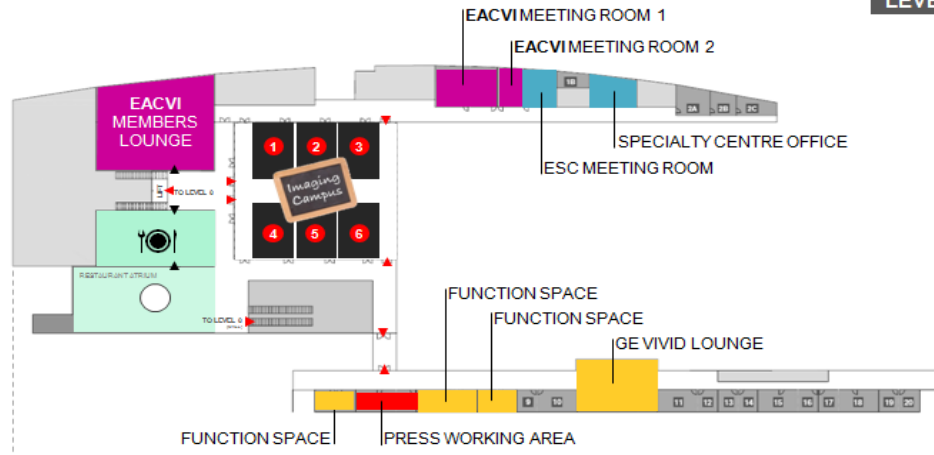
EuroEcho-Imaging 2014

Vienna, Austria
03-06 December 2014

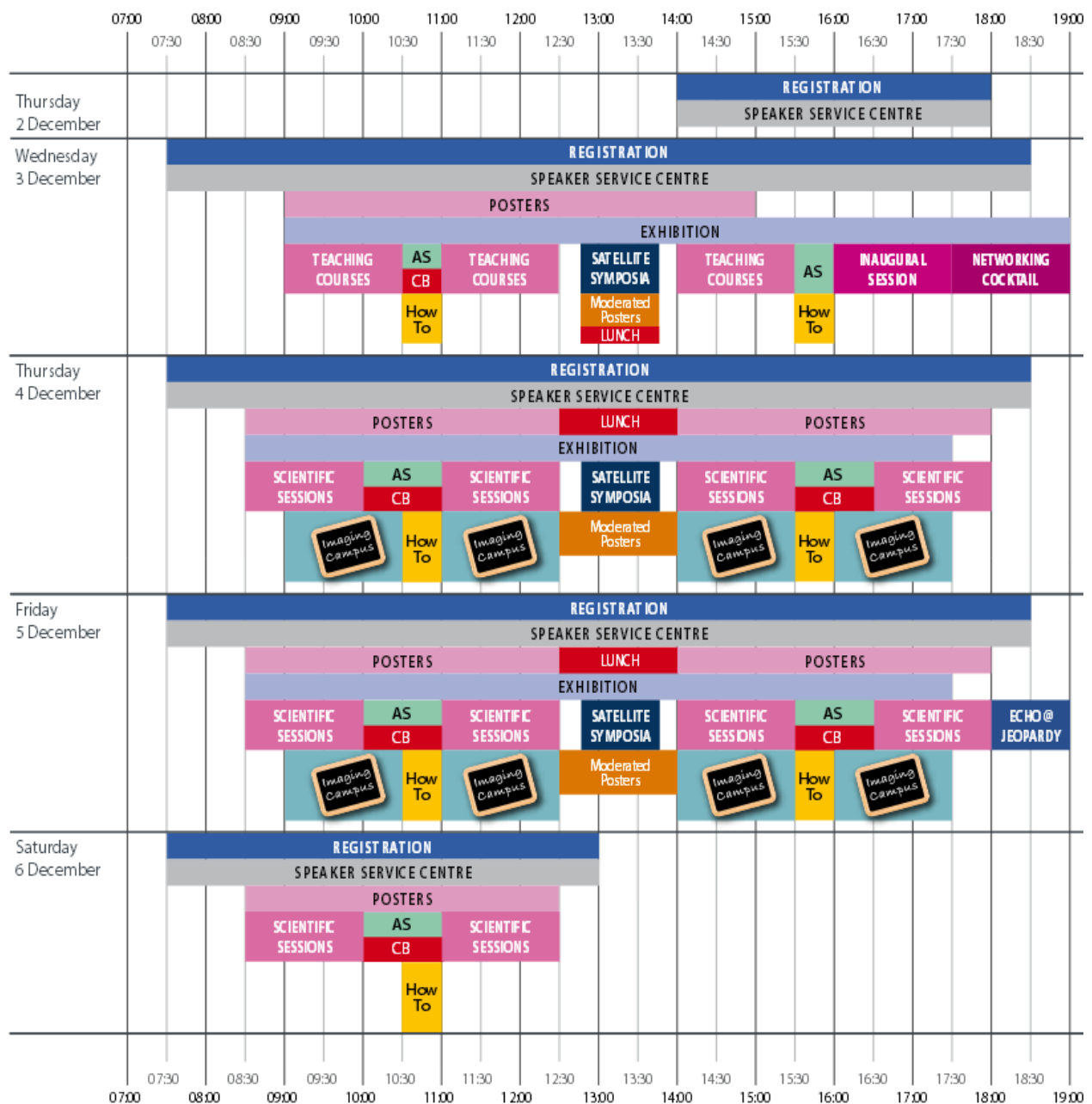
1.4 Venue

Reed Messe Wien GmbH
Messeplatz 1
1020 Vienna, Austria





1.5 Timetable



2. SCIENTIFIC INFORMATION

2.1 General Information

7 Lecture rooms + Agora

105 Sessions

Pre-arranged sessions

- 3 Debate sessions
- 7 How-to sessions
- 30 Teaching courses
- 11 Clinical Seminars
- 28 Symposiums
- 4 Special sessions
- 8 Main sessions
- 12 Imaging Campuses (1 session repeated 4 times + 1 session repeated 8 time)
- 2 Special events (Inaugural session & GA)

35 Abstract-based sessions

- 8 Oral Abstract Sessions
- 8 Case based sessions
- 2 YIA sessions
- 8 Moderated Poster sessions
- 9 Poster sessions

1079 Abstracts Received + 245 Clinical cases TOTAL= 1324

880 Abstracts Accepted (65%) = 50 Clinical cases TOTAL=930

Faculty Members

683 Roles – 348 Persons

- 227 roles of Chairperson
- 398 roles of Speaker
- 50 roles of Discussants
- 8 roles of Other (abstract judge)

2.2 Special Events

Inaugural session & EACVI General Assembly

- Activities

Year	2012		2013		2014	
# lecture room	7		7		7+1	
	Roles	Persons	Roles	Persons	Roles	Persons
Chairperson	219		201		227	
Speaker	423		423		398	
Judges	7		6		8	
Discussant			30		50	
Total	649	304	660	331	683	348

○ Role distribution

EE Number of Roles	2012	2013	2014
1	154	172	192
2	65	70	75
3	28	43	40
4	31	26	23
5	13	11	2
6	3	5	3
7	6	2	8
8	4	2	1
9			2
10			1
11			1
Grand Total	304	331	348

○ By regions

Faculty by Region	2012	2013	2014
ESC	260	263	258
North America	27	43	52
Asia Pacific	13	23	35
Africa (non ESC)	1	1	0
South & Central America	3	1	3
Total	304	331	348

○ By country

Faculty members by country – in order of representation from highest to lowest

Country	# of faculty
United States of America	40
Italy	39
United Kingdom	36
France	30
Belgium	25
Germany	13
Netherlands	13
Spain	13
Portugal	11
Canada	10
Greece	10
Romania	10
Austria	9
Japan	8
Korea, Republic of	8
Poland	7
Saudi Arabia	6
Turkey	6
Sweden	5
Switzerland	5
China, People's Republic of	4
Israel	4
United Arab Emirates	4
Brazil	3
Denmark	3
Norway	3
Australia	2
Bulgaria	2
Croatia	2
Hong Kong SAR, People's Republic of China	2
Hungary	2
Ireland	2
Mexico	2
Serbia	2
Cyprus	1
Czech Republic	1
Finland	1
India	1
Kosovo, Republic of	1
Lebanon	1
Tunisia	1
TOTAL	348

- Top 11- comparison with previous years.

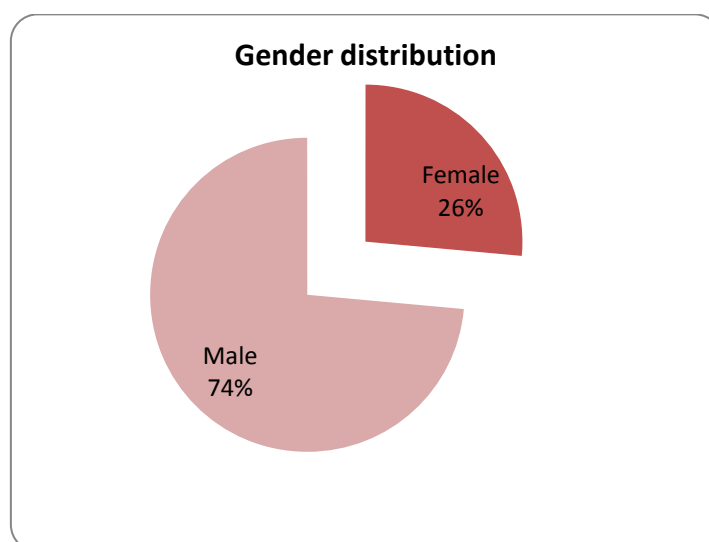
Country	2012	2013	2014	Variance 2014-2013
United States of America	22	31	40	9
Italy	34	28	39	11
United Kingdom	34	29	36	7
France	22	32	30	-2
Belgium	30	24	25	1
Germany	11	12	13	1
Netherlands	16	16	13	-3
Spain	12	12	13	1
Portugal	9	5	11	6
Greece	35*	15	10	-5
Austria	3	6	9*	3
Turkey	3	25*	6	-19

* Greece was hosting EuroEcho-Imaging 2012

* Turkey was hosting EuroEcho-Imaging 2013

* Austria was hosting EuroEcho-Imaging 2014

- By gender



- EACVI Member Faculty

	Chairperson	Discussant	Judge Abstract	Speaker	ROLES Total
TOTAL EACVI MEMBERS	168	39	5	234	446
No Members	59	11	3	164	237
					683 roles

Sessions

- By topic

Topic	Total
00.00 - Miscellaneous	57
09.00 - Heart valves	20
13.00 - Congenital heart disease	10
10.00 - Cardiomyopathies	8
01.00 - General principles of echocardiography	6
19.00 - Real-time three-dimensional transoesophageal echocardiography	6
02.00 - The imaging examination	4
06.00 - Assessment of systolic function	4
11.00 - Systemic diseases and other conditions	4
03.00 - Anatomy and physiology of the heart and great vessels	3
08.00 - Ischemic heart disease	3
16.00 - Stress echo	3
07.00 - Assessment of diastolic function	2
12.00 - Pericardial disease	2
14.00 - Masses, tumors and sources of embolism	2
20.00 - Tissue Doppler and speckle tracking	2
04.00 - Assessment of diameters, volumes and mass	1
15.00 - Diseases of the aorta	1
17.00 - Transoesophageal echo	1
22.00 - Computed Tomography & Nuclear Cardiology	1
Grand Total	140

Miscellaneous topic is mainly composed of Abstract sessions, Imaging Campus sessions and How-to sessions.

- By type

Type	Total
Teaching Course	30
Symposium	28
Abstract Session	18
Imaging Campus	12
Clinical Seminar	11
Poster Session	9
Main Session	8
Moderated Posters	8
How-to Session	7
Special Session	4
Debate Session	3
Special event	2
Grand Total	140

○ By Category

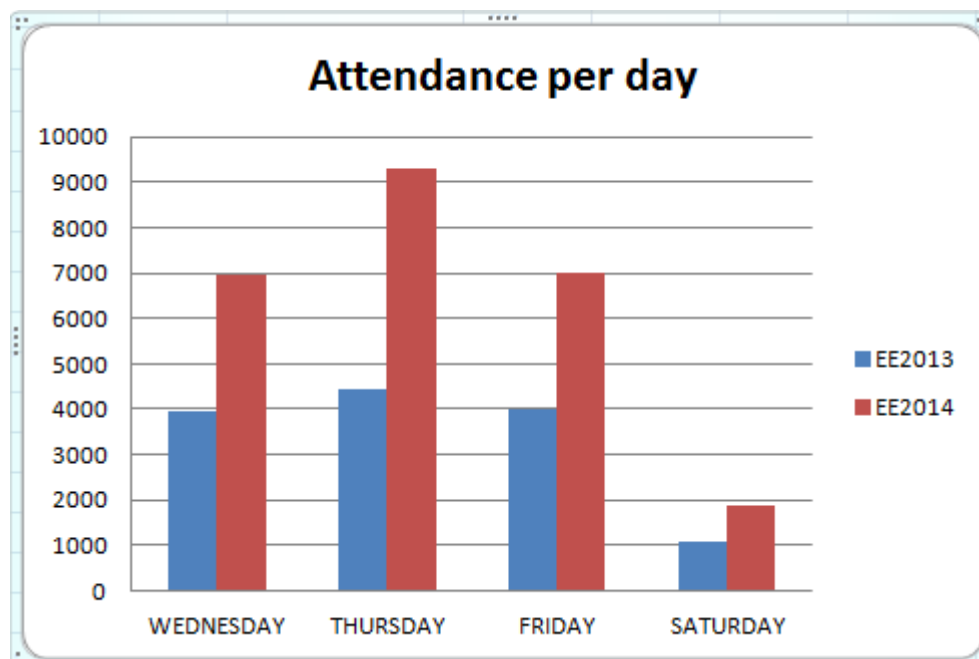
Categories	Total
Multimodality imaging	33
Joint Session	31
EACVI Club 35 Recommended Session	22
Clinical Imaging	11
Core Curriculum	8
Congenital heart disease	1
Grand Total	106

○ Joint sessions

Session Title	Session SubTitle
Intraoperative echo dilemmas in cardiac surgery	Course on Imaging in the block. Joint session with the European Association of Cardiothoracic Anaesthesiologists
New modalities in intraoperative and interventional imaging	Course on imaging in the block. Joint with the European Association of Cardiothoracic Anaesthesiologists
Hemodynamic monitoring using echocardiography	Course on Imaging in the block. Joint with the European Association of Cardiothoracic Anaesthesiologists
The whole heart	Course on Valvular disease
The operated heart	Course on Valvular disease
Imaging of heart valves	Course on valvular disease - Joint session with the Austrian Working Group of Echocardiography
Role of imaging in the emergency ward	Joint session with the American Society of Echocardiography (ASE)
The tricuspid valve: a novel Three-Dimensional look	Joint session with the American Society of Echocardiography (ASE)
Interventricular interactions in congenital heart disease	Joint session with the American Society of Echocardiography (ASE) and ESC Working Group on Congenital Heart Disease
The interplay between left ventricular filling pressures and longitudinal function	Joint session with the Asian-Pacific Association of Echocardiography (AAE)
Imaging Highlights from 2014 recommendations	Joint session with the EACVI Club 35 and the ESC Cardiologist of Tomorrow.
Guiding intervention: Part I	Joint session with the ESC Working Group on e-Cardiology
Pulmonary hypertension and right ventricle	Joint session with the ESC Working Group on Pulmonary Circulation and Right Ventricular Function
The low gradient aortic stenosis	Joint session with the ESC Working Group on Valvular Heart Disease
Bicuspid aortic valve disease	Joint session with the ESC Working Group on Valvular Heart Disease
Asymptomatic valvular heart disease	Joint session with the ESC Working Group on Valvular Heart Disease
Controversies in mitral regurgitation	Joint session with the ESC Working Group on Valvular Heart Disease (VHD)
3D echocardiography in congenital heart disease	Joint session with the ESC Working Groups on Grown-up Congenital Heart Disease
Multimodality Imaging in congenital heart disease	Joint session with the ESC Working Groups on Grown-up Congenital Heart Disease
The athlete's heart	Joint session with the European Association for Cardiovascular Prevention & Rehabilitation (EACPR)
Endocarditis from history to new echo modalities era	Joint session with the European Association of Nuclear Medicine (EANM)

Cardiac rhythmic disorders	Joint session with the European Heart Rhythm Association (EHRA)
EACVI imaging task force appropriateness criteria	Joint session with the European Society of Cardiac Radiology (ESR)
State of art of three-dimensional strain echocardiography	Joint session with the Nordic Working Group on Echocardiography.
Role of imaging in pericardial diseases	Joint session with the Working Group on Pericardial /LV function
Repaired Tetralogy of Fallot (TOF)	Joint with the ESC Working Group on Congenital Heart Disease
Impact of loading conditions on cardiac mechanics	Joint session with the French Society of Cardiology
Pitfalls and limitations of the evaluation of prosthetic valve	Joint session with the Polish Cardiac Society
Understanding cardiac mechanics: what is the purpose?	Joint session with the Saudi Heart Association
Imaging in the ICCU	Joint session with the Turkish Working Group of Cardiac Imaging
Tricuspid regurgitation - does it really affect outcome	Joint session with the Austrian Society of Cardiology

o Congress attendance Overview:



o Top 10 attended sessions

Session Number	Type	Topic	Session title	Room Capacity	Max Occupancy	average occupancy	Session Room location	Session Start Time
102	Main Session	00.00 - Miscellaneous	Role of imaging in the emergency ward - Joint session with the American Society of Echocardiography (ASE)	800	800	500	Beethoven	THURSD AY 11:00:00
112	Clinical Seminar	09.00 - Heart valves	The low gradient aortic stenosis - Joint session with the ESC Working Group on Valvular Heart Disease	650	670	640	Schubert	THURSD AY 11:00

113	Symposium	09.00 - Heart valves	Tricuspid regurgitation - does it really affect outcome - Joint session with the Austrian Society of Cardiology	650	650	620	Schubert	THURSDAY 14:00
606	Teaching Course	01.00 - General principles of echocardiography	Challenges for the myocardial function assessment - Course on cardiac mechanics revisited	650	640	610	Schubert	WEDNESDAY 14:00
605	Teaching Course	01.00 - General principles of echocardiography	From physiology to pathology - Course on cardiac mechanics revisited	650	620	510	Schubert	WEDNESDAY 11:00
103	Main Session	19.00 - Real-time three-dimensional transoesophageal echocardiography	Guiding intervention: Part II - The added value of 3D echocardiography -	800	600	250	Beethoven	THURSDAY 14:00
107	Main Session	02.00 - The imaging examination	Acute heart failure -	800	600	247	Beethoven	FRIDAY 14:00
110	Special Session	00.00 - Miscellaneous	EuroEcho-Imaging Highlights -	650	550	480	Schubert	SATURDAY 11:00
117	Clinical Seminar	09.00 - Heart valves	Asymptomatic valvular heart disease - Joint session with the ESC Working Group on Valvular Heart Disease	650	500	480	Schubert	FRIDAY 14:00
140	Special Session	00.00 - Miscellaneous	Echo@Jeopardy -	650	500	470	Schubert	FRIDAY 18:00

2.3 Abstracts

General information

- Total submitted = 1324 (1079 Abstracts and 245 Clinical cases)
- Withdrawn & Not Validated = 32
- Sent to grading = 1292
- Acceptance rate: 70,20%

Abstract Accepted: 880

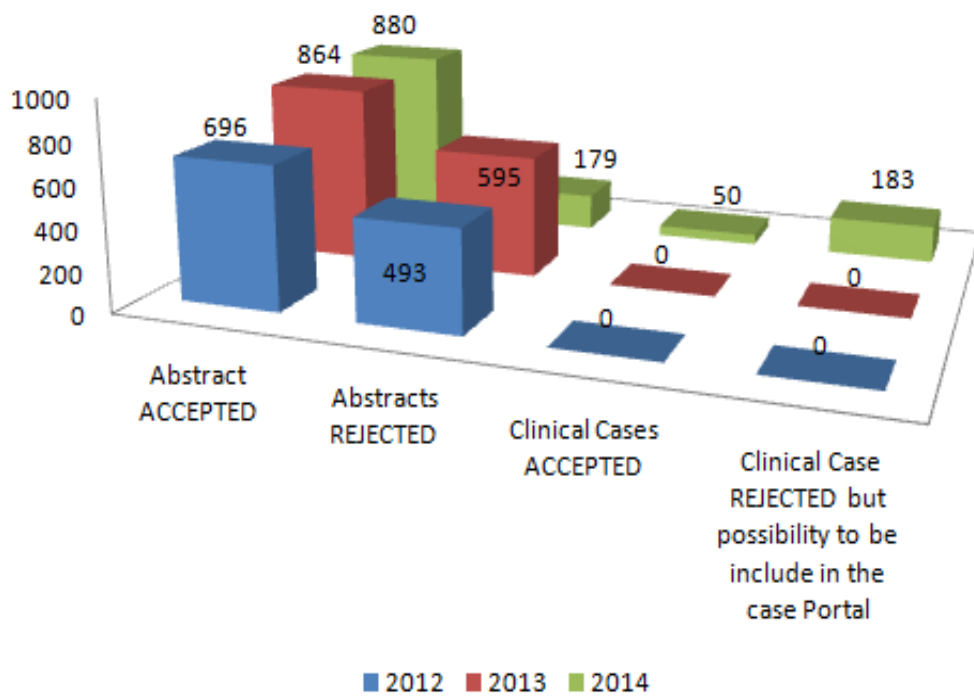
Abstract Rejected: 179

Clinical Cases Accepted: 50

Clinical Cases Rejected: 183

EUROECHO CONGRESS	2012	2013	2014
TOTAL Abstracts SUBMITTED	1189	1459	1079
TOTAL Clinical cases SUBMITTED	N/A	N/A	245
ALL Not Validated & Withdrawn	40	66	32
Abstract ACCEPTED	696	864	880
Clinical Cases ACCEPTED	N/A	N/A	50 (including 2 submitted under the wrong option)
Clinical Case REJECTED but possibility to be include in the case Portal	N/A	N/A	183
Abstracts REJECTED	493	595	179
% Acceptance	58,53%	59,20%	70,20%

- Overview Abstract submitted VS accepted – comparison with previous years

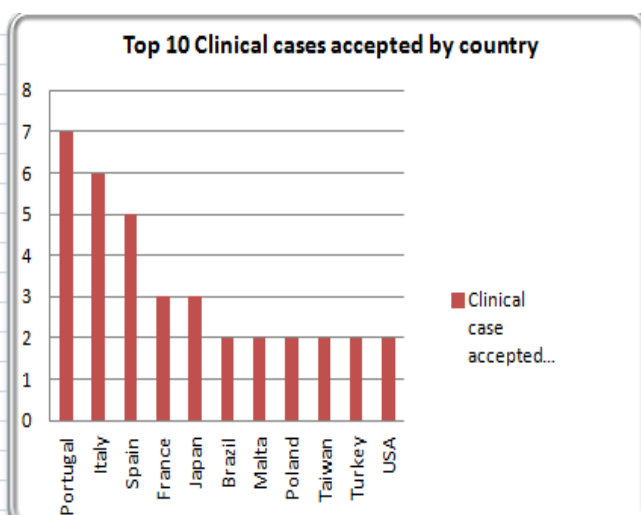
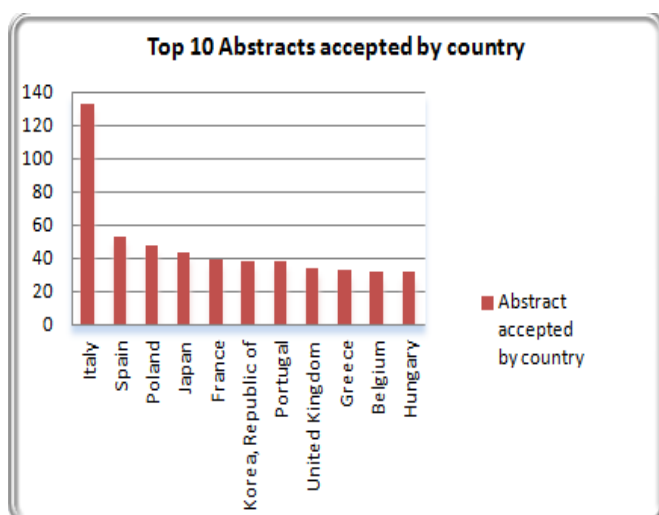


○ By Topic EuroEcho-Imaging 2014

EE2014	Accepted			Rejected		
Topic	Clinical Case	Abstract	Accepted Total	Clinical Case	Abstract	Rejected Total
Anatomy and physiology of the heart and great vessels		10	10	2	3	5
Assessment of diameters, volumes and mass	1	49	50	4	2	6
Assessment of diastolic function		36	36	2	10	12
Assessment of systolic function		98	98	6	33	39
Assessments of haemodynamics		9	9	1	3	4
Cardiac Magnetic Resonance		1	1		1	1
Cardiomyopathies	6	89	95	25	17	42
Computed Tomography & Nuclear Cardiology	2	23	25	2	4	6
Congenital heart disease	9	55	64	21	8	29
Contrast echocardiography		1	1	2	1	3
Diseases of the aorta	1	8	9	2	2	4
General principles		10	10	2		2
Heart valve Diseases	9	131	140	28	16	44
Ischemic heart disease	1	51	52	10	18	28
Masses, tumors and sources of embolism	10	4	14	32	5	37
Pericardial disease	3	5	8	1		1
Real-time three-dimensional TTE	3	62	65	5	1	6
Stress echocardiography		47	47	3	12	15
Systemic diseases and other conditions	4	107	111	16	19	35
The imaging examination		35	35	8	6	14
Tissue Doppler and speckle tracking		32	32	7	15	22
Transesophageal echocardiography	1	17	18	4	3	7
Grand Total	50	880	930	183	179	362

o Top ten accepted by country 2012-2013-2014

Country 2012	Abstract accepted by country	Country 2013	Abstract accepted by country	Country 2014	Abstract accepted by country	Country 2014	Clinical case accepted by country
Italy	93	Italy	117	Italy	133	Portugal	7
Spain	61	Spain	79	Spain	53	Italy	6
United Kingdom	47	Poland	50	Poland	47	Spain	5
France	42	Japan	42	Japan	43	France	3
Poland	38	Turkey	42	France	39	Japan	3
Portugal	38	Germany	38	Korea, Republic of	38	Brazil	2
Romania	30	Portugal	36	Portugal	38	Malta	2
Sweden	29	Romania	36	United Kingdom	34	Poland	2
Greece	28	United Kingdom	36	Greece	32	Taiwan	2
Germany	23	France	31	Belgium	31	Turkey	2
Korea, Republic of	23	Korea, Republic of	27	Hungary	31	USA	2



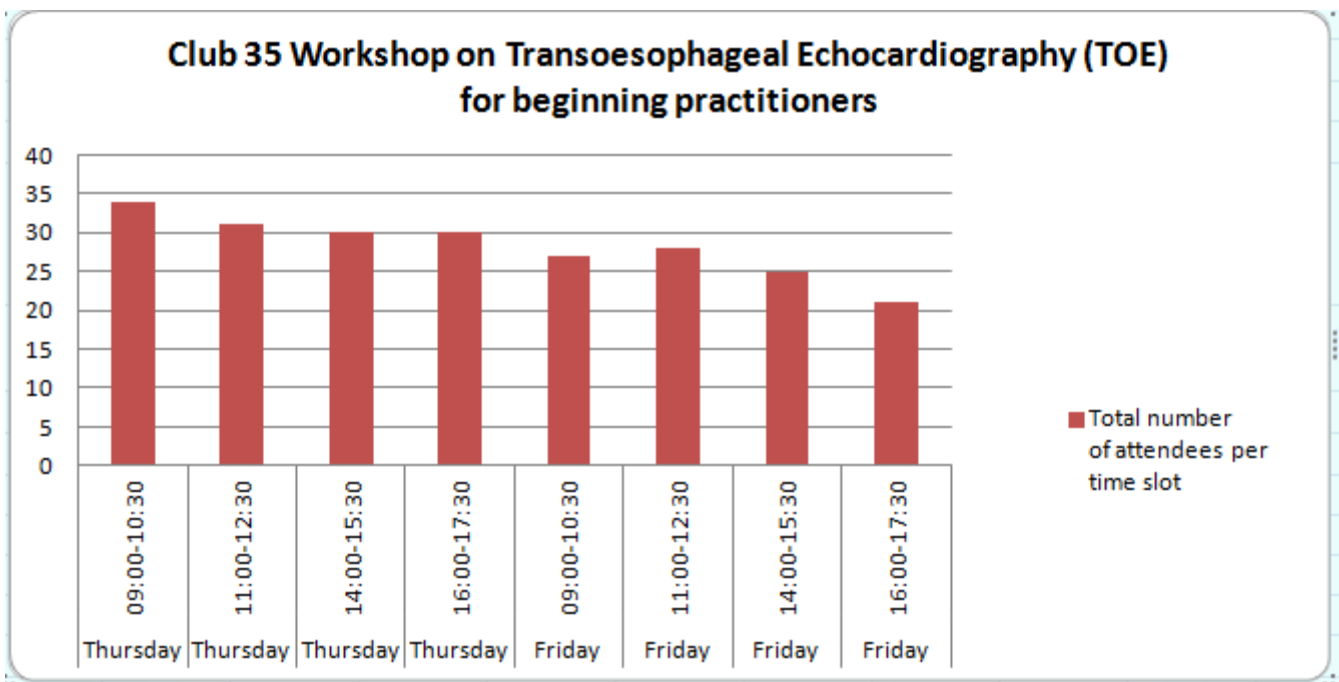
the "No -Show" :Are considered "no show" all presenters of accepted abstracts who haven't displayed their posters during the congress and haven't notified the scientific department of their withdrawal.

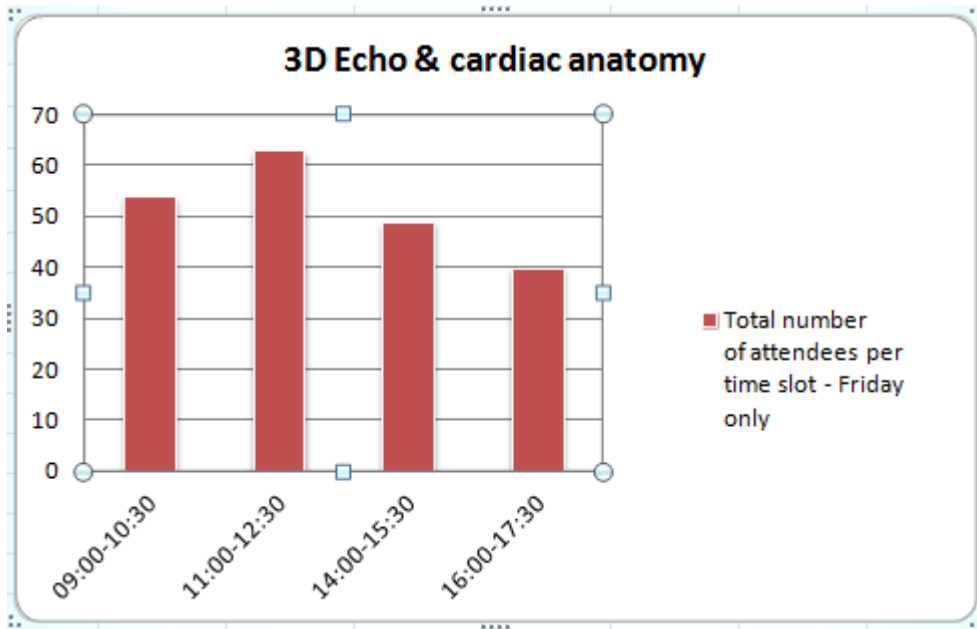
No Show by age

Poster Presenter's age	Clinical case presenters	%	Abstract presenters	%
Below 36 years old	31	62%	344	39%
Over 36 years old	13	26%	496	56%
Accepted withdrawn	6	12%	40	5%
TOTAL	50		880	
No SHOW	1	2%	118	13%

2.4 Imaging Campus

Title	Date	Session timing	Company (Sponsor)	Reserved Tickets	No Show	Attended without ticket	Total number of attendees
Club 35 Workshop on Transoesophageal Echocardiography (TOE) for beginning practitioners	04/12/2014	09:00-10:30	EACVI - Heartworks	24	4	14	34
	04/12/2014	11:00-12:30		30	4	5	31
	04/12/2014	14:00-15:30		30	5	5	30
	04/12/2014	16:00-17:30		30	12	12	30
	05/12/2014	09:00-10:30		28	9	8	27
	05/12/2014	11:00-12:30		30	7	5	28
	05/12/2014	14:00-15:30		26	8	7	25
	05/12/2014	16:00-17:30		21	4	4	21
3D Echo & cardiac anatomy	05/12/2014	09:00-10:30	EACVI	40	13	27	54
	05/12/2014	11:00-12:30		40	9	32	63
	05/12/2014	14:00-15:30		40	6	15	49
	05/12/2014	16:00-17:30		40	18	18	40

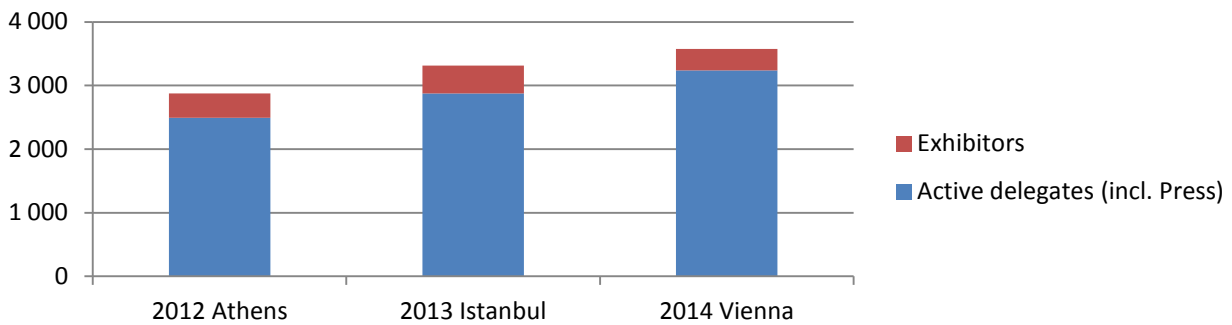




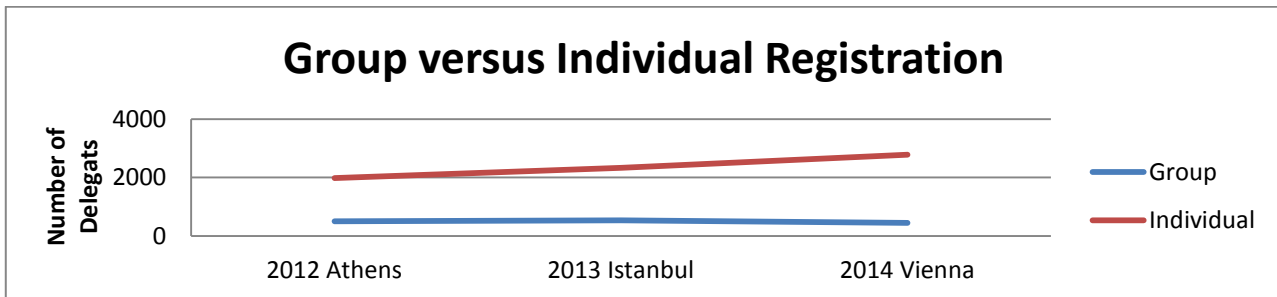
3. REGISTRATION & ATTENDANCE

3.1 Total attendance

	2012	2013	2014
Active delegates (incl Press)	2 493	2 873	3 236
Exhibitors	383	438	338
Total	2 876	3 311	3 574



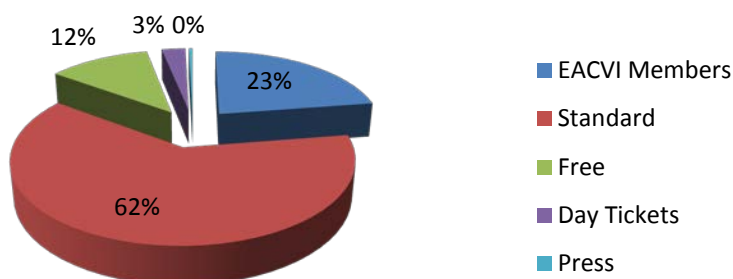
- o Group versus Individual Registration



o EACVI Members attendance – Comparison 2013/2014

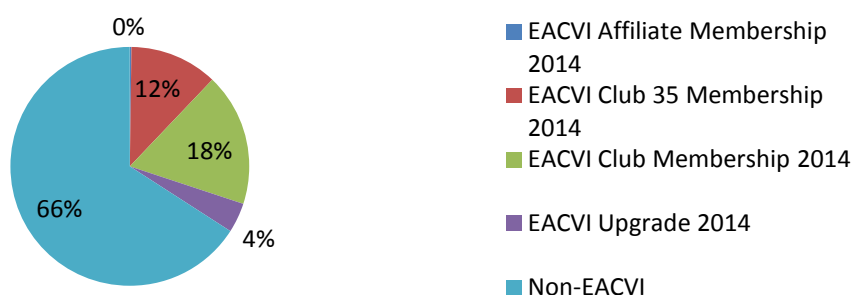
		2013 Istanbul			2014 Vienna		
Registration type	Classification	Nb	Total	%	Nb	Total	%
EACVI Members	Green	305	498	17	450	730	23
	Club 35	193			280		
Standard	Nurse/sono	152	1918	67	172	2022	62
	Standard	1493			1608		
	Born after	273			241		
	WG E-Cardiology	-			1		
Free	EACVI Board Members	21	398	14	32	381	12
	EACVI Member Club 35 - free	10			-		
	Faculty Member	332			304		
	Free Registration	12			22		
	YIA	6			-		
	EACVI Travel Grant	17			23		
Day Tickets	Day Tickets	54	54	2	89	89	3
Press	Press	5	5	0	14	14	0

EACVI Member attendance 2014



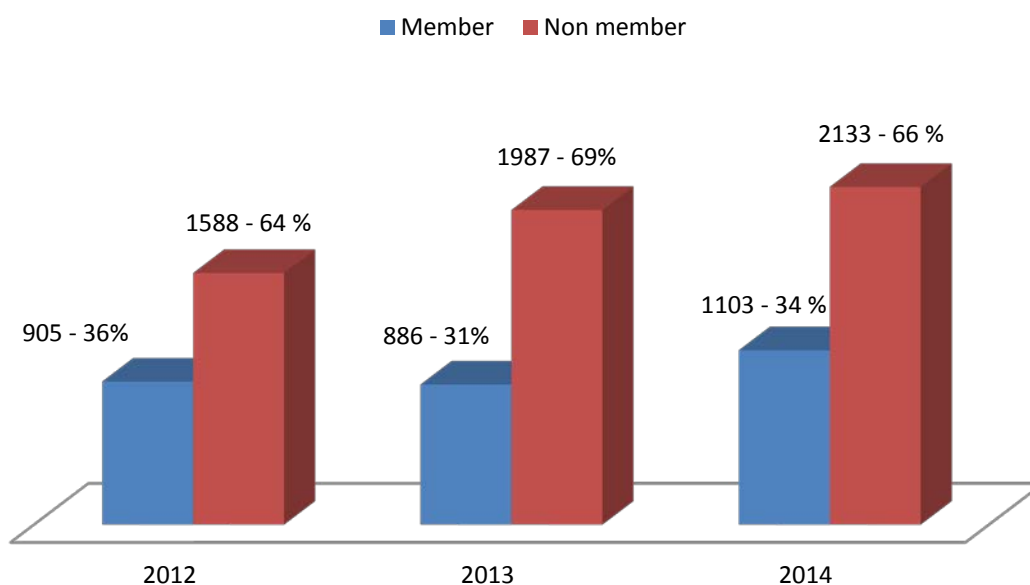
EACVI AFFILIATE MEMBERSHIP 2014 (€60)	5	1103	34%
EACVI AFFILIATE MEMBERSHIP FEE 2014 (€60)	2		
EACVI CLUB 35 MEMBERSHIP 2014 (€35)	248		
EACVI CLUB 35 MEMBERSHIP FEE 2014 (€35)	137		
EACVI CLUB GREEN MEMBERSHIP 2014 (€125)	198		
EACVI CLUB GREEN MEMBERSHIP FEE 2014 (€125)	383		
EACVI MEMBERSHIP 2014 UPGRADE (€25)	130		
Non Members	2133	2133	66%

EACVI Member Attendance



- o EACVI Member Attendance in comparison with previous years

	2012	2013	2014
Member	905	886	1103
Non member	1588	1987	2133
Total	2493	2873	3236



3.2 By Country

Country	2013 Istanbul	% of Total Attendance 2013	2014 Vienna	% of Total Attendance 2014	% Evolution
Afghanistan	1	0,03%		0,00%	-0,03%
Albania	36	1,25%	34	1,05%	-0,20%
Algeria	2	0,07%	1	0,03%	-0,04%
Argentina	4	0,14%	3	0,09%	-0,05%
Armenia		0,00%	2	0,06%	0,06%
Australia	19	0,66%	21	0,65%	-0,01%
Austria Hosting Country 20014	26	0,91%	94	2,90%	2,00%
Azerbaijan	6	0,21%		0,00%	-0,21%
Bahrain	2	0,07%	1	0,03%	-0,04%
Bangladesh		0,00%	3	0,09%	0,09%
Belarus	1	0,03%	2	0,06%	0,03%
Belgium	88	3,06%	96	2,97%	-0,10%
Bosnia and Herzegovina	53	1,85%	42	1,30%	-0,55%
Brazil	16	0,56%	20	0,62%	0,06%
Brunei Darussalam	1	0,03%	1	0,03%	0,00%
Bulgaria	76	2,65%	143	4,42%	1,77%

Canada	28	0,97%	29	0,90%	-0,08%
Chile	1	0,03%	1	0,03%	0,00%
China, People's Republic of	3	0,10%	4	0,12%	0,02%
Colombia	1	0,03%	4	0,12%	0,09%
Croatia	18	0,63%	20	0,62%	-0,01%
Cyprus	6	0,21%	11	0,34%	0,13%
Czech Republic	19	0,66%	40	1,24%	0,57%
Denmark	60	2,09%	43	1,33%	-0,76%
Egypt	10	0,35%	26	0,80%	0,46%
Estonia	4	0,14%	8	0,25%	0,11%
Faroe Islands		0,00%	1	0,03%	0,03%
Finland	16	0,56%	17	0,53%	-0,03%
France	189	6,58%	116	3,58%	-3,00%
Georgia, Republic of	9	0,31%	17	0,53%	0,21%
Germany	81	2,82%	102	3,15%	0,33%
Greece	272	9,47%	248	7,66%	-1,81%
Hong Kong SAR, ROC	4	0,14%	11	0,34%	0,20%
Hungary	24	0,84%	47	1,45%	0,62%
Iceland		0,00%	3	0,09%	0,09%
India	6	0,21%	5	0,15%	-0,05%
Indonesia	12	0,42%	15	0,46%	0,05%
Iran (Islamic Republic of)	30	1,04%	31	0,96%	-0,09%
Iraq	27	0,94%	12	0,37%	-0,57%
Ireland	11	0,38%	19	0,59%	0,20%
Israel	17	0,59%	39	1,21%	0,61%
Italy	121	4,21%	197	6,09%	1,87%
Japan	58	2,02%	51	1,58%	-0,44%
Jordan		0,00%	2	0,06%	0,06%
Kazakhstan	5	0,17%		0,00%	-0,17%
Kenya		0,00%	1	0,03%	0,03%
Korea, Republic of	38	1,32%	46	1,42%	0,10%
Kosovo, Republic of	4	0,14%	25	0,77%	0,63%
Kuwait	4	0,14%	2	0,06%	-0,08%
Latvia	11	0,38%	9	0,28%	-0,10%
Lebanon	16	0,56%	17	0,53%	-0,03%
Libyan Arab Jamahiriya	10	0,35%		0,00%	-0,35%
Lichtenstein		0,00%	1	0,03%	0,03%
Lithuania	10	0,35%	24	0,74%	0,39%
Luxembourg	4	0,14%	1	0,03%	-0,11%
Macedonia, FYR	6	0,21%	6	0,19%	-0,02%
Malaysia	4	0,14%	1	0,03%	-0,11%
Malta	3	0,10%	6	0,19%	0,08%
Martinique		0,00%	2	0,06%	0,06%
Mexico	4	0,14%	8	0,25%	0,11%
Monaco	1	0,03%		0,00%	-0,03%
Mongolia		0,00%	4	0,12%	0,12%
Montenegro	4	0,14%	8	0,25%	0,11%

Morocco	1	0,03%	3	0,09%	0,06%
Myanmar		0,00%		0,00%	0,00%
Netherlands	141	4,91%	150	4,64%	-0,27%
New Caledonia	1	0,03%		0,00%	-0,03%
New Zealand		0,00%	2	0,06%	0,06%
Norway	67	2,33%	67	2,07%	-0,26%
Oman	2	0,07%	1	0,03%	-0,04%
Pakistan	6	0,21%	1	0,03%	-0,18%
Palastine Territories	1	0,03%		0,00%	-0,03%
Panama		0,00%	1	0,03%	0,03%
Philippines	2	0,07%	1	0,03%	-0,04%
Poland	101	3,52%	109	3,37%	-0,15%
Portugal	50	1,74%	59	1,82%	0,08%
Qatar	3	0,10%	3	0,09%	-0,01%
Reunion	1	0,03%	1	0,03%	0,00%
Romania	80	2,79%	135	4,17%	1,39%
Russian Federation	26	0,91%	37	1,14%	0,24%
Saudi Arabia	98	3,41%	89	2,75%	-0,66%
Serbia	84	2,92%	117	3,62%	0,69%
Singapore	7	0,24%	6	0,19%	-0,06%
Slovak Republic	5	0,17%	19	0,59%	0,41%
Slovenia	15	0,52%	46	1,42%	0,90%
South Africa	5	0,17%	6	0,19%	0,01%
Spain	98	3,41%	114	3,52%	0,11%
Sri Lanka	1	0,03%	1	0,03%	0,00%
Sudan	2	0,07%	2	0,06%	-0,01%
Sweden	89	3,10%	70	2,16%	-0,94%
Switzerland	40	1,39%	62	1,92%	0,52%
Syrian Arab Republic		0,00%	1	0,03%	0,03%
Taiwan, ROC	1	0,03%	8	0,25%	0,21%
Thailand	1	0,03%	2	0,06%	0,03%
Tunisia	12	0,42%	4	0,12%	-0,29%
Turkey hosting country 2013	179	6,23%	39	1,21%	-5,03%
Turkmenistan		0,00%	1	0,03%	0,03%
Ukraine	6	0,21%	9	0,28%	0,07%
United Arab Emirates	16	0,56%	27	0,83%	0,28%
United Kingdom	183	6,37%	220	6,80%	0,43%
United States of America	62	2,16%	80	2,47%	0,31%
Uzbekistan	1	0,03%		0,00%	-0,03%
Yemen	3	0,10%		0,00%	-0,10%
Zambia	1	0,03%		0,00%	-0,03%

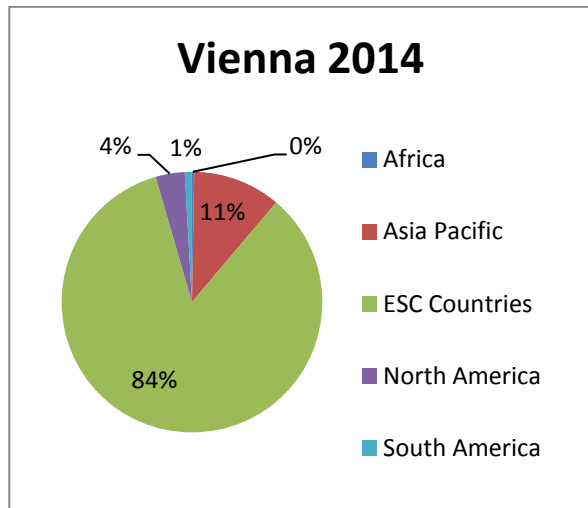
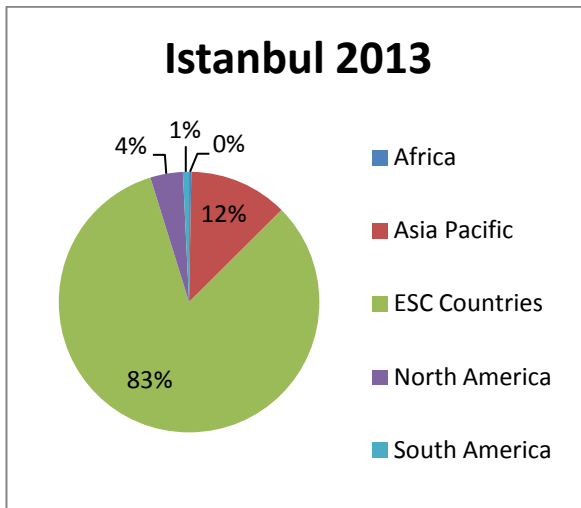
- Top ten country 2013 & 2014

*Hosting Country

Rank	Country	2012	Country	2013	Country	2014
1	Greece *	446	Greece	272	Greece	248
2	United Kingdom	205	France	189	United kingdom	220
3	Italy	159	United Kingdom	183	Italy	197
4	Romania	112	Turkey *	179	Netherlands	150
5	Poland	97	Netherlands	141	Bulgaria	143
6	Belgium	89	Italy	121	Romania	135
7	Spain	87	Poland	101	Serbia	117
8	France	86	Saudi Arabia	98	France	116
9	Serbia	85	Spain	98	Spain	114
10	Sweden	82	Sweden	89	Poland	109

3.3 By Region

	2013	2014
Africa	8	9
Asia Pacific	355	353
ESC countries	2 394	2 728
North America	94	117
South & Central America	22	29
Total	2 873	3 236



3.4 Exhibitors

- Number of exhibitor badges

Exhibitor badges	2012	2013	2014
Total	383	438	338

3.5 Demographic

Gender	2012 Athens	2013 Istanbul	2014 Vienna
Male	60	59	56%
Female	40	41	44%

Age Band	2012 Athens	2013 Istanbul	2014 Vienna
20 - 30	7%	9 %	8%
31 - 35	14%	15%	14%
36 - 40	15%	16%	15%
41 - 50	29%	31%	31%
51 - 60	22%	22%	23%
61 - 70	6%	7%	8%

3.6 Delegate Profile

6.1.1 Activity	
Cardiologist	74%
Cardiologist - Trainee	12%
General Practitioner	0%
Industry/Agent	0%
Nurse	1%
Other	6%
Press/Medical Writer	0%
Public Health Organisation/NGO	0%
Scientist	2%
Surgeon	1%
Technician	5%

6.1.2 Place of work	
In Non-University Hospital	35%
In University Hospital	59%
Other	2%
Private Practice	19%
Research	10%

6.1.3 Fields of interest					
Acute Coronary Syndromes (ACS)	47%	Diseases of the Aorta and Trauma to the Aorta and Heart	22%	Pericardial Disease	27%
Arrhythmias	36%	Genetics	9%	Peripheral Arterial Diseases	14%
Atrial Fibrillation	35%	Heart Failure (HF)	62%	Pregnancy and Heart Disease	21%
Basic Science	14%	Hypertension	40%	Primary Pulmonary Hypertension (PPH)	25%
Cardiac Consult	15%	Infective Endocarditis	33%	Rehabilitation and Exercise Physiology	13%
Cardiac Tumours	16%	Interventional Cardiology	17%	Sudden Cardiac Death and Resuscitation	24%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	18%	Invasive imaging - Cardiac Catheterisation and Angiography	21%	Syncope	23%
Chronic Ischaemic Heart Disease (IHD)	38%	Myocardial Disease	38%	Thromboembolic Venous Disease	17%
Clinical Pharmacology	13%	Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	80%	Valvular Heart Diseases	60%
Congenital Heart Disease	31%	Other	6%		

4. INDUSTRY

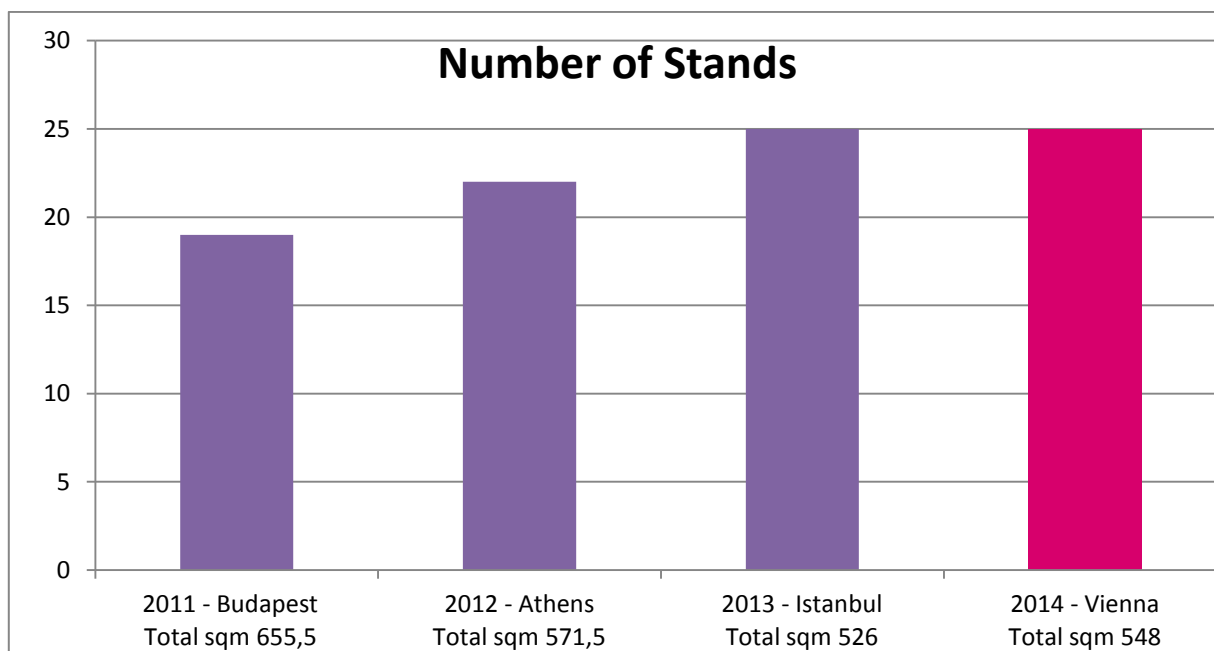
4.1 Exhibitors

Number of booths	25
Number of square meters sold	548m ²

4.2 Exhibition

Company	Square meters sold			
	2011	2012	2013	2014
3W Informed BV	9	0	0	0
Abbott Vascular	0	0	9	9
Agfa Healthcare	0	0	18	0
American Society of Echocardiography	18	18	18	18
AstraZeneca	0	30	0	0
Bracco	18	12	15	15
British Society of Echocardiography	0	0	0	9
CAE Healthcare	0	0	0	9
Cardea Software	0	0	0	9
Circle Cardiovascular Imaging	0	0	0	9
Edwards Lifesciences SA	9	10	9	9
Epsilon Imaging	0	9	9	0
ESAOTE SpA	27	30	24	24
EACVI Plaza	0	0	0	12
ESC/EAE	54	76,5	72	72
EuroEcho-Imaging (next year)	0	0	0	9
GE Healthcare	90	80,5	45	49
HeartWorks by Inventive Medical Ltd	9	9	9	18
Hellenic Society of Cardiology	0	9	0	0
Hitachi Medical Systems (ALOKA)	70	50	50	54
Istanbul Convention Bureau	0	9	0	0
MediMatic	18	0	12	12
Medispec Ltd	12	0	0	0
Medistim	0	9	0	0
Mides	0	9	0	0
Mindray	0	0	12	0
Oxford University Press	9	9	9	9
Philips Healthcare	90	51	42	42
Samsung Medison	38,5	0	0	0
Servier	0	0	9	0
Siemens AG Healthcare Sector	72	66,5	54	63
TomTec Imaging Systems	18	12	12	18
Toshiba Medical Systems	45	42	42	42
Tristel Solutions Ltd	9	0	12	0
Turkish Society of cardiology	0	9	9	0
VentriPoint Diagnostics**	9	9	9	9
VisualSonics	9	0	9	0
Wisepress Medical Bookshop	10	12	8	10
ZONARE Medical Systems GmbH	12	9	9	0
Total m²	655.5 m²	571.5 m²	526 m²	548 m²

- Exhibition Area evolution in m² since 2011



4.3 Satellite symposia

4 companies organised a Satellite Symposium @ EuroEcho-Imaging 2014 as detailed below:

Wednesday 03 December - 12:45-13:45

- *The art of optimal patient selection for percutaneous mitral valve repair*
Satellite Symposium sponsored by Abbott Vascular in room Schubert (650pax)

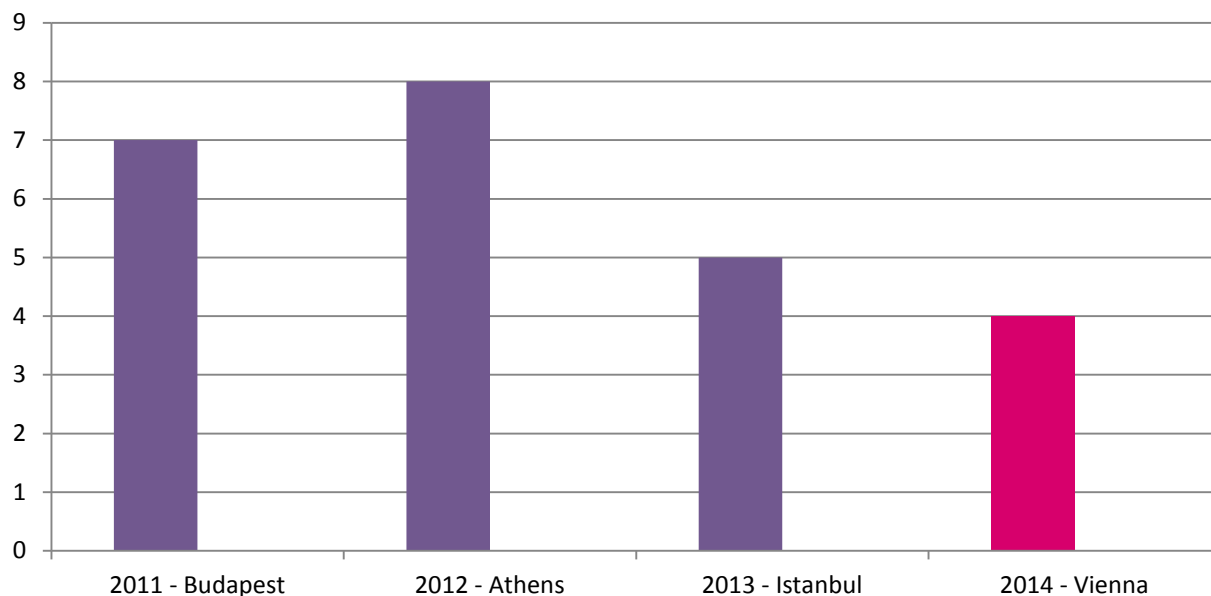
Thursday 04 December - 12:45-13:45

- *Latest advances in Anatomical Intelligence and Peri-Interventional Imaging*
Satellite Symposium sponsored by Philips Healthcare in room Haydn (435pax)
- *Heart Function in 3 Dimensions: where are we and where do we go next?*
Satellite Symposium sponsored by Toshiba Medical Systems in room Strauss (435pax)

Friday 05 December - 12:45-13:45

- *Contrast use in clinical echocardiography: impact on quality, patient management and costs*
Satellite Symposium sponsored by Bracco in room Strauss (435pax)

Satellites symposia evolution since 2011



4.4 Imaging Campus

○ Number of Imaging Campus and details

4 companies Imaging Campus @ EuroEcho-Imaging 2014 as details below:

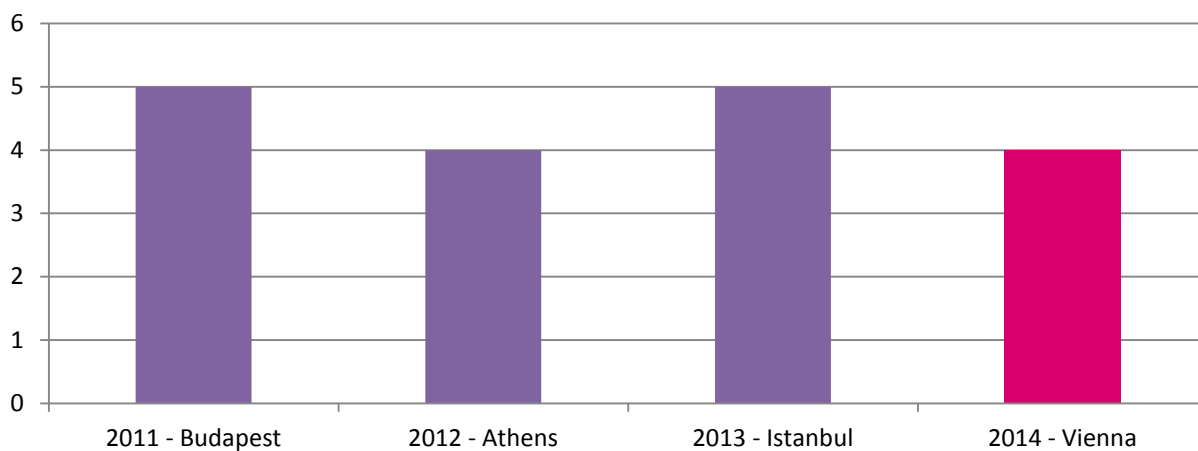
Thursday 04 December & Friday 05 December

- Philips Healthcare
- EACVI Club 35 – Heartworks

Friday 05 December

- Hitachi
- EACVI

Imaging Campus evolution since 2011



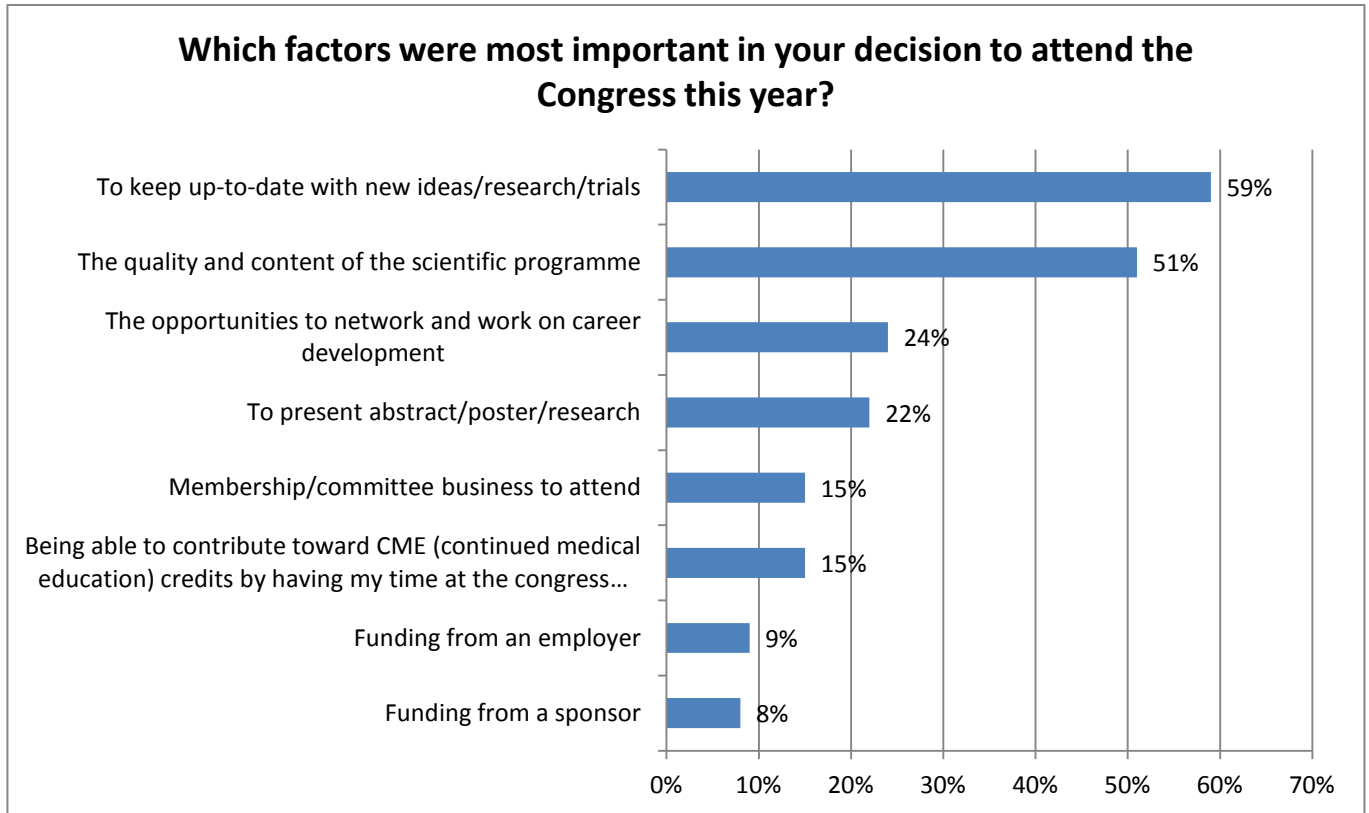
- **Vivid Lounge**
GE Healthcare requested a lounge as previous years. The lounge was 109m² and located on 1st floor with a very easy access from the exhibition to the Level 1.
- **Function spaces**
Two Function Spaces of 32 m² were sold for the duration of the congress
Philips
Hitachi

4.5 Sponsorship & advertising

- **Independent Educational Grant:**
Edward Lifesciences sponsored an Independent Educational Grant for one Official Programme Session:
Asymptomatic valvular heart disease
- **eBlast:**
An eBlast was prospered for 1 advert from Hitachi
- **Webcast:**
Bracco ordered a webcast of their session. Files were sent to the company after the congress
- **Screencast:**
A screencast was ordered by Toshiba of their session. Files were sent to the company after the congress

5. ANNEX

5.1 Post congress survey: Participant



Top 3 reasons to attend the Congress:

1. To keep up-to-date with new ideas, research, trials
2. The quality and content of the scientific programme
3. The opportunities to network and work on career development

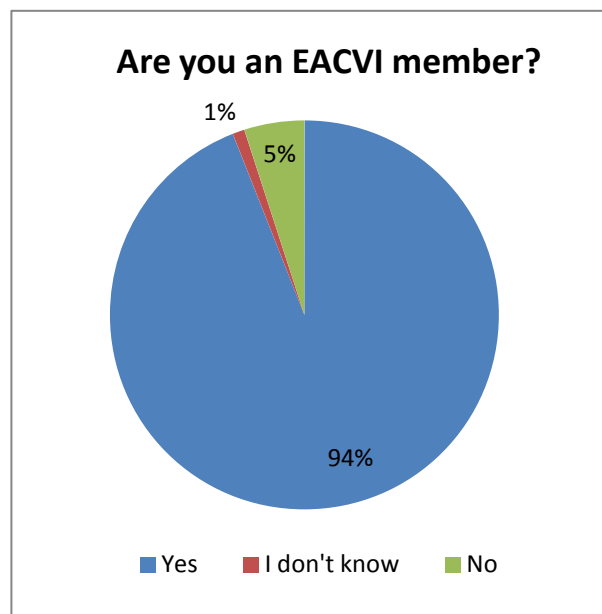
Delegates' involvement in the European Association of Cardiovascular Imaging

94% of the respondents are a **member** of EACVI. Generally members are more involved in the Congress and they actively participate in the Post congress survey.

Here we can see that 94% of the replies are made by members, this is very high compared to other Sub-speciality congress surveys.

We also asked the 6 non-members the reason why they are not part of the EACVI.

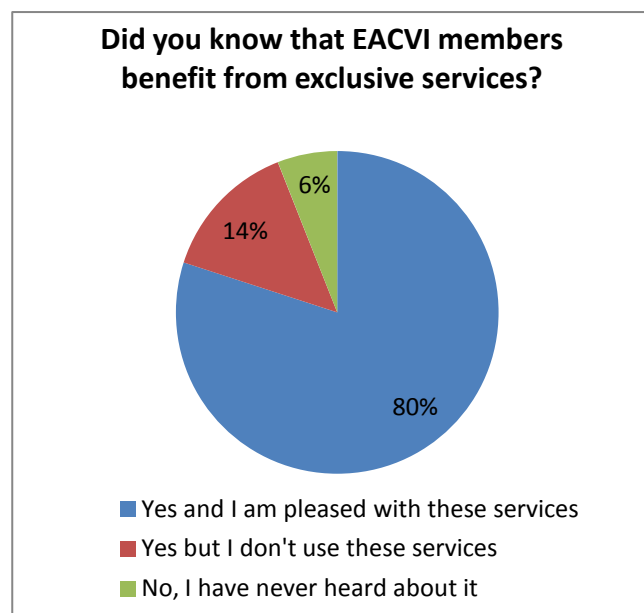
4 of them answered: "I'm already a member of another Cardiovascular Imaging Organisation",



In order to better understand the value perceived in the service offered to members, we asked them if they knew about the exclusive services and if they used them.

80% of respondents selected the answer "Yes and I am pleased with these services."

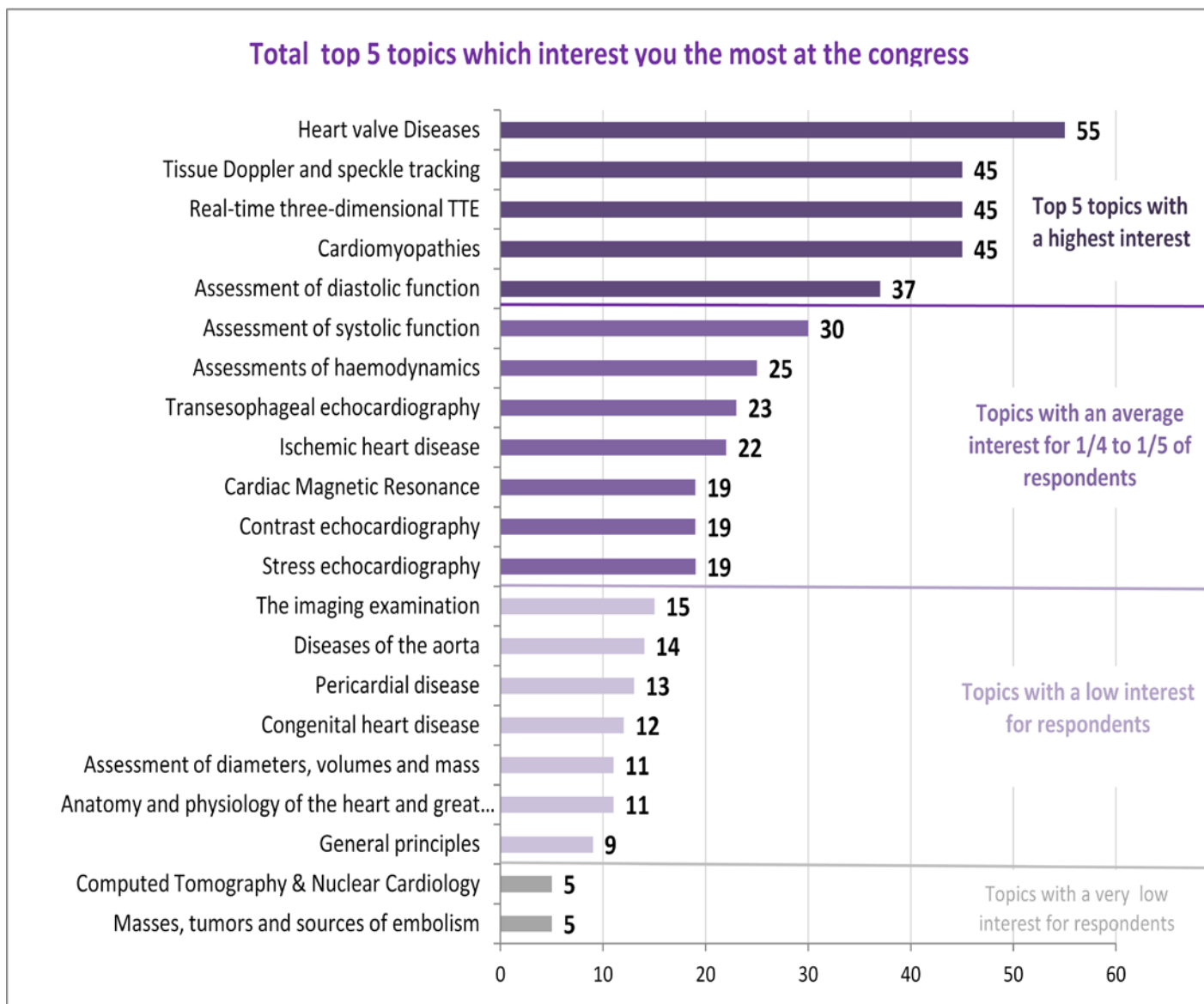
14% think they do not use these services, and **6%** have never heard about them.



Delegates' scientific satisfaction

Topics of interest

The level of satisfaction about the Congress is linked to the scientific experience a delegate receives. In this question, we asked respondents to rank the top 5 topics from the list according to their interests. The figures hereunder are based on the total number of answers including all 5 choices.

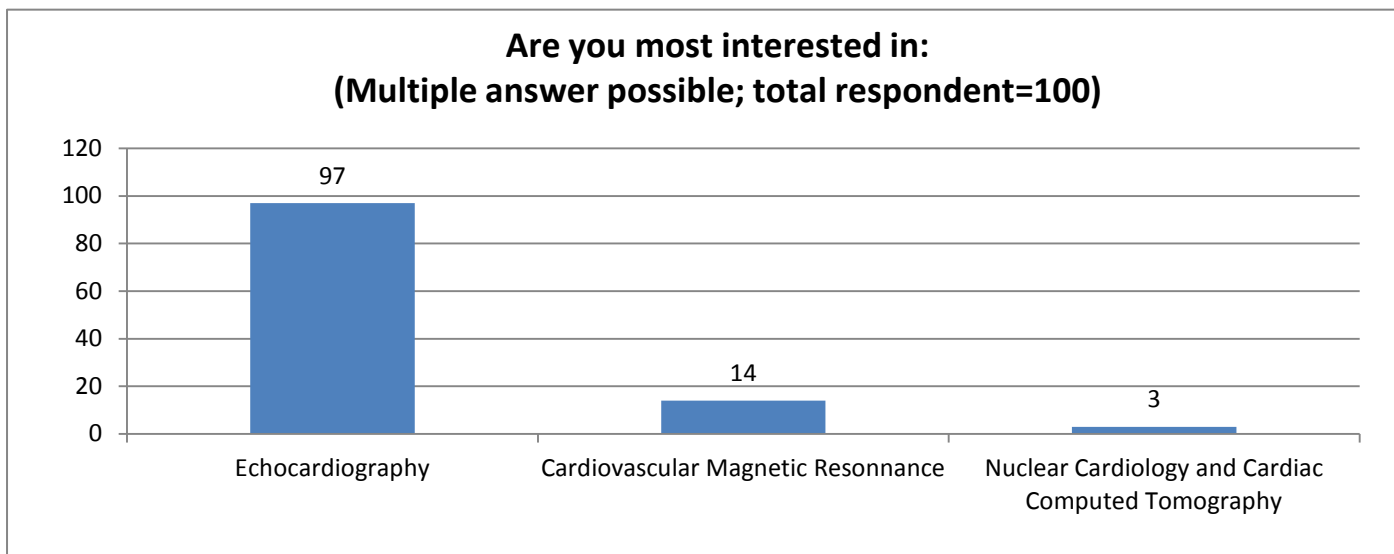


The Top 5 topics as a **first choice** are the following:

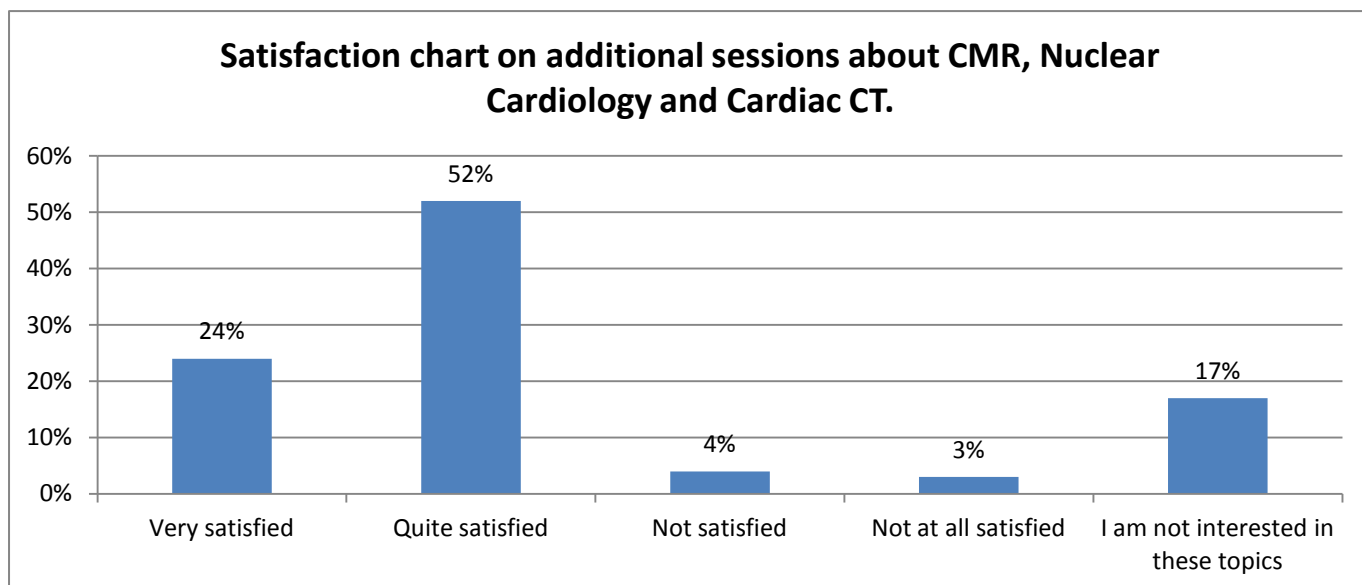
Topic	1 st choice selection only
Heart Valve Diseases	20
Cardiomyopathies	13
Tissue Doppler and speckle tracking	10
Real-time three-dimensional TTE	10
Assessments of haemodynamics	8

The top 4 topics as the first choice and the total ranking (including the 5 choices) are the same, the assessment of haemodynamics encounter a larger success in the first choice selection than in the total ranking of the 5 choices.

EuroEcho-Imaging, enlarged its scope to cover all imaging modalities, Echocardiography, CMR and NC and Cardiac CT. In order to measure the impact for the audience, the survey included a question about the topic they are most interested in. (Several responses possible)



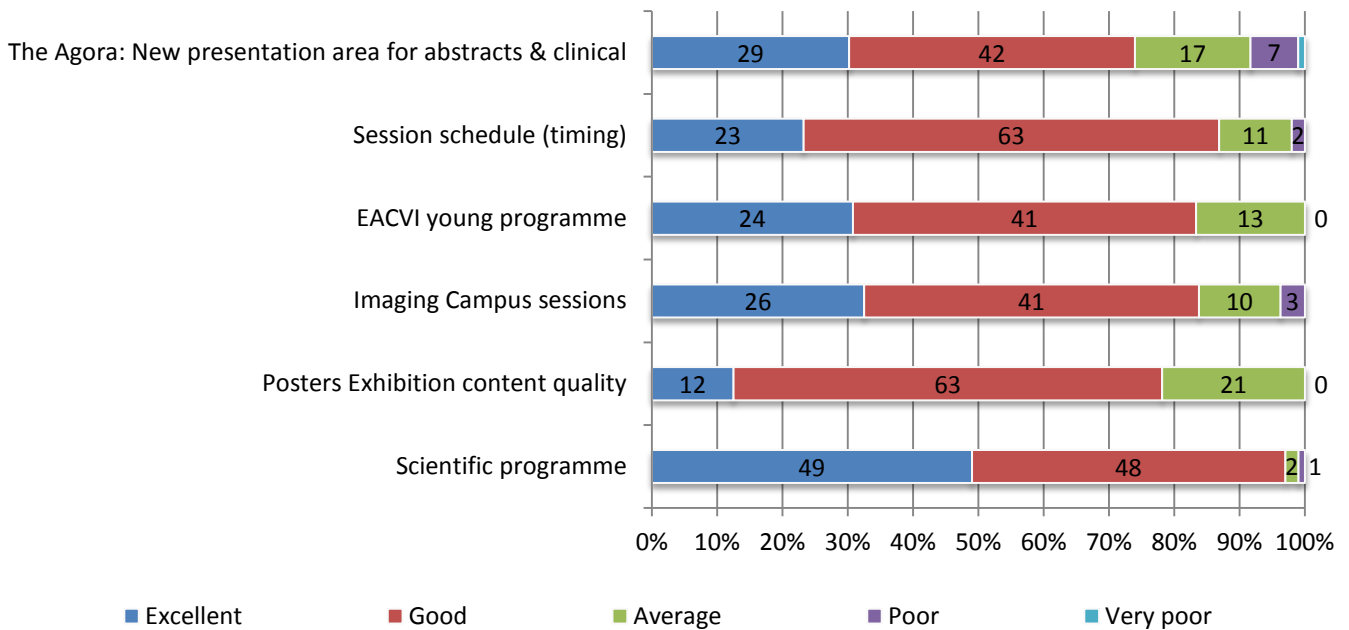
97% of the audience that responded to the survey are most interested in Echocardiography. 14 of the respondents choose CMR, and only 3 people selected the Nuclear Cardiology and Cardiac CT. These results show that efforts need to be maintained to obtain a more balanced Imaging congress. The scientific content included more sessions about these 2 topics this year. The following graph presents the level of satisfaction with these new sessions:



More than 3/4 of the respondents are “very satisfied” or “quite satisfied” with the new arrangements in the scientific programme offering more sessions about CMR and Nuclear Cardiology and Cardiac CT. 7% of respondents were not satisfied, and only 17% said that they are not interested in these topics.

Overall scientific satisfaction

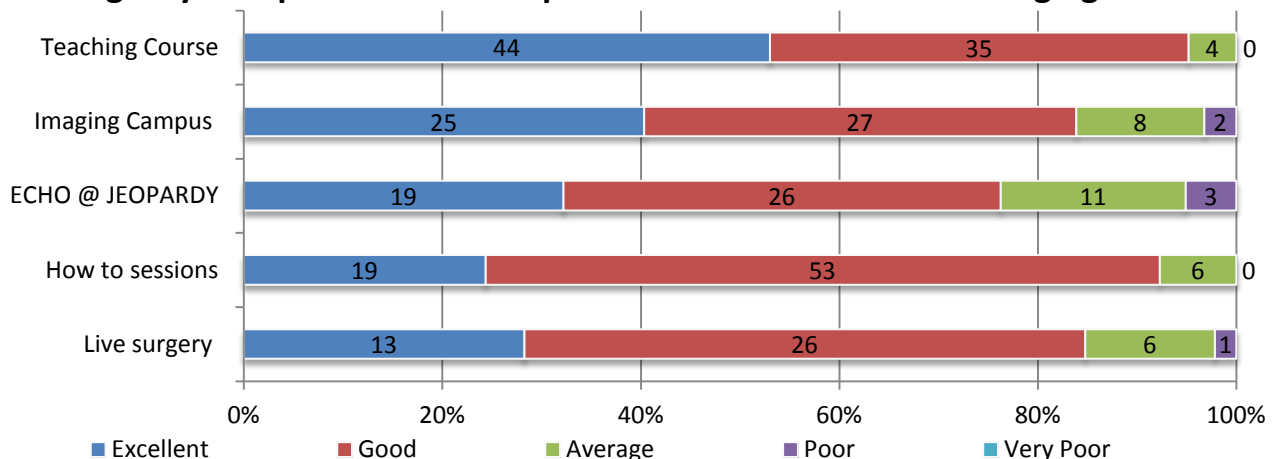
Please rate the following in terms of fulfilling your expectations at EuroEcho-Imaging 2014:



The overall scientific programme was praised by respondents with a high level of satisfaction: **95% of “Good” and “Excellent”** answers were regarding the programme. The graph above shows the satisfaction with the Agora, the session schedule, Imaging Campus sessions and the EACVI young programme. The enthusiasm is lower for the Scientific Programme, the **“Excellent” answers are from 23-29%** of responses and **“Good” represent 41 to 63%** of the answers.

Finally the Posters and Exhibition content encountered a large success, even if the number of “Excellent” answers was lower, with a 75% share of the responses.

Please give your opinion on these special sessions at EuroEcho-Imaging 2014:

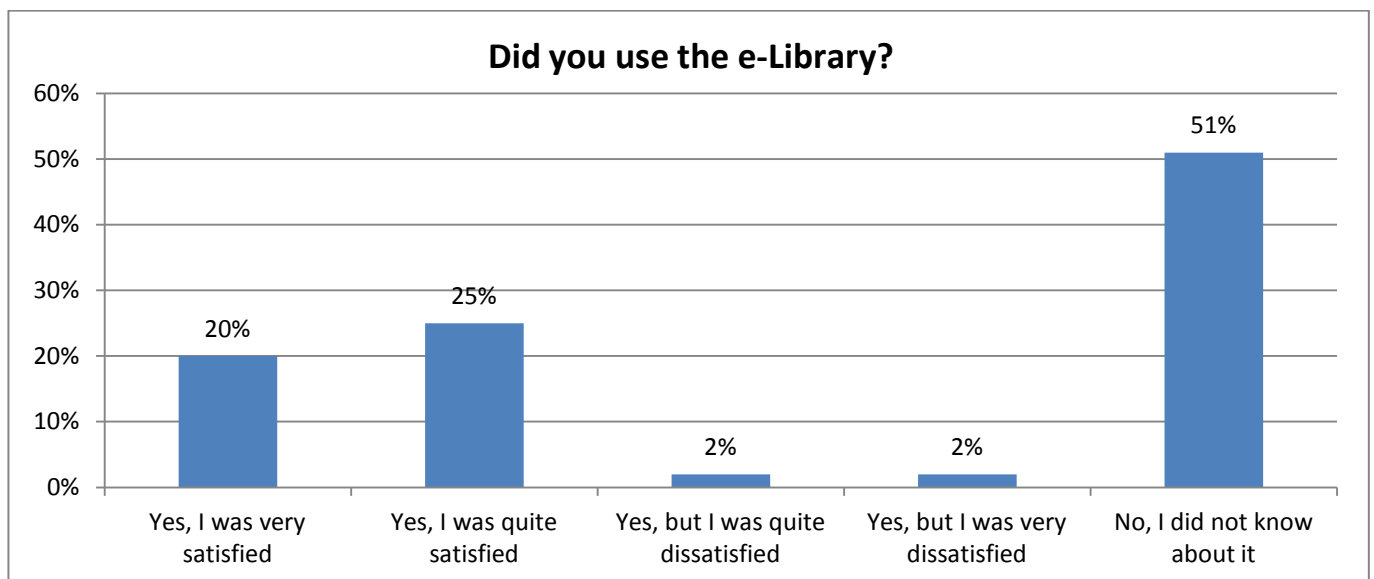


The sessions that obtained the highest level of satisfaction are the how-to sessions and teaching courses, the value perception here is that the new learning that can be easily implemented upon their return, straight into their normal daily activities.

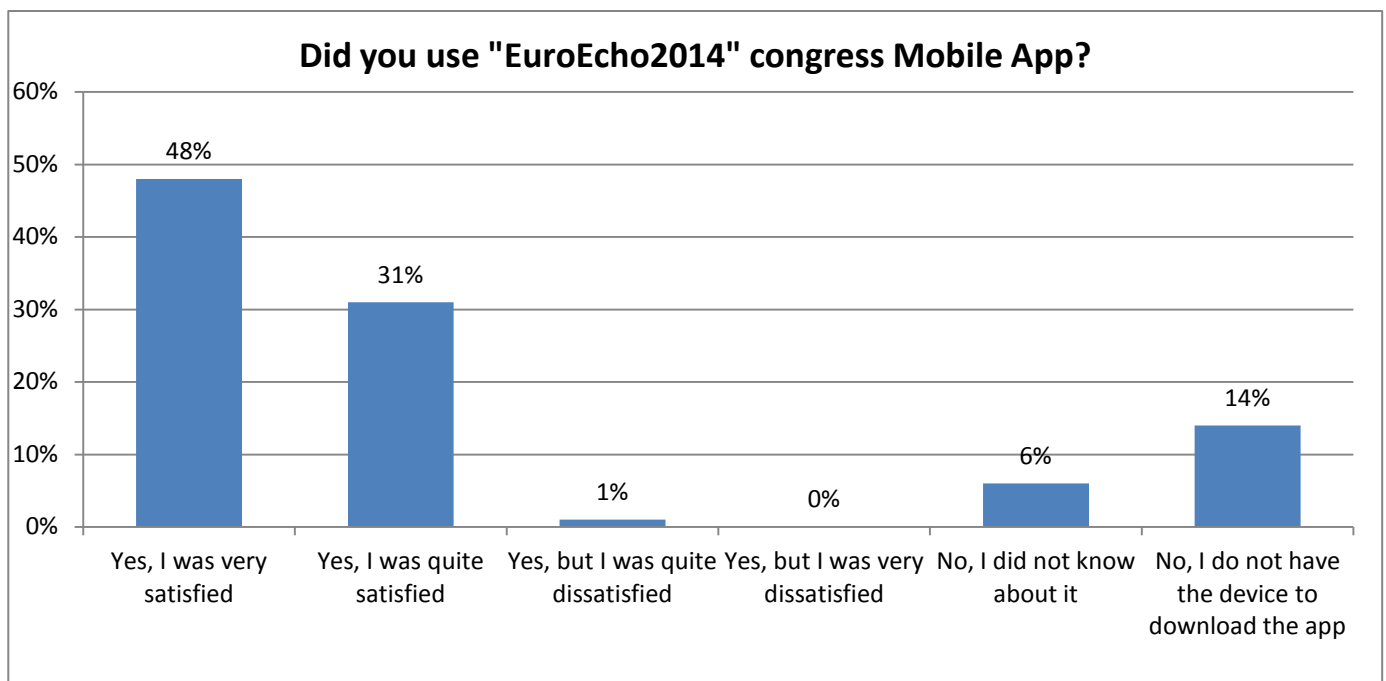
ECHO@ JEOPARDY was less praised by respondent with 11% of “average” answers. Once again the level of satisfaction with the scientific content is really high and the number of ‘Poor’ answer is very low.

Scientific resources

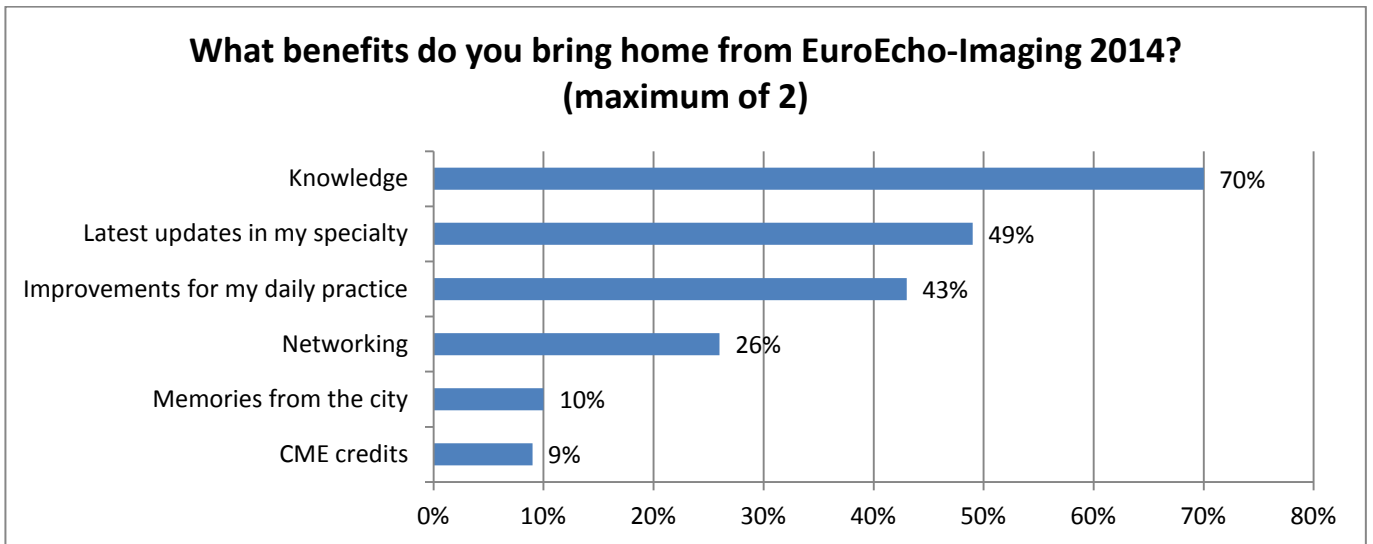
Less than half of the respondents used the e-Library, from these 49% of users, **45% were satisfied or very satisfied. 2% were dissatisfied and 2% were very dissatisfied.** The promotion on the e-Library and all the elements available in this resource needs to be adapted to the audience as **51% did not know about it.**



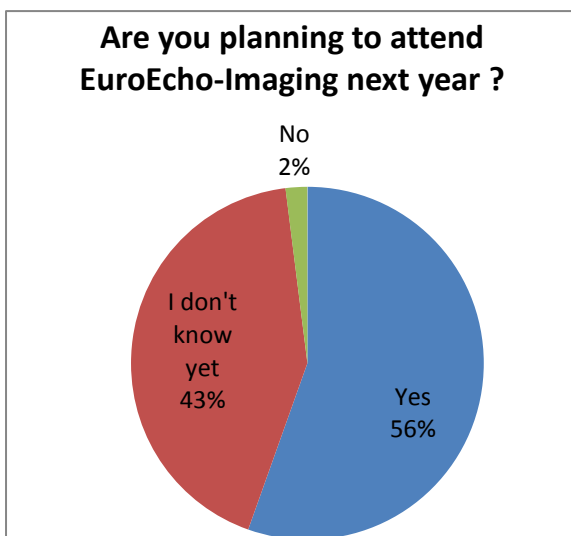
The same question was asked concerning the Mobile app and the awareness is much higher, only **6% did not know about it** (14% cannot use it as they don't have the adapted device). **Only 1 respondent found the app quite dissatisfying, all the other users were either satisfied or very satisfied.** The EuroEcho-Imaging mobile app obtained a very high level of satisfaction overall.



Customer retention



The questions above measure the value perception of the EuroEcho-Imaging Congress for respondents and the key benefits it offers them; **70% answered “knowledge”, 49% “latest updates in my specialty” and 43% “Improvements for my daily practice”**. These are in line with the scientific programme level of satisfaction. The networking opportunities are mentioned by more than a **1/4 of the respondents**. As for the ESC Congress the graph above shows the impact of the destination, **10%** of respondents mentioned their memories from the city as a key benefit. And **9% mentioned the CME accreditation**.



Finally, the question on their intention to attend the Congress next year also illustrates the high level of quality and satisfaction of the participants as 56% said “Yes.”

As for every congress it may be too early for a large part of them to already know whether they would be allowed to attend the following year. Here the results are 43% answers “I don't know” and 2% answers “No”.

5.2 Digital Activities Report

- **Website activities**

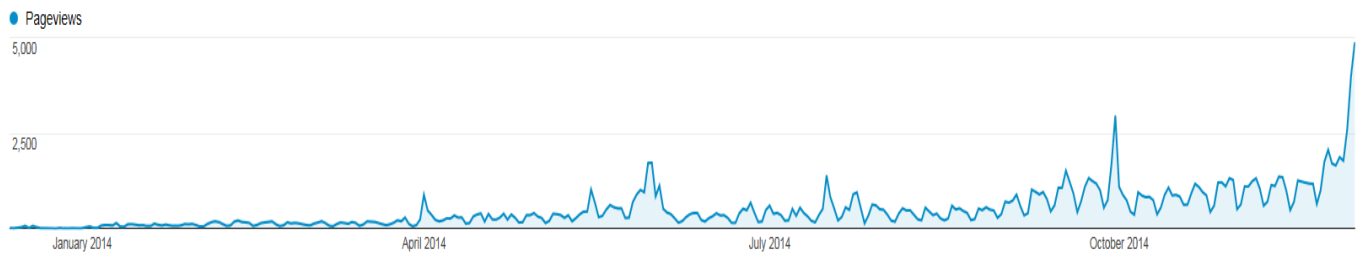
Website statistics pre-congress

The promotion started at the end of the previous congress in December and increased progressively until EuroEcho-Imaging 2014. The promotion of EuroEcho-Imaging 2014 was articulated around abstract submission and registration periods. The key dates were: 3 April 2014 (Abstract submission, hotel booking and registration opened), 31 May 2014 (Abstract Submission Deadline), 31 September 2014 (Early Fee Registration Deadline), 31 October 2014 (Late Fee Registration Deadline) and 26 November 2014 (Last Minute Fee Registration Deadline).

- **Overview of the congress website, from 13 December 2013 until 02 December 2014**

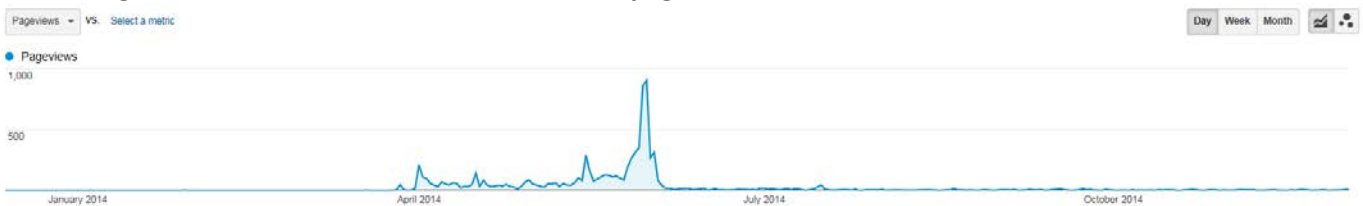
Page path level 3	Pageviews	Unique Pageviews
/Pages/	88 602	70 016
/registration/	28 777	24 579
/scientific-programme/	26 851	22 887
/travel-city/	9 816	7 564
/Documents/	8 403	7 709
/hotels/	6 569	5 482
/attendance/	5 159	4 310
/exhibition-industry/	1 199	931
/congress-news/	320	171
/congress-reports/	9	3
	175 714	143 660

- **Total pageviews on EuroEcho-Imaging 2014 website:**



On the congress website, we notice that the first peaks in April and May coincide with the promotion of the abstracts submission and its deadline. In October, the peak highlights the late registration deadline.

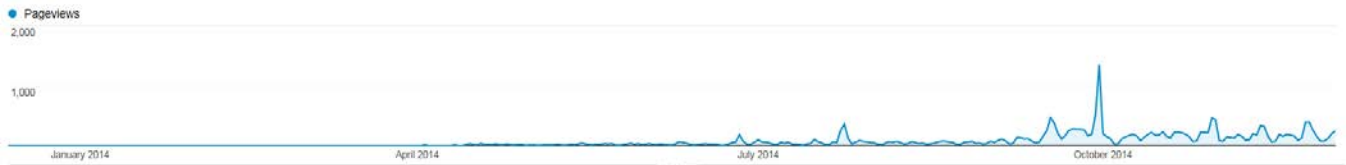
- **Pageviews on the Abstract submission homepage**



congresses/euroecho-imaging-2014/scientific-programme/Pages/abstracts.aspx

The Three main picks (1 April, 15 May, 29/30/31 May) are correlated with special communication action, mostly advert in ESC Website and dedicated e-campaigns with customised content for different audiences.

○ Pageviews on the Registration homepage



</euroecho-imaging-2014/registration/Pages/welcome.aspx>

The main pick (30 September) is correlated with the early registration fee deadline, which was supported by special communication this last day.

source: google analytics

Pageviews are the total number of pages viewed. Repeated views of a single page are counted.

Unique Pageviews: counts every time the page was viewed in an individual session as a single event; so whether a visitor viewed the page once in their visit or five times, the number of unique pageviews will be recorded as just one.

○ Website statistics during the congress

Full coverage of the congress, including news, photos, press releases, key sessions, congress reports, twitter feed and more was displayed on the EuroEcho-Imaging 2014 website section homepage.

○ Overview of the congress website, from 03 December 2014 until 06 December 2014

Page path level 3	Pageviews	Unique Pageviews
/attendance/	9 573	8 810
/Pages/	5 477	4 078
/scientific-programme/	1 499	1 278
/congress-news/	1 392	1 225
/travel-city/	742	627
/congress-reports/	694	568
/Documents/	512	467
/registration/	302	237
/hotels/	87	70
/exhibition-industry/	81	72
	20 359	17 432

○ Top 10 page views of the congress website, from 18 to 20 October 2014

Page	Pageviews	Unique Pageviews
/attendance/Pages/mobile-app.aspx	9156	8459
/Pages/welcome.aspx	5371	4010
/scientific-programme/Pages/welcome.aspx	603	503
/travel-city/Pages/getting-to-congress-centre.aspx	426	377
/Documents/programme-euro-echo-imaging-2014.pdf	283	255
/scientific-programme/Pages/sessions.aspx	257	205
/attendance/Pages/welcome.aspx	248	198
/travel-city/Pages/about-city.aspx	222	169
/scientific-programme/Pages/faculty-presenter-guidelines.aspx	185	176
/Documents/advance-programme-2014.pdf	182	168

Online communications and promotion

○ E-campaigns

21 dedicated EuroEcho-Imaging 2014 email campaigns were sent between 1 April and 11 December 2014. The average open rate is 31% and click rate 5,1%, which are very good.

Date	Subject line	Delivered (D)	Opened	Open rate	Clicks (C)	Click rate C/D
01/04/14	Be part of the programme at EuroEcho-Imaging 2014, submit your abstract!	41 897	11 430	27,3%	540	1,3%
18/04/14	Mark your agendas, Vienna, register and book your hotel now 3-6 December	42 702	10 803	25,3%	516	1,2%
15/05/14	Submit your abstract to EuroEcho-Imaging 2014, top exposure for your science	21 297	5 627	26,4%	279	1,3%
15/05/14	Submit your abstract to EuroEcho-Imaging 2014, top exposure for your science	48 515	9 385	19,3%	446	0,9%
30/05/14	Only a few hours left to submit your scientific breakthroughs: deadline is 31 May	66 314	14 445	21,8%	482	0,7%
02/06/14	Only a few hours left to submit your scientific breakthroughs: deadline is 2 June	2 845	1 166	41,0%	95	3,3%
25/06/14	Register now and start planning your Congress	47 774	10 045	21,0%	493	1,0%
27/06/14	Register now and start planning your Congress	19 166	4 235	22,1%	195	1,0%
23/07/14	Register and discover the new scientific sessions designed for you	68 695	14 748	21,5%	791	1,1%
16/09/14	A journey in Cardiovascular Imaging not to miss	33 507	9 677	28,9%	719	2,1%
30/09/14	Last day to register at the early rate!	33 463	7 935	23,7%	677	2,0%
17/10/14	Reasons not to miss EuroEcho-Imaging 2014 in Vienna	42 237	9 523	22,5%	693	1,6%
30/10/14	Last opportunity to benefit from our late registration fee	38 754	9 461	24,4%	812	2,1%
12/11/14	Last minute Registration: save time on-site	32 302	6 656	20,6%	416	1,3%
24/11/14	Register online and save time on-site	32 330	6 712	20,8%	333	1,03%
28/11/14	Before you leave	2 708	1 730	63,9%	894	33,0%
02/12/14	Congress news – Day 1	2 527	1 230	48,7%	264	10,4%
04/12/14	Congress news – Day 2	2 645	1 075	40,6%	217	8,2%
05/12/14	Congress news – Day 3	2 659	1 052	39,6%	261	9,8%
06/12/14	Congress news – Day 4	2 689	1 137	42,3%	388	14,4%
11/12/14	Thank you for attending EuroEcho-Imaging 2014, your opinion counts	825	432	52,3%	77	9,33%

○ e-Daily congress news

4 e-Daily congress news were sent during Congress, the first one in the evening before the congress starts, the others were near 6 a.m. each morning. The content was primarily sourced from the onsite congress newspaper, press releases, congress reports and a selection of different sessions not to be missed.

This year, it was decided to avoid having too much text in the mailing and instead have a list of interesting links, making the news more user friendly and adaptable to smartphones and tablets.

Moreover, due to the very specific content, the e-Daily congress news was sent only to the congress attendees.

- **Open rate and click rates are very high and reflect a real interest of the audience in this new format.**

Date	Subject line	Delivered (D)	Opened	Open rate	Clicks (C)	Click rate C/D
02/12/14	Congress news – Day 1	2 527	1 230	48,7%	264	10,4%
04/12/14	Congress news – Day 2	2 645	1 075	40,6%	217	8,2%
05/12/14	Congress news – Day 3	2 659	1 052	39,6%	261	9,8%
06/12/14	Congress news – Day 4	2 689	1 137	42,3%	388	14,4%

- **Most clicked item in each news:**

Day 1:

SESSIONS NOT TO BE MISSED

- Discover the 21 different teaching courses of the day. They will be held in the lecture rooms from 9:30 to 15:30. [See the complete programme here.](#)

33.2%

Day 2:

Photo gallery



10.9%

Day 3:

SESSIONS NOT TO BE MISSED

- **EACVI Club 35 session: Best of 2014 in 3D Echocardiography**, chaired by Madalina Garbi and [7.2%](#) -10:00, room Strauss
- Do not miss the special session: **Live session on aortic valve sparing surgery**, chaired by Gebrine El [4.3%](#) is Vinereanu, 14:00-15:30, room Haydn
- **The research in imaging in the world**, chaired by [5.8%](#) i and Gilbert Habib, 14:00-15:30, room Strauss
- **Echo@Jeopardy**, chaired by Madalina Garbi and [3.8%](#) De Diego, 18:00-19:00, room Schubert
- Attend the **Four teaching course sessions** from 8:30 to 18: [12.1%](#)

Day 4:

CONGRESS REPORTS

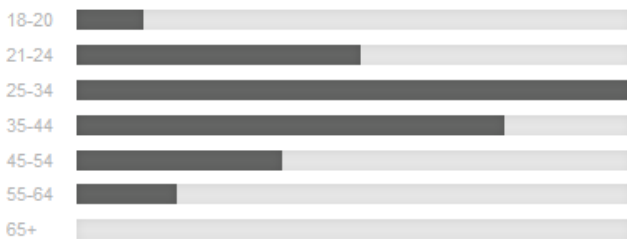
- The low gradient aortic stenosis by Bernard lung
19.9%

5.3 Social media activity overview and statistics

Twitter

- A total of **1922 tweets** were sent using the official hashtag **#euroecho** (20 with unofficial #europrevent2014)
- 525 tweets sent with official twitter account (including 10 retweets)
- 216 new followers
- 190 clicks
- 946 retweets

BY AGE RANGE



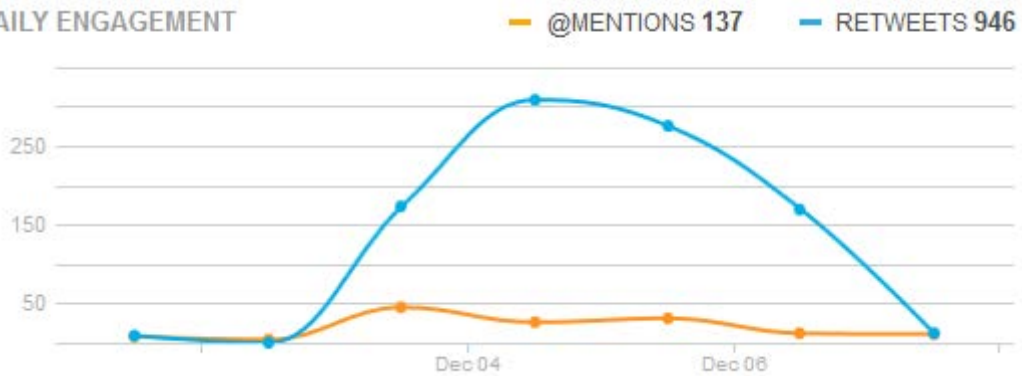
BY GENDER



Men aged 25-34 appear to be the leading force among your followers.






- Daily stats

DAILY ENGAGEMENT








Tweets performance

o Most clicked tweets

	3D echocardiography has comprehensive advantages for guiding interventional procedures #euroecho bit.ly/1vTRbr1	25
escardio (Tweet) 12/05/2014 6:00 pm by Vladimir A.		
	Basic knowledge of cardiac mechanics is crucial for proper selection of imaging techniques #euroecho bit.ly/1vTQT3z	22
escardio (Tweet) 12/05/2014 5:00 pm by Vladimir A.		
	Appropriate technique/standardised measurements key to accurate assessment of low-gradient aortic stenosis #euroecho bit.ly/15SdHIJ	9
escardio (Tweet) 12/05/2014 12:35 pm by Vladimir A.		
	3D printed heart could reduce heart surgeries in children #euroecho bit.ly/1vjGD0B	8
escardio (Tweet) 12/05/2014 9:00 am by Vladimir A.		
	Important new technologies for guiding aortic valve interventions are just around the corner #euroecho bit.ly/1Bk0rtj	6
escardio (Tweet) 12/05/2014 12:45 pm by Vladimir A.		

o Most re-tweeted tweets

	Young populations with bicuspid #aortic valve have 2% incidence endocarditis and same survival as general population - H Michelena #euroecho	10
escardio (Tweet) 12/05/2014 8:44 am		
	2015 guidelines have new limits of normality for conventional #echo measures of chamber size & function - Denisa Muraru #euroecho	10
escardio (Tweet) 12/04/2014 2:10 pm		
	New chamber quantification recommendations to be published in January 2015 by #EACVI and #ASE - Denisa Muraru #euroecho	9
escardio (Tweet) 12/04/2014 2:23 pm		
	Peak GLS predicts #cardiotoxicity after anthracyclines - Juan Carlos Plana #euroecho	9
escardio (Tweet) 12/04/2014 11:39 am		
	#MRI is the gold standard to evaluate right ventricular volume - Ghormmallah Al Zahrani #euroecho	7
escardio (Tweet) 12/04/2014 5:41 pm		

- Tweets with the largest reach

	Young populations with bicuspid #aortic valve have 2% incidence endocarditis and same survival as general population - H Michelena #euroecho	39.1k
escardio (Tweet) 12/05/2014 8:44 am		
	Peak GLS predicts #cardiotoxicity after anthracyclines - Juan Carlos Plana #euroecho	36.6k
escardio (Tweet) 12/04/2014 11:39 am		
	#tricuspidregurgitation is independent determinant of patient survival & is associated with significant morbidity - Luigi Badano #euroecho	36.1k
escardio (Tweet) 12/03/2014 12:14 pm		
	GLS predicts sudden cardiac death & ventricular #arrhythmia better than ejection fraction - Jens-Uwe Voigt #euroecho	35.1k
escardio (Tweet) 12/03/2014 2:29 pm		
	Young cardiologists are no longer #echocardiographers but rather imagers - Gilbert Habib #euroecho	34.7k
escardio (Tweet) 12/05/2014 10:56 am		

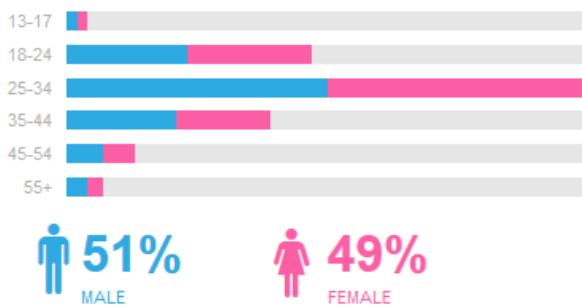
Facebook

- Global stats

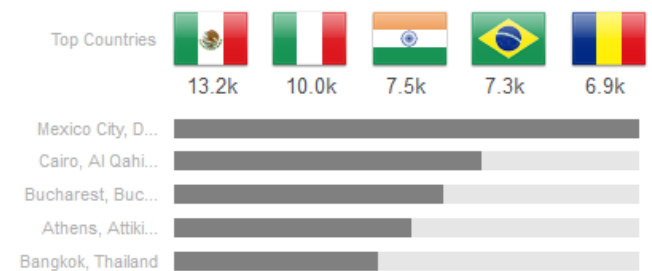
397 new Facebook fans

223,715 Facebook impressions during the congress

IMPRESSIONS BY AGE & GENDER



IMPRESSIONS BY LOCATION



Impressions: The total number of times any Facebook user (fan or non fan) could have potentially seen any content associated with the Page in their News Feed or Ticker or by visits to the Page directly.

o Photos from the congress

Daily uploads of pictures from the congress. A total of 298 photos were added to the gallery.

<https://www.facebook.com/media/set/?set=a.10152586221798719.1073741855.108687003718&type=3>

Photos have been viewed **12,933** times.

 European Society of Cardiology added 116 photos to the album EuroEcho-Imaging 2014. December 5, 2014



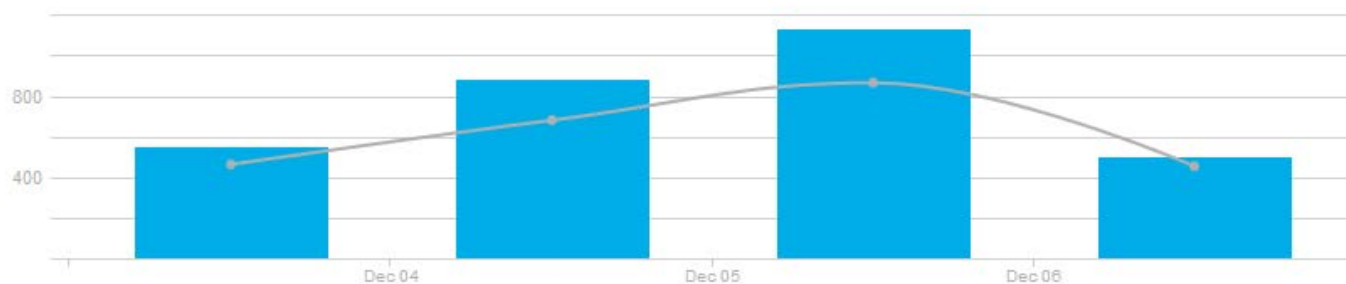
Boost Unavailable

Like · Comment · Share · Tag Photos 👍 1,034 💬 15 ➦ 80 Shares

- Sharing

STORIES

Stories Created 3.1k by 2.5k Users



Stories Created: A “story” on Facebook is created when a user likes your Page, posts to your Page’s Wall, answers a Question you posted, mentions your Page, phototags your Page, likes, or comments on / shares one of your Page posts.

Users: The number of people that created stories about your page over the duration of your report.

5.4 Summary of press and monitoring

- Press release

- 06 Nov 2014 [3D printed heart showcased at world’s largest cardiovascular imaging congress](#)
- 03 Dec 2014 [Mediterranean diet linked to improved CV function in erectile dysfunction patients](#)
- 04 Dec 2014 [Preliminary study suggests Parkinson’s drugs safe for the heart](#)
- 05 Dec 2014 [Austrian researchers show encapsulation of cancer drugs reduces heart damage](#)
- 05 Dec 2014 [3D printed heart could reduce heart surgeries in children](#)

- Key facts

- Number of articles: **373**
- Publicity value*: **€ 111 001** (excluding Google coverage)

Event	Number of articles	Publicity value*
EuroEcho 2014	373	€ 111 001
EuroEcho 2013	487	€ 36 417
EuroEcho 2012	318	€ 22 990

Release	Number of articles	Publicity value*
Mediterranean diet	136	€ 61 159
Parkinson’s drugs	71	€ 29 021
Encapsulation of cancer drugs	42	€ 8 203
3D printed heart	91	€ 12 345
Other	33	€ 273
Total	373	€ 111 001

* This figure should just be taken as a useful indication as to the effect of ESC press releases. Cision Point (the ESC’s Media Coverage supplier) measures the *Publicity Value* by using the wordcount of the article, the reach figure for that outlet (ie unique users for internet outlets, readers for print outlets) and an internal multiplier. The multiplier is determined on the price paid by media buyers for that outlet

5.5 ESC Stand

Type of stand

ESC/EACVI joint stand

Island stand with a total floor space of 72m²

Main reception desk, Membership area with 4 Touch screen computers, Education area with 1 laptop for any eventual demos.

Shop area with 2 display cabinets, desk and cupboards. On the front area of the stand wall a plasma screen was installed with the teaser for E-learning courses. On the back wall of the reception desk a power point with all relative EACVI activities video. A projector with the EACVI logo and text 'Welcomes you to Vienna' was projected in white on the pink carpet representing EACVI's main colour to attract the eye on the stand. On the back walls visuals 'ESC Congress 2015 London' and the Future EACVI Congresses 'Euroecho-Imaging 2015 Sevilla', 'EuroCMR 2015 Nice' and 'ICNC 2015 Madrid'.

ESC/EACVI stand





EuroEcho2015 Imaging

19th Annual Meeting of the European Association
of Cardiovascular Imaging, a registered branch
of the ESC, in cooperation with the Spanish
Working Group of Echocardiography.



Spain

Seville

2-5 December

www.escardio.org/EACVI



EACVI
EUROPEAN ASSOCIATION OF
CARDIOVASCULAR
IMAGING

A Registered Branch of the ESC



**EUROPEAN
SOCIETY OF
CARDIOLOGY**