

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.

POST CONGRESS REPORT

Spain
Seville
2-5 December

www.escardio.org/EACVI



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1. GENERAL INFORMATION

1.1 Quick facts & figures

- ✓ **3143 participants**
 - 2775 Active delegates
 - 362 Exhibitors
 - 6 Press
- ✓ **93 countries represented**
- ✓ **339 Faculty** members for **698 roles** in the programme
- ✓ **143 Scientific Programme sessions**
 - 110 Pre-Arranged Sessions
 - 33 Abstract-based Sessions
- ✓ **8 lecture rooms** (7 lecture rooms, 1 Agora and 1 Imaging Campus room used on Wednesday)
- ✓ **1257 abstracts** (1106 abstracts and 151 clinical cases) submitted & **946** abstracts accepted (892 abstracts and 54 clinical cases)
72 oral presentations + **70** moderated posters + **750** posters
- ✓ **Industry sponsored sessions**
 - 7 Satellite Symposia
 - 12 Imaging Campus Industry sessions
 - 2 Sessions supported with an unrestricted educational grant
- ✓ **Exhibition**
588 m² stand space including:
 - 447 m² paying
 - 141 m² free
- 30** exhibiting companies

Congress Main Theme

- Cardiomyopathies
- Early diagnosis of cardiovascular disease

New initiatives:

- Nuclear & CT Track on Wednesday (3 sessions took place in the Imaging Campus room)
- CMR Track on Wednesday
- Voting system for all How To Sessions

1.2 Introduction



EuroEcho-Imaging 2015 is accredited by the European Board for Accreditation in Cardiology (EBAC) for 19 hours of External CME credits. EBAC works according to the quality of standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS). These credits can be transferred into North American AMA credits on the American Medical Association (AMA).

More information: www.ebac-cme.org

1.3 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

Istanbul, Turkey
3311 total attendees

EuroEcho-Imaging 2014

Vienna, Austria
3574 total attendees

1.4 Committees

Executive Board Members

Prof. Gilbert Habib, FESC (France)
EACVI President 2014 - 2016

Assoc. Prof. Bogdan A. Popescu, FESC (Romania)
EACVI President Elect

Prof. Patrizio Lancellotti, FESC (Belgium)
EACVI Past President

Prof. Bernard Cosyns (Belgium)
Vice President - Echo Section Chair

Prof. Nuno Cardim, FESC (Portugal)
Secretary

Prof. Sven Plein (United Kingdom)
Vice President - CMR Section Chair

Prof. Thor Edvardsen, FESC (Norway)
Treasurer

Prof. Danilo Neglia (Italy)
Vice President - NC & CCT Section Chair

Prof. Gerald Maurer, FESC (Austria)
Editor in Chief of European Heart Journal - Cardiovascular Imaging



EuroEcho-Imaging Scientific Programme Committee

Prof. Bernard Cosyns (Belgium)
Scientific Chairperson

Dr. Chiara Bucciarelli-Ducci, FESC
(United Kingdom)
Scientific Programme co-Director - CMR Section

Assoc. Prof. Bogdan A. Popescu, FESC (Romania)
Scientific Programme Director

Prof. Danilo Neglia, FESC (Italy)
Co-Chair - CT & Nuclear Section

Dr. Elena Galli (France),
Dr. Julien Magne (France)
Scientific Programme Advisors

Dr. Oliver Gaemperli (Switzerland)
Scientific Programme co-Director
CT & Nuclear Section

Prof. Sven Plein (United Kingdom)
Co-Chair - CMR Section

Dr. Leopoldo Pérez De Isla (Spain)
Local Host

Prof. Steffen Petersen, FESC (United Kingdom)
Scientific Programme Advisor - CMR Section

Scientific Committee Advisors

S. AL Ahmari (SAU)
R. Senior (UK)
K. Yiangou (CY)
P. Charron (FR)
M. de Alcantara (BR)
P. Dehant (FR)
C. Erol (TR)
M. Garbi (UK)

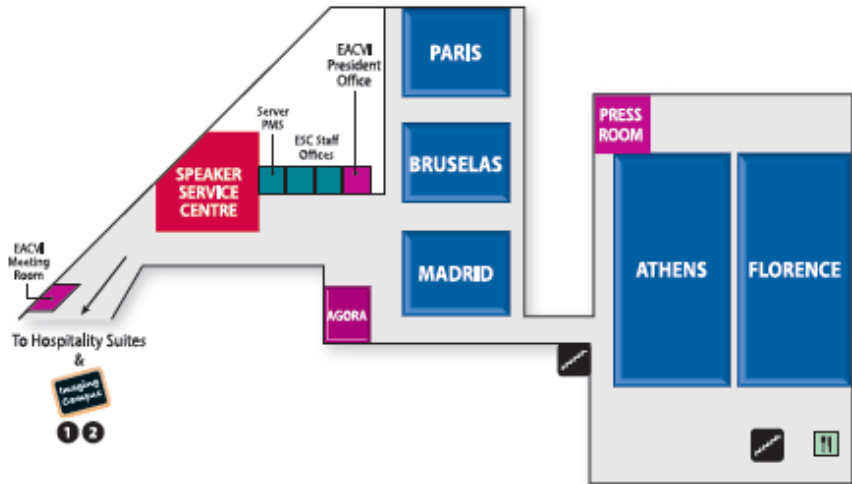
A. Hagendorff (DE)
O. Kamp (NL)
G. Karatasakis (GR)
P. Lancellotti (BE)
N. Liel Cohen (ISR)
A. Neskovic (SER)
P. Nyanopoulos (UK)
P. Pibarot (CA)

J. Separovic Hanzevacki (HR)
M. Swaans (NL)
M. Vannan (US)
A. Varga (HU)
J.U. Voigt (BE)
J.L. Zamorano (ES)

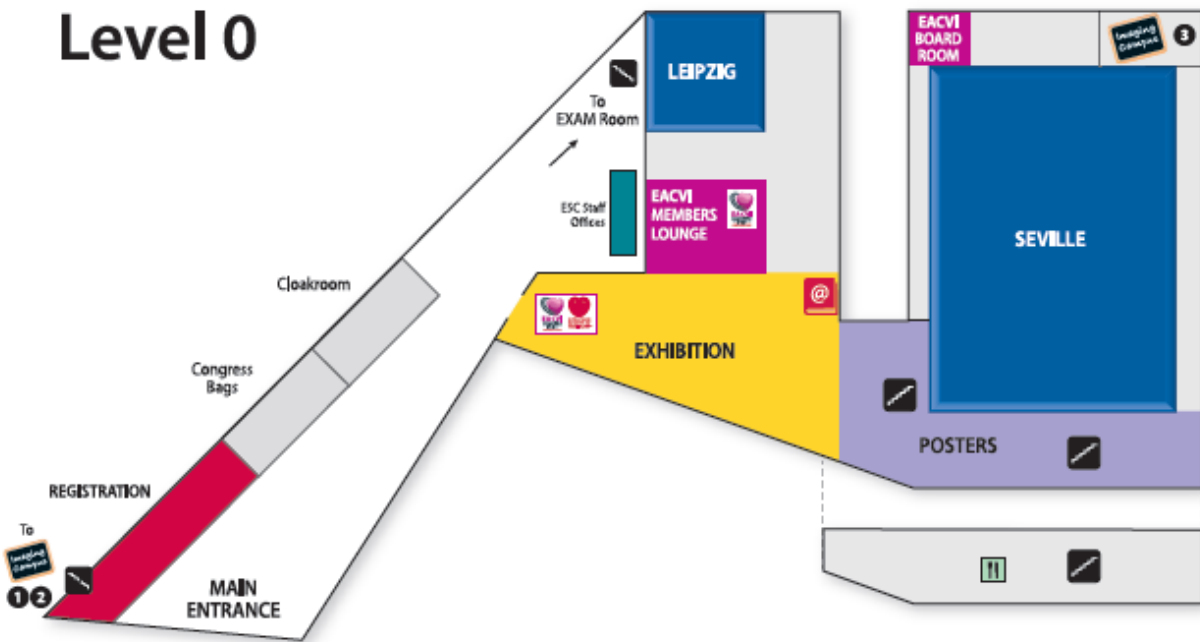
1.5 Venue

FIBES II
Sevilla Palacio de Congresos
Avda. Alcalde Luis Uruñuela, 1
41020 Sevilla, ES

Level 1



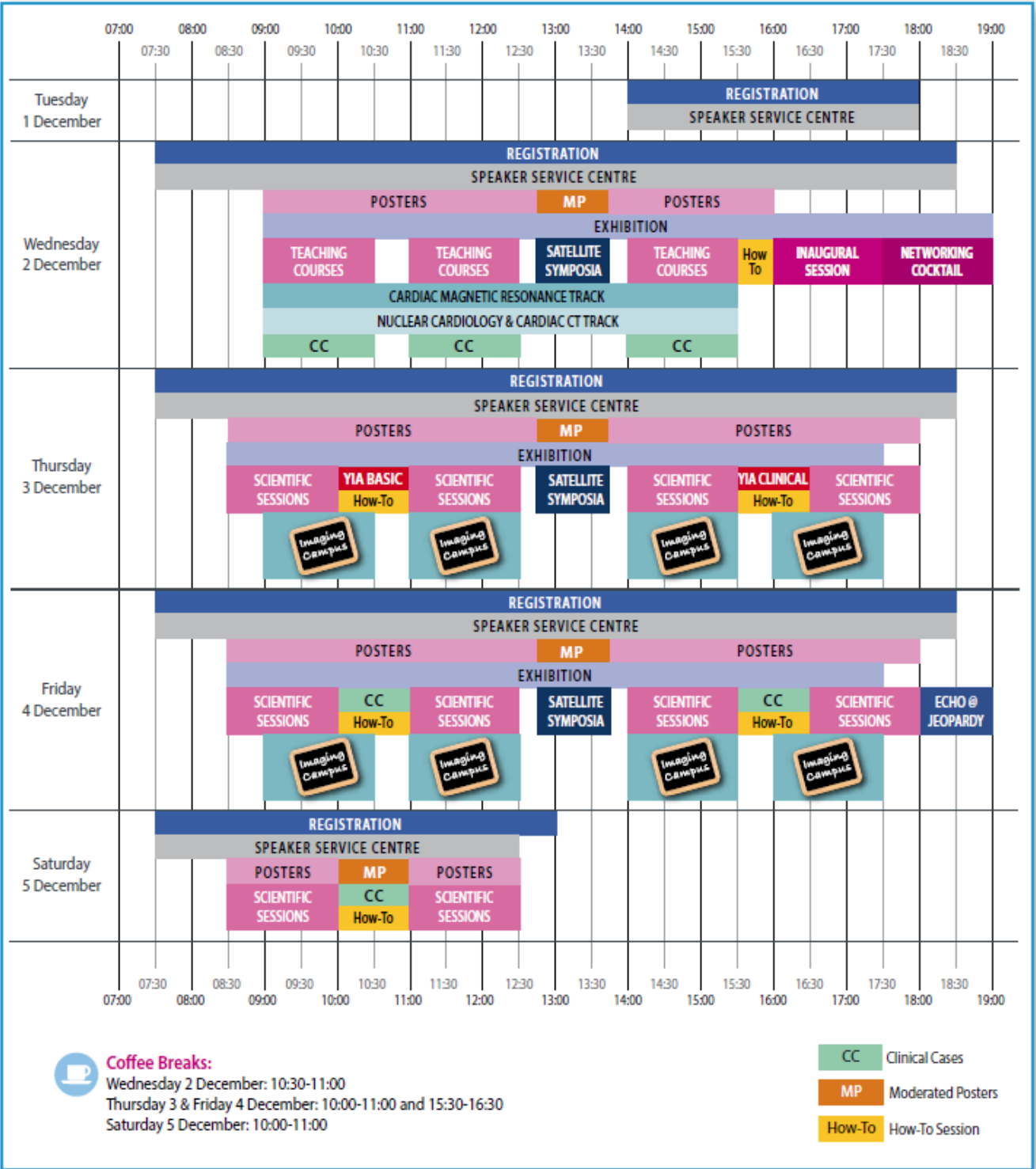
Level 0



Lecture rooms	Capacity in use
SEVILLE	1028 pax
FLORENCE	400 pax
ATHENS	340 pax
PARIS	322 pax
MADRID	308 pax
BRUSELAS	260 pax
LEIPZIG	150 pax
AGORA	50 pax



1.6 Schedule



2. SCIENTIFIC PROGRAMME

2.1 Overview

- 7 Lecture rooms + Agora
- 1 Imaging Campus room has been used as well to run the Wednesday Teaching Course on Nuclear Cardiology and Computed tomography -NEW
- 110 Sessions Pre-arranged sessions
 - 10 Clinical Seminar
 - 3 Debate Session
 - 6 How-to Session
 - 12 Imaging Campus 12 (1 session repeated 4 times + 1 session repeated 8 time)
 - 8 Main Session
 - 4 Special Session
 - 31 Symposium
 - 34 Teaching Course

Other sessions: 2 Special Events (Inaugural session & GA)
- 33 Abstract-based sessions
 - 2 YIA Session
 - 7 Clinical Cases
 - 7 Moderated Posters
 - 8 Rapid Fire Abstract
 - 9 Poster Sessions
- 1106 Abstracts Submitted + 151 Clinical cases TOTAL= 1257 submissions
- 892 Abstracts Accepted + 54 Clinical cases TOTAL=946 – Acceptance rate total=75,2%

Key dates

- Abstract submission started on 1 April 2015 and ended on 31 May 2015 -Deadline extended to 2 June 2015 for EACVI members only
- Clinical cases submission started on 31 March 2015 and ended on 16 May 2015 - Deadline extended to 25 May 2015

Faculty Members

698 Roles – 339 Persons
234 roles of Chairperson
408 roles of Speaker
48 roles of Discussants
8 roles of “Other” (judge abstract)

2.2 Faculty

○ Activities

Year	2013		2014		2015	
# lecture room	7		7+1*		7+1*	
	Roles	Persons	Roles	Persons	Roles	Persons
Chairperson	201		227		234	
Speaker	423		398		408	
Judges	6		8		8	
Discussant	30		50		48	
Total	660	331	683	348	698	339

*Agora

The number of roles exclude: Industry, General Assembly & Inaugural session

○ Role distribution

EEI Number of Roles	2013	%	2014	%	2015	%
1	172	52	192	55	156	46
2	70	21	75	22	99	29
3	43	13	40	11	43	13
4	26	8	23	7	17	5
5	11	3	2	1	10	3
6	5	2	3	1	6	2
7	2	1	8	2	4	1
8	2	1	1	0	3	1
9	0	0	2	1	1	0
10	0	0	1	0	0	0
11	0	0	1	0	0	0
Grand Total	331		348		339	

○ By region

Faculty by Region	2013	2014	2015
ESC	263	258	272
North America	43	52	48
Asia Pacific	23	35	19
Africa (non ESC)	1	0	0
South & Central America	1	3	0
Total	331	348	339

○ By country

Faculty members by country – in order of representation from highest to lowest 2013-2014-2015

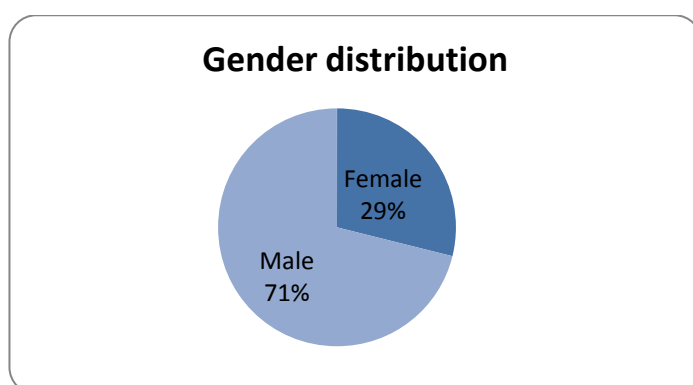
Country	EE2013	EE2014	EE2015
United Kingdom	29	36	44
United States of America	31	40	34
Italy	28	39	33
Belgium	24	25	25
France	32	30	24
Spain	12	13	20
Germany	12	13	17
Netherlands	16	13	16
Romania	9	10	11
Canada	10	10	9
Greece	15	10	9
Austria	3	9	8
Norway	8	3	7
Portugal	5	11	7
Israel	4	4	6
Poland	8	7	6
Mexico	2	2	5
Switzerland	6	5	5
Denmark	3	3	4
Japan	8	8	4
Saudi Arabia	0	6	4
Serbia	1	2	4
Bulgaria	3	2	3
Korea Republic of	4	8	3
Sweden	2	5	3
Tunisia	0	1	3
Australia	2	2	2
Croatia	2	2	2
China	1	2	2
Hungary	4	2	2
Ireland	2	2	2
Russian Federation	2	0	2
Turkey	25	6	2
United Arab Emirates	4	4	2
China People's Republic of	1	4	1
Cyprus	1	1	1
Czech Republic	2	1	1
Finland	0	1	1
India	3	1	1
Lebanon	1	1	1
Lithuania	0	0	1
Luxembourg	1	0	1
Slovak Republic	0	0	1
Albania	1	0	0
Colombia	1	0	0
Kosovo, Republic of	1	1	0
South Africa	1	0	0
Brazil	0	3	0
Monaco	1	0	0
Grand Total	331	348	339

- Top 12 countries - comparison with previous years

Country	2013	2014	2015
United Kingdom	29	36	44
United States of America	31	40	34
Italy	28	39	33
Belgium	24	25	25
France	32	30	24
Spain	12	13	20*
Germany	12	13	17
Netherlands	16	13	16
Romania	9	10	11
Greece	15	10	9
Austria	6	9*	8
Turkey	25*	6	2

* Turkey was hosting EuroEcho-Imaging 2013
 * Austria was hosting EuroEcho-Imaging 2014
 * Spain was hosting EuroEcho-Imaging 2015

- By gender



- EACVI Member Faculty roles

EE2014	Chairperson	Discussant	Judge Abstract	Speaker	ROLES Total	Person total
TOTAL EACVI MEMBERS	168	39	5	234	446	201 / 57,7%
No Members	59	11	3	164	237	147 / 42,2%
					683 roles	348 persons

EE2015	Chairperson	Discussant	Judge Abstract	Speaker	ROLES Total	Person total
TOTAL EACVI MEMBERS	154	36	6	249	445	188 / 55,4%
No Members	80	12	2	159	253	151/ 44,5%
					698 roles	339 persons

- Speaker Service Center

	25-nov	26-nov	27-nov	28-nov	29-nov	30-nov	01-déc	02-déc	03-déc	04-déc	05-déc	TOTAL
SSC Upload							9	132	98	66	11	316
# of upload modification done in SSC							15	315	189	163	30	712
Online Upload	1	1	8	12	26	51	57	32	12	2	0	202
# of upload modification done online	0	1	1	0	2	16	36	18	19	0	0	93

Upload in advance – Via “My ESC” Account: 202

Speaker Service Center onsite upload: 316

Check in at Speaker service Center: 1028 - Total Presentation captured: 533

2.3 Session overview

- By topic

Topic	Pre-arranged	Abstract	Industry	Grand Total
00.00 - Miscellaneous	40	15	14	69
01.00 - General principles of echocardiography	2			2
02.00 - The imaging examination	4		1	5
03.00 - Anatomy and physiology of the heart and great vessels	2			2
04.00 - Assessment of diameters, volumes and mass	3	1		4
04.02 - Assessment of left ventricle volume			1	1
05.00 - Assessments of haemodynamics	2			2
06.00 - Assessment of systolic function	1	1		2
07.00 - Assessment of diastolic function		1		1
08.00 - Ischemic heart disease	4	1		5
09.00 - Heart valves	8	3		11
09.09 - Transcatheter procedures (TAVI/MitralClip)			1	1

10.00 - Cardiomyopathies	9	2		11
11.00 - Systemic diseases and other conditions	6	1		7
11.06 - Other			1	1
12.00 - Pericardial disease	2			2
13.00 - Congenital heart disease	8	3		11
14.00 - Masses, tumors and sources of embolism		1		1
15.00 - Diseases of the aorta	2			2
16.00 - Stress echo	1			1
17.00 - Transoesophageal echo	1			1
18.00 - Contrast echo	1			1
19.00 - Real-time three-dimensional transoesophageal echocardiography	4			4
19.02 - 3D/4D Function (strain, contrast,...)			1	1
20.00 - Tissue Doppler and speckle tracking	4	1		5
21.00 - Cardiac Magnetic Resonance	3	1		4
22.00 - Computed Tomography & Nuclear Cardiology	3	2		5
Grand Total	110	33	19	162

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

○ By type

Type	Abstract	Industry	Pre-arranged	Grand Total
YIA Abstract Session	2			2
Clinical Cases	7			7
Clinical Seminar			10	10
Debate Session			3	3
How-to Session			6	6
Imaging Campus		12	12	24
Main Session			8	8
Moderated Posters	7			7
Poster Session	9			9
Rapid Fire Abstract	8			8
Satellite Symposium		7		7
Special Event			2	2
Special Session			4	4
Symposium			31	31
Teaching Course			34	34
Grand Total	33	19	110	162

○ Comparison by type

EuroEcho-Imaging	Type	2013	2014	2015
		Istanbul	Vienna	Seville
Abstract-based programme	Moderated Posters	9	8	7
	Poster Session	9	9	9
	Clinical Cases	0	8	7
	Rapid Fire Abstract / Oral Session	8	8	8
	Young Investigators Awards Abstracts	2	2	2
	Total abstract sessions	28	35	33
Pre-arranged programme	Clinical Seminar	10	11	10
	Debate Session	2	3	3
	How-to Session	7	7	6
	Main session	8	8	8
	Special Event	2	2	2
	Special Session	4	4	4
	Symposium	24	28	31
	Teaching Courses	30	30	34
	Imaging Campus EACVI	12	12	12
Industry programme	Total pre-arranged sessions	99	105	110
	Imaging Campus Industry	20	12	12
	Satellite Symposium	5	4	7
	Total industry sessions	25	16	19
	Total sessions per congress	152	156	162

○ By Category

Categories	Pre-arranged	Abstract	Industry
Clinical Imaging	10	—	—
Congenital heart disease	6	—	—
Core Curriculum	10	—	—
EACVI HIT (formerly Club 35),	20	—	—
Joint Session	17	—	—
Mobile App Interactive Session	6	—	—
Multimodality imaging	7	—	—

○ Joint sessions

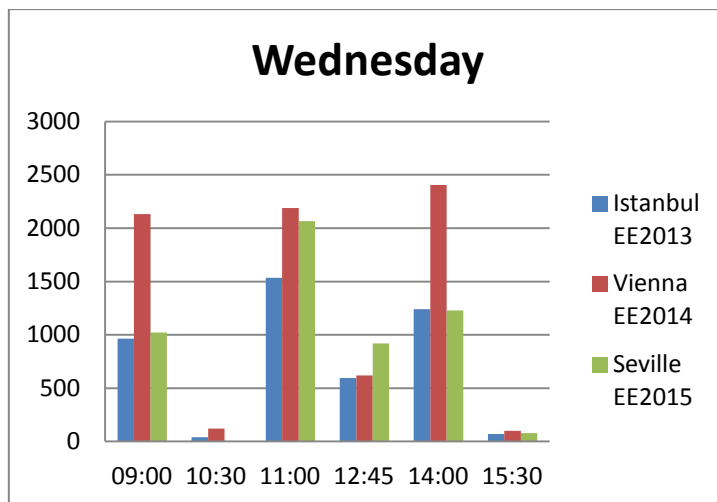
	EEI2013	EEI2014	EE2I015
# of Joint sessions	32	31	17

Joint sessions with...	EE2013	EE2014	EE2015
TOTAL	32	31	17
... the American Society of Echocardiography (ASE)	4	2	2
... the Working Group on Valvular Heart Disease (VHD)	3	6	2
... the Japanese Society of Echocardiography (JSE)	0	0	1
... Saudi Arabia	0	0	1
... Tunisia	0	0	1
... Portugal	0	0	1
... ECOSIAC	0	0	1
... the Spanish Association of Cardiac Imaging	0	0	1
... Norway	1	0	1
... Asia-Pacific Association of Echocardiography (AAE)	0	1	1
... the European Association for Cardiovascular Prevention & Rehabilitation (EACPR)	0	1	1
... the European Association of Cardiovascular Imaging (EACVI) and the European Association of Nuclear Medicine (EANM)	0	1	1
... the European Association of Cardiovascular Imaging (EACVI) and the European Society of Cardiac Radiology (ESCR)	0	1	1
... the Working Group on Pulmonary Circulation and Right Ventricular Function	1	1	1
... Austria	0	2	1
... the Bulgarian Working Group of Echocardiography	1	0	0
... the Hellenic Working Group on Echocardiology (HWGE)	1	0	0
... the United Arab Emirates Working Group of Echocardiography	1	0	0
... the Working Group on Myocardial and Pericardial Disease.	1	0	0
... Club 35.	1	0	0
... the Association for European Paediatric and Congenital Cardiology (AEPC) and the American Society of Echocardiography (ASE)	1	0	0
... the ESC Working Group on Cardiovascular Magnetic Resonance and the ESC Working Group on Nuclear Cardiology and Cardiac Computed Tomography.	2	0	0
... the ESC Working Groups on Grown-up Congenital Heart Disease and the Association for European Paediatric and Congenital Cardiology (AEPC)	5	0	0
... the Polish Cardiac Society	0	1	0
... the Saudi Heart Association	0	1	0
... the French Society of Cardiology	0	1	0
... the Working Group on Pericardial /LV function	0	1	0
... the American Society of Echocardiography (ASE) and ESC Working Group on Congenital Heart Disease	0	1	0
... the Nordic Working Group on Echocardiography.	0	1	0
... the ESC Working Group on e-Cardiology	1	1	0
... the European Heart Rhythm Association (EHRA)	1	1	0
... the EACVI Club 35 and the ESC Cardiologist of Tomorrow.	1	1	0
... the Turkish Working Group of Cardiac Imaging	4	1	0
... the ESC Working Groups on Grown-up Congenital Heart Disease	0	3	0
... the European Association of Cardiothoracic Anaesthesiologists (EACTA)	3	3	0

2.4 Room occupancy

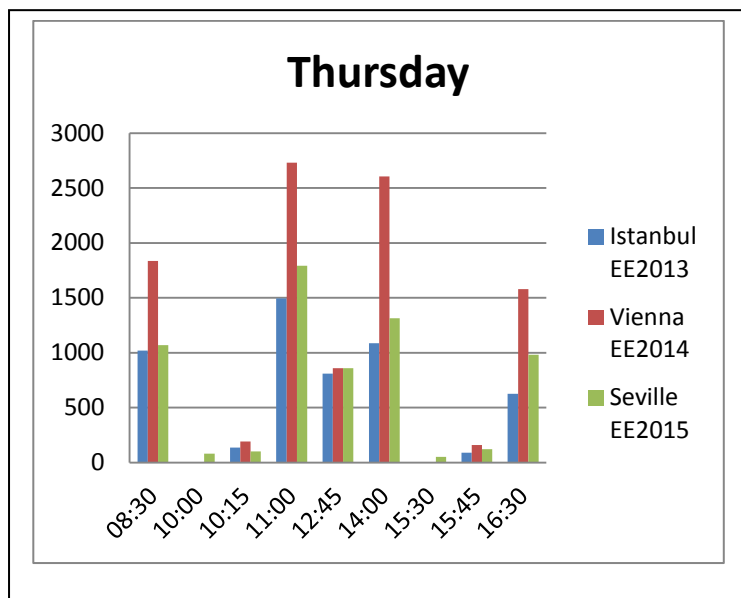
Max Attendance per time slot (based on count from hostess in the lecture room) – Comparison with previous years

Date		Istanbul EE2013	Vienna EE2014	Seville EE2015
WEDNESDAY	09:00	965	2132	1020
	10:30	40	120	
	11:00	1535	2190	2065
	12:45	595	620	920
	14:00	1240	2405	1230
	15:30	70	100	80
TOTAL DAY		4445	7567	5315

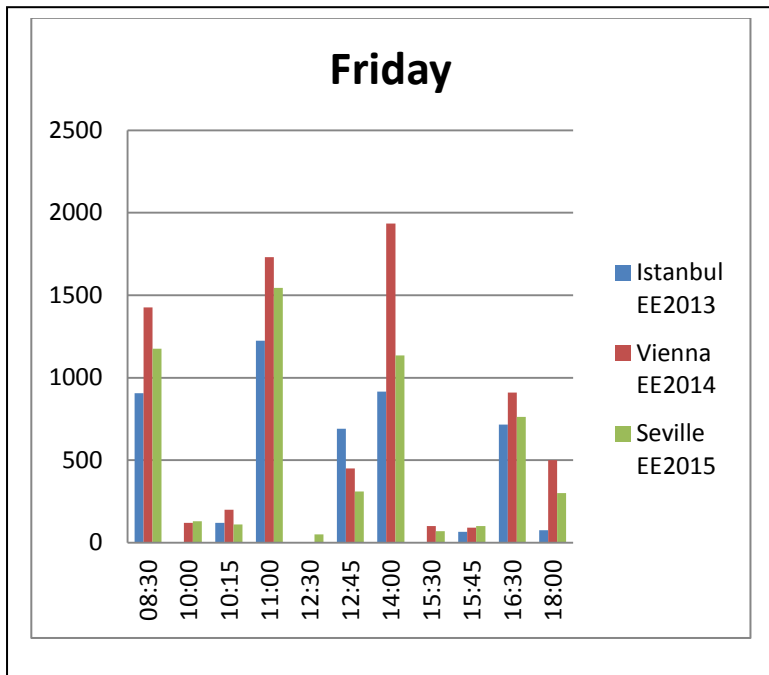


N.B: Satellites are included

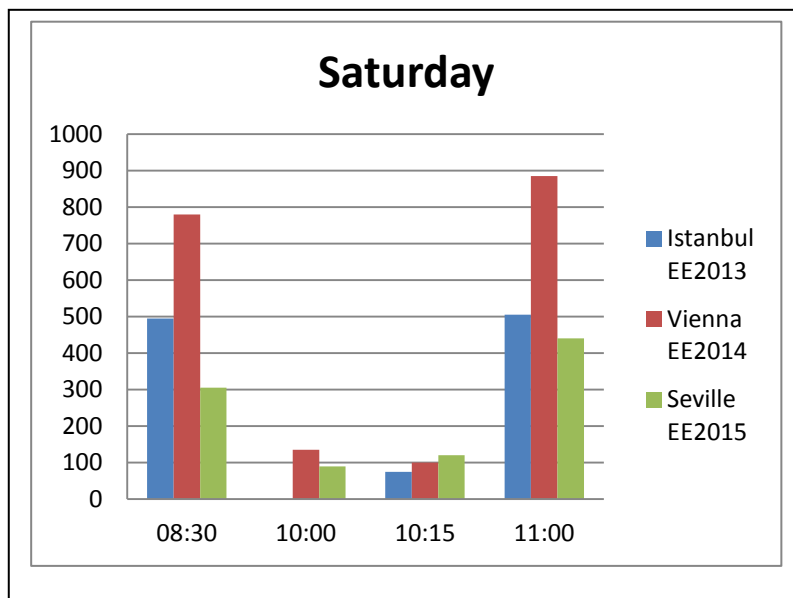
Date	Start time	Istanbul EE2013	Vienna EE2014	Seville EE2015
THURSDAY	08:30	1020	1835	1068
	10:00		90 (YIA)	80
	10:15	135	190	100
	11:00	1495	2730	1791
	12:45	810	860	858
	14:00	1085	2605	1314
	15:30		90 (YIA)	52
	15:45	90	160	120
	16:30	625	1580	982
TOTAL DAY		5260	9960	6365



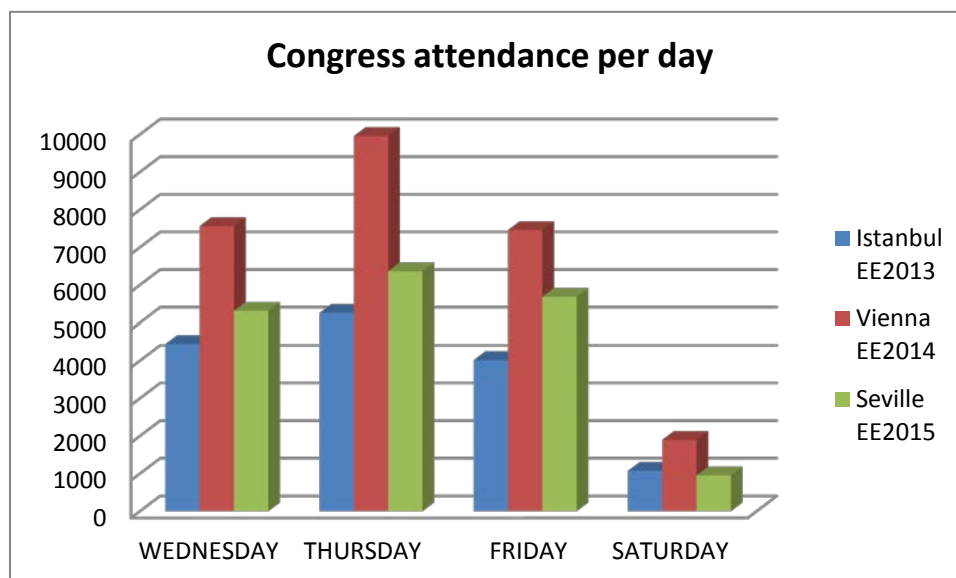
Date	Start time	Istanbul EE2013	Vienna EE2014	Seville EE2015
FRIDAY	08:30	905	1426	1175
	10:00		120	130
	10:15	120	200	110
	11:00	1225	1730	1545
	12:30			50
	12:45	690	450	310
	14:00	915	1935	1135
	15:30		100	70
	15:45	65	90	100
	16:30	715	910	762
	18:00	75	500	300
TOTAL DAY		4020	7461	5687



Date	Start time	Istanbul EE2013	Vienna EE2014	Seville EE2015
SATURDAY	08:30	495	780	305
	10:00		135	90
	10:15	75	100	120
	11:00	505	885	440
TOTAL DAY		1075	1900	955



○ Congress attendance Overview (all sessions included)



Top 10 attended sessions by Max occupancy

Session Number	Session title & Subtitle	Type	Session date & Start Time	Max Occupancy	Quality of the session
608	3D in valve disease - Course on 3D in 2015	Teaching Course	02/12/2015 11:00	800	5
103	Asymptomatic valvular disease: Which imaging arguments to operate...Or not? -	Main Session	03/12/2015 14:00	460	5
202	Elevating the power of ultrasound. Next generation cardiovascular imaging - Sponsored by GE Healthcare	Satellite Symposium	02/12/2015 12:45	400	5
605	How to use myocardial strain imaging? - Course on new insights in cardiac mechanics	Teaching Course	02/12/2015 11:00	400	5
102	Imaging rare cardiomyopathies -	Main Session	03/12/2015 11:00	400	5
201	Latest advances in the assessment of the left heart and in peri-interventional fusion imaging - Sponsored by Philips Healthcare	Satellite Symposium	03/12/2015 12:45	400	–
116	Pulmonary hypertension - Joint session with the Working Group on Pulmonary Circulation and Right Ventricular Function	Clinical Seminar	04/12/2015 11:00	390	5
615	Right ventricular function and prognosis - Course on a new look to the right ventricular	Teaching Course	02/12/2015 14:00	350	5
614	Right ventricular physiology and hemodynamics - Course on a new look to the right ventricular	Teaching Course	02/12/2015 11:00	350	5
115	Imaging patient with dyspnoea -	Clinical Seminar	04/12/2015 08:30	350	5

Top 10 attended session by topic

Session Number	Session title & Subtitle	Type	Max Occupancy	Session topic
608	3D in valve disease - Course on 3D in 2015	Teaching Course	800	19.00 - Real-time three-dimensional transoesophageal echocardiography
103	Asymptomatic valvular disease: Which imaging arguments to operate...Or not? -	Main Session	460	09.00 - Heart valves
202	Elevating the power of ultrasound. Next generation cardiovascular imaging - Sponsored by GE Healthcare	Satellite Symposium	400	02.00 - The imaging examination
605	How to use myocardial strain imaging? - Course on new insights in cardiac mechanics	Teaching Course	400	20.00 - Tissue Doppler and speckle tracking
102	Imaging rare cardiomyopathies -	Main Session	400	10.00 - Cardiomyopathies
201	Latest advances in the assessment of the left heart and in peri-interventional fusion imaging - Sponsored by Philips Healthcare	Satellite Symposium	400	04.02 - Assessment of left ventricle volume
116	Pulmonary hypertension - Joint session with the Working Group on Pulmonary Circulation and Right Ventricular Function	Clinical Seminar	390	11.00 - Systemic diseases and other conditions
615	Right ventricular function and prognosis - Course on a new look to the right ventricular	Teaching Course	350	04.00 - Assessment of diameters, volumes and mass
614	Right ventricular physiology and hemodynamics - Course on a new look to the right ventricular	Teaching Course	350	05.00 - Assessments of haemodynamics
115	Imaging patient with dyspnoea -	Clinical Seminar	350	02.0 - The imaging examination

2.5 Abstracts report

- General information

Total submitted = 1257 (1106 Abstracts and 151 Clinical cases)

Withdrawn & Not Validated = 32

Sent to grading = 1225

Accepted 946 (892 Abstracts & 54 Clinical Cases)

Acceptance rate: 75,25%

○ Acceptance Overview from 2013 to 2015

EuroEcho congress	Abstract 2013 Istanbul	Abstract 2014 Vienna	Clin.C 2014 Vienna	Abstract 2015 Seville	Clin.C 2015 Seville
Draft	112	66	34	94	52
Not validated	23	1	3	3	2
Submitted Withdrawn	43	19	9	23	4
Validated	1393	1059	233	1080	145
TOTAL Submitted	1459	1079	245	1106	151
Rejected	595	179	183	188	91
<i>Accepted Withdrawn</i>	33	40	6	40	2
TOTAL Accepted	864	880	50	892	54
TOTAL ACCEPTED (Abstract and Clin. Cases)	864	930	946		
% Acceptance (Abstract & Clinical case)	59,20%	70,20%	75,25%		

* In 2013 No Clinical Case submission

○ Abstract & Clinical Cases Selection by type of presentation

EUROECHO IMAGING	2013	2014	2015
Oral Abstracts	46	72	8
Oral rapid Fire Abstracts	N/A	N/A	64
Moderated Posters	70	75	70
Posters	748	735	750
TOTAL ABSTRACTS ACCEPTED	864	880	892
Oral Clinical Cases		48	54
TOTAL CLINICAL CASES ACCEPTED	N/A	50	54

○ Abstracts and Clinical cases by Topic EuroEcho-Imaging 2015

MAIN TOPIC	ACCEPTED Abstract sessions Total	ACCEPTED Clinical Cases Sessions	REJECTED Abstract Session Total	REJECTED Clinical Cases Sessions
01.00 - General principles	2	-	-	-
02.00 - The imaging examination	21	-	8	-
03.00 - Anatomy and physiology of the heart and great vessels	10	-	3	-
04.00 - Assessment of diameters, volumes and mass	35	-	5	-
05.00 - Assessments of haemodynamics	12	-	2	-
06.00 - Assessment of systolic function	72	-	13	-
07.00 - Assessment of diastolic function	46	-	2	-
08.00 - Ischemic heart disease	57	6	22	4
09.00 - Heart valve Diseases	160	16	34	25
10.00 - Cardiomyopathies	105	9	24	11
11.00 - Systemic diseases and other conditions	78	1	9	16
12.00 - Pericardial disease	1	-	-	4
13.00 - Congenital heart disease	31	11	7	11
14.00 - Masses, tumors and sources of embolism	13	8	3	15
15.00 - Diseases of the aorta	6	-	3	4
16.00 - Stress echocardiography	44	-	9	-
17.00 - Transesophageal echocardiography	10	-	5	-
18.00 - Contrast echocardiography	5	-	1	-
19.00 - Real-time three-dimensional TTE	15	-	1	-
20.00 - Tissue Doppler and speckle tracking	121	-	32	-
21.00 - Cardiac Magnetic Resonance	12	-	1	-
22.00 - Computed Tomography & Nuclear Cardiology	36	3	4	1
Grand Total	892	54	188	91

○ Top ten accepted by country 2013-2014-2015

Country 2013 Istanbul	Abstract accepted by country	Country 2014 Vienna	Abstract accepted by country	Clinical Cases accepted by country	Country 2015 Seville	Abstract accepted by country	Clinical Cases accepted by country
Italy	117	Italy	133	6	Italy	151	7
Spain	79	Spain	53	5	Spain *	108	8
Poland	50	Poland	47	2	Portugal	58	4
Japan	42	Japan	43	3	United Kingdom	48	1
Turkey *	42	France	39	3	Poland	46	3
Germany	38	Korea	38	1	France	40	2
Portugal	36	Portugal	38	7	Germany	26	-
Romania	36	United Kingdom	34	2	Romania	24	9
United Kingdom	36	Greece	32	-	Greece	24	2
France	31	Belgium	31	1	Korea, Republic of	22	1
Korea	27	Hungary	31	1	Turkey	22	-

○ No show & Withdrawn

EuroEcho congress	Abstract 2014	Clin.C 2014	Abstract 2015	Clin.C 2015
	Vienna	Vienna	Seville	Seville
TOTAL Accepted	880	50	892	54
Accepted Withdrawn	40	6	40	2
No show	118	1	80	5
TOTAL not presented in %	18%	14%	13,4%	13%

○ No Show by country

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.

EE2015 No show by Country	Accepted	No show	% of No show	EE2015 No show by Country	Accepted	No show	% of No show
Armenia	1	1	100	Albania	1	0	0
Bangladesh	1	1	100	Algeria	3	0	0
Morocco	1	1	100	Argentina	11	0	0
Nigeria	1	1	100	Australia	5	0	0
Peru	1	1	100	Azerbaijan	1	0	0
Hong Kong	3	2	67	Belgium	16	0	0
Ukraine	3	2	67	Bosnia and Herzegovina	1	0	0
Tunisia	8	5	63	Brazil	8	0	0
Indonesia	2	1	50	Bulgaria	8	0	0
Macedonia	2	1	50	Canada	4	0	0
India	3	1	33	Cyprus	1	0	0
Taiwan, ROC	6	2	33	Czech Republic	5	0	0
Croatia	4	1	25	Denmark	9	0	0
Russian Federation	16	4	25	Finland	2	0	0
Sweden	20	4	20	Georgia	2	0	0
Turkey	22	4	18	Hungary	14	0	0
Serbia	19	3	16	Ireland	3	0	0
Egypt	20	3	15	Israel	6	0	0
France	42	6	14	Kosovo	1	0	0
Austria	8	1	13	Lithuania	9	0	0
Italy	158	19	12	Mexico	1	0	0
Greece	26	3	12	Netherlands	16	0	0
China	9	1	11	Norway	15	0	0
USA	21	2	10	Philippines	1	0	0
Iran	11	1	9	Poland	49	0	0
Japan	12	1	8	Saudi Arabia	4	0	0
Germany	26	2	8	Singapore	4	0	0
Portugal	62	4	6	Slovak Republic	2	0	0
Romania	33	2	6	Slovenia	3	0	0
Korea	23	1	4	South Africa	1	0	0
Spain	116	3	3	Switzerland	9	0	0
United Kingdom	49	1	2	Thailand	2	0	0
				Grand Total	946	85	9%

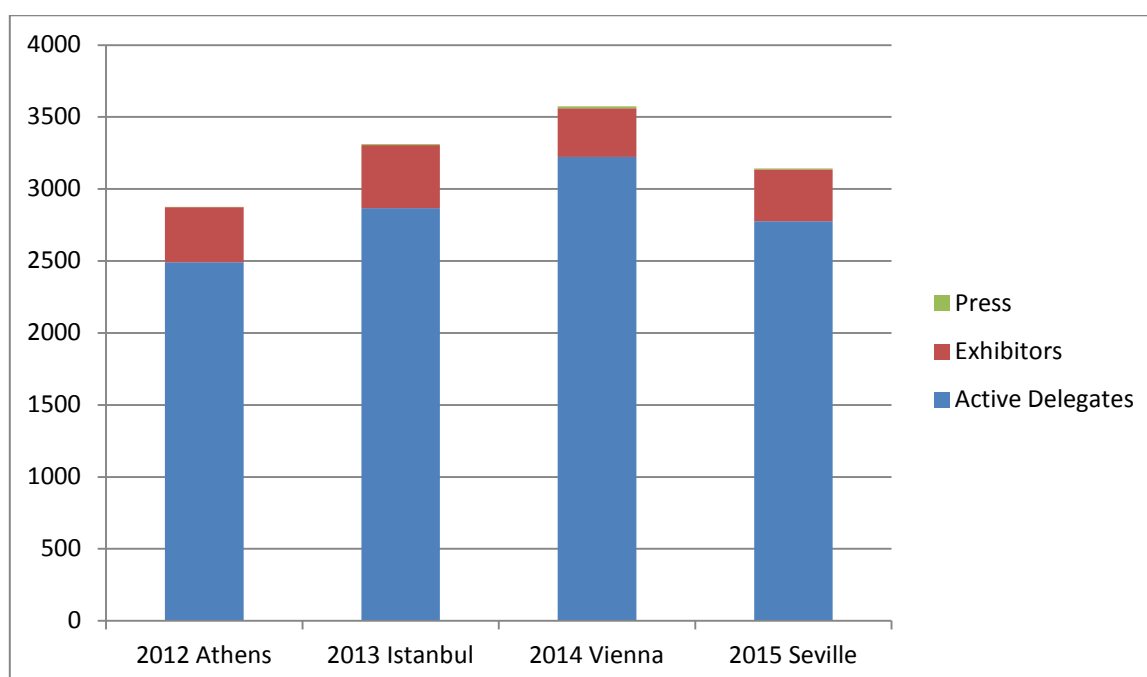
Imaging Campus report (See annexe)

3. REGISTRATION & ATTENDANCE

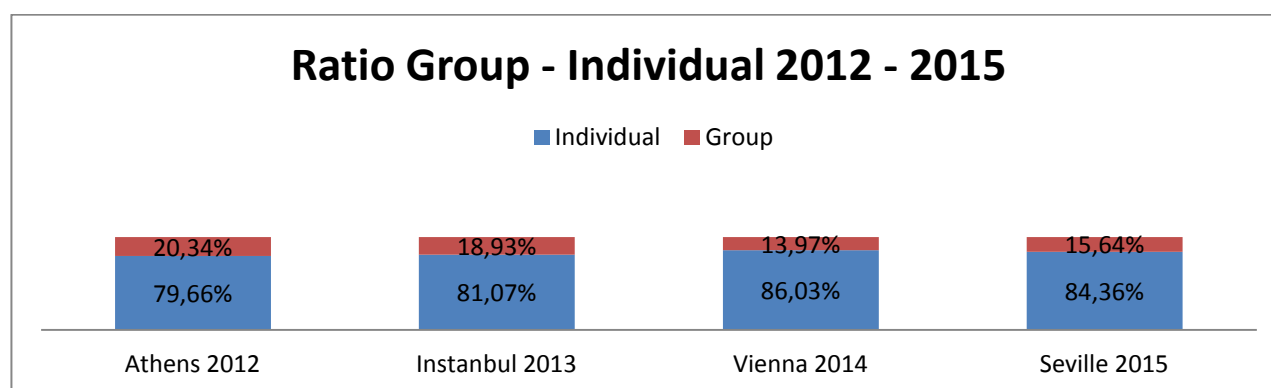
3.1 Registration overview

Type	2012 Athens	2013 Istanbul	2014 Vienna	2015 Seville
Active delegates	2 491	2 868	3 222	2 775
Exhibitors	383	438	338	362
Press	2	5	14	6
Total	2 876	3 311	3 574	3 143

Registration figures have gone down considerably since last year. Seville is an attractive destination but has a difficult access from many countries.

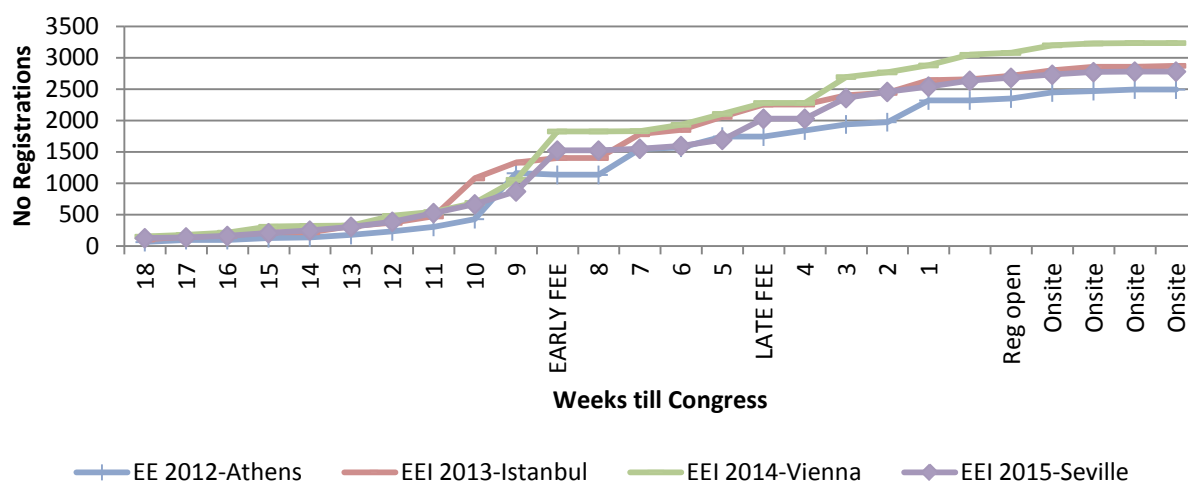


❖ Registration origin: Group versus Individual



Group registration: 5 or more participants under one account, industry, agency or institution.

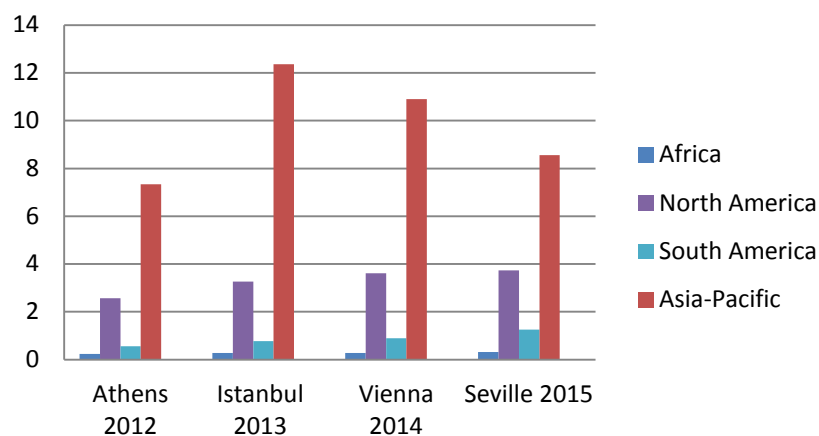
Yearly Comparison of Booking Pace week by week



3.2 Registration figures by ESC Regions

ESC Region	Athens 2012	Istanbul 2013	Vienna 2014	Seville 2015
Africa	0,24%	0,28%	0,28%	0,32%
Asia Pacific	7,34%	12,36%	10,90%	8,56%
ESC	89,29%	83,33%	84,32%	86,12%
North America	2,57%	3,27%	3,61%	3,74%
South & Central America	0,56%	0,77%	0,90%	1,26%

Region figures (ESC Countries excluded)

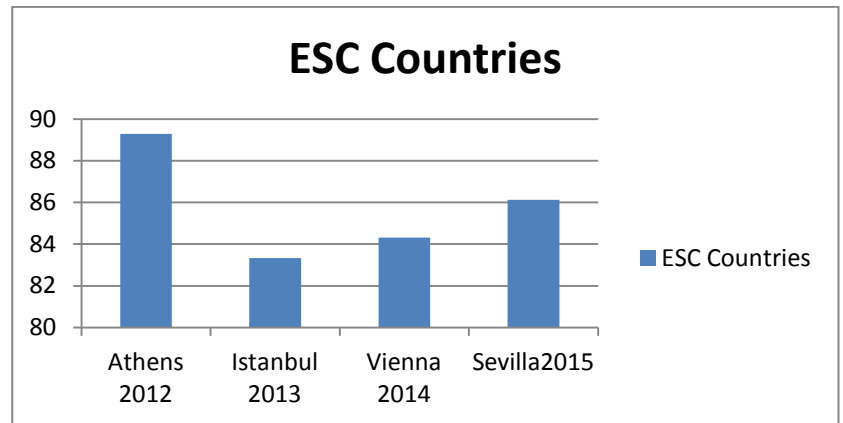


ESC countries have been taken out of the graphic; showing the other regions only, gives a better trend of those regions.

The Asia Pacific region has an important increase in 2013, however, the part of Asia Pacific participation reduced considerably the 2 years after.

The number of participants coming from South America has been constantly growing.

Participation from the ESC National Society countries decreased since Athens and is slightly increasing during 2014 and 2015



3.3 Registration figures by country

❖ Top 20 countries

Rank	Top 20 Country Breakdown	Athens 2012	% in 2012	Istanbul 2013	% in 2013	Vienna 2014	% in 2014	Seville 2015	% in 2015
1	United Kingdom	206	8,26%	183	6,37%	220	6,79%	275	9,89%
2	Spain	87	3,49%	98	3,41%	114	3,52%	224	8,05%
3	Greece	446	17,89%	272	9,47%	249	7,69%	194	6,98%
4	Italy	159	6,38%	121	4,21%	197	6,08%	193	6,94%
5	Netherlands	76	3,05%	141	4,91%	150	4,63%	157	5,65%
6	Belgium	89	3,57%	88	3,06%	96	2,96%	115	4,14%
7	Poland	97	3,89%	101	3,52%	109	3,37%	110	3,96%
8	Romania	112	4,49%	80	2,78%	135	4,17%	94	3,38%
9	France	86	3,45%	189	6,58%	119	3,67%	92	3,31%
10	Bulgaria	66	2,65%	76	2,65%	143	4,41%	90	3,24%
11	Germany	72	2,89%	81	2,82%	102	3,15%	90	3,24%
12	Sweden	82	3,29%	89	3,10%	70	2,16%	82	2,95%
13	Portugal	44	1,76%	50	1,74%	59	1,82%	75	2,70%
14	United States of America	52	2,09%	62	2,16%	80	2,47%	75	2,70%
15	Norway	58	2,33%	67	2,33%	67	2,07%	60	2,16%
16	Saudi Arabia	41	1,64%	98	3,41%	89	2,75%	59	2,12%
17	Serbia	85	3,41%	84	2,92%	117	3,61%	51	1,83%
18	Switzerland	37	1,48%	40	1,39%	62	1,91%	46	1,65%
19	Austria	26	1,04%	26	0,90%	93	2,87%	44	1,58%
20	Denmark	40	1,60%	60	2,09%	43	1,33%	33	1,19%

❖ Participation by country

Breakdown per Country & Region	Athens 2012	% in 2012	Istanbul 2013	% in 2013	Vienna 2014	% in 2014	Seville 2015	% in 2015
Afghanistan			1	0,03%	21	0,65%		0,00%
Albania	37	1,48%	36	1,25%	34	1,05%	22	0,79%
Algeria		0,00%	2	0,07%	1	0,03%	2	0,07%
Argentina	1	0,04%	4	0,14%	3	0,09%	7	0,25%
Armenia	2	0,08%		0,00%	2	0,06%	3	0,11%

Australia	7	0,28%	19	0,66%		0,00%	17	0,61%
Austria	26	1,04%	26	0,90%	93	2,87%	44	1,58%
Azerbaijan	1	0,04%	6	0,21%		0,00%	2	0,07%
Bahrain	1	0,04%	2	0,07%	1	0,03%	2	0,07%
Bangladesh		0,00%		0,00%	3	0,09%		0,00%
Belarus	1	0,04%	1	0,03%	2	0,06%	1	0,04%
Belgium	89	3,57%	88	3,06%	96	2,96%	115	4,14%
Bosnia and Herzegovina	31	1,24%	53	1,84%	42	1,30%	29	1,04%
Brazil	9	0,36%	16	0,56%	20	0,62%	18	0,65%
Brunei Darussalam			1	0,03%	1	0,03%		0,00%
Bulgaria	66	2,65%	76	2,65%	143	4,41%	90	3,24%
Canada	11	0,44%	28	0,97%	29	0,90%	22	0,79%
Chile	1	0,04%	1	0,03%	1	0,03%	2	0,07%
China, People's Republic of	3	0,12%	3	0,10%	4	0,12%	1	0,04%
Colombia	2	0,08%	1	0,03%	4	0,12%	4	0,14%
Congo		0,00%		0,00%		0,00%	1	0,04%
Croatia	28	1,12%	18	0,63%	20	0,62%	15	0,54%
Cyprus	24	0,96%	6	0,21%	11	0,34%	6	0,22%
Czech Republic	23	0,92%	19	0,66%	40	1,23%	21	0,76%
Denmark	40	1,60%	60	2,09%	43	1,33%	33	1,19%
Ecuador		0,00%		0,00%		0,00%		0,00%
Egypt	2	0,08%	10	0,35%	25	0,77%	20	0,72%
Estonia	5	0,20%	4	0,14%	8	0,25%	6	0,22%
Faroe Islands					1	0,03%	1	0,04%
Finland	14	0,56%	16	0,56%	17	0,52%	12	0,43%
France	86	3,45%	189	6,58%	119	3,67%	92	3,31%
Gambia		0,00%		0,00%		0,00%		0,00%
Georgia, Republic of	6	0,24%	9	0,31%	17	0,52%	8	0,29%
Germany	72	2,89%	81	2,82%	102	3,15%	90	3,24%
Ghana				0,00%		0,00%		0,00%
Greece	446	17,89%	272	9,47%	249	7,69%	194	6,98%
Guatemala		0,00%		0,00%		0,00%		0,00%
Hong Kong SAR, People's Republic of China	6	0,24%	4	0,14%	11	0,34%	6	0,22%
Hungary	20	0,80%	24	0,84%	47	1,45%	25	0,90%
Iceland		0,00%		0,00%	3	0,09%	2	0,07%
India	7	0,28%	6	0,21%	5	0,15%	2	0,07%
Indonesia	4	0,16%	12	0,42%	15	0,46%	9	0,32%
Iran (Islamic Republic of)	8	0,32%	30	1,04%	31	0,96%	30	1,08%
Iraq	3	0,12%	27	0,94%	12	0,37%	5	0,18%
Ireland	22	0,88%	11	0,38%	19	0,59%	15	0,54%
Israel	21	0,84%	17	0,59%	39	1,20%	27	0,97%
Italy	159	6,38%	121	4,21%	197	6,08%	193	6,94%
Jamaica							1	0,04%

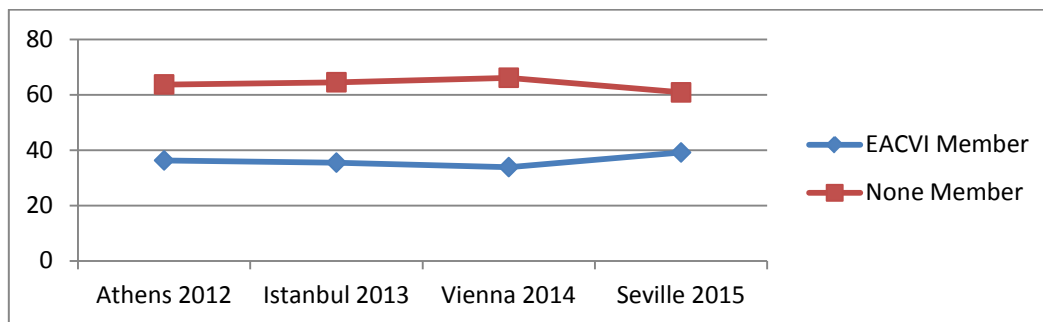
Japan	27	1,08%	58	2,02%	52	1,61%	19	0,68%
Jordan		0,00%		0,00%	2	0,06%	1	0,04%
Kazakh				0,00%		0,00%		0,00%
Kazakhstan	1	0,04%	5	0,17%		0,00%		0,00%
Kenya					1	0,03%	1	0,04%
Korea, Republic of	25	1,00%	38	1,32%	46	1,42%	28	1,01%
Kosovo, Republic of	4	0,16%	4	0,14%	25	0,77%	2	0,07%
Kuwait	1	0,04%	4	0,14%	2	0,06%	2	0,07%
Kyrgyzstan		0,00%		0,00%		0,00%		0,00%
Latvia	11	0,44%	11	0,38%	9	0,28%	7	0,25%
Lebanon	12	0,48%	16	0,56%	17	0,52%	12	0,43%
Libyan Arab Jamahiriya	2	0,08%	10	0,35%		0,00%	1	0,04%
Lichtenstein					1	0,03%		0,00%
Lithuania	11	0,44%	10	0,35%	24	0,74%	12	0,43%
Luxembourg		0,00%	4	0,14%	1	0,03%	2	0,07%
Macedonia, The Former Yugoslav Republic of	2	0,08%	6	0,21%	6	0,19%	6	0,22%
Malaysia	3	0,12%	4	0,14%	1	0,03%	4	0,14%
Malta	2	0,08%	3	0,10%	6	0,19%	4	0,14%
Martinique	1	0,04%		0,00%	2	0,06%		0,00%
Mexico	1	0,04%	4	0,14%	8	0,25%	7	0,25%
Moldova, Republic of						0,00%	2	0,07%
Monaco		0,00%	1	0,03%		0,00%	1	0,04%
Mongolia		0,00%		0,00%		0,00%	2	0,07%
Montenegro	5	0,20%	4	0,14%	8	0,25%	4	0,14%
Morocco	1	0,04%	1	0,03%	3	0,09%	5	0,18%
Myanmar		0,00%		0,00%	4	0,12%		0,00%
Nepal		0,00%		0,00%		0,00%		0,00%
Netherlands	76	3,05%	141	4,91%	150	4,63%	157	5,65%
New Caledonia			1	0,03%		0,00%	1	0,04%
New Zealand		0,00%		0,00%	2	0,06%		0,00%
Nicaragua		0,00%		0,00%		0,00%		0,00%
Nigeria		0,00%		0,00%		0,00%		0,00%
Norway	58	2,33%	67	2,33%	67	2,07%	60	2,16%
Oman	2		2	0,07%	1	0,03%	1	0,04%
Pakistan	13	0,52%	6	0,21%	1	0,03%	2	0,07%
Palastine Territories		0,00%	1	0,03%		0,00%		0,00%
Panama					1	0,03%		0,00%
Peru		0,00%		0,00%		0,00%		0,00%
Philippines	1	0,04%	2	0,07%	1	0,03%	4	0,14%
Poland	97	3,89%	101	3,52%	109	3,37%	110	3,96%
Portugal	44	1,76%	50	1,74%	59	1,82%	75	2,70%
Qatar	1	0,04%	3	0,10%	3	0,09%	2	0,07%
Reunion	2	0,08%	1	0,03%	1	0,03%	1	0,04%
Romania	112	4,49%	80	2,78%	135	4,17%	94	3,38%

Russian Federation	23	0,92%	26	0,90%	37	1,14%	19	0,68%
Saudi Arabia	41	1,64%	98	3,41%	89	2,75%	59	2,12%
Serbia	85	3,41%	84	2,92%	117	3,61%	51	1,83%
Singapore	5	0,20%	7	0,24%	6	0,19%	9	0,32%
Slovak Republic	9	0,36%	5	0,17%	19	0,59%	9	0,32%
Slovenia	9	0,36%	15	0,52%	46	1,42%	26	0,93%
Somalia						0,00%		0,00%
South Africa	3	0,12%	5	0,17%	6	0,19%	5	0,18%
Spain	87	3,49%	98	3,41%	114	3,52%	224	8,05%
Sri Lanka	2	0,08%	1	0,03%	1	0,03%	2	0,07%
Sudan	2	0,08%	2	0,07%	2	0,06%	2	0,07%
Sweden	82	3,29%	89	3,10%	70	2,16%	82	2,95%
Switzerland	37	1,48%	40	1,39%	62	1,91%	46	1,65%
Syrian Arab Republic	2	0,08%		0,00%	1	0,03%		0,00%
Taiwan, ROC	1	0,04%	1	0,03%	8	0,25%	8	0,29%
Tanzania	1	0,04%		0,00%		0,00%		0,00%
Thailand	4	0,16%	1	0,03%	2	0,06%	5	0,18%
Tunisia	1	0,04%	12	0,42%	4	0,12%	9	0,32%
Turkey	22	0,88%	179	6,23%	39	1,20%	24	0,86%
Turkmenistan					1	0,03%		0,00%
Uganda		0,00%		0,00%		0,00%		0,00%
Ukraine	2	0,08%	6	0,21%	9	0,28%	6	0,22%
United Arab Emirates	17	0,68%	16	0,56%	27	0,83%	18	0,65%
United Kingdom	206	8,26%	183	6,37%	220	6,79%	275	9,89%
United States of America	52	2,09%	62	2,16%	80	2,47%	75	2,70%
Uzbekistan			1	0,03%		0,00%		0,00%
Venezuela	1	0,04%		0,00%		0,00%	3	0,11%
Yemen		0,00%	3	0,10%		0,00%		0,00%
Zambia			1	0,03%		0,00%		0,00%

3.4 EACVI member statistics

❖ Evolution EACVI member participation during Euroecho-Imaging 2015

Comparison EACVI Membership 2012 - 2015	Member	Non-Member
Athens 2012	36,29%	63,71%
Istanbul 2013	35,50%	64,50%
Vienna 2014	33,88%	66,12%
Seville 2015	39,16%	60,84%

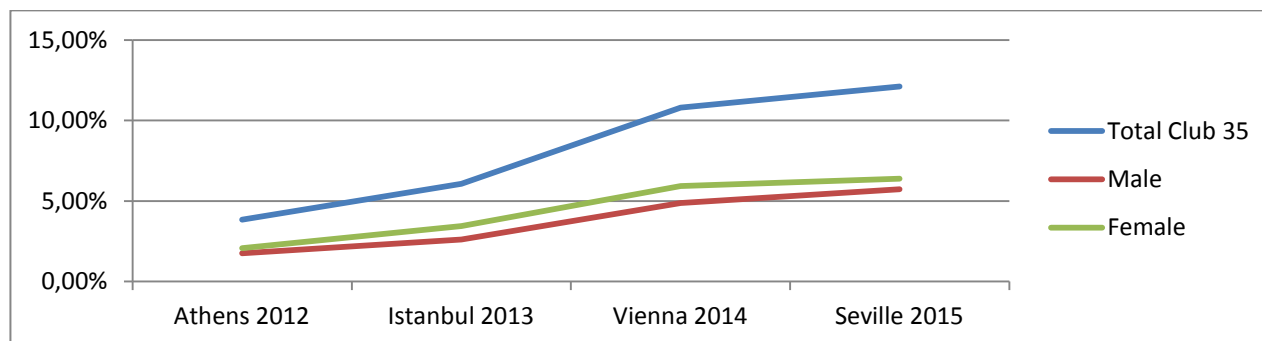


Since 2012 the part of EACVI Member delegate has increased by almost 3 %. This total includes EACVI members attending EuroEcho-Imaging congress, independently of the registration fee applied. In 2014 there has been a decrease of EACVI members attending the congress. The initiatives, which have been put in place by the association, have finally led to an increase of EACVI Members in 2015.

❖ Evolution of EACVI Club 35 Membership – Young Community

EACVI Members	Young (less 36)	Male	Female
Athens 2012	96	44	52
Istanbul 2013	174	75	99
Vienna 2014	348	157	191
Seville 2015	336	159	177

The EACVI young member participation has grown considerably in 2014 and has slightly decreased in 2015, however if we consider the part of this population in comparison to the total attendance, there is still a significant progression of the EACVI Club 35 participations.



NB: the number of women is more important than men within this population.

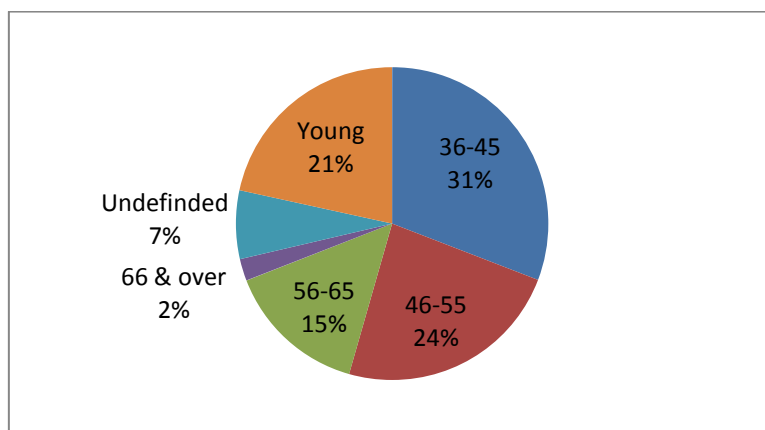
3.5 Return Frequency

Registration years	Number
2013, 2014 & 2015	593
2014 & 2015	1036
2013 & 2015	879
2013 & 2014	1017

Almost 600 delegates participated to EuroEcho-Imaging over the last 3 years. From the total congress participation, nearly a third of the delegates return immediately the year after.

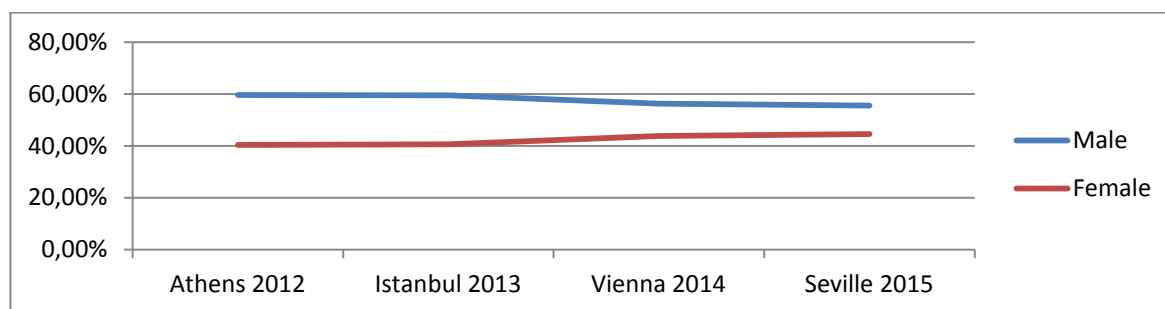
3.6 Demographics

❖ Participation by age



The majority of the participants are aged between 36 and 55 years old.

❖ Evolution by gender



Women are more and more represented during the congress.

3.7 Fields of interest

Fields of interest	Percentage
Non-invasive imaging - Echocardiography - CMR - CT and Nuclear Techniques	68,54%
Valvular Heart Diseases	51,49%
Heart Failure (HF)	50,70%
Acute Coronary Syndromes (ACS)	37,50%
Myocardial Disease	32,76%
Chronic Ischaemic Heart Disease (IHD)	30,96%
Hypertension	30,92%
Atrial Fibrillation	28,87%
Arrhythmias	28,41%
Infective Endocarditis	28,05%
Congenital Heart Disease	26,79%
Pericardial Disease	23,23%
Primary Pulmonary Hypertension (PPH)	20,93%
Sudden Cardiac Death and Resuscitation	20,50%
Syncope	19,35%
Invasive imaging - Cardiac Catheterisation and Angiography	18,34%
Diseases of the Aorta and Trauma to the Aorta and Heart	18,19%
Diabetic Heart Disease	17,33%
Pregnancy and Heart Disease	16,50%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	14,81%
Interventional Cardiology	14,71%
Cardiac Tumours	14,10%
Thromboembolic Venous Disease	13,23%
Basic Science	11,72%
Rehabilitation and Exercise Physiology	11,40%
Peripheral Arterial Diseases	11,22%
Cardiac Consult	11,11%
Clinical Pharmacology	10,54%
Genetics	7,73%
General Cardiology	5,93%
Other	4,39%
Emergency Unit /Care	3,06%
Consultant	1,04%

N.B: The total exceeds 100% because several interests can be selected by each individual.

4. Industry

4.1 Overview: Participation since 2013

➤ Tracking of participation since 2013

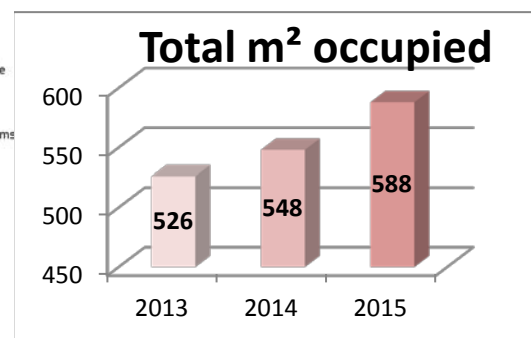
Industry Partners	2013	2014	2015
Abbott Vascular International BVBA	X	X	X
Actelion Pharmaceuticals France	X		
American Society of Echocardiography	X	X	X
Bioscientifica		X	
Bracco Suisse SA	X	X	X
British Society of Echocardiography			X
CAE Healthcare		X	X
Cardea Software Inc		X	
Circle Cardiovascular Imaging Inc		X	X
Cleveland Clinic Abu Dhabi			X
Edwards Lifesciences	X	X	X
Epsilon Imaging Inc	X	X	
Esaote SpA	X	X	X
European Society of Cardiology	X	X	
Fukuda Denshi	X	X	X
GE Healthcare GmbH	X	X	X
GlaxoSmithKline France	X		
HeartWorks Inventive Medical Ltd	X	X	X
HITACHI Medical Systems Europe AG	X	X	X
InHealth Group			X
Leipzig Tourism and Marketing			X
MEDICASOFT	X		
Medimatic Srl	X	X	X
MEDIX,S.A.			X

Mindray	X		X
NV Agfa Gevaert	X		
Oxford University Press	X	X	X
Philips	X	X	X
SERVIER	X		X
Shire International GmbH			X
Siemens AG Healthcare Sector	X	X	X
Stroke2Prevent		X	
TomTec Imaging Systems GmbH	X	X	X
Toshiba Medical Systems Europe BV	X	X	X
Tristel Solutions Limited	X		X
University of Washington			X
Turkish Society of Cardiology	X		
Ultraling Healthcare Solution Ltd			X
Ventripoint Diagnostics	X	X	
Visualsonics	X		
Wisepress Online Bookshop Ltd	X	X	X
ZONARE Medical Systems GmbH	X		

4.2 Exhibition

➤ Stand space – evolution since 2013

	2013 Istanbul	2014 Vienna	2015 Seville	+/- 2014/15
Total paying in m2	418	410	447	+37
Total free in m2	108	138	141	+3
Total in m2	526	548	588	+40
Total of exhibiting companies	25	25	30	+5



➤ Satellite Symposia

Seven Satellite Symposia were organised by 7 different companies including:

	2013 Istanbul	2014 Vienna	2015 Seville
Abbott Vascular	1	1	1
Bracco	1	1	1
GE Healthcare	-	1	1
Philips Healthcare	1	1	1
Servier	1	-	1
Siemens Healthcare	-	-	1
Toshiba Medical Systems	1	1	1
TOTAL	5	5	7

➤ **Imaging Campus**

	2013 Istanbul	2014 Vienna	2015 Seville
Abbott Vascular	1	-	-
ESAOTE	-	-	1
Fukuda Denshi	-	-	1
GE Healthcare	2	-	1
Hitachi Healthcare	-	1	-
Philips Healthcare	1	2	-
Siemens Healthcare	1	-	-
TOTAL	5	3	3

4.4 Sponsorship & advertisement

There was one webcast ordered by Bracco for their Satellite Symposia in room Athens: *Contrast enhanced ultrasound in stress echo*

- Unrestricted Educational Grants* were received this year:

Unrestricted Educational Grant of Shire
Session Title: Imaging in cardiac hypertrophy
Date: Thursday 3 December 2015
Location: Florence
Time: 11:00 - 12:30
Topic: Cardiomyopathies

Unrestricted Educational Grant of Edwards Lifesciences
Session Title: Imaging prosthetic valve devices
Date: Thursday 3 December 2015
Location: Florence
Time: 16:30 - 18:00
Topic: Heart Valves

* Grant provided by industry for a project or presentation on which they have no influence on the content

5. Communication

5.1 Publications

A. Advance Programme, Final & Industry programme

The publications are divided in three types: promotional documents, programme documents and on-site publications.

❖ Promotional documents

Name	Congress visual	1 st Announcement	1 st announcement 2 nd version	Flyer for Spanish audience	Letterhead
Lifespan	December 2014 – December 2015	December 2014 – May 2015	June 2015 – December 2015	October 2015 – December 2015	April 2015 – Decembre 2015
Key info	Congress visual Main theme Congress dates Location	Key dates Key figures Target audience Venue Main theme Congress dates / location Congress organiser	Key dates Key figures Target audience Venue Main theme Congress dates / location Congress organiser Mobile App promotion	Key dates Key figures Target audience Venue Main theme Congress dates / location / language Special offer for Spanish delegates	Congress dates / location Contacts
Format	Poster	Leaflet 3 folds with cutting die	Leaflet 3 folds with cutting die	Flyer A5 one sided	A4 one sided
Print quantity	200	2500	500	200	0
Online views	n/a	n/a	n/a	n/a	n/a
Sponsor	None	None	None	None	None

❖ Programme publications

Name	Advance Programme printed	Advance Programme online	Final Programme	Industry Programme
Lifespan	July 2015 – December 2015	July 2015 – December 2015	Congress: 2-5 December 2015	Congress: 2-5 December 2015
Key info	Target Audience Key figures Mobile App promotion Registration fees Practical information Venue Programme at A Glance	Welcome address Target Audience Key figures Mobile App promotion Registration fees Practical information Venue Congress organiser Congress scientific programme	Congress general info EACVI info Programme At A Glance Full congress programme List of Authors, presenters, faculty EACVI, ESC Congress, ASE and EE 2016 adverts	Congress general info + congress useful info Building and Exhibition floor plans List of Industry sponsors with company names & descriptions Programme and advert for Industry sponsored sessions EACVI and EE 2016 adverts
Format	Leaflet 3 folds	A4 electronic PDF	15 x 21 cm – 232 pages	18 / 19 / 20 / 21 x 15 cm 97 pages
Print quantity	2000	0	3500	3500
Online views	n/a	6520	4171**	n/a
Sponsor	None	None	None	None

*Online consultation from 30 July to 25 January 2016

**Online consultation from 12 November 2015 to 25 January 2016

❖ Publications during congress

Name	Speaker slide	Inaugural session flyer	Certificates
Lifespan	June 2015 – December 2015	2 December 2015	Congress: 2-5 December 2015
Key info	Congress dates / Location Website hashtag	Session title / date / room / hours Inaugural session details	Congress date / location Name of the awardees Certificate title EACVI President + Chairperson programme committee signatures
Format	4/3	Flyer A5 recto / verso	40 x 30
Print quantity / views	0	500	20
Sponsor	None	None	None

B. Congress News

Congress News - Click on an image to view the online PDF



Wednesday 2 Dec

2 000 print copies

549 clicks*

Thursday 3 Dec

2 000 print copies

439 clicks*

Friday 4 Dec

1 000 print copies

390 clicks*

Saturday 5 Dec

500 print copies

552 clicks*

*From date of congress news

C. Congress Reports

Date	Title & Link	Author	Clicks*
03 Dec 2015	Cardiovascular Magnetic Resonance for Valvular Heart Disease	Delgado, V.	
	3D in assessing Cardiac Chambers	Monaghan, M.J	
04 Dec 2015	Right ventricular mechanics and application in congenital heart disease	Marek, J.	
	Hypertrophic cardiomyopathy	Cardim, N.	
	State of the Art in Mitral Valve	Song, J.K.	
	Update in Stress Echocardiography	Neskovic, A.N.	
	Heart Failure with Preserved Ejection Fraction: state of the art	Vinereanu, D.	
	Sport: friend or foe? Lessons from imaging	D'Andrea, A.	

	Asymptomatic valvular disease: Which imaging arguments to operate...Or not?	lung, B.	
05 Dec 2015	The role of computer modeling in congenital heart disease	Budts, W.	
	Myocardial damage in ischemic heart disease	Nagueh, S.	
06 Dec 2015	Imaging highlights from 2015 recommendations	Edvardsen, T.	
	New "Risk Signals" from the heart	Gimelli, A.	

**Clicks from date of publication*

D. Mobile App

❖ Promotion of the mobile app

In order to obtain a large number of downloads and to anticipate Wi-Fi issues on-site, the app was widely promoted before the congress started. This early launch allowed delegates to test the mobile app functionalities, and prepare their attendance and schedule before arriving in Seville. The mobile app web page was launched on **9 June** (~6 months before the congress starts.)

A **dedicated webpage** promoting the mobile app was launched on 11 June; this web page gave delegates the keys to easily download the app. This web page promotes the mobile app functionalities and the process for them. Based on Google Analytics, from 11 June to 2 December this page obtained **2 610 views**, from 2 to 5 December this page obtained **464 views**. (4 times less than 2014 and equivalent to 2013).

This mobile app was also promoted on the different emailing campaigns sent promoting EuroEcho-Imaging 2015.

A few **tweets** were also sent to promote the EuroEcho 2015 mobile app

The **first announcement** flyer was made available during EuroEcho-Imaging 2014 but the promotion of the mobile app appears only on the second version which was available in June 2015 for ASE Congress. A total of 700 first announcement flyers were distributed through the different congresses organised by the ESC or not.

The EuroEcho-Imaging 2015 leaflet was a document created to promote the **Advance Programme**. All programmes were available electronically, this leaflet was given to delegates attending other congresses to provide them with information about the congress, make them register and download the app on their mobile devices. Overall 2000 flyers were printed and a total of 1 284 Advance Programmes were distributed through the different congresses organised by the ESC or not.

The mobile app was promoted in different ways **during the congress**:

- On delegate's badge
- In the Final Programme (available online on 12 November – 4 150 global views) and given to all delegates
- On the Industry Programme – given to all delegates
- On totems
- On slideshows during intersession and on EACVI-ESC stand
- On the Congress news

❖ Download figures

There were a total of 3 136 participants at EuroEcho-Imaging 2015 (-3% compared to 2014). The EuroEcho-Imaging 2015 Mobile App was downloaded **2 772 times** (from 9 June until 11 December, -5% compared to 2014).

Note: this does not mean that exactly all of congresses delegates downloaded the app, as some users may have downloaded the app on several devices (e.g. a mobile phone and a tablet).

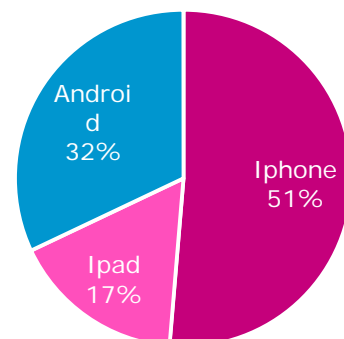
Since the app is free to download and free to be used without registration, it could have been downloaded by persons not attending the congress. This is something to consider.

We can imagine that these figures are related to the earlier launch of the mobile app, and the intensive promotion about this, but we should also include the delegates' profile and their interest in new technologies.

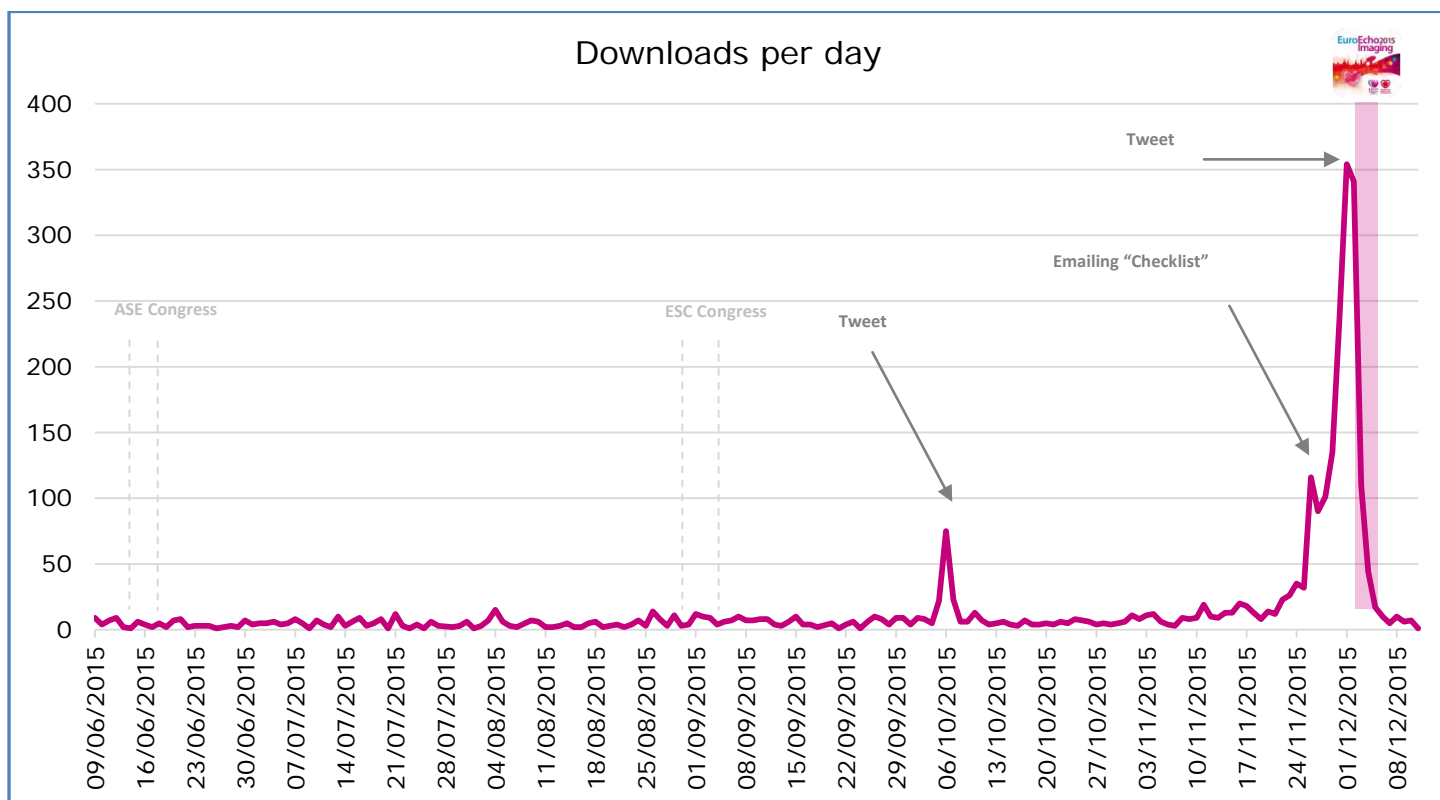
Downloads per iPhones and iPads (1 884 downloads in total) were largely used by our audience. **68% of downloads** were **on iOS devices**. (equivalent to 2014)

Downloads per platform	
iOS	1 884
Android	888
TOTAL	2 772

Downloads per platform



The mobile app was launched on 9 June 2015 and promotion on ESC Website was launched on 11 June.



Download per period

Period	2014		2015	
	# of downloads	Distribution	# of downloads	Distribution
Pre-congress	2 259	78%	2 221	80%
Congress Day 1	340	12%	341	12%
Congress Day 2	159	5%	110	4%
Congress Day 3	78	3%	44	2%
Congress Day 4	24	1%	17	1%
Post-congress	44	1%	39	1%
TOTAL	2 906	-	2 772	-

One can notice that the figures are quite the same between 2014 and 2015 and there is a slight increase in the proportion of downloads before the congress. The majority of the users have downloaded the app before the congress: promotion campaign has worked.

Downloads per language

The language information gives an indication about the demographics of the users. It reflects the language setting on the device of the user (but not in which countries the app was downloaded, or where these people were coming from).

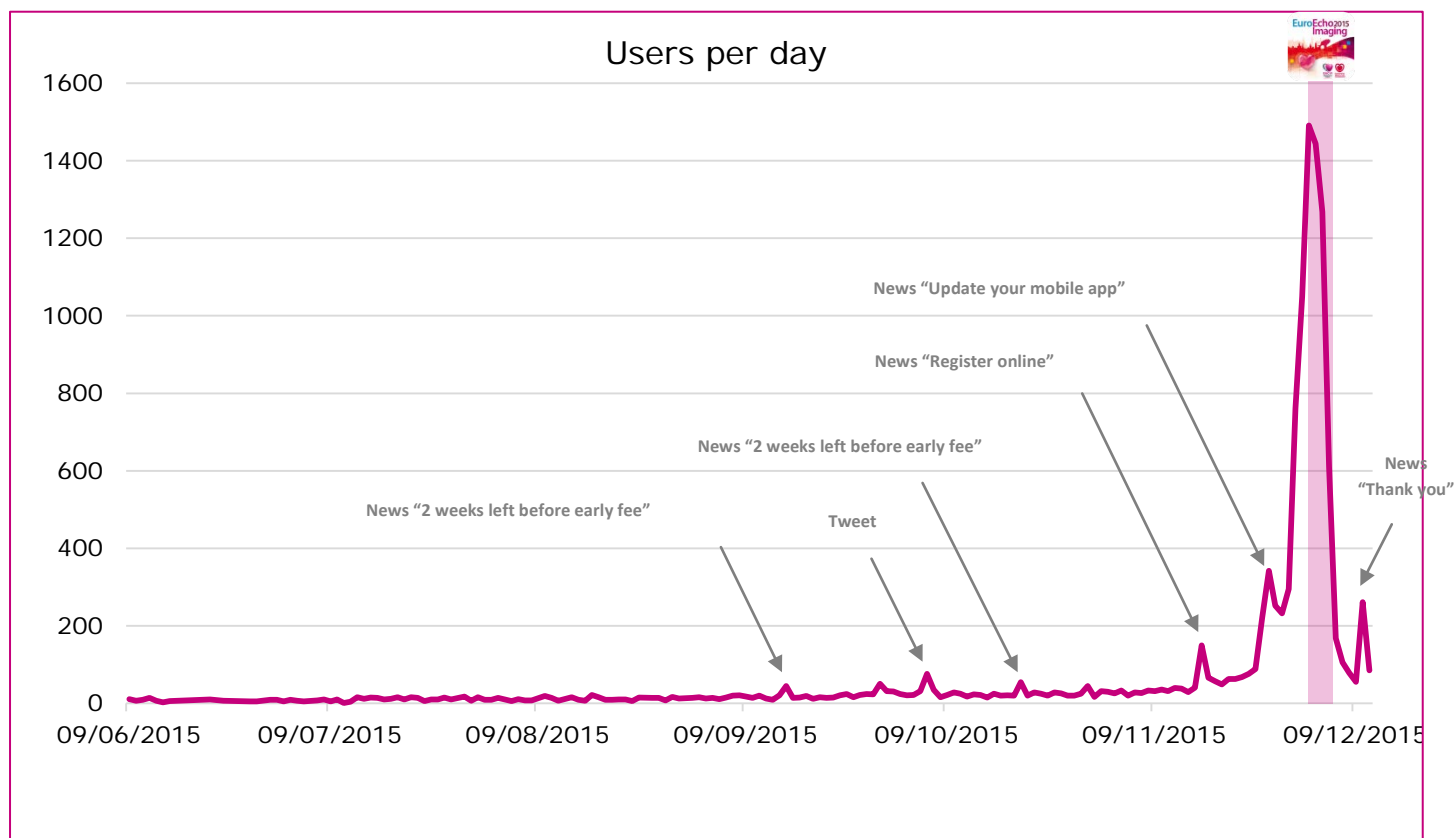
	2014	2015	
	Distribution	# of downloads	Distribution
English	37%	1 045	38%
Spanish	5%	221	8%
Dutch	8%	209	8%
French	5%	169	6%
German	7%	155	6%
Italian	6%	153	6%
Portuguese	3%	127	5%
Greek	5%	99	4%
Swedish	2%	82	3%
Norwegian	2%	69	3%

The top 5 of downloading languages has slightly changed as it is influenced by the hosting country: Spanish pops from 6th to 2nd position (+3%), Portuguese from 8th to 7th (+2%) while German drops from 3rd to 5th position (−1%).

This top 10 is quite different from the top 10 “registration” countries which are: UK, Spain, Greece, Italy, Netherlands, Belgium, Poland, Romania, France and Bulgaria.

Users per day

The following chart presents the number of users of the app per day.



One can see the impact of News sent to the mobile app users and their interest in some News more than others.

On the most intensive day, 2 December 2015 (Day 1), the app was used by almost **1 491** professionals, which represents 48% of the delegates.

In 2014 the most intensive day was on 3 December 2014 (Day 1) and the app was used by 1 625 professionals (56% of the 2014 delegates).

Popular info

Section	Views
Help	3 581
Tips	3 357
General info	2 389
EACVI Activities	559
About EACVI	413
Twitter	369
About ESC	254
Contact	176

Help, Tips and General info sections are the mostly used.

❖ What we have learned

- 80% of users had downloaded the app before the congress but there were less downloads than in 2014. We advise to improve the promotion.
- Users are interested mainly in browsing the scientific content and preparing their attendance. They also look for information on the congress itself.
- Most of the important functionalities of the app are better used (the number of hits per user has increased): Daily Schedule, My Congress and floor plans.

For a more detailed report please read **appendix 1**

5.2 Website activity

A. Statistics

❖ Website statistics pre-congress

The promotion started at the end of the previous congress in December 2014 and increased progressively until EuroEcho-Imaging 2015. The promotion of EuroEcho-Imaging 2015 was articulated around abstract submission and registration periods.

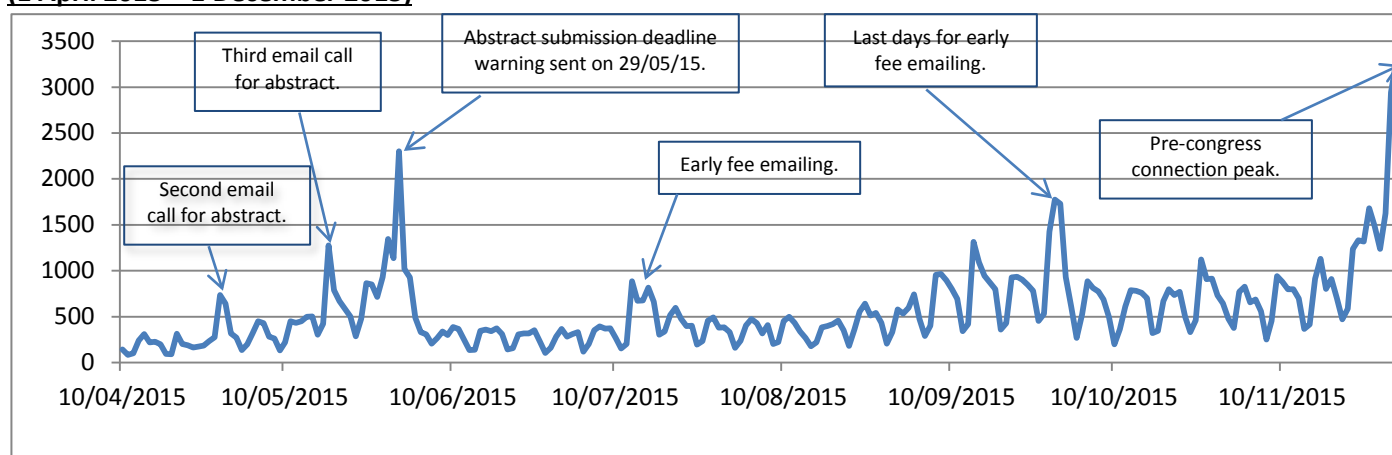
The key dates were:

- ✓ 1 April 2015 (Abstract submission, hotel booking and registration opened),
- ✓ 31 May 2015 (Abstract Submission Deadline),
- ✓ 2 June 2015 (Extended Abstract Submission Deadline),
- ✓ 30 September 2015 (Early Fee Registration Deadline),
- ✓ 31 October 2015 (Late Fee Registration Deadline) and 26 November 2015 (Last Minute Fee Registration Deadline).

Overview of the congress section on the ESC website, from 13 December 2014 until 02 December 2015

Page/subsection	Pageviews from 13/12/14 till 09/04/15 (escardio 2)	Pageviews from 09/04/15 till 02/12/15(escardio 3)
Homepage	8 011	67 154
About	-	4 433
Registration	806	22 975
Call for science		12 218
Scientific programme	2 063	10 292
travel-city	496	7 720
Documents	-	-
Hotels	34	6 174
Attendance/mobile app	-	2 610
exhibition-industry	-	657
congress-news	-	Congress Ressources: 669
congress-reports	-	
Total	11 410	136439

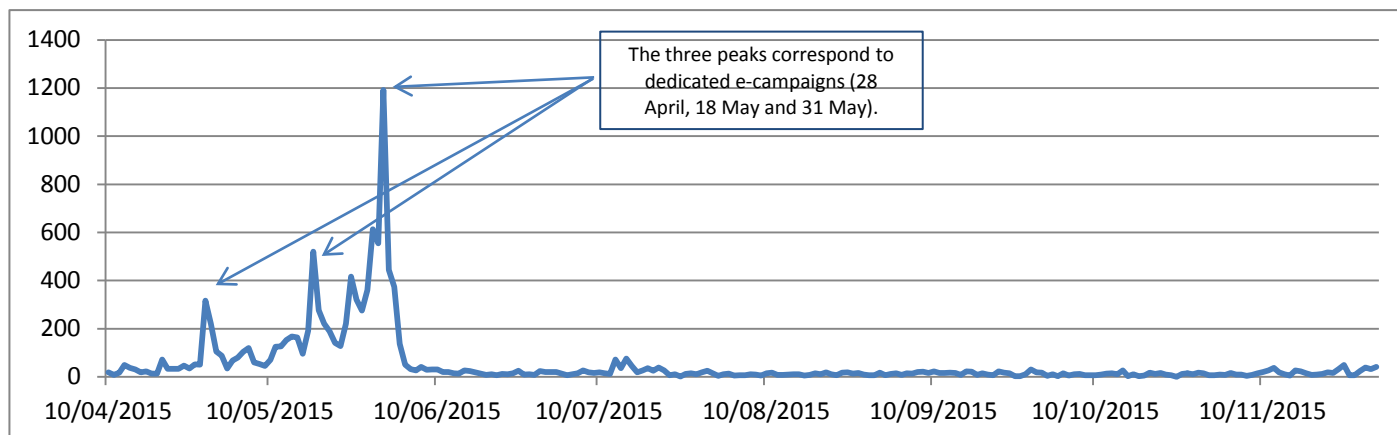
Pageviews over time for EuroEcho-Imaging 2015 section from abstract launch to one day prior to the Congress (1 April 2015 – 1 December 2015)



On the congress section, we notice that the first peaks in April and May coincide with the promotion of the abstracts submission and its deadline. Overall

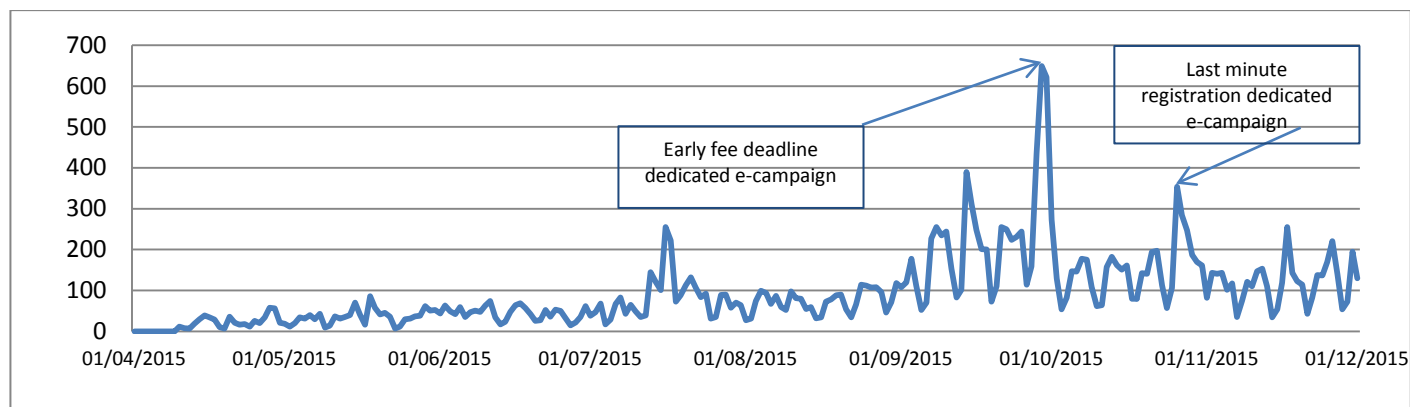
traffic is increased during summer due to early fee promotion. In October, the peak highlights the late registration deadline and the traffic gradually increases during November due to the proximity of the Congress

Pageviews over time for the Abstract submission section (Call for science) from the launch of escardio 3 to one day prior to the congress (9 April 2015 – 1 December 2015)



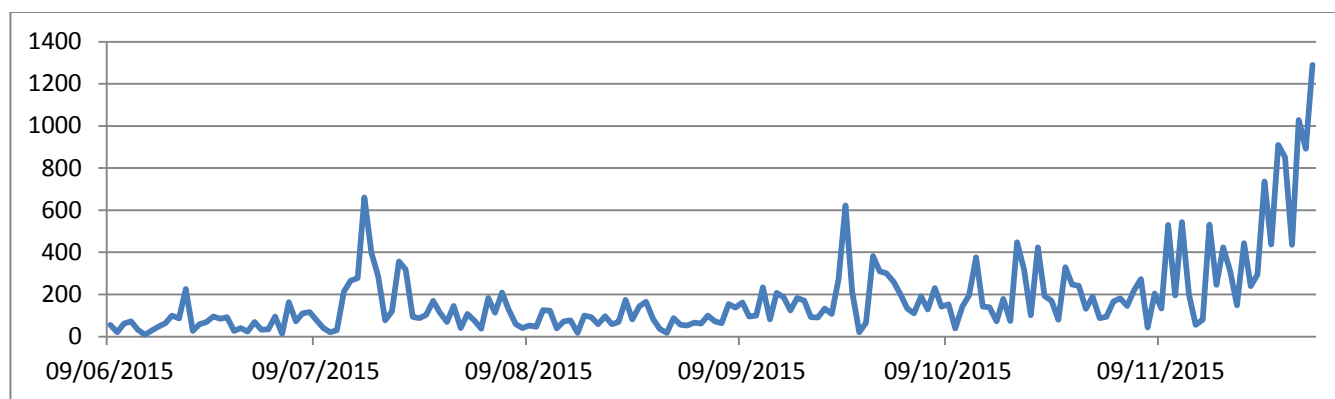
The Three main peaks (1 April, 18 May, 31 May) are due to the dedicated e-campaigns, the rest of the traffic during the abstract submission period was drawn by specific communication actions such as ads on the EACVI section homepage or on the ESC Website homepage. **Section total pageviews: 12 224**

Pageviews over time for the Registration section from the launch of escardio 3 to one day prior to the congress (9 April 2015 – 1 December 2015)



The main peak (30 September) is correlated with the early registration fee deadline, which was supported by special communication on 29 September and the other peak (26 November) is due to an ecampaign about last minute registration sent on the same day. **Section total pageviews: 22 898.**

Pageviews over time for the scientific programme platform from the upload of the programme to one day prior to the congress (8 June 2015 – 1 December 2015)



The first peak (16 July) can be explained by the e-campaign about the early fee deadline two days prior (14 July). From the end of September to the start of the congress there's a higher traffic due to the interest raise because of the proximity of the congress.

❖ **Website statistics during the congress**

Full coverage of the congress, including news, photos, key sessions, congress reports, mobile app and more was displayed on the EuroEcho-Imaging 2015 website section homepage.

❖ **Overview of the congress website, from 02 December 2015 until 05 December 2015**

Page/Subsection	Pageviews
Congress section homepage	4978
Congress resources	2822
Congress News	1269
Travel and City	762
Scientific sessions	617
Mobile App	464
About the congress	217
Registration	136
Call for science	89
Hotels	80
Awards	72
Exhibition and industry	48
Total	11554

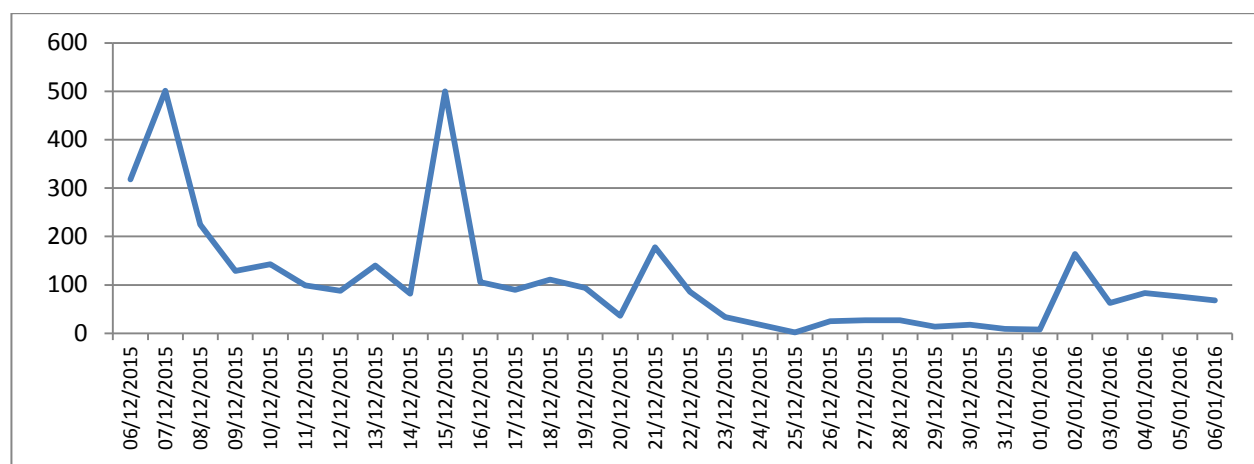
Top 10 page views of the congress section on the ESC website, from 3 to 5 December 2015

Page	Pageviews
EuroEcho Imaging Homepage	9156
Congress News	5371
/Travel and city/Getting to the congress center FIBES II	603
/Your attendance guide/Mobile app	426
/Congress resources/esc guidelines 2015 what s new	283
/Congress resources/euroecho imaging 2015 highlights great expectations	257
/Scientific sessions/Session types and tracks	248
/Congress resources/session reports	222
/Scientific sessions/Topic list	185
/Congress resources/the future of euroecho imaging	182

Total pageviews for the scientific programme platform during the congress: 4276

Pageviews over time for the scientific programme platform over a month following the congress

(6 December 2015 – 6 January 2016)



Traffic on the SPO platform is naturally decreasing after the congress except for a peak on 15 December 2015 which may be due to the 'my esc' newsletter sent on the same day.

Total pageviews: 3562

N.B: Resources are limited to Congress News and Congress Report. The scientific content will be available following late February 2016, following EACVI Committee Selection.

B. Google Adwords

No Google Adwords campaign was booked for EuroEcho-Imaging 2015. Since 2012, no google adwords campaign has been booked.

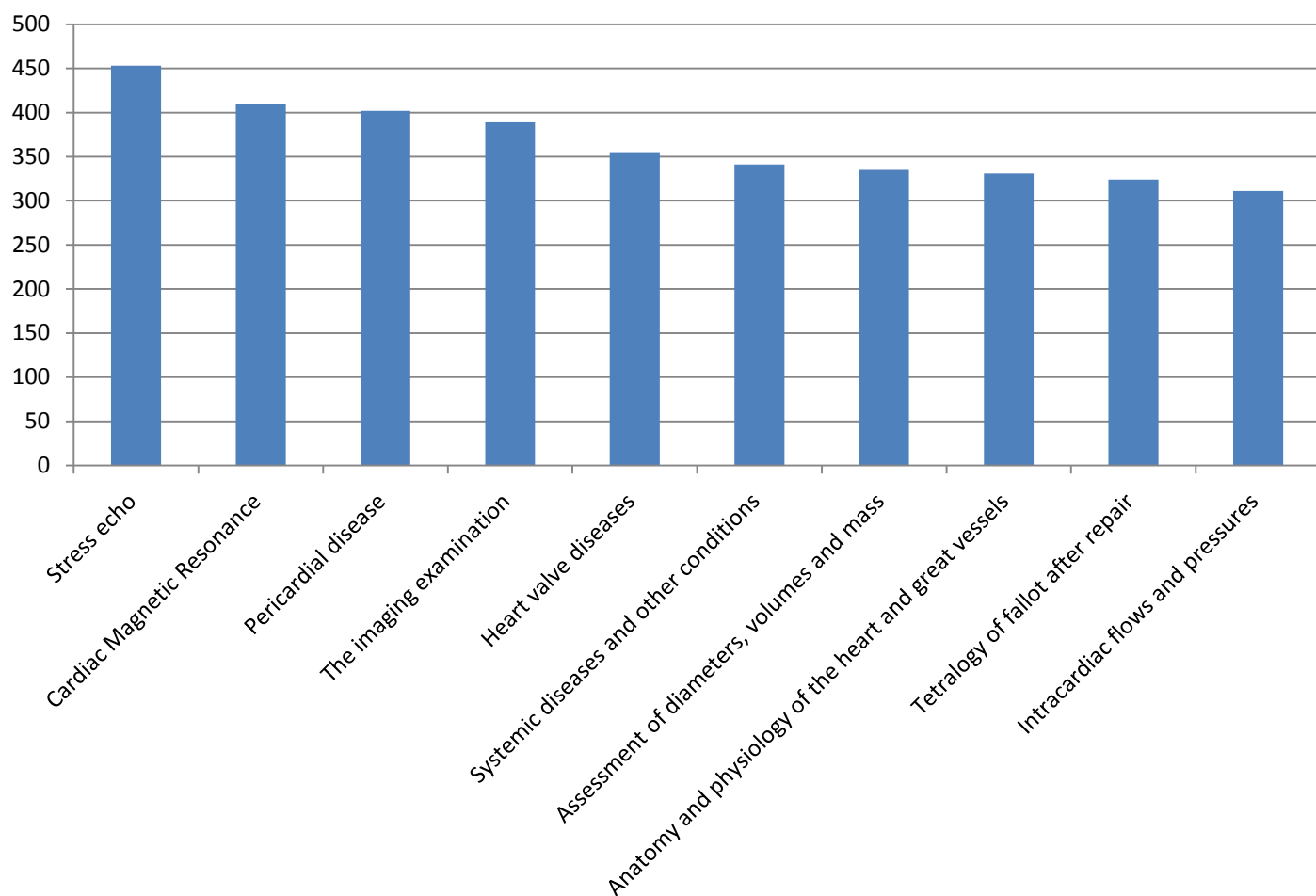
C. Scientific Programme & Planner

	Topic	Times selected in the search
1	Stress echo	453
2	Cardiac Magnetic Resonance	410
3	Pericardial disease	402
4	The imaging examination	389
5	Heart valve diseases	354
6	Systemic diseases and other conditions	341
7	Assessment of diameters, volumes and mass	335
8	Anatomy and physiology of the heart and great vessels	331
9	Tetralogy of fallot after repair	324
10	Intracardiac flows and pressures	311
11	General principles	301
12	Congenital heart disease	299
13	Aortic stenosis	298
14	Right ventricular systolic function	298
15	Endocarditis	289
16	Contrast echo	286

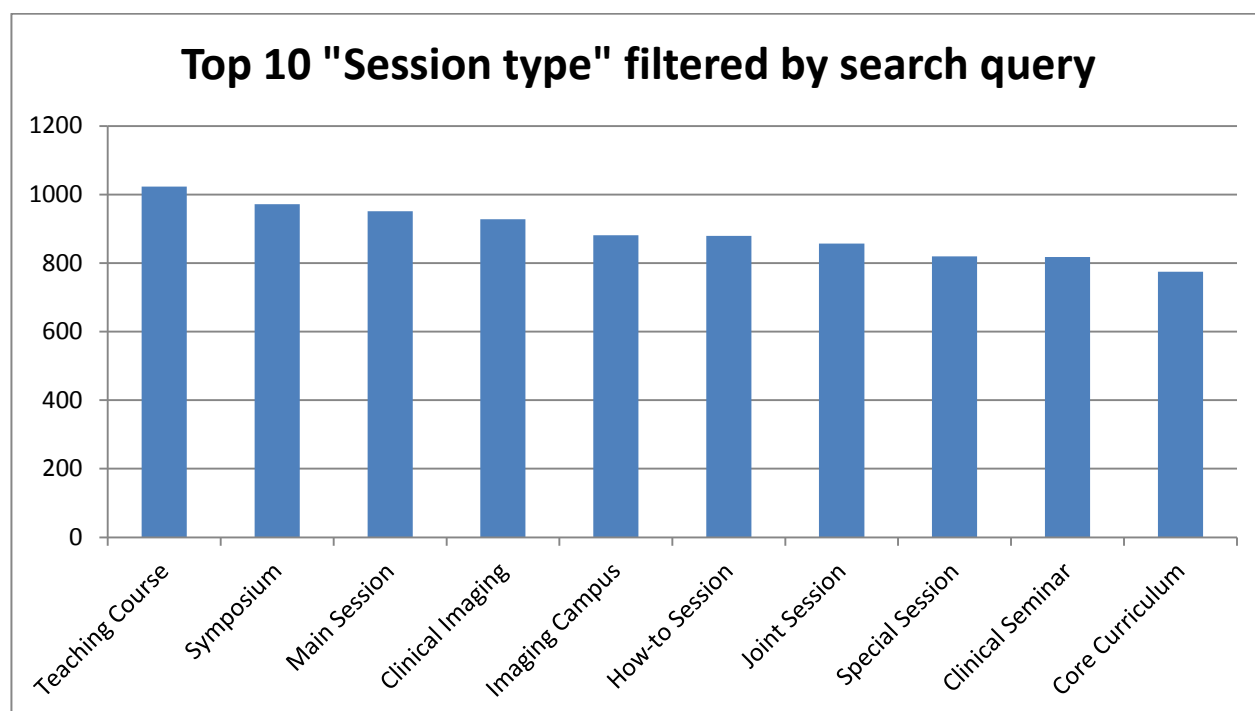
17	Restrictive cardiomyopathies	281
18	Computed Tomography & Nuclear Cardiology	277
19	Systemic diseases	274
20	Cardiomyopathies	270
21	Tissue Doppler and speckle tracking	269
22	Miscellaneous	263
23	Diseases of the aorta	260
24	Congenital abnormalities of the aorta	257
25	Assessment of diastolic function	255
26	Assessments of haemodynamics	253
27	Ischemic heart disease	251
28	Pregnancy	248
29	Transcatheter procedures (TAVI/MitralClip)	248
30	Determinants of left ventricular performance	236
31	TakoTsubo cardiomyopathy	233
32	Vascular Cardiac Magnetic Resonance	233
33	Dipyridamole stress echo	231
34	Large vessels	220
35	Masses, tumors and sources of embolism	218
36	Computed Tomography	214
37	Other myocardial diseases	214
38	Assessment of haemodynamics	213
39	The Computed Tomography/Nuclear examination and quality assessment	213
40	Other	211
41	Ebstein's anomaly	209
42	Stress Cardiovascular Magnetic Resonance	206
43	Myocardial ischemia	203
44	Transoesophageal echo	203
45	The Cardiovascular Magnetic Resonance examination and quality assessment	197
46	Aortic dissection	196
47	Valvular heart disease associated with systemic conditions	196
48	Abnormal intracardiac communications	190
49	Principles of ultrasound	190
50	2D TEE	183
51	Exercise stress echo	183
52	Contrast echocardiography	177
53	Coronary anatomy and function	176
54	Mitral stenosis	173
55	Assessment of systolic function	169
56	Assessment of left ventricle volume	166
57	Prosthetic valve	160
58	Techniques	160

59	Regional left ventricular systolic function	155
60	3D/4D Function (strain, contrast,...)	152
61	Pulmonary heart disease (cor pulmonale)	152
62	3 D-Real-time three-dimensional Transoesophageal Echocardiography	141
63	Arrhythmogenic right ventricular dysplasia	141
64	Cardiac transplantation	141
65	Myocardial infarction	141
66	Aortic regurgitation	136
67	Cardiomyopathy	136
68	Myocardial viability	134
69	Principles of volume and flow measurement	134
70	General principles of echocardiography	131
71	Real-time three-dimensional transoesophageal echocardiography	131
72	Secondary mitral regurgitation	131
73	Heart valves	124
74	Hypertrophic cardiomyopathy	124
75	The echocardiographic examination and quality assessment	124
76	Effect of systemic illnesses on the heart	121
77	Dilated cardiomyopathy	117
78	Outflow obstruction	114
79	Transesophageal echocardiography	100
80	Systemic hypertension	99
81	Aortic atherosclerosis	97
82	Nuclear cardiology	94
83	Athlete's heart	91
84	Assessment of right ventricle volume	81
85	Clinical applications	80
86	Dobutamine stress echo	80
87	Global left ventricular systolic function	75
88	Primary mitral regurgitation	73
89	Real-time three-dimensional TEE	46
90	Tricuspid regurgitation	37
91	3D TEE	31
92	Atrium morphology	1
	TOTAL	18265

Top 10 topics filtered by search query

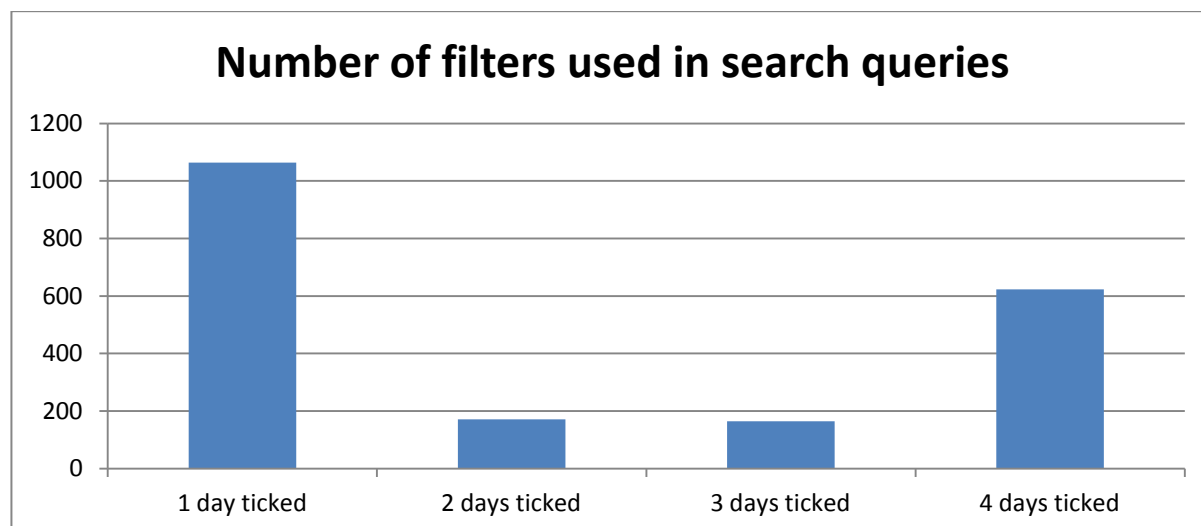


	Type of session	Times selected in the search
1	Teaching Course	1023
2	Symposium	972
3	Main Session	951
4	Clinical Imaging	928
5	Imaging Campus	881
6	How-to Session	879
7	Joint Session	857
8	Special Session	820
9	Clinical Seminar	818
10	Core Curriculum	775
11	Clinical Cases	744
12	Multimodality imaging	728
13	Debate Session	702
14	Special Event	694
15	Congenital heart disease	633
16	Satellite Symposium	623
17	EACVI HIT (formerly Club 35)	499
18	Poster Session	486
19	Abstract Session	379
20	Mobile App Interactive Session	345
21	Moderated Posters	277
22	Rapid Fire Abstract	228
	Total	15242



Days selected in the search filters	Number of filters used in search queries
1 day ticked	1064
2 days ticked	171
3 days ticked	164
4 days ticked	623

Search filter was mostly done on 1 or 4 days.



5.3 Promotion

A. E-campaigns (incl daily news)

19 dedicated EuroEcho-Imaging 2015 email campaigns were sent between 9 January 2015 and 10 December 2015. The average open rate is 26,49% and average click rate is 3,63%, which are good.

Date	Subject line	Delivered (D)	Opened	Open rate	Clicks (C)	Click rate C/D
09/01/15	EuroEcho-Imaging 2015 – Call for session proposal	4081	1612	39,50%	170	4,16%
01/04/15	Be part of the programme at EuroEcho-Imaging 2015, submit your science!	2451	561	22,88%	14	0,57%
01/04/15	Abstract and clinical case submission now open	2453	504	20,54%	24	0,97%
02/04/15	Be part of the programme at EuroEcho-Imaging 2015, submit your science!	66891	13847	20,70%	519	0,77%
28/04/15	Your research at EuroEcho-Imaging 2015	71520	12107	16,92%	515	0,72%
18/05/15	Less than two weeks left to submit your abstract at EuroEcho-Imaging 2015	71074	12818	18,03%	458	0,64%
29/05/15	Last call - Your research at EuroEcho-Imaging 2015	70881	12086	17,05%	413	0,58%
31/05/15	Extended deadline - Your research at EuroEcho-Imaging 2015	2504	782	31,23%	34	1,35%
16/07/15	Register for EuroEcho-Imaging now and save!	41326	8691	21,03%	648	1,56%

07/08/15	Join us at the world's largest cardiovascular imaging congress!	5356	1849	34,52%	206	3,84%
14/09/15	Join us at the world's largest cardiovascular imaging congress!	42357	9921	23,42%	649	1,53%
29/09/15	Register today for the world's largest cardiovascular imaging congress!	5036	1301	25,83%	151	2,99%
26/10/15	Register now for EuroEcho-Imaging 2015	41578	9074	21,82%	501	1,20%
17/11/15	Last chance to register for EuroEcho-Imaging 2015	38905	7772	19,97%	335	0,86%
19/11/15	Join us in Seville in two weeks for the world's largest cardiovascular imaging congress: EuroEcho-Imaging	799	191	23,90%	12	1,50%
20/11/15	Join us in Seville in less than two weeks for EuroEcho-Imaging	1484	412	27,76%	13	0,87%
26/11/15	EuroEcho-Imaging - Your checklist before the congress	2288	1492	65,21%	862	37,67%
10/12/15	EuroEcho-Imaging 2016: Call for session proposals	3418	1457	42.63 %	113	3.31 %
02/12/15	Congress news – Day 1	4 628	2 057	44.45 %	549	11.86 %
03/12/15	Congress news – Day 2	4 642	1 768	38.09 %	439	9.46 %
04/12/15	Congress news – Day 3	4 695	1 649	35.12 %	390	8.31 %
05/12/15	Congress news – Day 4	4 706	1 776	37.74 %	552	11.73 %
07/12/15	EuroEcho-Imaging 2015? Thanks for attending, your opinion counts (congress news last day - Including Post congress survey)	4705	1981	42.10 %	693	14.73 %

e-Daily congress news

5 daily newsletters were emailed during the congress. All emails were sent before 6.00am each day to enable recipients to read the news first thing when they woke-up. The content was sourced from the onsite congress newspaper, congress reports, ESC press releases, plus a selection of different sessions not to be missed and social media. This year the daily news was emailed to all EACVI members and EuroEcho-Imaging attendees 2015, plus delegates from EuroEcho-Imaging 2014 and 2013.

Open rate and click rates are high, in line with what we would expect from a targeted list, where the audience has a real interest in the content.

Date	Subject line	Delivered (D)	Opened	Open rate %	Clicks (C)	Click rate % C/D
02/12/15	Congress news – Day 1	4 628	2 057	44.45%	549	11.86%
04/12/15	Congress news – Day 2	4 642	1 768	38.09%	439	9.46%
05/12/15	Congress news – Day 3	4 695	1 649	35.12%	390	8.31%
06/12/15	Congress news – Day 4	4 706	1 776	37.74%	552	11.73%
07/12/15	EuroEcho-Imaging 2015 – Thanks for attending,	4705	1982	42.12%	694	14.75%

	your opinion counts					
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Most clicked item in each newsletter:

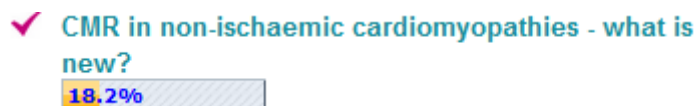
Day 1:



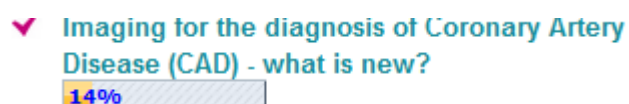
Day 2:



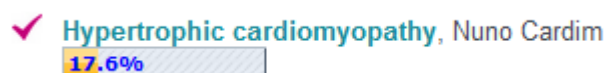
Day 3:



Day 4:



Day 5:



B. Adverts in ESC and other journals – E MOLIES

Printed adverts

<p>1 General (Early & Late registration deadlines)</p>	<p>2 General (Early registration deadline)</p>	<p>3 General (no deadlines)</p>

Advert	ESC/Non-ESC journals	Name of Journal	Publication date
1	ESC journal	EHJ-CI	01/04/2015
		EHJ-CI	01/05/2015
		EHJ-CI	01/06/2015
		EHJ-CI	01/07/2015
		EHJ-CI	01/08/2015
		EHJ-CI	01/09/2015
		EHJ-CI	01/10/2015
		EHJ-CI	01/11/2015
		EHJ-CI	01/12/2015
	Non-ESC journal	DiEurope	25/02/2015
		DiEurope	05/05/2015
		DiEurope	15/09/2015
		DiEurope	10/10/2015
2	Non-ESC journal	Medical Imaging International	06/03/2015
		Medical Imaging International	25/05/2015
		Medical Imaging International	26/06/2015
		Medical Imaging International	15/07/2015
		HospiMedica	12/08/2015
		Medical Imaging International	21/10/2015
3	Non-ESC journal	ASE Congress - FP	12/06/2015
		ASE Congress - Journal	01/06/2015

Banners/online advertising

Advert	ESC/Non-ESC journals	Journal	Publication period
	Official publication	EuroEcho-Imaging 2014 in Review	All year long
	Non-ESC journal	Radcliffe Cardiology – website	01/01- 30/11/2015
	Non-ESC journal	DiEurope - website	01/03- 31/12/2015
	Non-ESC journal	Medical Imaging International – newsletters	03/04/2015 10/04/2015 17/04/2015 24/04/2015 01/05/2015 15/05/2015 22/05/2015 06/06/2015 13/06/2015 19/06/2015 26/06/2015 29/06/2015

	Non-ESC journal	Medical Imaging International – newsletters	03/10/2015
			09/10/2015
			16/10/2015
			30/10/2015
			13/11/2015
			20/11/2015
			27/11/2015
			04/12/2015
			11/12/2015

C. Promotion on other congresses

Congress/Meeting	Congress Dates	Location	Item
ICI Meeting	14-16 Dec 2014	Israel – Tel-Aviv	Flyers - First announcement
Italian Cardiac Society	13-15 Dec 2014	Italy - Rome	Flyers - First announcement
French Society of Cardiology	14-17 Jan 2015	France – Paris	Flyers - First announcement
Deutschen Kardiagnostik-Tage	15-17 Jan 2015	Germany - Leipzig	Flyers - First announcement
SCMR/EuroCMR	4-7 Feb 2015	France – Nice	Flyers - First announcement
Cardiovascular Research Technologies (CRT)	21-24 Feb 2015	USA - Washington	Flyers - First announcement
Mayo courses	All year long	USA	Flyers - First announcement
EACVI Teaching courses	March	Poland, UK	Flyers - First announcement
Annual Canadian Society of Echocardiography	-	-	Flyers - First announcement
European Congress of Radiology (ECR)	4/8 March 2015	Austria - Vienna	Flyers - First announcement
Annual Echocardiographic Workshop on 2-D and Doppler Echocardiography	9-12 March 2015	USA – Vail	Flyers - First announcement
ICE/BSE joint meeting (Irish Cardiac Echo/British Society of Echocardiography)	14 March 2015	Ireland – Dublin	Flyers - First announcement
American College of Cardiology Scientific Sessions (ACC)	14-16 March 2016	USA – San Diego	Flyers - First announcement + poster
International Symposium on Intensive Care and Emergency Medicine (ISICEM)	17-20 March 2015	Belgium - Brussel	Flyers - First announcement

			Link on their website since 17 March 2015
European Molecular Imaging Meeting	18-20 March 2015	Germany - Tuebingen	Flyers - First announcement
Eurovalve	27-28 March 2015	France – Nice	Flyers - First announcement
			Link on their website since 17 Feb 2015
Annual Meeting of the German Cardiac Society	8-11 April 2015	Germany - Mannheim	Flyers - First announcement
Annual Conference of the Israel Heart Society (ISH) in association with the Israel Society of Cardiothoracic Surgery (ISCS)	13-14 April 2015	Israel - Tel-Aviv	Flyers - First announcement
Clinical Update on Cardiac MRI & CT	16-18 April 2015	France- Cannes	Flyers - First announcement
			Banner on their website since 1 April 2015
SIEC National Congress	16-18 April 2015	Italy - Naples	Flyers - First announcement
Advanced Imaging Meeting by BSE (British Society of Echocardiography)	17 April 2015	UK – London	Flyers - First announcement
Congresso Português de Cardiologia	18-21 April 2015	Portugal - Albufeira	Flyers - First announcement
Annual Scientific Meeting of the Japanese Circulation Society	24-26 April 2015	Japan - Osaka	Flyers - First announcement
ESC in Abu Dhabi	30 April – 1 May	Dubai – Abu Dhabi	Flyers - First announcement
ICNC12	3-5 May 2015	Spain – Madrid	Flyers - First announcement
Hungarian Cardiac Society	6-9 May 2015	Hungary - Balatonfured	Flyers - First announcement
EuroPrevent	14-16 May 2015	Portugal – Lisbon	Flyers - First announcement

Cyprus Echo Summit - Teaching Course on Imaging in Heart Failure and Cardiomyopathies	15-16 May 2016	Cyprus - Nicosia	Flyers - First announcement
EuroPCR	19-22 May 2015	France – Paris	Flyers - First announcement
Heart Failure 2015	23-26 May 2015	Spain – Seville	Flyers - First announcement
Czech Cardiac Society	24-27 May 2015	Czech Republic - Brno	Flyers - First announcement
EACVI National Summit	May 2015	France – Sophia	Flyers - First announcement
Nordic Baltic	4-6 June 2015	Estonia - Tallin	Flyers - First announcement
AMCO	4-6 June 2015	Italy – Milan	Flyers - First announcement
Annual European Course - Cardiovascular Magnetic Resonance	4-6 June 2015	Germany - Munich	Flyers - First announcement
Joint Meeting of ESTI (European Society for Thoracic Imaging) and the Fleischner Society	4-6 June 2015	Spain - Barcelona	Flyers - First announcement
British Cardiac Society	8-10 June 2015	UK - Manchester	Flyers - First announcement
ESGAR	9-12 June 2015	France – Paris	Flyers - First announcement v2
Congress of the Asian Society of Cardiovascular Imaging (ASCI)	11-13 June 2015	Malaysia - Kuala Lumpur	Flyers - First announcement v2
ASE (American Society of Echocardiography)	12-16 June 2015	USA – Boston	Flyers - First announcement v2
EuroHeartCare 2015	14-15 June 2015	Croatia – Dubrovnik	Flyers - First announcement v2
EHRA EUROPACE – CARDIOSTIM 2015	21-24 June 2015	Italy – Milan	Flyers - First announcement v2
Computer Assisted Radiology and Surgery - International Congress & Exhibition (CARS)	24-27 June 2015	Spain - Barcelona	Flyers - First announcement v2

CSI (Catheter Interventions in Congenital and Structural Heart Disease) Congress	25-27 June 2015	Germany - Frankfurt	Flyers - First announcement v2
			Banner on their website since 1 March 2015
ESC Congress 2015	29 Aug – 3 Sept 2015	UK – London	Flyers - Advance Programme + posters
Annual Congress of the Chinese Society of Cardiology (CSC) GSA: 11-12 Sept	10-13 Sept 2015	China - Shanghai	Flyers - First announcement v2 + Flyers – Advance Programme
The Third World Summit on Echocardiography (3rd WES)	11-13 Sept 2015	China - Beijing	Flyers - First announcement v2 + posters + Flyers – Advance Programme
Romanian Cardiac Society	17-19 Sept 2015	Romania - Sinaia	Flyers – Advance Programme
ESC in Brazil	18-20 Sept 2015	Brazil - Curitiba	Flyers – Advance Programme
Russian Cardiac Society	22-25 Sept 2015	Russia – Moscow	Flyers – Advance Programme
3D Echo 360°	25-27 Sept 2015	Italy - Padua	Flyers - Advance Programme
Heart Valve Summit: Medical, Surgical and Interventional Decision Making	1-3 Oct 2015	USA - Chicago	Flyers - Advance Programme
Polish Cardiac Society	1-3 Oct 2015	Poland - Wroclaw	Flyers - Advance Programme
ESCR Annual Scientific Meeting 2015 - Cardiac Imaging	8-10 Oct 2015	Austria - Vienna	Flyers - Advance Programme
ESC in Argentina	15-17 Oct 2015	Argentina – Buenos Aires	Flyers - Advance Programme
Acute Cardiovascular Care (ACC)	17-19 Oct 2015	Austria - Vienna	Flyers - Advance Programme
SEC – Spanish Cardiac Society	22-24 Oct 2015	Spain – Bilbao	Posters + Flyers - Advance Programme
ESC in South Africa	25-28 Oct 2015	South Africa – Sun City	Flyers - Advance Programme

Hellenic Cardiac Society	29-31 Oct 2015	Greece - Thessaloniki	Posters + Flyers - Advance Programme
Turkish Cardiac Society	29 Oct - 1 Nov 2015	Turkey – Antalya	Posters + Flyers - Advance Programme
ESC in China	29 Oct - 1 Nov 2015	China - Beijing	Flyers - Advance Programme
AHA	7-11 Nov 2015	USA - Orlando	Posters
Rencontres cardiologiques de la Timone	13 Nov 2015	France - Marseille	Flyers - Advance Programme
ESC in Mexico	23-24 Nov 2015	Mexico – Acapulco	Posters + Flyers - Advance Programme

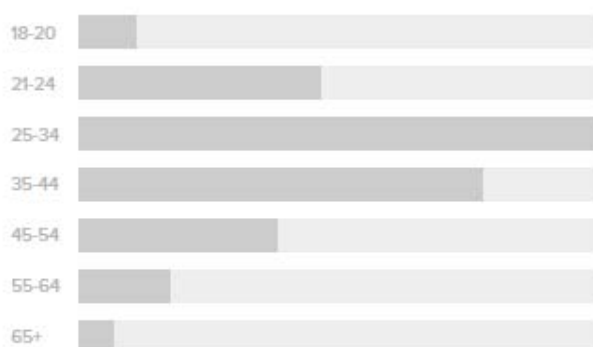
D. Social media

❖ Twitter

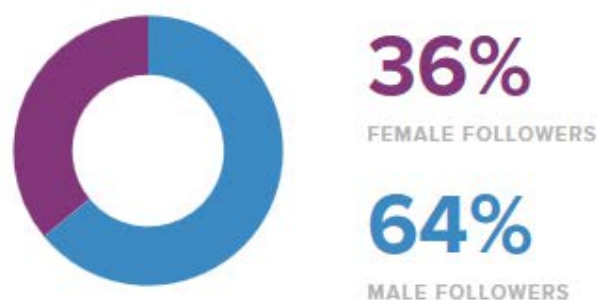
Global Stats

- A total of 3675 tweets (1922 tweets in 2014) were sent using the official hashtag #euroecho
- 588 tweets sent with official twitter account (525 tweets in 2014)
- 117 new followers gained during congress period (216 in 2014)
- 95 clicks (190 clicks in 2014)
- 972 retweets (646 in 2014)

FOLLOWERS BY AGE

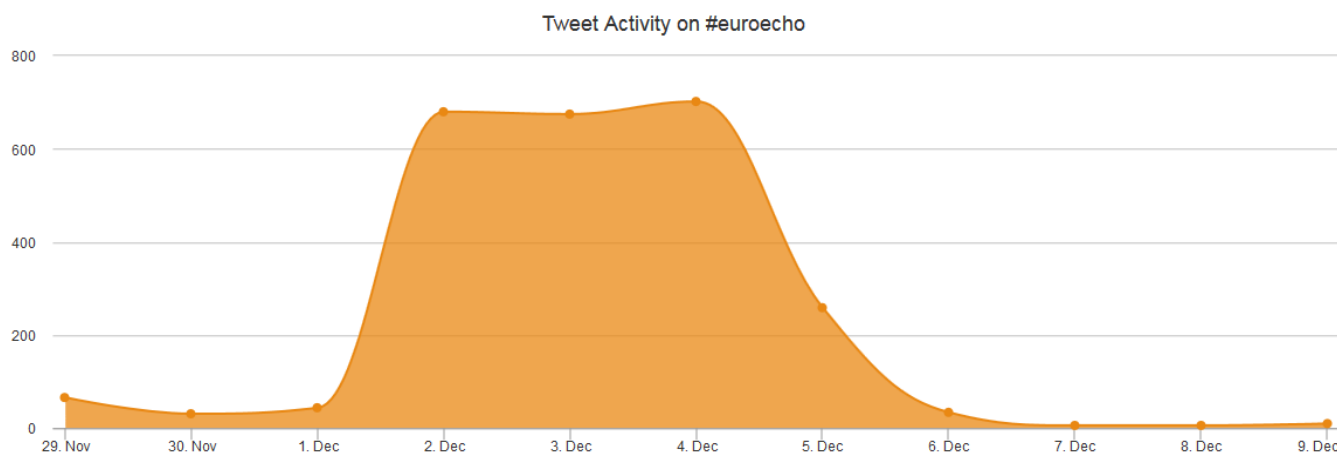


FOLLOWERS BY GENDER



Demographics were similar in 2014.

Daily stats

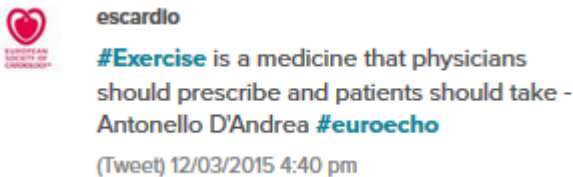


❖ Tweets performance

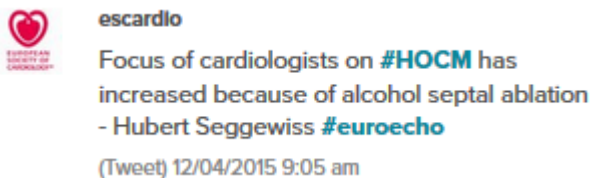
Most clicked tweet – 16 clicks



Most re-tweeted tweet – 19 RTs



Tweets with the largest reach – 92,000

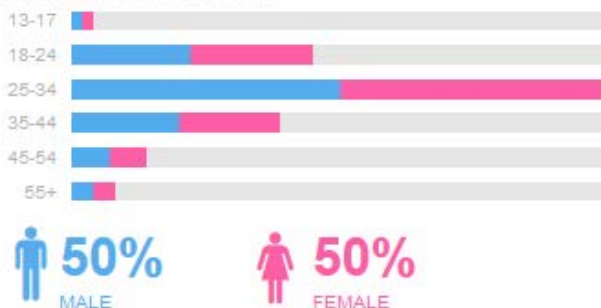


❖ Facebook

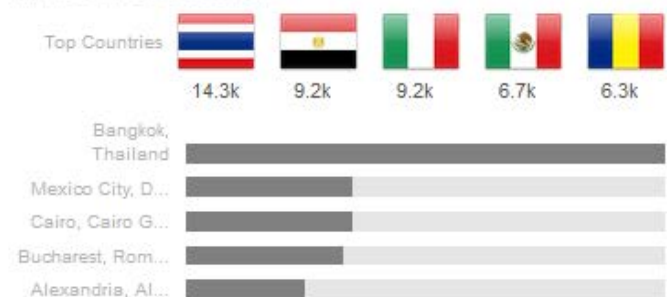
Global stats

- 706 new Facebook fans (397 in 2014)
- 669,743 Facebook impressions during the congress (223,715 in 2014)

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.

Photos from the congress

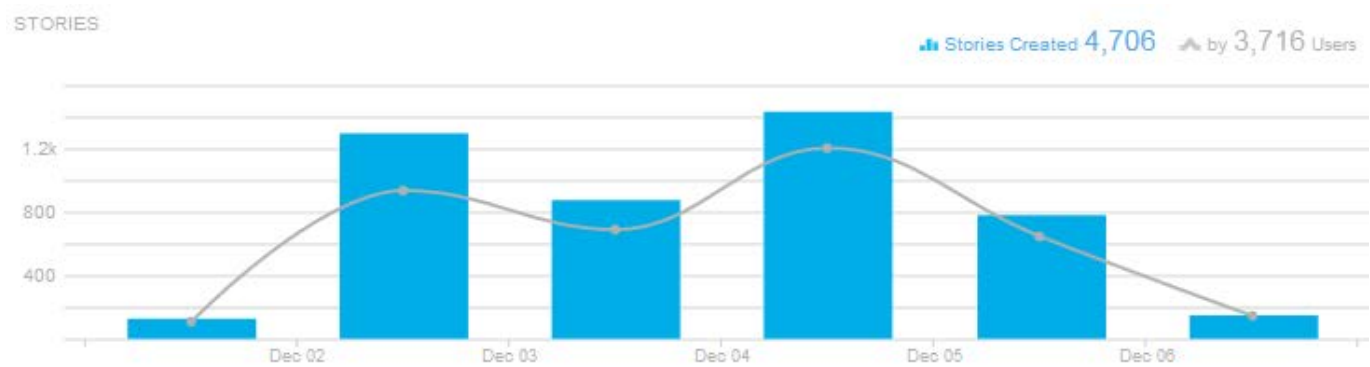
Daily uploads of pictures from the congress. A total of 350 photos (298 in 2014) were added to the gallery.

<https://www.facebook.com/media/set/?set=a.10153354181008719.1073741865.108687003718&type=3>

The Reach of the photo gallery is 63,100 (56,800 in 2014).



Sharing



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.

In 2014: 3.1k stories were created by 2.5k users

5.4 Press activity

A. Press release

09 Nov 2015

[World's largest cardiovascular imaging conference showcases technological innovations](#)

03 Dec 2015

[Changes in foetal hearts found in pregnant women with diabetes or obesity](#)

03 Dec 2015

[Can cancer itself damage the heart?](#)

05 Dec 2015

[Latin American migrants in Spain should be screened for Chagas disease](#)

B. Key facts

Number of articles: **306**

Event	Number of articles
EuroEcho 2015	306
EuroEcho 2014	373
EuroEcho 2013	487
EuroEcho 2012	318

Press Release	Number of articles
Changes in foetal hearts	140
Can cancer damage the heart?	94
Chagas disease	41
Other	31
Total	306

C. Top Coverage

❖ Medical

- ✓ MedPage
- ✓ Medical News Today
- ✓ eCancer
- ✓ Cardiology Today

❖ Newswire

- ✓ Yahoo!
- ✓ U.S. News & World Report

❖ Lay

- ✓ Daily Mail
- ✓ The Express
- ✓ Daily Mirror
- ✓ Irish Independent
- ✓ El Mundo
- ✓ El País
- ✓ 20 Minutos
- ✓ Health
- ✓ Philly

6. Post congress survey

6.1 Introduction

This survey was sent to all EuroEcho-Imaging 2015 congress participants, all EACVI members and all past participants to EuroEcho-Imaging in 2014 and in 2013, 4 702 emails were sent.

165 surveys were completed representing 3.5% of participation.

However this survey was aimed at EuroEcho-Imaging 2015 congress participants (2 775 delegates) and the response rate is **6%**, last year the post congress survey response rate was 4%.

This response rate is lower than other ESC sub-specialty congresses, but this was also the case for EuroEcho-Imaging 2014. It may be explained by the period of time, EuroEcho-Imaging is held early December, the audience targeted in this survey may receive all wishes for the New Year and they may not have time to fulfil the survey. In total 2 push notifications were sent in the mobile app inviting them to fill in the survey.

As a comparison this year 9% of the EHRA EUROPACE Cardiostim audience completed the survey (based on 2360 emails sent and 220 surveys replied.) And Heart Failure obtained a response rate of 11%. (Based on 2275 emails sent and 251 surveys replied.)

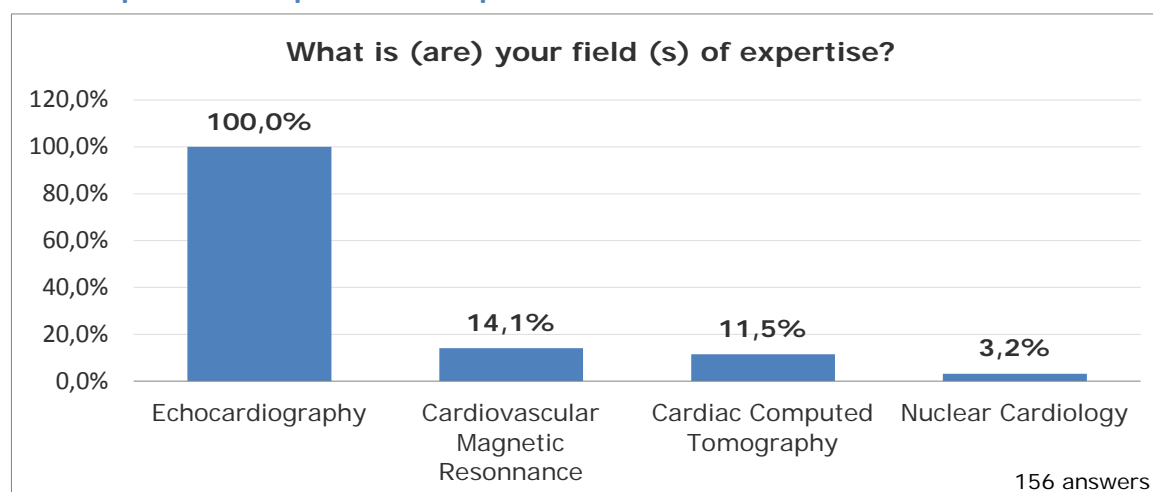
In order to increase the response rate up to 10%, it could be interesting to investigate the possibility to send the survey during the congress with the daily congress news to allow a better response rate.

The survey was sent on Monday 7 December, 2 days after the congress. The results have been grouped into 2 different parts, respondents' profile and respondents' congress' satisfaction.

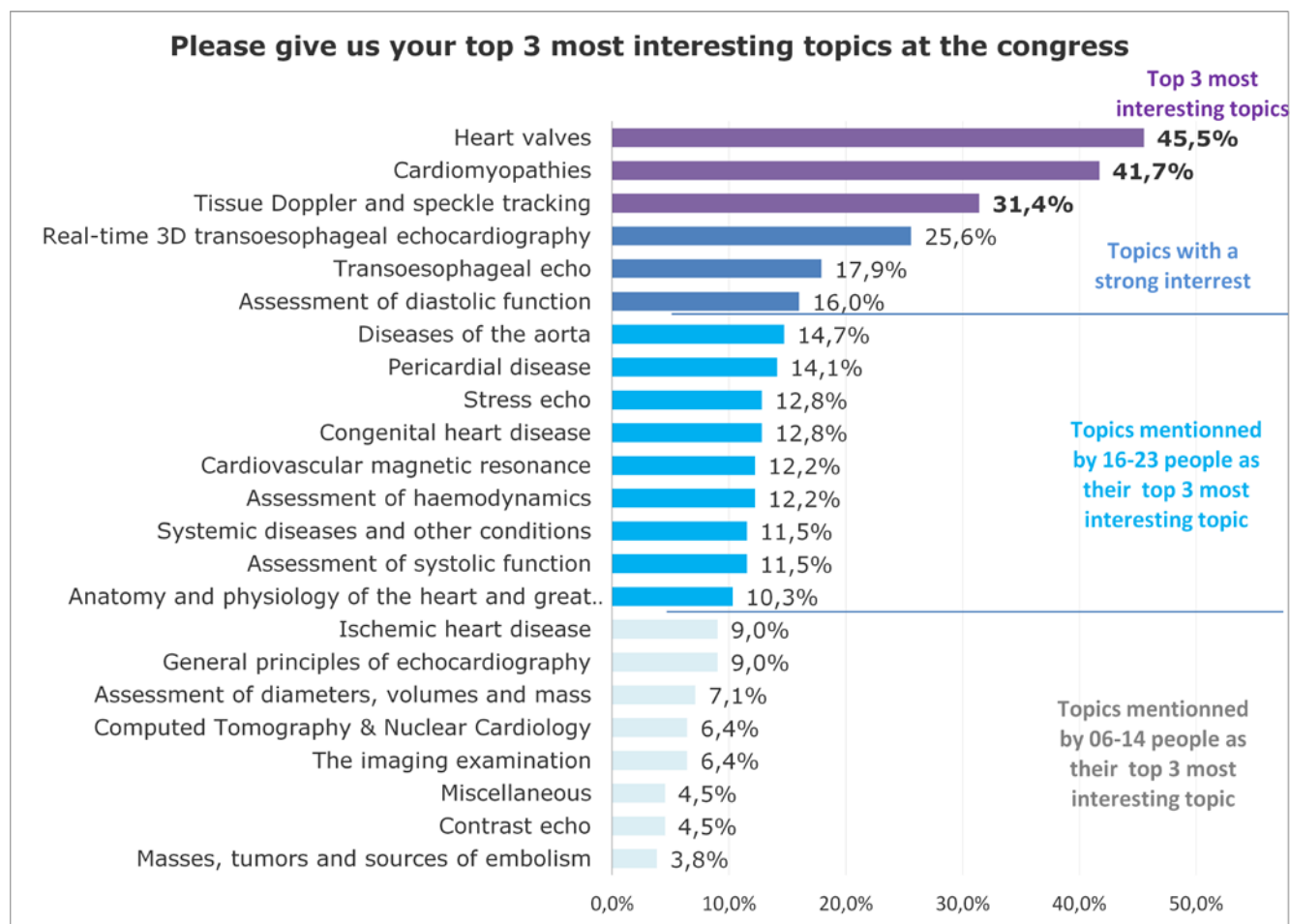
6.2 Respondents' profile

Respondents' profile is one of the most important elements to understand the audience. This is important to offer them the best services for EuroEcho-Imaging in 2016. This survey treated the customer expertise, their top 3 topics, and their involvement with EACVI.

A. Respondents' expertise and topic



Respondents' expertise shows that 100% of the audience (people who answered the survey) felt expert in Echocardiography. This strong result illustrates the need to maintain a strong promotion of the Echocardiography content in the scientific programme.



156 answers 3 topics to choose

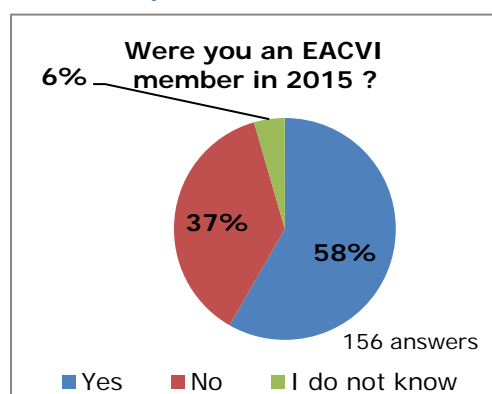
EuroEcho-Imaging should focus promotion and efforts on the most important topics presented here. Heart Valves and Cardiomyopathies were selected in the top 3 answers by more than 40% of the respondents. These results can be linked to this year's congress' main theme.

EuroEcho-Imaging congress is trying to develop its programme to include more Cardiac CT and Nuclear cardiology or CMR topics but these do not seem to be in the respondent's favourite topics.

The scientific programme should reflect the respondent needs and focus on echocardiography.

The other topics are not necessarily defined in the top 3 most interesting topics but they are of interest to the attendees.

B. Respondents involvement with EACVI



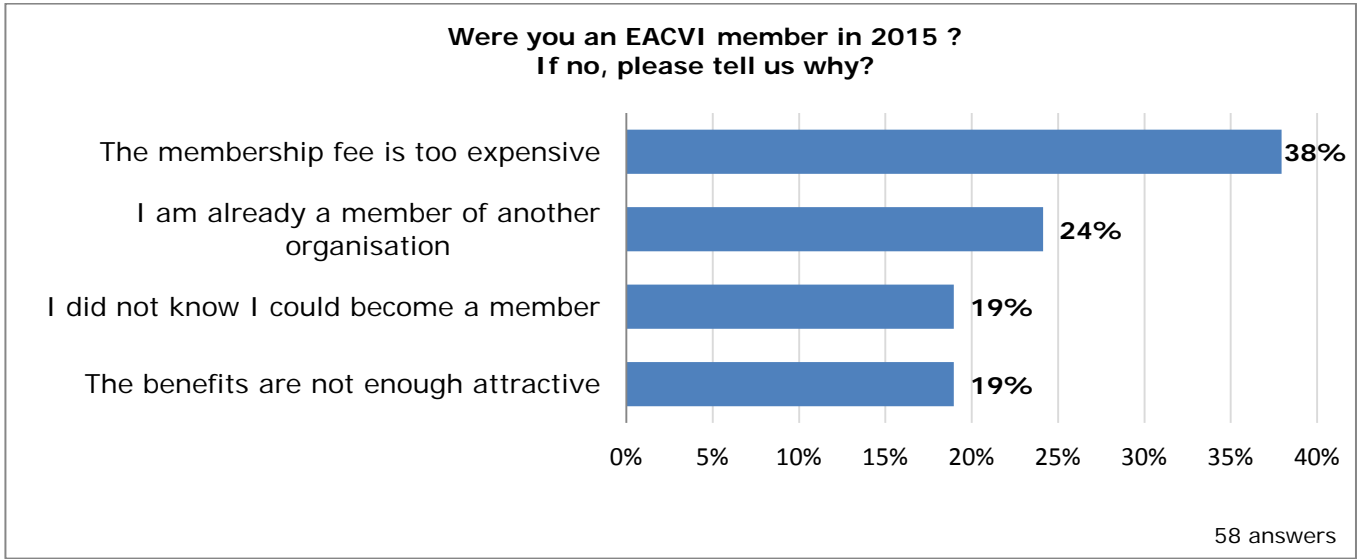
39% of respondents said they attended also EuroEcho-Imaging in 2014.

58% of respondents said they were EACVI members; this figure is really different from last year results. (94% of the respondents are member of the EACVI in 2014).

This is not linked to a drop in EACVI member attendance, as the percentage of EACVI members grown from 33.8% in 2014 to 39.2% in 2015.

This figure shows that also non members responded to this survey. It gives us an indication of the profile who answered the survey, more in line with the overall EuroEcho-Imaging 2015 attendance.

People who said ‘No’ at the previous question: “Were you an EACVI member in 2015?” were asked the reason why they were not members.



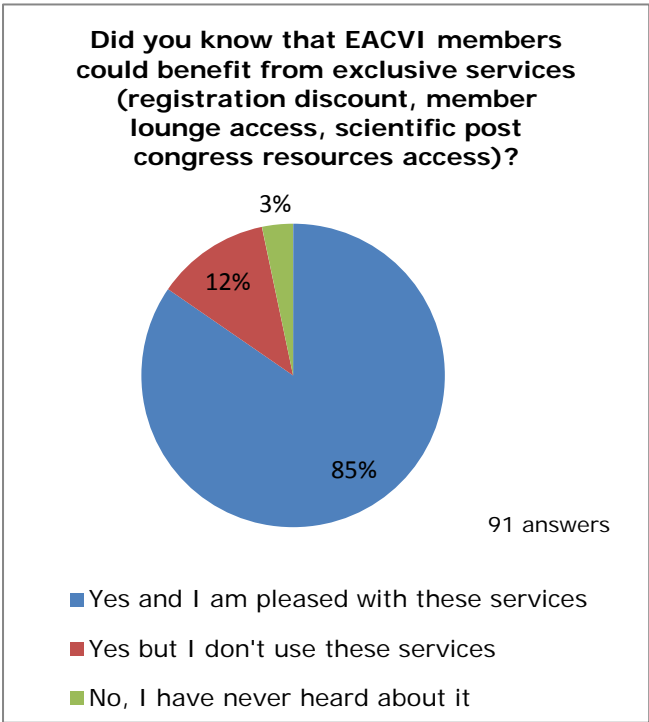
The sample is not really high as it is the selection of people who answered ‘No’ to the previous question “Were you an EACVI member in 2015” and it represent 58 answers.

38% of these respondents (22 people) said the membership was too expensive.

EACVI need to focus efforts on the value perceived in order to reduce the number of non-members due to their price perception compared to the benefit received.

Also, the second reason for not being a member of EACVI is that they are already member of another organisation. This result illustrates the competition EACVI is facing regarding membership.

The value perception needs to be reinforced in order to convert them into EACVI members. As well as for those who perceived the benefits offered not attractive enough.



There is an opportunity as 19% of these respondents didn’t know they could be member of the Association.

Those who replies “Yes” to the question are you an EACVI member, were asked: if they were aware of the exclusive services they can benefit from their membership.

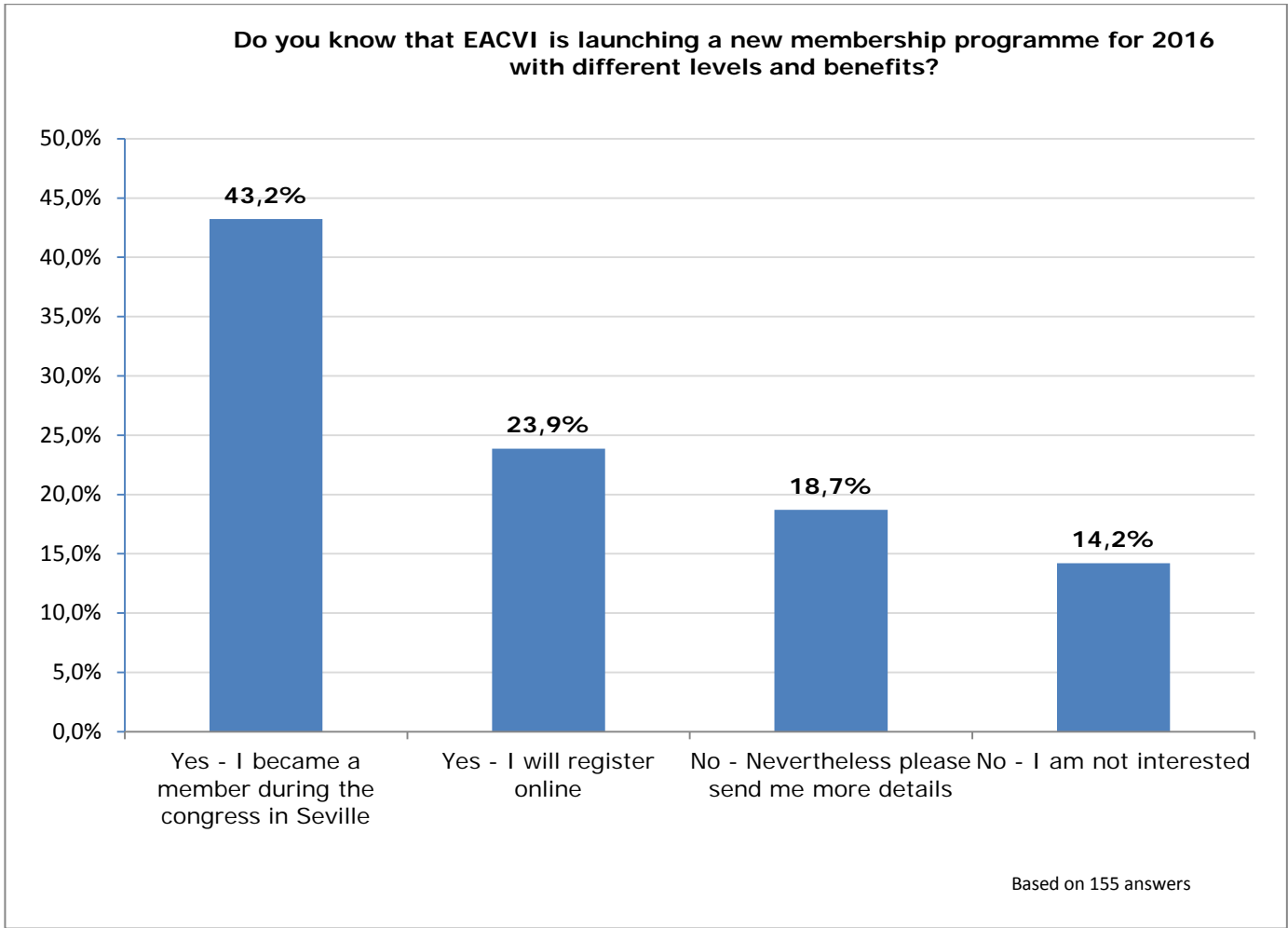
85% of the respondents based on 91 replies, are aware and happy with these benefits.

12% of the respondents do not use the services, it could be interesting to know if they do not use them because they think it’s not useful or because, they do not value these benefits. This could potentially be a threat for EACVI to loose these members.

3% of the EACVI members were not aware of these benefits, that means, they become EACVI members for other reasons. It could be interesting to understand what were the key factors in their decision to become an EACVI member.

This year the new membership offer was launched at EuroEcho-Imaging 2015. The graphic here under presents the respondents knowledge about this new membership. 67% of respondents said they already became or will register online to become an EACVI member with the new benefits. 18.7% agrees to receive information about this new membership. We should make sure that these delegates are included in future EACVI membership campaigns.

14.2% of respondents said, they are not interested in this new membership offer.

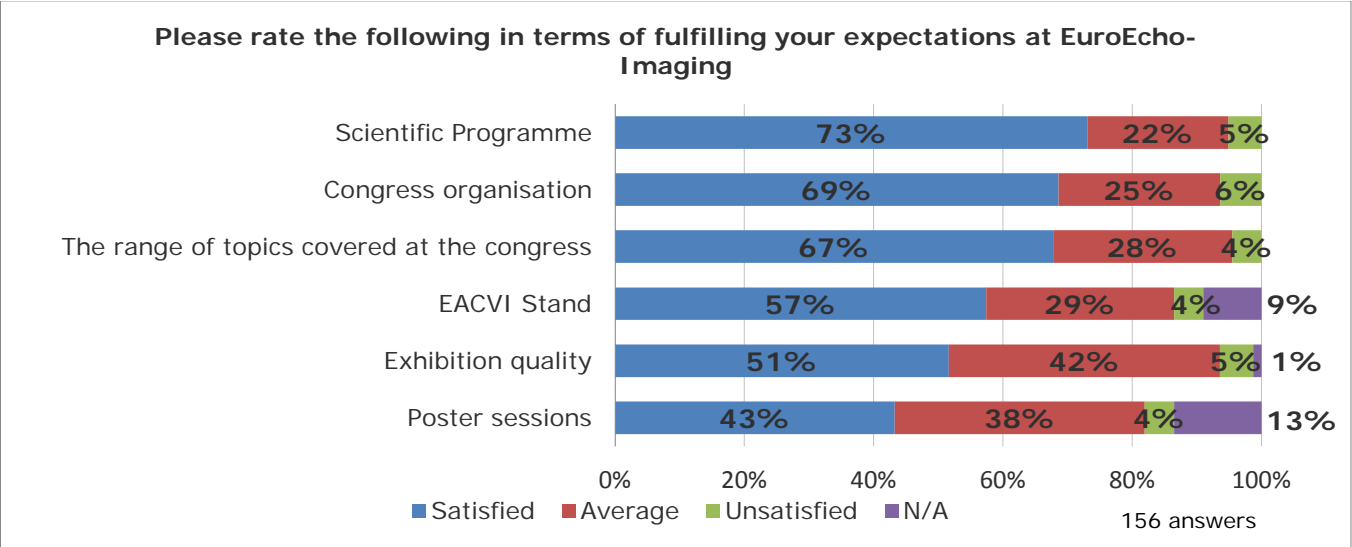


In this first part, the report presented the respondent audience; their topic of expertise and their top 3 topics of interest. This part presented also the respondents' involvement with EACVI, and the reasons why they decided not to join, the EACVI membership benefits and the new offer for 2016.

6.3 Respondents’ congress satisfaction

The second part will treat the congress satisfaction including the congress resources, the logistical elements such as the location and time. Finally, this report will present the stand and delegates services satisfaction.

A. Overall satisfaction

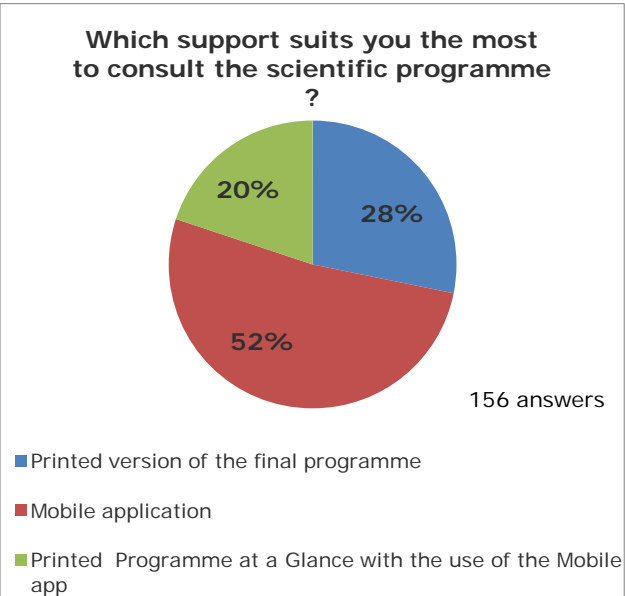


The overall satisfaction is good; the satisfaction regarding the scientific programme is 73% of satisfied answers. Last year the question was differently organised with 5 levels of satisfaction/dissatisfaction and the result was much more positive as 94% of the respondent thought the scientific programme was excellent or good. This drop can be a satisfaction decrease but can also be linked to the question, if respondents are less enthusiastic they would say “good” last year and maybe “average” this year.

The “Congress organisation” as well as the “range of topics covered” are appreciated by respondents as they respectively obtained 69% and 67% of satisfied answered. Whereas the stand, exhibition and posters obtained a lower level of satisfaction with 57%, 51% and 43% of satisfied.

These elements were not included in last year’s survey so we cannot compare these figures, but these 3 elements are directly linked to the customer care, the support offered to them on the stand, in the exhibition area, these are necessary to increase the value perception of delegates; it’s directly linked to their congress experience.

B. Scientific Resources satisfaction

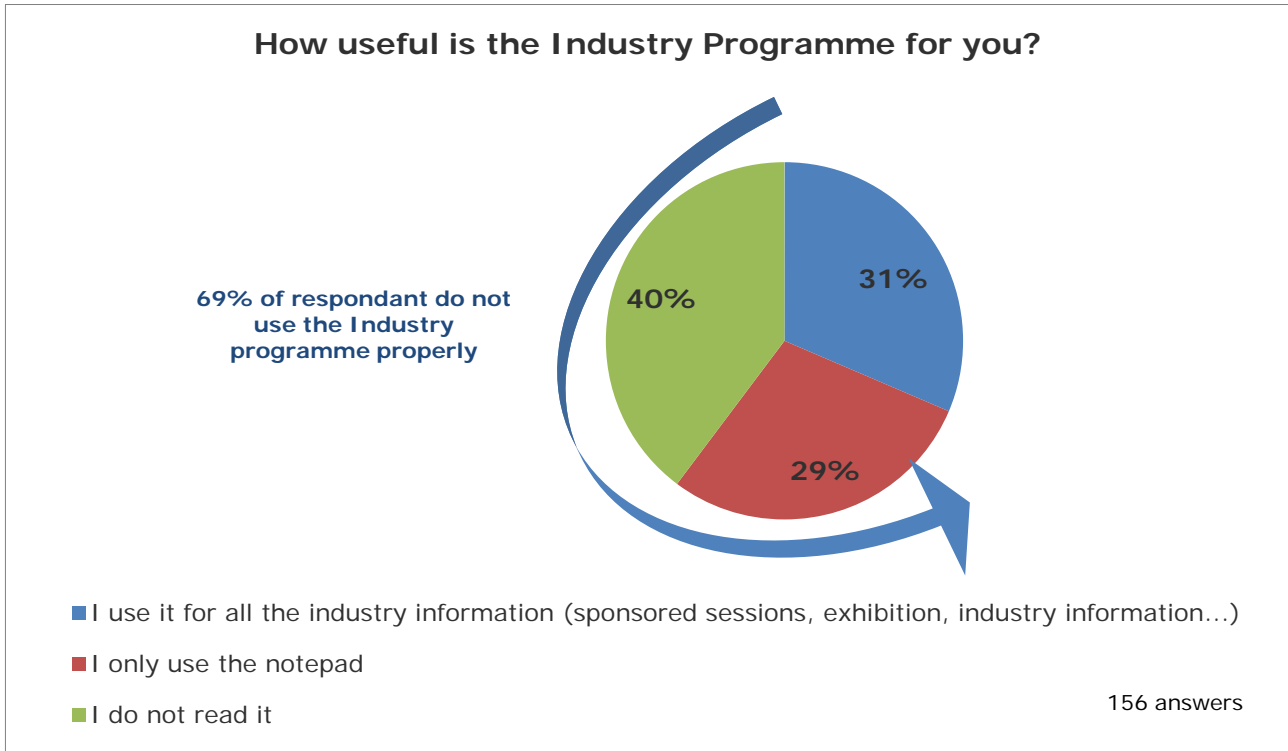


The EuroEcho-Imaging 2015 mobile app encounter a large success to the audience as it was downloaded 2 772 times.

52% of the respondents said that the mobile app suits their need to consult the scientific programme.

28% still use the printed final programme. As illustrated in previous congress market research the printed programme is kept as a tangible souvenir of their congress experience. Maybe a hybrid version of the programme between the actual printed final programme and the programme at a glance could be investigated.

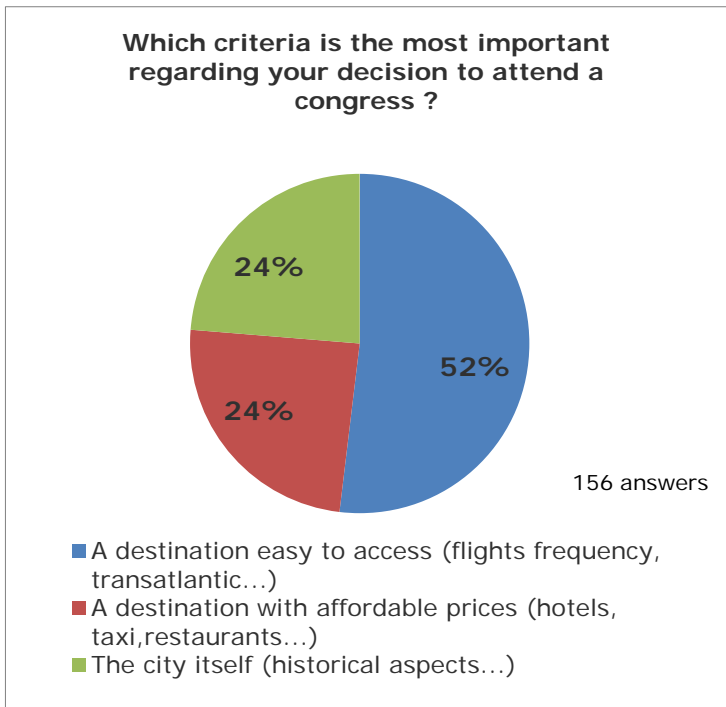
It's also interesting to note that 20% use both materials, print copy of programme at a glance and the mobile app.



The Industry programme was created to separate the scientific pre-arranged and abstract based programme with the Industry Sponsored sessions, satellite symposia, exhibition area and other related promotion and information. In order to maintain the interest for this programme, a note pad was also included. Here the graph shows that 40% of the respondents do not read it at all, 29% only used the note pad and 31% used it properly.

69% of the respondents are not using the Industry Programme properly; there is a need to re-align this product with the congress attendees needs.

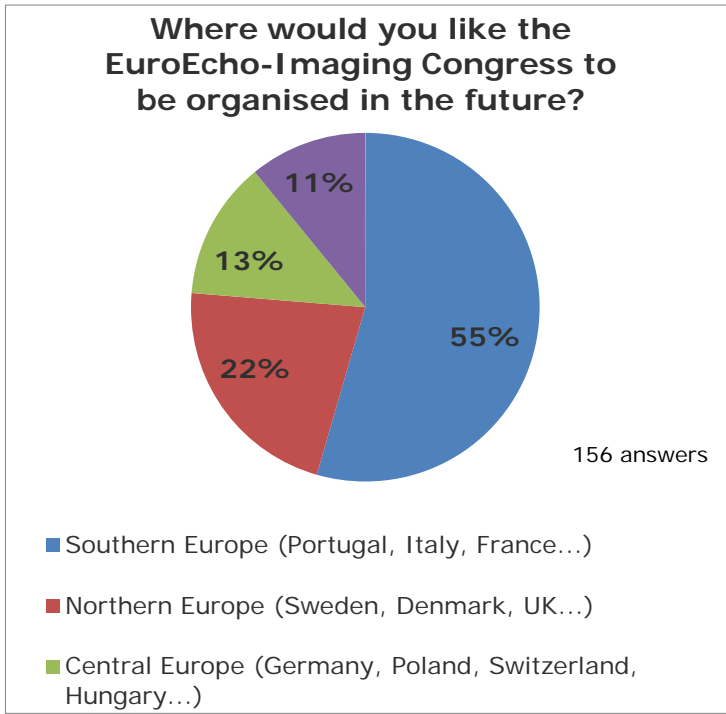
C. Destination and time satisfaction



Past congress market research and surveys, shows that the location of the congress is also an important element in the delegates decision to attend. Sometimes, they extend their stay for holidays.

52% of the respondents are looking for destinations easy to access with regular flights, 24% are looking for destination with affordable prices for rooms, transportation and catering. 24% are also interested in the city itself these may be interested in extending their journey for holidays.

These answers gave also an indication on the profile of the respondents.



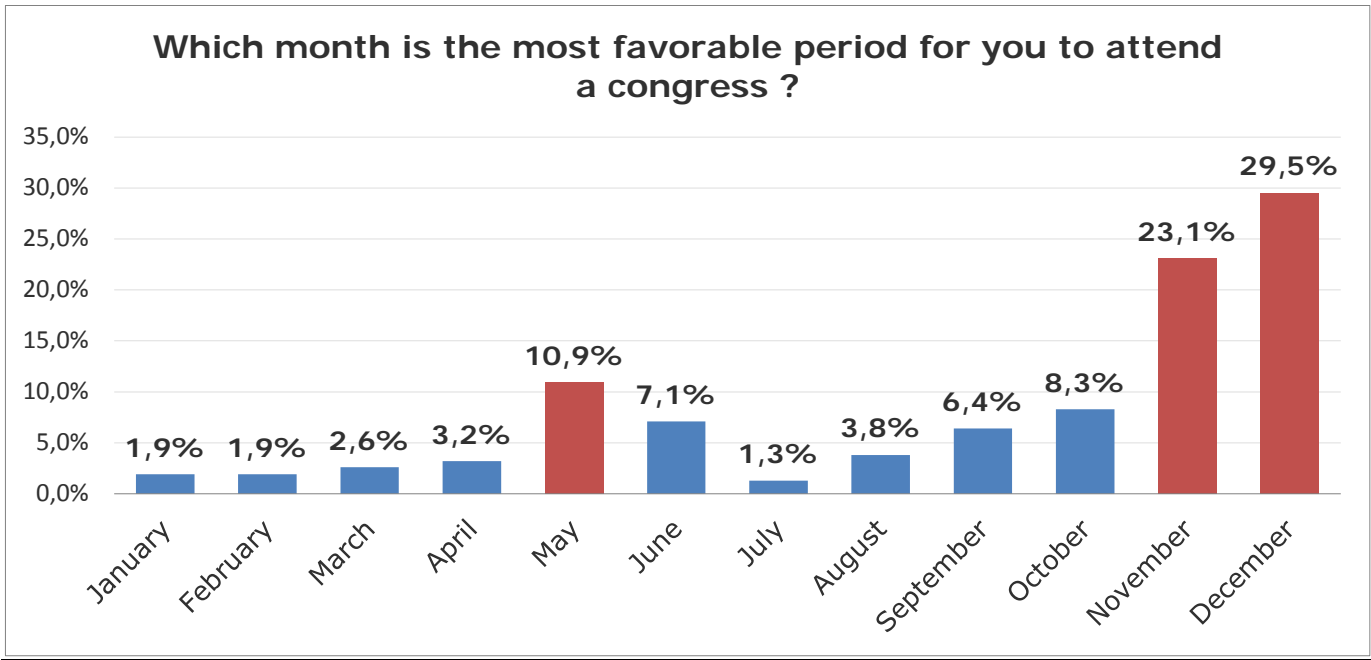
Previous post congress surveys made for sub-specialty congresses illustrate the impact of the location in the registration figures.

The question regarding the future destination wish highlights the attraction for Southern Europe (55% of the respondents choose Southern Europe countries).

The interest for Southern countries is not directly linked to the country of registrants.

This may be linked to the period of time of the congress. This is the next question.

Every year, EuroEcho-Imaging is held the first week of December, the question was asked to the audience to understand if there is another most suitable time to organise the congress.



December was the top 1 answer that means the respondents are happy with this period.

23% of respondents would like to have the congress held in November. It would be interesting to better understand the profile of these respondents and the reasons why they prefer November.

Another month mentioned by more than 10% of the respondents is May, this answer may be linked to the fact that most of the Sub-Specialty Congresses organised by the ESC are held in May.

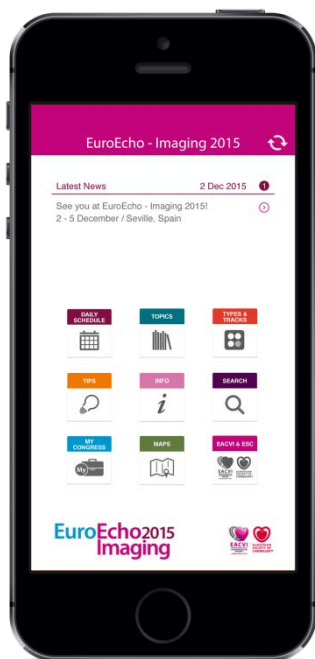
Appendix 1: EuroEcho-Imaging 2015 Mobile App Report

1. Introduction

A. EuroEcho 2015 Mobile App

As in 2014, EuroEcho 2015 mobile app was launched earlier, in order to be live during ASE congress in June. Also, for those who downloaded the app earlier they could test the functionalities to make the most of this congress app. This opportunity allows us to enter in the personal healthcare professional device 6 months before the congress starts and send more push notifications.

An upgraded version of the EuroEcho-Imaging Mobile App (for iPhones, Android Phones, iPad & Android tablets) was made available on the App Store and Google Play. This mobile app was delivered on the new platform.



The mobile app contained:

- ✓ The entire scientific programme of the Congress (including abstracts & learning objectives)
- ✓ Congress floor-plans (congress venue and exhibition)
- ✓ Congress general information
- ✓ Functionality to search for sessions, speakers, and exhibitors
- ✓ Functionality to create your personal programme selecting favourite sessions, and to sync it with SP&P and other mobile devices
- ✓ Possibility to make notes
- ✓ Functionality to share sessions, programme, content and notes with colleagues by email and on social media (Facebook, Twitter, LinkedIn and other apps already installed on the device)
- ✓ Access to the latest news
- ✓ European Association of Cardiovascular Imaging corporate information
- ✓ Stand alone app, once downloaded, no need to connect to the internet to access all congress info

New this year:

Optimised search function: you can now search within the info section (General info and Help) and EACVI/ESC section as well

Possibility to add personal appointments from My Programme and to synchronise it between devices

Possibility to update the app by clicking the “Refresh” button when an update is available

Tips section: general tips to make the most of the app are now available

B. Project Objectives

The project objectives were to:

- **Disseminate scientific programme and general information easily to participants**
- Invite them to attend the congress.
- Enhance the delegates’ congress experience by facilitating and optimising decision-making for participants
- Offer new functionalities to congress delegates:
 - Daily bulletins pushed on mobile devices
 - Interactive maps to locate exhibitors and sessions rooms
 - Sessions objectives & abstracts available for consultation within the app
 - Powerful search functionality throughout the congress scientific content

- Creation of personalised programmes & to do lists
- Take notes on specific sessions and share these with colleagues
- Find practical information about the Congress
- Provide participants and exhibitors with sustainable content options
- Broaden the access to social networking platforms
- Extend the EuroEcho-Imaging congress brand
- Decrease the need for paper programmes, especially as in 2016 there will be no printed programme (apart from the programme at a glance)
- New technologies to reach a younger target audience
- Propose sponsorship items
- Enter the “personal” delegates telephone
- Extend the Congress experience and brand visibility

2. Promotion of the app

In order to obtain a large number of downloads and to anticipate Wi-Fi issues on-site, the app was widely promoted before the congress starts.

This early launch allowed delegates to test the mobile app functionalities, and prepare their attendance and schedule before arriving in Seville. The mobile app web page was launched on **9 June** (~6 months before the congress starts.)

A. Promotion made in stores

A unique meaningful name with EuroEcho-Imaging 2015 brand name to be easily found in App Store/Google Play or other search engines “EuroEcho 2015”

Available free of charge with no log-in required

Available on the App Store and on Google Play as of **9 June 2015**

App Store link: <http://bit.ly/1bUknZ1> Google Play link: <http://bit.ly/1bUkpA8>



B. Promotion on ESC website

A **dedicated webpage** promoting the mobile app was launched on 11 June; this web page gave delegates the keys to easily download the app

This web page promotes the mobile app functionalities and the process for them.

Based on Google Analytics, from 11 June to 2 December this page obtained **2 610 views**, from 2 to 5 December this page obtained **464 views**. (4 times less than 2014 and equivalent to 2013).



EUROPEAN
SOCIETY OF
CARDIOLOGY®



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OUR MISSION: TO REDUCE THE BURDEN OF CARDIOVASCULAR DISEASE IN EUROPE

THE ESC

CONGRESSES & EVENTS

GUIDELINES & EDUCATION

CARDIOLOGY TOPICS

WHO ARE YOU? ▾

Home / Congresses & Events / Upcoming congresses / EuroEcho-Imaging

EUROECHO- IMAGING

> Scientific sessions

> Call for science

> Registration

Hotels

> Travel and city

About the congress

Mobile App EuroEcho-Imaging 2015



Manage and prepare your congress experience from your mobile devices!
From now on, this free mobile App will be your guide before, during and after the EuroEcho-Imaging congress 2015.
Download the App now and receive the latest news!

DOWNLOAD THE EUROECHO-IMAGING 2015 APP AND PREPARE YOUR CONGRESS EXPERIENCE

VIEW THE MOST UPDATED SCIENTIFIC PROGRAMME

- Search for sessions
- Create your personal programme
- Make your own "to do" list and take notes
- Share sessions and notes with colleagues
- Receive the latest news
- Don't miss key deadline

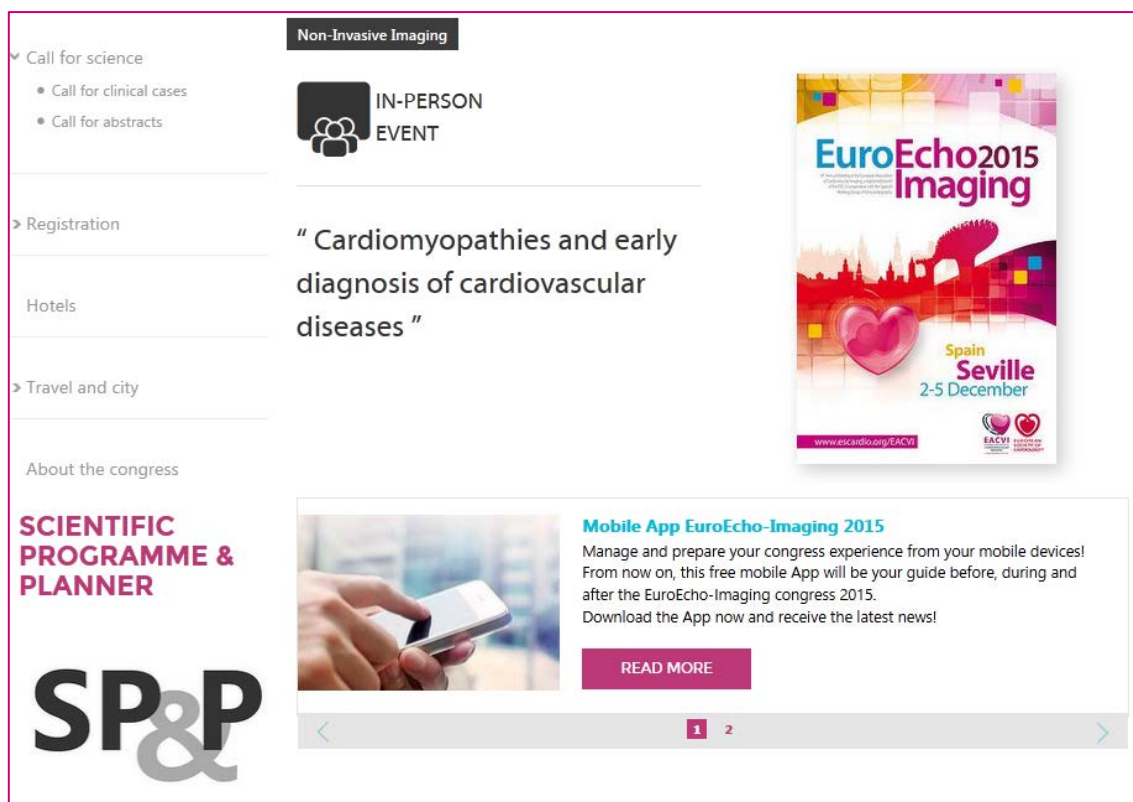
NOTIFICATIONS WILL BE SENT FOR:

- Programme updates
- Upcoming deadlines

Search for "EuroEcho 2015" in the App Store or Google Play



The app was also promoted on the “Highlight” section:



C. Promotion made through emailing campaigns

This mobile app was also promoted on the different emailing campaigns sent promoting EuroEcho-Imaging 2015.

Same promotion on the following emailing campaigns

"Join us at the world's largest cardiovascular imaging congress!" sent on 14 September to 42 510 recipients

"Register today for the world's largest cardiovascular imaging congress!" sent on 29 September to 5 032 recipients

"Register now for EuroEcho-Imaging 2015" sent on 26 October to 41 814 recipients

"Last chance to register for EuroEcho-Imaging 2015" on 17 November to 39 175 recipients

"Join us in Seville in two weeks for the world's largest cardiovascular imaging congress: EuroEcho-Imaging" sent on 19 November to 763 recipients


"Join us in Seville in less than two weeks for EuroEcho-Imaging" sent on 20 November to 1 453 recipients

Ready to join? Learn more about:

[Advance programme](#) / [Get support](#) / [Registration](#) / [Congress schedule](#) / [Hotels](#) /
[Save on Travel costs](#) / [Dedicated Mobile App](#)

Emailing campaign “EuroEcho-Imaging - Your checklist before the congress” sent on 26 November to 2 260 recipients

BEFORE YOU LEAVE




☐

Download and check the EuroEcho-Imaging **Mobile App**

- Create your personalised programme
- Receive all the news and updates
- Get ready to play an active role during the voting sessions
- Navigate the maps to familiarise yourself with the congress

Emailing campaign “EACVI - Latest news from your association” sent on 30 November to 5 077 recipients

EuroEcho-Imaging 2015 at your fingertips



Don't forget to **download your free mobile application**.

It will help you prepare your schedule and become your companion throughout the congress.

Daily emailing campaign during EuroEcho-Imaging 2015 to 4 600+ recipients (day 1 to 4)

Welcome! EuroEcho-Imaging 2015 - Day 1





EuroEcho 2015 mobile app, download your new companion

All the latest news from Day 3

IN TODAY'S CONGRESS NEWS

- ✓ **Integrated imaging: the best modality for each patient**
- ✓ **CMR in non-ischaemic cardiomyopathies - what is new?**

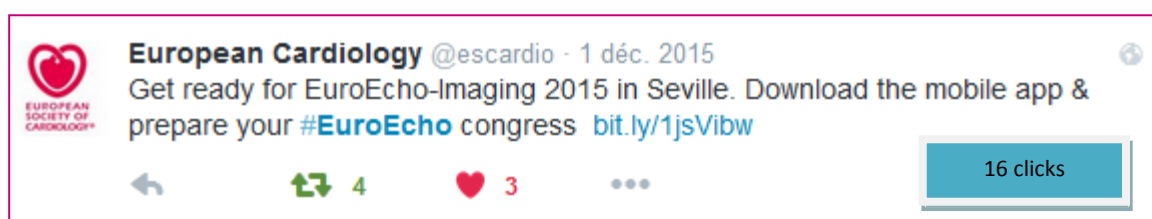


Make the most of your congress with EuroEcho 2015 mobile app

Page 84 of 98

D. On social media

A few tweets were also sent to promote the EuroEcho 2015 mobile app:



E. Promotion on printed matters

First announcement

The first announcement flyer was made available during EuroEcho-Imaging 2014 but the promotion of the mobile app appears only on the second version which was available in June 2015 for ASE Congress.

Who should attend

- Cardiologists - Cardiac ultrasonographers
- Anaesthesiologists Nuclear physicians - Paediatric cardiologists
- Surgeons - Scientists Engineers - Nurses
- General practitioners - Medical technicians

Main themes in 2015

- Cardiomyopathies
- Early diagnosis of cardiovascular diseases

Download the "EuroEcho 2015" Mobile App and stay up to date with the scientific programme!

Search for «EuroEcho 2015» in App Store / Google Play.

Available on iOS and Android

Important deadlines

EuroEcho-Imaging 2015 Grants Applications

15 June - 31 July 2015

An opportunity to benefit from a free registration in Seville.

Early registration

30 September 2015

Late registration

31 October 2015

Spain Seville 2-5 December

It has been distributed during the following congresses and meetings:

# of FA2	Congress name	Dates	Location
50	ESGAR 2015	9-12 June	France- Paris
50	Congress of the Asian Society of Cardiovascular Imaging (ASCI)	11-13 June	Malaysia - Kuala Lumpur
200	American Society of Echocardiography Scientific Sessions (ASE)	12-16 June	USA - Boston
20	EuroHeartCare 2015	14-15 June	Croatia - Dubrovnik
150	EHRA EUROPACE – CARDIOSTIM 2015	21-24 June	Italy - Milan
50	Computer Assisted Radiology and Surgery - International Congress & Exhibition (CARS)	24-27 June	Spain - Barcelona
20	CSI (Catheter Interventions in Congenital and Structural Heart Disease) Congress	25-27 June	Germany - Frankfurt
50	Sonecom-Imex	9-12 July	Mexico – Puerto Vallarta
110	ESC Congress 2015	29 Aug – 3 Sept	UK - London

A total of 700 first announcement flyers were distributed through the different congresses organised by the ESC or not.

Advance Programme

The EuroEcho-Imaging 2015 leaflet was a document created to promote the “Advance Programme”. All programmes were available electronically, this leaflet was given to delegates attending other congresses to provide them with information about the congress, make them register and download the app on their mobile devices. 2000 flyers were printed.

The world's largest cardiovascular imaging congress

- 4 Days of scientific sessions
- 3 300+ Healthcare professionals from 90+ Countries
- 15 Hands-on sessions
- 1 400+ Abstract submitted
- 155+ Scientific sessions
- 1 500m² Exhibition area

Stay updated with the programme!

Search for “EuroEcho 2015”

In App Store or Google Play.

Download the Mobile App and let it be your guide before, during and after EuroEcho-Imaging 2015.



- Search for sessions
- Create your personal programme
- Receive the latest news...



It has been distributed during the following congresses and meetings:

# of AP	Congress name	Dates	Location
404	ESC Congress 2015	29 Aug – 3 Sept	UK - London
20	GSA – ESC in China	10-14 Sept	China – Shanghai
200	World Summit on Echocardiography	11-13 Sept	China - Beijing
30	Romanian Cardiac Society	17-19 Sept	Romania - Sinaia
20	GSA - ESC in Brazil	18-20 Sept	Brazil - Curitiba
30	Russian Cardiac Society	22-25 Sept	Russia - Moscow
20	Polish Cardiac Society	1-3 Oct	Poland - Wroclaw
50	Heart Valve Summit: Medical, Surgical and Interventional Decision Making	1-3 Oct	USA - Chicago
20	ESCR Annual Scientific Meeting 2015 - Cardiac Imaging	8-10 Oct	Austria - Vienna
50	Acute Cardiovascular Care 2015	17-19 Oct	Austria - Vienna
20	GSA - ESC in Argentina	15-17 Oct	Argentina – Buenos Aires
150	Spanish Cardiac Society	22-24 Oct	Spain – Bilbao
40	Club 35 Courses	22-25 Oct	-
20	GSA - ESC in South Africa 2015	25-28 Oct	South Africa – Sun City
20	GSA - ESC in China at GWICC 2015	29 Oct – 1 Nov	China - Beijing
40	Société Marocaine de Cardiologie	-	-
50	Turkish Cardiac Society	29 Oct – 1 Nov	Turkey - Antalya
50	Hellenic Cardiac Society	29-31 Oct	Greece - Thessaloniki
50	GSA - ESC in Mexico 2015	23-24 Nov	Mexico - Acapulco

A total of 1 284 Advance Programmes were distributed through the different congresses organised by the ESC or not.

QR codes were used on printed matters and on onsite advertising to help future users downloading the app. Below is the number of times the QR codes have been scanned:

iOS: 7 times

Android: 6 times

All devices: 192 times

As the “All devices” QR code is mostly used, we could suggest to only create one QR code instead of 3.

F. Promotion made on-site:

On delegate's lanyard

This is your **CONGRESS BADGE**

Venue Information

FIBES 2
Avda. Alcalde Luis Uruñuela
1 41020 Seville, ES

Download EuroEcho-Imaging 2015 Mobile app!



Search for 'EuroEcho2015' on your App store/ Google play
Or scan this QR Code.
Available on iOS and Android devices

Alternatively, find all the information on the printed version of the final programme

The ESC manages data concerning you and you have a right to access and rectify this information by contacting:
Data Privacy - CustomerServices at the European Society of Cardiology.
N.B. : Please be aware that when presenting your badge for scanning on an exhibition stand or during industry supported sessions during the event the following personal data can be retrieved: first name, last name, address, tel, fax, email and professional data

In the Final Programme (available online on 12 November – 4 150 global views) and given to all delegates

Mobile App



Download the
'EuroEcho 2015' Mobile App

Access full programme, exhibitors, maps & practical information

Search by day, topic, speaker, type of session or track

Create your personal programme

Receive the latest news & follow #euroecho twitter feed



Vote during 'Mobile App Interactive Sessions'

Search in 'Types & Tracks'

Select a session, click on 'Session Information & Interaction'

Search for
'EuroEcho 2015'
in App Store / Google Play



www.escardio.org/EACVI



6

Wednesday 2 December

WEDNESDAY SESSIONS

15:30 - 16:00

How-to Session

FLORENCE

How to use e-learning in cardiac imaging?
Organised by HIT (formerly Club 35)



Chairpersons: S. Loizos (Athens, GR)

Mobile App Interactive Session



How-to session provides practical details and tools or tips and tricks on a specific topic related to the research. These sessions are built to help attendees to improve their experiences to complete successful research project: from founding and grant application, to data analysis, results presentation and publication.

Presenter
L. Ernande (Paris, FR)

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REGISTRATION

Saturday 5 December

07:30 08:00 09:30 10:30 11:30 12:30 13:30 14:30 15:00 16:30 17:30 18:30 19:00

POSTERS

SCIENTIFIC SESSIONS

MP

CC

SCIENTIFIC SESSIONS

How-To

Coffee Breaks:
Wednesday 2 December: 10:30-11:00
Thursday 3 & Friday 4 December: 10:00-11:00 and 15:30-16:30
Saturday 5 December: 10:00-11:00

CC Clinical Cases

MP Moderated Posters

How-To How-To Session

EuroEcho-Imaging 2015 at your fingertips!
Take your Final Programme wherever you go.
Download your interactive programme on your tablet or other mobile device
at www.euroecho.org or in App store / Google Play



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On the Industry Programme – given to all delegates

Congress Resources

Certificates of Attendance

Certificates will be available from the Registration Area as of Friday 4 December from 13:00.

Certificates of Presentation

Abstract presenters should request their certificate at the Poster Assistance Desk.

e-Library

All slide presentations, abstracts and posters are available for electronic consultation on-site in the e-Library located in the Poster Area. Abstracts are freely available and a selection of slide presentations will be available exclusively to EACVI members after the congress on www.euroecho.org

Mobile App

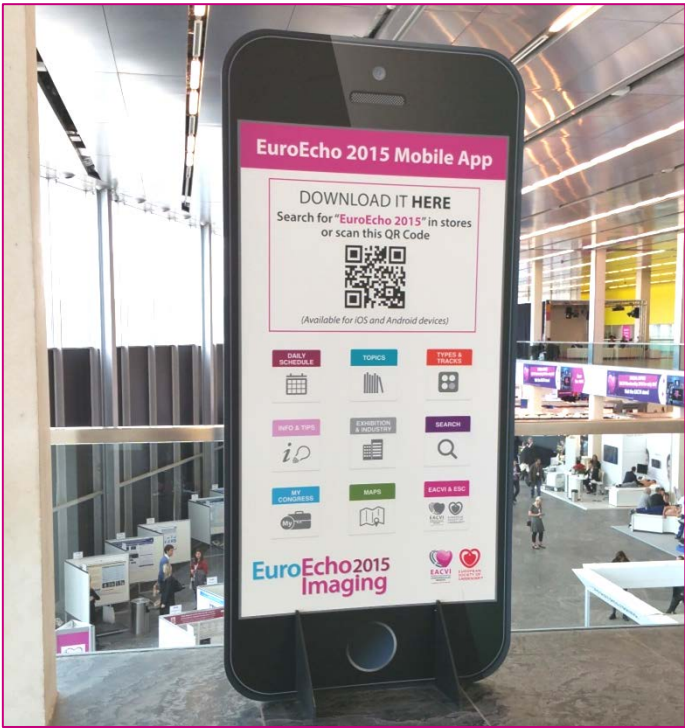
Download the 'EuroEcho 2015' Mobile App on App Store / Googleplay.

Consult the scientific programme and prepare your personal programme schedule by selecting the sessions you wish to attend on your mobile device.

55



On totems

There were 3 panels advertising the mobile app in the congress venue.





On slideshows during intersession and on EACVI-ESC stand

Download your free mobile app



Search for **"EuroEcho 2015"** in your store

www.escardio.org/EACVI



On the Congress news

The mobile app was promoting on each congress news, 3000 were printed.



EuroEcho2015 Imaging

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



Congress-News

Wednesday 2 December 2015

EuroEcho-Imaging 2015 highlights: great expectations

By Professor Bernard Cosyns, EuroEcho-Imaging Scientific Chairman

At the start of EuroEcho-Imaging 2015, what better way to prepare than to sample the highlights of this varied event? This year, the world's largest cardiovascular imaging congress focuses on cardiomyopathies and early diagnosis of cardiovascular diseases thus allowing clinicians and scientists to present and discuss up-to-date research and findings on the broader spectrum of echocardiography. Completely new this year is the concept in which the orientation to the various topics is not so much aimed at the disease or the patient, but at clinical presentation. By allowing the clinical presentation to take center stage, it enhances lively discussions as well as questions as to what the use of imaging would be in that particular case and whether it would be helpful in differential diagnosis.

Case based reports and 'Mr Jekyll and Dr Hyde' sessions



Professor Bernard Cosyns, EuroEcho-Imaging Scientific Chairman, Brussels Belgium

Newsroom symposium and new guidelines

A highly anticipated part of the program this year is the Newsroom symposium.

the importance of detecting treatable cardiomyopathies such as Fabry's disease.

Congenital heart disease in the spotlights

Other highlights include five sessions dedicated to congenital heart disease, the role of imaging in prevention, an extensive teaching course today with 'my best and worst cases' in interventional cardiology and a joint session with the American Society of Echocardiography on the state of the heart in heart failure with preserved ejection fraction. Already looking further ahead, the Future Perspectives in Cardiac Imaging symposium on the closing day of the congress features not only 3D printing in valve disease but also robotics and echocardiography as well as state-of-the-art fusion imaging and molecular cardiovascular imaging.

Download the 2015 EuroEcho-Imaging Mobile App



Available on the App Store and Google Play

Today In this Issue ...

Imaging in the ESC Guidelines 2015; what's new? **Page 2**

Professor Zamorano; life, achievements and view on CV imaging in general **Page 3**

How important is it for a young fellow to participate in practical workshops? **Page 4**

What does hands-on sessions add to conventional learning? **Page 4**

3. EuroEcho 2015 Mobile App Figures

A. General metrics

There were a total of 3 136 participants at EuroEcho-Imaging 2015 (-3%). The EuroEcho-Imaging 2015 Mobile App was downloaded **2 772 times** (from 9 June until 11 December, -5% compared to 2014).

Note: this does not mean that exactly all of congresses delegates downloaded the app, as some users may have downloaded the app on several devices (e.g. a mobile phone and a tablet).

Since the app is free to download and free to be used without registration, it could have been downloaded by persons not attending the congress. This is something to consider.

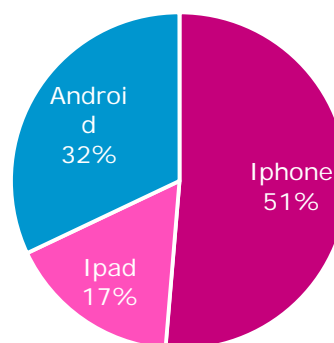
We can imagine that these figures are related to the earlier launch of the mobile app, and the intensive promotion about this, but we should also include the delegates' profile and their interest in new technologies.

B. Downloads per platform

Downloads per iPhones and iPads (1 884 downloads in total) were largely used by our audience. **68% of downloads** were **on iOS devices**. (equivalent to 2014)

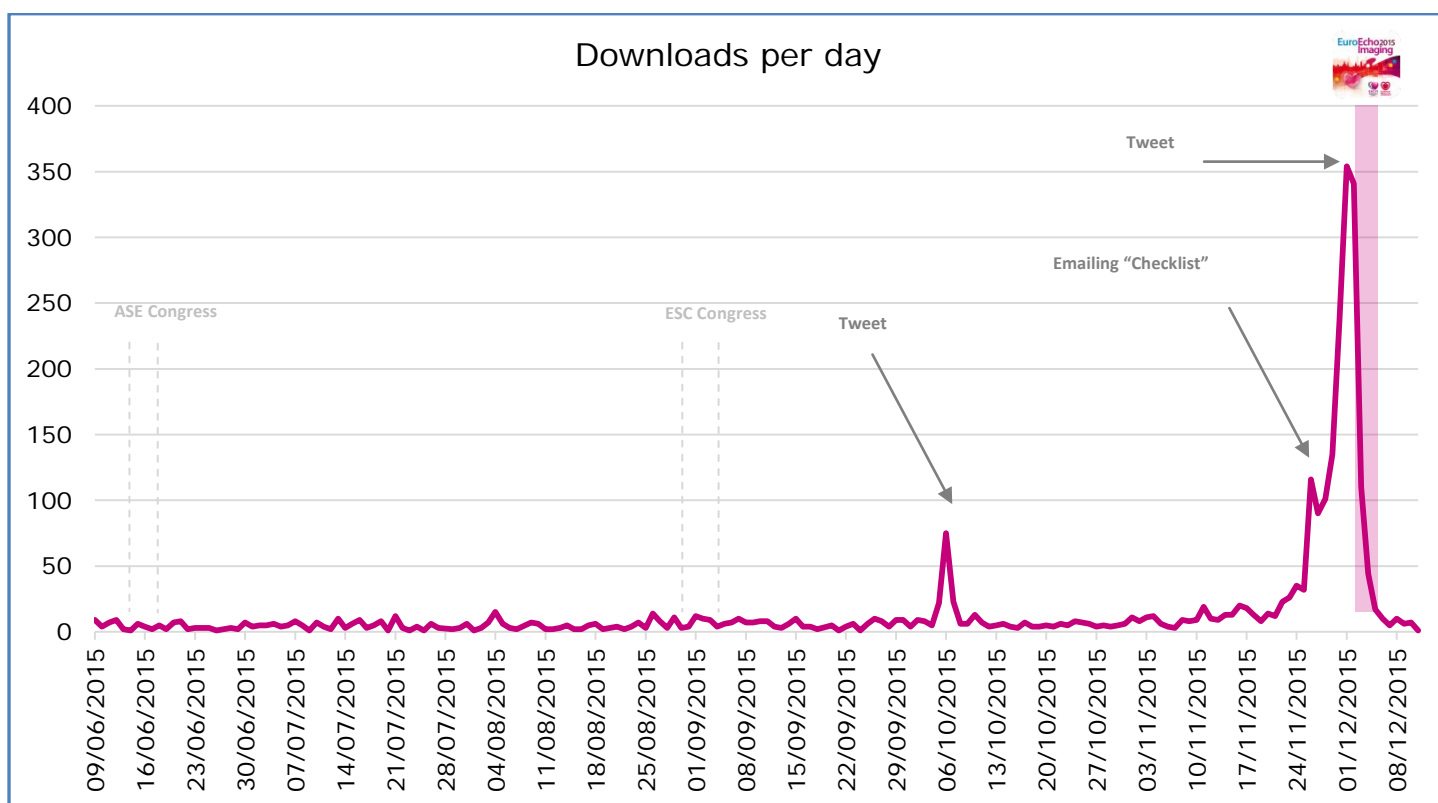
Downloads per platform	
iOS	1 884
Android	888
TOTAL	2 772

Downloads per platform



C. Downloads per day

The mobile app was launched on 9 June 2015 and promotion on ESC Website was launched on 11 June.



Download per period

Period	2014		2015	
	# of downloads	Distribution	# of downloads	Distribution
Pre-congress	2 259	78%	2 221	80%
Congress Day 1	340	12%	341	12%
Congress Day 2	159	5%	110	4%
Congress Day 3	78	3%	44	2%
Congress Day 4	24	1%	17	1%
Post-congress	44	1%	39	1%
TOTAL	2 906	-	2 772	-

One can notice that the figures are quite the same between 2014 and 2015 and there is a slight increase in the proportion of downloads before the congress. The majority of the users has downloaded the app before the congress: promotion campaign has worked.

Downloads per language

The language information gives an indication about the demographics of the users. It reflects the language setting on the device of the user (but not in which countries the app was downloaded, or where these people were coming from).

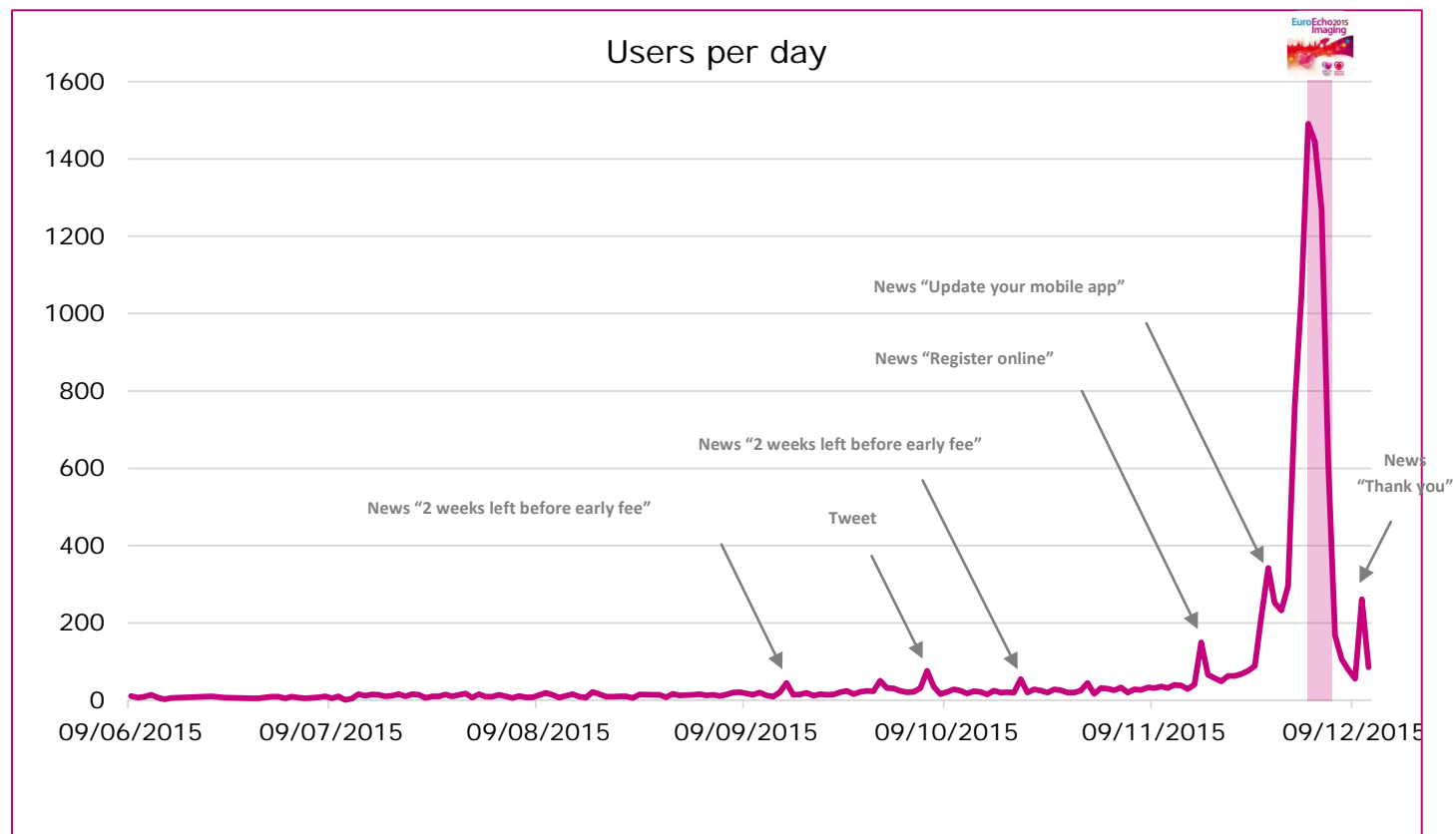
	2014 Distribution	2015 # of downloads	Distribution
English	37%	1 045	38%
Spanish	5%	221	8%
Dutch	8%	209	8%
French	5%	169	6%
German	7%	155	6%
Italian	6%	153	6%
Portuguese	3%	127	5%
Greek	5%	99	4%
Swedish	2%	82	3%
Norwegian	2%	69	3%

The top 5 of downloading languages has slightly changed as it is influenced by the hosting country: Spanish pops from 6th to 2nd position (+3%), Portuguese from 8th to 7th (+2%) while German drops from 3rd to 5th position (–1%).

This top 10 is quite different from the top 10 “registration” countries which is: UK, Spain, Greece, Italy, Netherlands, Belgium, Poland, Romania, France and Bulgaria.

Users per day

The following chart presents the number of users of the app per day.



One can see the impact of News sent to the mobile app users and their interest in some News more than others.





















On the most intensive day, 2nd December (Day 1), the app was used by almost **1 491** professionals who represent 48% of the delegates.

In 2014, the most intensive day was on 3rd December (Day 1) and the app was used by 1 625 professionals (56% of the 2014 delegates).

D. Actions

Overall functionalities

Below elements ordered by number of hits.

Name	Description	# of hits	Hits /user	#of users	% of users
object	Number of times any person, session, presentation, company, etc. has been viewed	222 505	108.59	2 049	82.82
gallery	Number of times the Daily Schedule was selected	35 530 	18.2 	1 952	78.90
searchQuery	Number of times anything was searched for on the Search page	29 968	30.12	995	40.22
appStart	Number of times the app is opened	27 203	11	2 474	100
favourite	Number of times anything has been marked as favourite	26 449	21.07	1 255	50.73
objects	Number of times any page showing a list of objects was viewed	22 586	12.24	1 845	74.85
announcement	Number of times any news item was selected	16 627 	13.24 	1 256	50.77
webpage	Number of times any information page (all tabs in Info & Tips) was accessed	16 186	9.94	1 629	65.84
briefcase	Number of times My Congress was opened	12 431 	8.93 	1 392	56.27 
floorplan	Number of times the floor plan is opened, either through clicking on a room or booth, or by directly going to the floorplan	10 708 	6.84 	1 565	63.26 
announcements	Number of times the list of news items was accessed	8 743	5.81	1 506	60.87
search	Number of times the Search page was opened	5 819 	5.1 	1 142	46.16 
place	Number of times a room or booth was selected	5 214	5.07	1 029	41.59
General info	-	3 575	2.88	1 243	50.24
ESC section	-	2 145	2.22	968	39.13
addNote	Number of times a note has been created	1 601 	4.94 	324	13.10 
esclogin	Number of times anyone has clicked on Connect to My ESC inside My Congress	821	1.96	419	16.94
myFavorites	Number of times My Favourites was selected within My Congress	811 	2.39 	339	13.70
add_appointment	Number of times an appointment has been created in the app	539	1.86	290	11.72
myNotes	Number of times My Notes was selected within My Congress	395 	2.01 	197	7.96
escloginFailure	Number of times logging in failed	341	3.52	97	3.92
escloginSuccess	Number of times logging in succeeded	251	1.15	218	8.81
analyticsDiscarded	Number of times a device was offline too long, so that the analytics samples were discarded and not sent to the server	93	1.48	63	2.55

This table shows that users mainly use the app to:

Access the Daily Schedule (79%)

Access Info & Tips section (66%)

Access the maps (63%)

Compared to 2014, one can see that some items are more used this year: “Daily Schedule”, “announcement”, “floorplan”, “addNote”, “myFavourites”, “myNotes”. “My Congress” was more used but there was less users. For the “search” function, there were less searches but it has been more used.

User’s behaviour regarding sessions

The top 20 of most **popular sessions**

Session name	# of views
Advanced echocardiography I	2 159
Advanced echo imaging of the right ventricle	1 979
Latest advances in the assessment of the left heart and in peri-interventional fusion imaging	1 963
Asymptomatic valvular disease: Which imaging arguments to operate...Or not?	1 958
Fifty shades of strain I	1 949
Valvular heart disease I	1 867
Advanced echocardiography II: 3D echocardiography	1 859
3D in assessing cardiac chambers	1 854
How to use myocardial strain imaging?	1 808
Imaging highlights from 2015 recommendations	1 798
3D in valve disease	1 702
Fifty shades of strain II: clinical application	1 684
Imaging rare cardiomyopathies	1 670
<i>Dr Jekyll and Mr Hide</i>	1 665
Right ventricular function and prognosis	1 622
<i>Heart failure with preserved ejection fraction: state of the art</i>	1 612
2015 update in stress echocardiography	1 572
Imaging in cardiac hypertrophy	1 548
Ischaemic and non ischaemic cardiomyopathies	1 529
Cardiomyopathy and pericardial disease	1 506

The joint sessions are in italic and the most attended sessions are in bold (from the top 10 attended sessions).

The top 20 of **favourite sessions** (tagged as favourite ★ by the users)

Session name	# of times tagged as favourite
Asymptomatic valvular disease: Which imaging arguments to operate...Or not?	365
Valvular heart disease I	350
How to use myocardial strain imaging?	336
Advanced echocardiography II: 3D echocardiography	331
Imaging rare cardiomyopathies	329
3D in valve disease	326
Fifty shades of strain I	324
Imaging highlights from 2015 recommendations	319
Advanced echocardiography I	316
Fifty shades of strain II: clinical application	300
Advanced echo imaging of the right ventricle	289
Valvular heart disease II	287
Right ventricular function and prognosis	284

2015 update in stress echocardiography	283
<i>Heart failure with preserved ejection fraction: state of the art</i>	280
<i>Imaging prosthetic valve devices</i>	276
Imaging in cardiac hypertrophy	275
<i>Dr Jekyll and Mr Hide</i>	269
Latest advances in the assessment of the left heart and in peri-interventional fusion imaging	263
<i>State of the art in mitral valve</i>	255

The joint sessions are in italic and the most attended sessions are in bold (from the top 10 attended sessions).

User's behaviour regarding exhibitors

Ranking of popular exhibitors

Exhibitor's name	# of views
European Association for Cardiovascular Imaging (EACVI) / European Society of Cardiology (ESC)	2 215
GE Healthcare	191
Philips	129
American Society of Echocardiography	104
Abbott Vascular	88
Bracco	79
TomTec Imaging Systems	60
British Society of Echocardiography	60
Cleveland Clinic Abu Dhabi	49
ESAOTE	47
SERVIER	46
EACVI Plaza	43
Edwards Lifesciences	42
University of Washington	41
FUKUDA DENSHI	41
Siemens Healthcare GmbH	38
Circle Cardiovascular Imaging	33
Toshiba Medical Systems Europe B.V.	30
LEIPZIG REGION	30
CAE Healthcare	29
MediMatic	28
Oxford University Press	26
InHealth Echotech Ltd	23

Users were mostly interested by information on EACVI and the ESC.

Ranking of favourite exhibitors (tagged as favourite ★ by the users)

Exhibitor's name	# of times tagged as favourite
European Association for Cardiovascular Imaging (EACVI) / European Society of Cardiology (ESC)	50
GE Healthcare	9
American Society of Echocardiography	9
Philips	8

TomTec Imaging Systems	8
Bracco	6
British Society of Echocardiography	5
University of Washington	4
Oxford University Press	4
Cleveland Clinic Abu Dhabi	3
Edwards Lifesciences	3
Circle Cardiovascular Imaging	3
Abbott Vascular	2
EACVI Plaza	2
MediMatic	2
SERVIER	1
Toshiba Medical Systems Europe B.V.	1
InHealth Echotech Ltd	1
ESAOTE	1
FUKUDA DENSHI	0
Siemens Healthcare GmbH	0
LEIPZIG REGION	0
CAE Healthcare	0

It confirms what was seeing in the previous table. Also as the exhibition area is quite small, it's also easy for delegates to find the exhibitors, hence no need to tag them as favourites.

What users searched for

The top 25 searched items in the mobile app are:

Rank	Searched word	# of times searched	Rank	Searched word	# of times searched
1	<i>Lancellotti</i>	72	13	Exam	31
2	Badano	52	14	Zamorano	30
3	Binder	49	15	Lang	29
4	Shuttle	45	16	Smiseth	27
5	<i>Grapsa</i>	44	17	Imaging campus	27
6	Zito	41	18	Poster	27
7	<i>Magne</i>	40	19	<i>Edvardsen</i>	27
8	<i>Habib</i>	37	20	Moon	26
9	Cavalcante	35	21	Pepi	26
10	<i>Donal</i>	34	22	Portugal	25
11	Sicari	31	23	<i>Galderisi</i>	25
12	Nucifora	31	24	Budts	25
			25	Reis	25

Most of them (and nearly of them) are speakers or EACVI board members (*in italic*).

Popular info

Section	Views
Help	3 581
Tips	3 357
General info	2 389
EACVI Activities	559
About EACVI	413
Twitter	369
About ESC	254
Contact	176

Help, Tips and General info sections are the mostly used.

What we have learnt

80% of users had downloaded the app before the congress but there were less downloads than in 2014.

Promotion should be improved

Users are interested mainly in browsing the Scientific content and preparing their attendance. They also look for information on the congress itself.

Most of the important functionalities of the app are better used (the number of hits per user has increased): Daily Schedule, My Congress and floorplans.