

# EHRA 2018

Industry Debrief Report - 20/03/2018 14:00 – 15:00

Fira Gran Via, North Entrance, Hall 8  
EHRA Room A



## **Participants**

### **ESC Participants**

*EHRA*

Prof John Camm

Svya Palayan

### *Industry Division*

Aoife Delmas

Isabelle Dor

Abir Ghorab

Annalisa Zannoni

### **Fira representatives**

### **Industry Partners**

## **Slides presented**

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

## **Objective**

The Debrief is the opportunity for us to share the key figures and general impressions of the event and for our industry partners to share important feedback which will allow us to make improvements moving forward.

- Introduction of the EHRA Industry debrief by Prof. John Camm with a presentation of the EHRA Association and the challenges faced to deliver a congress in a complex environment due to a different date, a different name, and the MedTech regulations.
- Presentation of congress, key figures and Industry Figures presented by the Industry Division

## **Global feedback**

- Programme content: Good focused information.
- Date of EHRA Congress: question on the possibility that the EHRA Congress might happen in June again. March is still the winter season and attendees encountered flights cancellations: current position of the Association is to maintain in March in order to gain momentum around this date
- Congress overlapping: Concern about the fact that EHRA 2018 was in close proximity to ACC and if this situation affected the EHRA Congress figures. The response provided was that in general it is not an issue for the delegates but in part for speakers and leadership and ESC will work on this in the future to avoid overlapping.
- Traffic flow: There was less traffic on the last ½ day but very good traffic the first two congress days
- Congress layout:
  - o Conveniently organized for HCP in the middle of the scientific activities (Poster Area and Agora) and for exhibitors as all activities concentrated in one central area
  - o Satellites: Lecture rooms very well located around the exhibition area
- Agora: The layout and design were well arranged. Sessions were well attended. Sound was contained. Suggestion to repeat same AGORA for future congresses.
- Temperature : Some challenges to regulate the temperature in the exhibition

- Coffee Corners: Lack of refreshments in proximity to exhibition compared to other events
- Registration: With absence of the Industry Welcome Desk, issues with the distribution of the exhibitor badges poorly managed, which created long queues on the first congress day. To be reviewed for the future.
- The Pace Practical Tutorials : Even though the rooms were a bit remote, the sessions overall worked well for the Industry, but the corridor was quite noisy
- MedTech Regulations: There is a general feeling that physicians did not have wide access to information on the change of available sources of funding – can ESC increase communication efforts in this respect? ESC confirmed that they are in close contact with MedTech Europe and continue to look for solutions for physicians attending congresses in the future

### **Next Steps**

- Confirm Industry Site Visit date to partners asap (prepare building overview, layout, opportunities for discussion & agreement)
- Review opportunities for more refreshment points in the exhibition area
- Continue to work with MedTech Europe on available solutions for facilitating HCP access to congresses; more communication on the options available to physicians
- Exhibition Registration: Review process internally to facilitate access to Exhibitor Badges at EHRA 2019