

EHRA 2022 – Congress Industry Debrief (onsite)

5 April 2022, 12:30 to 13:30

Copenhagen Bella Center

Sophia Room



EHRA
European Heart
Rhythm Association

EHRA2022

3-5 | Copenhagen •
April | & Online

#EHRA2022

 **ESC**
European Society
of Cardiology



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Objective

The Industry Debrief is the opportunity for the European Society of Cardiology (ESC) to share the European Heart Rhythm Association (EHRA) annual congress' key figures and general impressions about the scientific meeting roll out. It is also the occasion for the Industry Partners to provide their feedback and overall experience, to allow the ESC team to make improvements on future congresses.

Minutes

ESC Team & Industry Partners

- EHRA Congress is the first in person / onsite event from across ESC Congresses since March 2020.
- Industry Partners were delighted with the onsite participation. Being physically onsite to connect with physicians, exchange best practices and discuss the latest scientific results and innovations on the booth does not compare to digital-only events.
- The Industry Partners congratulated the ESC/ EHRA Team for such a successful congress at many levels, and the quality of the event despite the complex environment.

Congress Venue

- Industry Partners faced challenges with an understaffed congress venue which caused difficult set up. ESC was made aware and shared frustration of Industry Partners with the suppliers to ensure a better quality of delivery in the future.

Exhibition area

- The layout of the expo was organized around different zones the Research Gateway & Poster area to the right of the entrance, and the Catering area to to the right of the entrance, overall allowing a good traffic flow.
- The exhibition area was slightly reduced compared to Lisbon 2019, but the majority of booths were also downsized, offering a well-balanced.
- The industry partners reiterated a physical site visit when launching EHRA Congress for better preparation.

Bella Centre power Failure / cut

- This situation was obviously not foreseen, and the ESC did everything possible to react as quickly as possible by ensuring that the exhibition was re-connected in a timely manner. Only the exhibition's lecture room was impacted, but thanks to the IT team, the scientific sessions were not.

Programme Schedule Format & Coffee break

- The scientific programme was rich and condensed, integrating both onsite and online sessions.
- As a result, the day contained short coffee breaks (onsite), (as opposed to larger coffee breaks on last congress) for which participants needed to get used to when networking in the expo
- At the same time the traffic was more consistent throughout the day.

Practical Tutorial

- A real success, reflected with the high attendance, it is the proof that that receiving practical sessions is a real need repeatedly reported by physicians.
- The signage was confusing, as mixed with the signage of the Bella Center. ESC was made aware of this issue for future congresses.

Industry Sponsored Session (ISS)

- The blend in programme displayed up to 2 ISS running parallel, and more ISS spread over the day.
- Consequently, evening slots weren't as attended as anticipated.

Analytics and reports

- The analytical reports of the ISS are requested to be sent sooner than what is already planned.

Congress Preparation

- The preparation and launch of the offer should be anticipated as much as possible, with an Industry Site Visit (ISV), early summer, at the latest to allow time for preparation and administrative procedures (anti-gift law)

Contractual process

- Legal obligations required by the French Competent Authority (ARS) with respect to the Anti-Gift Law to file for authorization is a tedious process.
- We are working on a provisional contract for presentation to the ARS, which should create more flexibility and avoid incorrect submission.
- We have also now a guide on the ARS process, that can be uploadable online.

Group Registration

- The registration is now done through a voucher system allowing participants to collect their registration via My ESC Account.
- Although a good initiative, for Group Registration, it is important to accentuate the communication on the nominative aspect, as we experience some participants showing onsite with a voucher not under their name.
- Industry partners should also do their communication share with country representatives.