

EUROPACE EHRA 2015

CARDIOSTIM

21-24 June
Milan Italy

www.escardio.org/EUROPACE • #ehraeuropace

Sc ICDS

LEADLESS PACING

CARDIO-ONCOLOGY

INNOVATIONS

LIVE CASES

ALLIED PROFESSIONALS

YOUNG EP

WOMEN IN EP

PAEDIATRIC ARRHYTHMIAS

With the participation of the ESC Working Group on e-Cardiology and in conjunction with the 39th Annual Meeting of the ESC Working Group on Cardiac Cellular Electrophysiology

KEY DEADLINES

20 January 2015
Abstract Submission

17 April 2015
Early Fee Registration

18 May 2015
Late Fee Registration



Post Congress Report

CONGRESS VISUAL

1 General Information 3

2 Scientific Information 7

3 Registration & Attendance 12

4 Industry 17

5 ESC stand report 21

6 Post congress delegate survey 22

7 Media monitoring report..... **Error! Bookmark not defined.**

1. Congress Highlights

EHRA EUROPACE – CARDIOSTIM 2015 was held in Milan from 21 to 24 June 2015 at the Milan Mico, Italy.

Facts and Figures

90 countries represented (from all participants list)

5 723 participants

4126 Delegates (includes free)
1 546 Exhibitors (all entitled)
51 Press

454 Faculty members for 843 roles in the programme

(does not include the Industry Sessions nor the Special Events)

160 Scientific Programme sessions

(include all sessions except Industry Satellites (but includes granted sessions) & Special Events)

121 Pre-Arranged Sessions
39 Abstract-based Sessions

11 lecture rooms

11 Regular Lecture Rooms
4 Hands on tutorial rooms (PACE)
1 Agora

1510 abstracts submitted & 977 abstracts accepted (64,7% acceptance rate)

10 Poster sessions, 7 Moderated Posters & 16 Oral presentation

20 Industry sponsored sessions

17 Satellite Symposia
1 Supported Session (unrestricted Grant)
1 Expert on the Spot
1 Special Session

Exhibition

1632,25m² occupied
51 exhibiting companies
 36 paying
 11 free
 3 reduced

2. General Information

2.1 Introduction

The European Heart Rhythm Association (EHRA), a registered branch of the European Society of Cardiology, organised EHRA EUROPACE – CARDIOSTIM 2015 in Milan, Italy from 21 – 24 June 2015.

This congress was organised in collaboration with Cardiotim and the Working Groups on Cardiac Cellular Electrophysiology and e-Cardiology.

2.2 History

| Europace 2007 | Europace 2009 | Europace 2011 | EHRA EUROPACE 2013 |
|----------------------|----------------------|----------------------|---------------------------|
| Lisbon, Portugal | Berlin, Germany | Madrid, Spain | Athens, Greece |
| 24-27 June | 21-24 June | 26-29 June | 23-26 June |

2.3 Committees

SCIENTIFIC PROGRAMME COMMITTEE

Prof. Cecilia Linde, EHRA Chairperson

Dr. Philippe Ritter, Cardiotim Chairperson

Prof. Michael Glikson, EHRA Vice-Chairperson

Prof. Pierre Jais, Cardiotim Vice-Chairperson

MEMBERS

Prof. Jean-Jacques Blanc

Prof. Jesper Hastrup Svendsen

Prof. Luigi Padeletti

Prof. Carina Blomström-Lundqvist

Dr. David Hayes

Dr. Renato Pietro Ricci

Dr. Lucas Boersma

Prof. Hein Heidbuchel

Dr. Alessandro Proclemer

Dr. Maria Grazia Bongiorno

Dr. Meleze Hocini

Prof. Vincent Probst

Dr. Giovanni Luca Botto

Assoc. Prof. Carsten Israel

Dr. Eric Rosenthal

Prof. Giuseppe Boriani

Prof. Tiny Jaarsma

Dr. Frederic Sacher

Dr. Michele Brignole

Prof. Jan Janousek

Dr. Andrea Sarkozy

Prof. Josep Brugada

Prof. Werner Jung

Dr. Magnus Settergren

Prof. Jean-Claude Daubert

Prof. Rose Anne Kenny

Dr. Win Kuang Shen

Dr. Tom de Potter

Dr. Valentina Kutyla

Prof. Georg Schmidt

Prof. Jean-Claude Deharo

Prof. Gregory Y.H. Lip

Prof. Christian Sticherling

Dr. Paolo Della Bella

Prof. Ignacio Fernandez Lozano

Prof. Isabel van Gelder

Prof. Joachim Ehrlich

Prof. Marek Malik

Dr. Sami Viskin

Dr. Maurizio Gasparini

Prof. Bela Merkely

Dr. Paul Volders

Dr. Peter Geelen

Prof. John Morgan

Prof. Hein J.J. Wellens

Prof. Andreas Goette

Dr. Francis Murgatroyd

Prof. Christian Wolpert

Prof. Bulent Gorenek

Dr. Carlo Napolitano

Prof. Douglas Zipes

Dr. Moti Haim

Dr. Jonas Oldgren

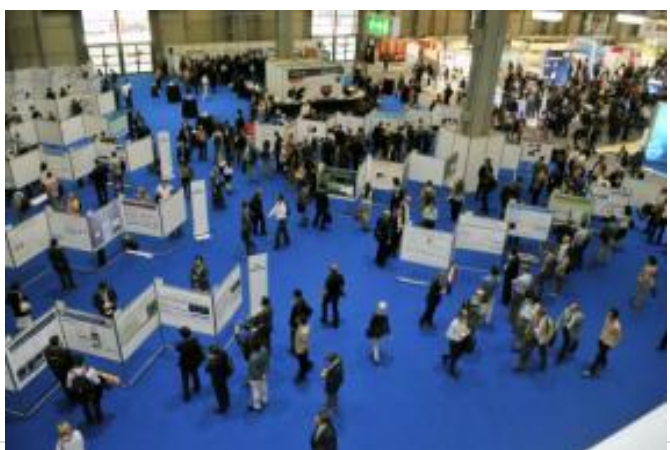
Dr. Franck Halimi

Dr. Mark O'Neill

2.4 Venue

MiCo Milano Congressi

Piazzale Carlo Magno, 1
20149 Milano, Italy



Layout with room capacities

| Lecture Room | Capacity | Lecture Room | Capacity |
|--------------|----------|---------------|----------|
| 1 - MILANO | 760 | 7 - BOLOGNA | 212 |
| 2 - ROMA | 456 | 8 - FIRENZE | 198 |
| 3 - NAPOLI | 351 | 9 - VENEZIA | 121 |
| 4 - TORINO | 348 | 10 - BARI | 121 |
| 5 - PALERMO | 312 | 11 - CAGLIARI | 121 |
| 6 - GENOVA | 248 | AGORA | 50 |



3. Scientific Information

3.1 General Information

11 Lecture rooms + Agora

160 Sessions

121 Pre-arranged sessions

- 3 Debate session
- 8 How to sessions
- 31 Main sessions
- 5 Meet the experts
- 6 Special sessions (3 Recorded sessions +2 Live sessions +1 Honorary lecture)
- 67 Symposium
- 1 Special Event: EHRA and Cardiostim inventors awards

1510 Abstracts Submitted

977 Abstracts Accepted (64,7 %)

39 Abstract-based sessions

- 16 Oral Abstract Sessions
- 7 Moderated Poster sessions
- 10 Poster Sessions (Including 2 Poster session with Abstract & eForm submission)
- 1 Special session (Late Breaking Trial via eForm)
- 5 symposium WCCE (17 via eForms + 3 Abstracts)

454 Faculty Members

843 Roles

- 302 roles of Chairperson
- 531 roles of Speaker
- 6 Discussant
- 4 Judges

19 Industry Sessions

3.2 Special Sessions

1 Inaugural session

1 Closing session

2 General Assembly

3.3 Faculty

- Activities

| | 2013 | | 2015 | |
|--------------|------------|------------|------------|------------|
| | Roles | Persons | Roles | Persons |
| Chairperson | 219 | — | 302 | — |
| Speaker | 365 | — | 531 | — |
| Judge | 0 | — | 4 | — |
| Discussant | — | — | 6 | — |
| Total | 584 | 312 | 843 | 454 |

○ Role distribution

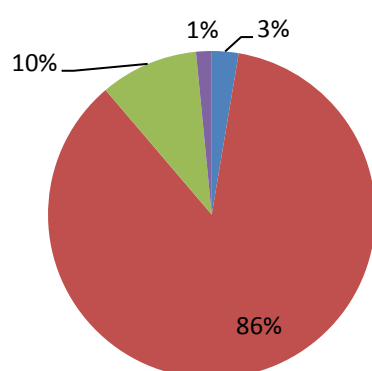
| | 2013 | 2015 |
|--------------|-------------|-------------|
| 1 role | 170 | 264 |
| 2 roles | 79 | 95 |
| 3 roles | 31 | 46 |
| 4 roles | 15 | 27 |
| 5 roles | 9 | 10 |
| 6 roles | 3 | 4 |
| 7 roles | 3 | 2 |
| 8 roles | 0 | 3 |
| 9 roles | 1 | 1 |
| 10 roles | 1 | 1 |
| 12 roles | 0 | 1 |
| Total | 312 | 454 |

○ Regions

| | 2013 | 2015 |
|-------------------------|-------------|-------------|
| Asia Pacific | 21 | 12 |
| ESC countries | 242 | 391 |
| North America | 39 | 44 |
| South & Central America | 10 | 7 |
| Total | 312 | 454 |

Faculty representation by region

■ Asia Pacific ■ ESC ■ North America ■ South & Central America



3.4 Abstracts

- General information

| | 2013 | 2015 | +/- 2012/2013 |
|-----------------------------|-------|-------|---------------|
| Submitted | 1536 | 1510 | -26 |
| Withdrawn | 48 | 32 | -16 |
| Accepted | 1018 | 977 | -41 |
| - oral | 101 | 155 | +54 |
| - poster | 857 | 752 | -105 |
| - moderated poster | 60 | 70 | +10 |
| includes accepted withdrawn | 44 | 53 | +9 |
| % acceptance | 66,2% | 64,7% | — |
| No Show | 80 | 78 | -2 |
| Presented | 894 | 846 | -48 |

N.B. 2015 does not includes Abstract submitted via eForms

- By Topic

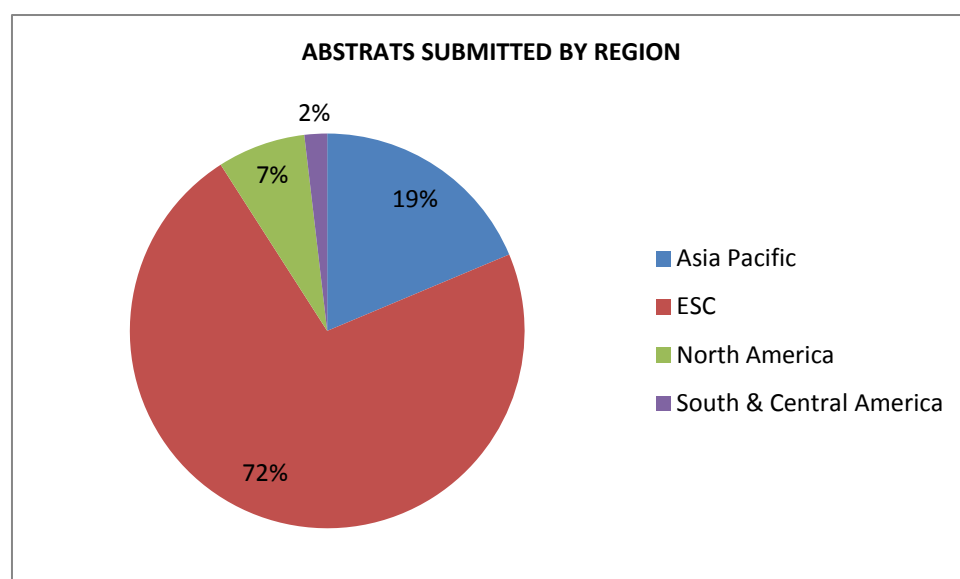
| Topics 2015 | Accepted | Accepted Withdrawn | No Show | Presented |
|--|----------|--------------------|---------|-----------|
| 01.01 - Clinical and epidemiological aspects (Atrial Fibrillation) | 58 | 4 | 5 | 49 |
| 01.02 - Mechanisms & Computer modelling (Atrial Fibrillation) | 15 | | 1 | 14 |
| 01.03 - Antiarrhythmic drugs (Atrial Fibrillation) | 8 | | 1 | 7 |
| 01.04 - Catheter ablation (Atrial Fibrillation) | 207 | 16 | 17 | 174 |
| 01.05 - Surgery & Pacing (Atrial Fibrillation) | 8 | | 2 | 6 |
| 02.00 - Anticoagulation | 19 | | | 19 |
| 03.01 - Tools: catheters, sources, mapping, navigators (Catheter ablation /except atrial fibrillation) | 48 | 7 | 1 | 40 |
| 03.02 - Indications (Catheter ablation /except atrial fibrillation) | 7 | | 3 | 4 |
| 03.03 - Results (Catheter ablation /except atrial fibrillation) | 55 | 4 | 5 | 46 |
| 03.04 - Surgery (Catheter ablation /except atrial fibrillation) | 2 | | | 2 |
| 04.01 - Primary & Secondary prevention (Sudden cardiac death and implantable defibrillators) | 42 | | 4 | 38 |
| 04.03 - Technical aspects (Sudden cardiac death and implantable defibrillators) | 18 | 3 | | 15 |
| 04.04 - External Defibrillators | 2 | | | 2 |
| 04.05 - Subcutaneous ICD | 9 | | | 9 |
| 05.01 - Devices (Pacing) | 39 | | 3 | 36 |
| 05.02 - Leads (Pacing) | 16 | 1 | 1 | 14 |
| 05.03 - Indications & Results (Pacing) | 38 | 1 | 3 | 34 |
| 05.04 - Leadless (Pacing) | 3 | | | 3 |
| 06.01 - Technical and imaging aspects (Resynchronization therapy) | 34 | 4 | 1 | 29 |
| 06.02 - Indications & Results (Resynchronization therapy) | 56 | | 4 | 52 |
| 07.01 - Monitoring tools | 8 | | 1 | 7 |
| 08.00 - Lead management - extractions and recalls | 31 | 3 | 2 | 26 |
| 08.01 - Syncope | 21 | 3 | 3 | 15 |
| 09.01 - Mechanism (Basic Science in Arrhythmias) | 52 | | 6 | 46 |
| 09.02 - Genetics (Basic Science in Arrhythmias) | 20 | 1 | 1 | 18 |
| 09.03 - Pharmacology (Basic Science in Arrhythmias) | 18 | | 1 | 17 |
| 10.01 - Clinical mechanisms (Cardiac arrhythmias, non invasive) | 18 | | 1 | 17 |
| 10.02 - ECG and eCardiology (Cardiac arrhythmias, non invasive) | 59 | 2 | 6 | 51 |
| 10.03 - Autonomic nervous system (Cardiac arrhythmias, non invasive) | 6 | | | 6 |
| 10.04 - Others (Cardiac arrhythmias, non invasive) | 36 | 4 | 6 | 26 |
| 15.00 - Remote monitoring | 8 | | | 8 |
| 21.00 - Registries and surveys | 16 | | | 16 |
| Grand Total | 977 | 53 | 78 | 846 |

○ Top 10 Country

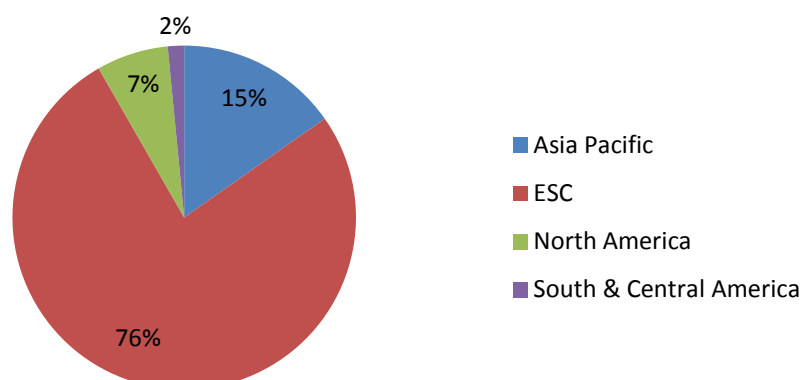
| | 2013 | | | 2015 | | |
|---------------------------------|------------------|-----------------|------------------|------------------|-----------------|------------------|
| | <i>Submitted</i> | <i>Accepted</i> | <i>Presented</i> | <i>Submitted</i> | <i>Accepted</i> | <i>Presented</i> |
| Germany | 132 | 110 | 99 | 159 | 107 | 89 |
| Italy | 128 | 100 | 87 | 174 | 116 | 103 |
| Japan | 122 | 68 | 57 | 170 | 100 | 89 |
| Spain | 118 | 87 | 77 | 89 | 64 | 52 |
| United States of America | 93 | 67 | 61 | 81 | 54 | 44 |
| France | 81 | 40 | 37 | 56 | 50 | 46 |
| United Kingdom | 65 | 47 | 46 | 84 | 78 | 72 |
| Russian Federation | 64 | 36 | 36 | 73 | 39 | 33 |
| Netherlands | 61 | 53 | 53 | 54 | 52 | 51 |
| Poland | 61 | 41 | 35 | 67 | 35 | 28 |

○ By Region

| | 2013 | | | 2015 | | |
|-----------------------|------------------|-----------------|------------------|------------------|-----------------|------------------|
| | <i>Submitted</i> | <i>Accepted</i> | <i>Presented</i> | <i>Submitted</i> | <i>Accepted</i> | <i>Presented</i> |
| Africa (Non ESC) | 2 | 2 | 0 | 0 | 0 | 0 |
| Asia Pacific | 235 | 135 | 106 | 282 | 135 | 108 |
| ESC Countries | 1131 | 768 | 690 | 1091 | 713 | 620 |
| North America | 115 | 82 | 74 | 109 | 61 | 51 |
| South&Central America | 53 | 31 | 24 | 28 | 15 | 14 |
| TOTAL | 1536 | 1018 | 894 | 1510 | 924 | 793 |



ABSTRACTS ACCEPTED BY REGION



3.5 Faculty gender profile

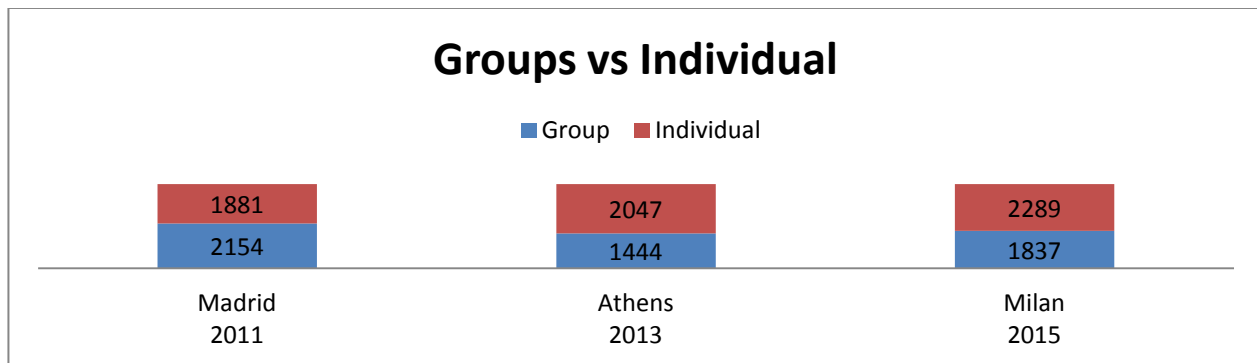
| | | Chairperson | Speaker |
|--------------------------|--------|-------------|---------|
| EHRA Europace 2015 | Female | 17% | 19% |
| | Male | 83% | 81% |

4. Registration & Attendance

4.1 Total attendance

| | 2011 | 2013 | 2015 |
|-------------------------------|--------------|--------------|--------------|
| Active delegates (incl Press) | 4 035 | 3 491 | 4 124 |
| Exhibitors | 1 451 | 1 608 | 1 597 |
| Accompanying persons | 64 | N/A | N/A |
| Total | 5 550 | 5 099 | 5 721 |

4.1.1 Individual Vs Group attendees



4.2 By Country

| Country | 2013 | % of total | 2015 | % of total | Difference 2013/2015 |
|--------------------------------|------|------------|------|------------|----------------------|
| Albania | 4 | 0,11% | 11 | 0,32% | 175,00% |
| Algeria | 10 | 0,29% | 6 | 0,17% | -40,00% |
| Argentina | 45 | 1,29% | 49 | 1,40% | 8,89% |
| Armenia | 7 | 0,20% | 10 | 0,29% | 42,86% |
| Aruba | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Australia | 26 | 0,74% | 51 | 1,46% | 96,15% |
| Austria | 64 | 1,83% | 76 | 2,18% | 18,75% |
| Azerbaijan | 3 | 0,09% | 1 | 0,03% | -66,67% |
| Bahrain | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Bangladesh | 4 | 0,11% | 0 | 0,00% | -100,00% |
| Belarus | 8 | 0,23% | 13 | 0,37% | 62,50% |
| Belgium | 115 | 3,29% | 138 | 3,95% | 20,00% |
| Bosnia and Herzegovina | 2 | 0,06% | 10 | 0,29% | 400,00% |
| Botswana | 0 | 0,00% | 1 | 0,03% | N/A |
| Brazil | 105 | 3,01% | 76 | 2,18% | -27,62% |
| Brunei | 1 | 0,03% | 1 | 0,03% | 0,00% |
| Bulgaria | 19 | 0,54% | 29 | 0,83% | 52,63% |
| Canada | 40 | 1,15% | 26 | 0,74% | -35,00% |
| Chile | 17 | 0,49% | 16 | 0,46% | -5,88% |
| China (incl Hong Kong & Macau) | 105 | 3,01% | 48 | 1,37% | -54,29% |
| Colombia | 19 | 0,54% | 20 | 0,57% | 5,26% |
| Costa Rica | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Croatia | 14 | 0,40% | 9 | 0,26% | -35,71% |
| Cyprus | 8 | 0,23% | 6 | 0,17% | -25,00% |

| Country | 2013 | % of total | 2015 | % of total | Difference 2013/2015 |
|----------------------------|------|------------|------|------------|----------------------|
| Czech Republic | 39 | 1,12% | 57 | 1,63% | 46,15% |
| Denmark | 77 | 2,21% | 61 | 1,75% | -20,78% |
| Dominican Republic | 1 | 0,03% | 1 | 0,03% | 0,00% |
| Ecuador | 1 | 0,03% | 3 | 0,09% | 200,00% |
| Egypt | 33 | 0,95% | 15 | 0,43% | -54,55% |
| Estonia | 0 | 0,00% | 4 | 0,11% | N/A |
| Finland | 22 | 0,63% | 24 | 0,69% | 9,09% |
| France | 251 | 7,19% | 280 | 8,02% | 11,55% |
| French Polynesia | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Georgia, Republic of | 6 | 0,17% | 13 | 0,37% | 116,67% |
| Germany | 218 | 6,24% | 366 | 10,48% | 67,89% |
| Greece | 195 | 5,59% | 150 | 4,30% | -23,08% |
| Guatemala | 1 | 0,03% | 1 | 0,03% | 0,00% |
| Hungary | 57 | 1,63% | 60 | 1,72% | 5,26% |
| Iceland | 1 | 0,03% | 4 | 0,11% | 300,00% |
| India | 7 | 0,20% | 5 | 0,14% | -28,57% |
| Iran (Islamic Republic of) | 35 | 1,00% | 47 | 1,35% | 34,29% |
| Iraq | 10 | 0,29% | 19 | 0,54% | 90,00% |
| Ireland | 13 | 0,37% | 17 | 0,49% | 30,77% |
| Israel | 24 | 0,69% | 49 | 1,40% | 104,17% |

| | | | | | |
|--------------------|-----|-------|-----|--------|----------|
| Italy | 284 | 8,14% | 421 | 12,06% | 48,24% |
| Japan | 86 | 2,46% | 156 | 4,47% | 81,40% |
| Jordan | 4 | 0,11% | 3 | 0,09% | -25,00% |
| Kazakhstan | 8 | 0,23% | 9 | 0,26% | 12,50% |
| Korea, Republic of | 18 | 0,52% | 28 | 0,80% | 55,56% |
| Kosovo | 0 | 0,00% | 1 | 0,03% | N/A |
| Kuwait | 2 | 0,06% | 1 | 0,03% | -50,00% |
| Kyrgyzstan | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Latvia | 6 | 0,17% | 6 | 0,17% | 0,00% |
| Lebanon | 4 | 0,11% | 24 | 0,69% | 500,00% |
| Libya | 7 | 0,20% | 0 | 0,00% | -100,00% |
| Lithuania | 8 | 0,23% | 8 | 0,23% | 0,00% |
| Luxembourg | 0 | 0,00% | 3 | 0,09% | N/A |
| Macedonia | 4 | 0,11% | 4 | 0,11% | 0,00% |
| Malaysia | 5 | 0,14% | 4 | 0,11% | -20,00% |
| Malta | 2 | 0,06% | 2 | 0,06% | 0,00% |
| Martinique | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Mexico | 8 | 0,23% | 10 | 0,29% | 25,00% |
| Moldova | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Monaco | 2 | 0,06% | 3 | 0,09% | 50,00% |
| Montenegro | 1 | 0,03% | 1 | 0,03% | 0,00% |
| Morocco | 10 | 0,29% | 7 | 0,20% | -30,00% |
| Netherlands | 197 | 5,64% | 233 | 6,67% | 18,27% |
| New Caledonia | 1 | 0,03% | 1 | 0,03% | 0,00% |
| New Zealand | 3 | 0,09% | 3 | 0,09% | 0,00% |

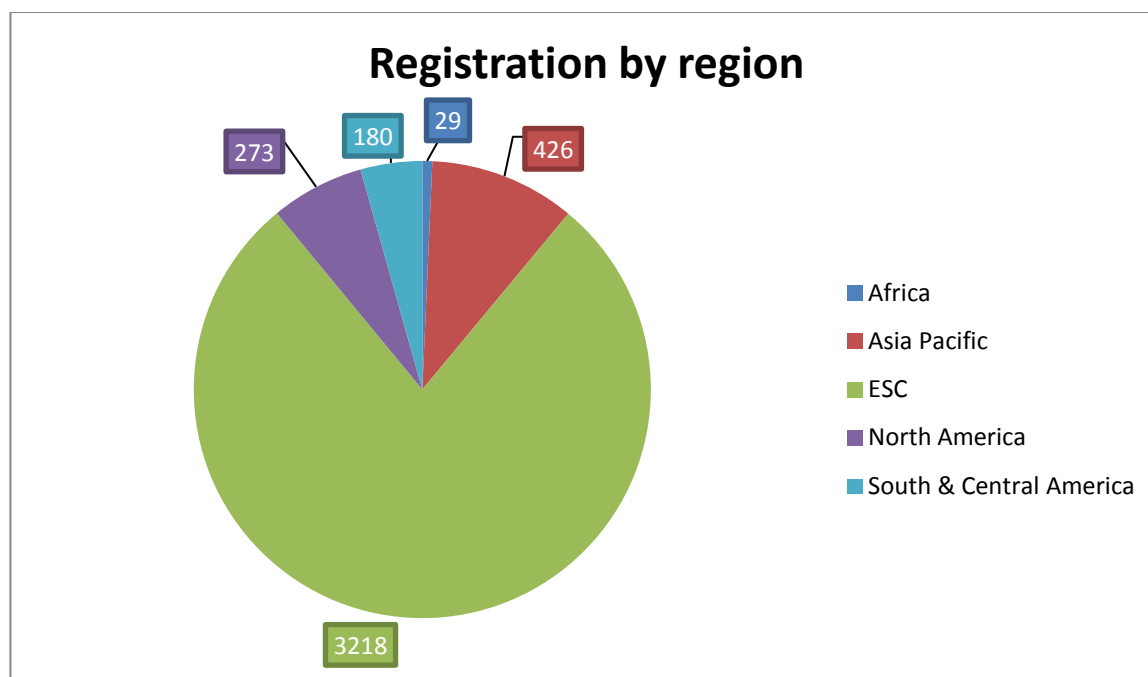
| Country | 2013 | % of total | 2015 | % of total | Difference 2013/2015 |
|--------------------|------|------------|------|------------|----------------------|
| Nigeria | 3 | 0,09% | 0 | 0,00% | -100,00% |
| Norway | 40 | 1,15% | 55 | 1,58% | 37,50% |
| Oman | 2 | 0,06% | 0 | 0,00% | -100,00% |
| Pakistan | 1 | 0,03% | 2 | 0,06% | 100,00% |
| Palestine | 3 | 0,09% | 2 | 0,06% | -33,33% |
| Panama | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Peru | 2 | 0,06% | 1 | 0,03% | -50,00% |
| Philippines | 3 | 0,09% | 4 | 0,11% | 33,33% |
| Poland | 161 | 4,61% | 175 | 5,01% | 8,70% |
| Portugal | 45 | 1,29% | 54 | 1,55% | 20,00% |
| Puerto Rico | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Qatar | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Reunion | 3 | 0,09% | 0 | 0,00% | -100,00% |
| Romania | 23 | 0,66% | 18 | 0,52% | -21,74% |
| Russian Federation | 126 | 3,61% | 112 | 3,21% | -11,11% |
| San Marino | 1 | 0,03% | 0 | 0,00% | -100,00% |
| Saudi Arabia | 35 | 1,00% | 2 | 0,06% | -94,29% |
| Serbia | 23 | 0,66% | 26 | 0,74% | 13,04% |
| Singapore | 9 | 0,26% | 10 | 0,29% | 11,11% |
| Slovak Republic | 19 | 0,54% | 27 | 0,77% | 42,11% |
| Slovenia | 8 | 0,23% | 13 | 0,37% | 62,50% |
| South Africa | 36 | 1,03% | 28 | 0,80% | -22,22% |

| | | | | | |
|--------------------------|-------------|-------|-------------|-------|---------------|
| Spain | 111 | 3,18% | 118 | 3,38% | 6,31% |
| Sri Lanka | 2 | 0,06% | 1 | 0,03% | -50,00% |
| Sweden | 36 | 1,03% | 33 | 0,95% | -8,33% |
| Switzerland | 75 | 2,15% | 111 | 3,18% | 48,00% |
| Syrian Arab Republic | 0 | 0,00% | 1 | 0,03% | N/A |
| Taiwan, ROC | 5 | 0,14% | 8 | 0,23% | 60,00% |
| Thailand | 13 | 0,37% | 12 | 0,34% | -7,69% |
| Tunisia | 17 | 0,49% | 20 | 0,57% | 17,65% |
| Turkey | 45 | 1,29% | 74 | 2,12% | 64,44% |
| Ukraine | 24 | 0,69% | 15 | 0,43% | -37,50% |
| United Arab Emirates | 5 | 0,14% | 4 | 0,11% | -20,00% |
| United Kingdom | 127 | 3,64% | 241 | 6,90% | 89,76% |
| United States of America | 181 | 5,18% | 237 | 6,79% | 30,94% |
| Uruguay | 10 | 0,29% | 12 | 0,34% | 20,00% |
| Uzbekistan | 0 | 0,00% | 2 | 0,06% | N/A |
| Venezuela | 11 | 0,32% | 1 | 0,03% | -90,91% |
| Vietnam | 6 | 0,17% | 6 | 0,17% | 0,00% |
| Yemen | 3 | 0,09% | 0 | 0,00% | -100,00% |
| TOTAL | 3491 | | 4126 | | 18,19% |

Top ten:

| Rank | Country | Athens 2013 | % of total | Milan 2015 | % of total ² |
|------|--------------------------|-------------|------------|------------|-------------------------|
| 1 | Italy | 284 | 8,14% | 421 | 12,06% |
| 2 | Germany | 218 | 6,24% | 366 | 10,48% |
| 3 | France | 251 | 7,19% | 280 | 8,02% |
| 4 | United Kingdom | 127 | 3,64% | 241 | 6,90% |
| 5 | United States of America | 181 | 5,18% | 237 | 6,79% |
| 6 | Netherlands | 197 | 5,64% | 233 | 6,67% |
| 7 | Poland | 161 | 4,61% | 175 | 5,01% |
| 8 | Japan | 86 | 2,46% | 156 | 4,47% |
| 9 | Greece | 195 | 5,59% | 150 | 4,30% |
| 10 | Belgium | 115 | 3,29% | 138 | 3,95% |

4.3 By Region



4.4 Onsite statistics

- New registrations made per day

Day 1: 345, with a peak activity between 8am and 1pm

Day 2: 92

Day 3: 27

Day 4: 7

Total: 471

- Number of badges printed per day

Badges sent by post ahead of the congress: 148

Badges prepared for the groups ahead of the congress: 1089

Day -1: 735, with a peak activity at noon due to group onsite registrations

Day 1: 1649, with a peak activity from 8am to 2pm

Day 2: 495, with a peak activity from 8 to 11am

Day 3: 145

Day 4: 24

Total: 4285

- Number of certificates printed per day

Day 1: 6

Day 2: 52

Day 3: 1258, with a peak activity from 12 to 6pm

Day 4: 721, with a peak activity from 8am to 12

Total: 2037

5. Industry

5.1 Exhibitors

Total of 51 Stands = 1 632,25m²

36 Industry Stands = 1 541,25m²

3 ETSA stands = 27m²

ESC stand = 64m²

5.2 Exhibition

| m ² | 2009 | 2011 | 2013 | 2015 |
|----------------------------------|-------|------|-------|---------------|
| Access Point Technologies | - | - | 9 | 10 |
| Abbott | - | - | 9 | - |
| AGA Medical Corporation | 9 | - | - | - |
| AliveCor | - | - | 12 | - |
| Atricure Europe BV | - | - | - | 15 |
| Bard | 50 | 45 | 63 | - |
| Baylis Medical | 10 | 9 | 9 | 9 |
| Biosense Webster Europe | 60 | 90 | 98 | 101,5 |
| BIOTRONIK SE &Co. KG | 156 | 198 | 84 | 108,75 |
| Bmeyer | 10 | 12 | - | - |
| BMS/ Pfizer | - | 40 | 60 | - |
| Boehringer-Ingelheim | 98,11 | - | - | - |
| Boston Scientific | 77,25 | 90 | 183,5 | 108,5 |
| Cameron Health | - | 36 | - | - |
| CardioFocus | - | 9 | - | 10 |
| CathRx Ltd. | 21,25 | - | - | - |
| CIRCA Scientific | - | - | - | 9 |
| Cook Medical | - | 12 | 28 | 30 |
| Corizon | 9 | - | - | - |
| CVRx | - | - | 42,5 | 18 |
| Daiichi Sankyo Europe GmbH | - | - | - | 61 |
| EBIT SRL | - | - | - | 9 |
| EBR Systems Inc. | - | - | 12 | 9 |
| Endosense | - | - | 9 | - |
| Epiq Life Science | - | 12 | - | - |
| Eumaco Health Care Systems | - | - | - | 9 |
| EUROPE AF 2009 | 9 | | - | - |
| FIAB SpA | - | - | - | 10 |
| FMS, Finapres Medical Systems BV | 15 | 12 | 12 | 12,5 |

| | | | | |
|----------------------------------|---------------|---------------|----------------|----------------|
| Fysicon | - | - | - | 16,5 |
| GE Healthcare | 60 | 60 | 15 | - |
| Hansen Medical | - | 9 | 18 | 16 |
| Hellenic | 10 | - | - | - |
| Impulse Dynamic | - | - | 18 | - |
| Imricor | - | - | 12 | 9 |
| Lemer Pax | 9 | 12 | 18 | - |
| Manta | - | - | - | 10 |
| Medex Research | 7,5 | - | 9 | 9 |
| Medico Spa | 14,37 | 12 | 10 | 15 |
| Medtronic | 158,47 | 204 | 248 | 253 |
| Merit Medical Systems | - | - | - | 12 |
| MicroPort Medical | - | - | 9 | 30 |
| National Manufacturing CO., Inc. | - | - | - | 9 |
| NewCor GmbH | - | 9 | - | - |
| OSYPKA AG | 10 | 9 | - | 10 |
| Philips Healthcare | 55,5 | 55 | 20 | - |
| RESMED | - | - | 12 | - |
| Sanofi-aventis | 46,38 | - | - | |
| Schwarzer Cardiotek | 16 | 28 | 21 | 26 |
| Siemens AG Healthcare Sector | 20,62 | 20 | 25 | 40 |
| SORIN CRM SAS | 52,5 | 102 | 100,05 | 104 |
| Spectranetics International | 10 | 14 | 40 | 63 |
| St Jude Medical | 146,9 | 174,5 | 188 | 120 |
| Stereotaxis Inc | - | 52 | 35 | 52,5 |
| Topera | - | - | 15 | 56 |
| Tyche MedTech, Inc. | - | - | - | 9 |
| Tyrx | - | - | 12 | - |
| Vitatron | - | - | 21 | 19,5 |
| Wisepress | 6 | 10 | 9 | 9 |
| Zoll CMS GMB | - | 12 | 15 | 15 |
| ZTS HAGMED | 9 | - | 9 | 9 |
| TOTAL | 1156,9 | 1347,5 | 1510,05 | 1442.75 |

5.3 Industry Sponsored Sessions

Satellite Symposia

| Sponsor | Date | Time | Room | Capacity | Attendance % |
|-------------------|------------------------------|---------------|---------|----------|--------------|
| St. Jude Medical | 21 June 2015 | 12:45 - 13:45 | Bologna | 212 | 110 |
| Biosense Webster | 21 June 2015 | 12:45 - 13:45 | Genova | 248 | Cancelled |
| Medtronic | 21 June 2015 | 12:45 - 13:45 | Roma | 456 | 120 |
| Abbott Vascular | 21 June 2015 | 12:45 - 13:45 | Napoli | 394 | 70 |
| Medtronic | 22 June 2015 | 12:45 - 13:45 | Roma | 456 | 120 |
| Boston Scientific | 22 June 2015 | 12:45 - 13:45 | Genova | 248 | 100 |
| Daiichi Sankyo | 22 June 2015 | 12:45 - 13:45 | Napoli | 394 | 80 |
| St. Jude Medical | 22 June 2015 | 12:45 - 13:45 | Palermo | 310 | 110 |
| Biosense Webster | 22 June 2015 | 12:45 - 13:45 | Torino | 375 | 110 |
| Boston Scientific | 22 June 2015 | 12:45 - 13:45 | Firenze | 198 | 50 |
| Sorin | 22 June 2015 | 12:45 - 13:45 | Bologna | 212 | 110 |
| Medtronic | 22 June 2015 | 18:15 - 19:15 | Palermo | 310 | 30 |
| Zoll LifeVest | 23 June 2015 | 12:45 - 13:45 | Venezia | 121 | 40 |
| St. Jude Medical | 23 June 2015 | 12:45 - 13:45 | Bologna | 212 | 110 |
| Spectranetics | 23 June 2015 | 12:45 - 13:45 | Palermo | 310 | 100 |
| Medtronic | 23 June 2015 | 12:45 - 13:45 | Roma | 456 | 120 |
| Boston Scientific | 23 June 2015 | 12:45 - 13:45 | Genova | 248 | 100 |
| TOTAL | 17 Satellite Symposia | | | | |

Satellite Symposium – Experts on the Spot

| Sponsor | Date | Time | Room | Capacity | Attendance % |
|----------------------|--------------|---------------|-------|----------|--------------|
| Boehringer Ingelheim | 22 June 2015 | 10:15 - 10:45 | AGORA | 50 | 300 |

Special Session

| Sponsor | Date | Time | Room | Capacity | Attendance % |
|---------------------------|--------------|---------------|---------|----------|--------------|
| BIOTRONIK (EPIC Alliance) | 22 June 2015 | 12:45 - 13:45 | Venezia | 121 | 100 |

Unrestricted Educational Grant

| Sponsor | Date | Time | Room | Capacity | Attendance % |
|----------------------|--------------|---------------|------|----------|--------------|
| Boehringer Ingelheim | 23 June 2015 | 14:00 - 15:30 | Roma | 456 | 30 |

5.4 Sponsorship & advertising

| Sponsor | Item |
|----------------------|-----------------------|
| BIOTRONIK | Industry Welcome desk |
| BIOTRONIK | Badge Laces |
| BIOTRONIK | On site Advertising |
| Biosense Webster | Industry Welcome desk |
| Boehringer Ingelheim | Educational Grant |
| Boston Scientific | Industry Welcome desk |
| Boston Scientific | eBlast |
| Daiichi Sankyo | EHRA in Review |
| Hansen | eBlast |
| Medtronic | Industry Welcome desk |
| Medtronic | Mobile App |
| Sorin | Industry Welcome desk |
| Sorin | eBlast |
| Sorin | ScreenCast |
| St Jude Medical | Industry Welcome desk |
| St Jude Medical | eBlast |
| St Jude Medical | On site Advertising |
| St Jude Medical | ScreenCast |
| ZOLL LifeVest | eBlast |
| ZOLL LifeVest | Congress News |

5.5 Other activities

The PACE

| Sponsor | Room |
|-------------------|--|
| Biosense Webster | The PACE - 48 m ² |
| Guidant Europe NV | The PACE - 48 m ² |
| St Jude Medical | The PACE - 80 m ² - Innovation Suite |
| St Jude Medical | The PACE - 100 m ² - Training Village |

Rooms at EHRA

| Sponsor | Room | Capacity |
|-------------------|---------------------|-------------------|
| BIOTRONIK | Suite 1 - Level 2 | 56m ² |
| Boston Scientific | Suite 5 - Mezzanine | 90m ² |
| Boston Scientific | Suite 6 - Mezzanine | 83m ² |
| Medtronic | Suite 2 - Level 2 | 56m ² |
| Medtronic | Suite 7 - Mezzanine | 84 m ² |
| Medtronic | Suite 8 - Mezzanine | 84 m ² |
| Sorin | Suite 3 - Level 2 | 56m ² |
| St Jude Medical | Suite 9 - Mezzanine | 84 m ² |

6. Communications

1. Publications

The global strategy for this 2015 edition was to promote the Congress online and to provide attendees with as much informations as possible during the last six months and during the congress in Milan via the "EHRA 2015" Mobile App.

Printed promotional documents were dispatched on other congresses all over the world- when relevant- to target the main audiences: cardiologists and allied professionals interested in arrhythmias and cardiac pacing. The promotional documents were the First/Second Announcement flyers and the Poster, later the Mobile App flyer (one side dedicated to the Mobile App and the another side to the congress promotion)

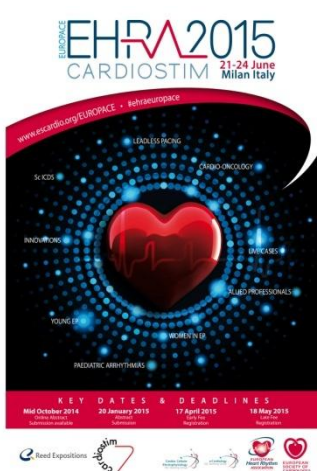
No Printed Final Programme has been produced, all the informations were available for the first time on the Mobila App only and, for EHRA members only by emailing, on pdf files.

Online communications (ESC website –via Scientific Programme and Planner (SP&P), emailings, mobile apps) ensured the day by day updates and sessions / meetings not-to -miss before and during the congress. All scientific and practical informations were provided in order to ensure the audience the best experience of their congress. "EHRA 2015" Mobile App, has been fully promoted. As it was the most up to date tool, the app was the personal guide for each attendee.

Nb: An emphasis has been made this year to optimize the networking and the meetings with the EHRA Board and the best specialists in cardiology. The new sessions dedicated to EHRA members were one of the attractive points during this edition, to increase membership and develop EHRA's network of specialists.

1.1. Promotional documents

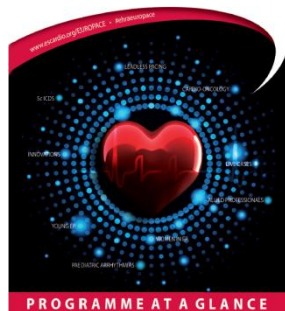
| Name | Poster | Flyer First Announcement | Flyer Second Announcement | Flyer Mobile app/ Europace | PAAG (Programme At A Glance) |
|--------------|-------------------|---------------------------|---------------------------|----------------------------|------------------------------|
| Lifespan | 2 years 2013-2015 | 1 year | 8 months | 30/04/15-24/06/15 | 21-24/06/15 |
| Main Message | Next congress | Next Congress/ new topics | Key dates / registration | Download the mobile app | |
| Format | 40x60 cm | A5 | A5 | Iphone | 15x21 cm (close) |
| Quantity | 500 | 7000 | 2000 | 1000 ex | 5000 ex |



Flyer First

announcement / Poster - Flyer Second

Announcement / Flyer Mobile app R/V



Programme at a glance (PAAG)

Programme publications and Mobile App

| Name | SPP online | Industry Programme | Final Programme | Mobile App |
|--------------|---|--------------------------------------|--|---|
| Lifespan | Before, during and after the congress | | | Advance Programme version live mid-February (16/2/15) Final Programme version live on 08/05/15 |
| Main Message | Scientific programme | | | |
| Format | http://spo.escardio.org/default.aspx?eventid=1087&showResults=False | 18x15 cm devant 22x15 cm derrière | Online / mobile app / pdf sent to EHRA members | iOS and Android |
| Quantity | | 5000 | 0 | |
| Online views | | | | 644 downloads (18/05/15) |
| Sponsor | no | no | | Medtronic |

1.2. Congress news

| Name | Congress daily news |
|-------------------|---|
| Lifespan | Daily news: 20/06/15 - 21/6/15 - 22/6/15 - 23/06/15 |
| Key info | Informations for the next day <ul style="list-style-type: none"> Sessions not to miss Focus On Press releases General info Ads: EHRA's products Social networks... |
| Format | Electronic |
| Views | See statistics below |
| Sponsors | Zoll |
| Editors in chiefs | Account Manager |

Europace Daily 1 Congress news, sent on 20 June 2015 for 21 June 2015



[Click to see the full emailing](#)

Audience: 3937 recipients; all attendees of the congress (4 days) + EHRA members 2015 (attendees and not attendees) - with a dynamic content for EHRA members not at the congress.

Europace Daily 2 Congress news, sent on 21 June 2015 for 22 June 2015.



[Click to see the full emailing](#)

Audience: 3936 recipients; all attendees of the congress (4 days) + EHRA members 2015 (attendees and not attendees) - with a dynamic content for EHRA members not at the congress.

Europace Daily 3 Congress news, sent on 22 June 2015 for 23 June 2015



[Click to see the full emailing](#)

Audience: 3943 recipients; all attendees of the congress (4 days) + EHRA members 2015 (attendees and not attendees) - with a dynamic content for EHRA members not at the congress.

Europace Daily 4 Congress news, sent on 23 June 2015 for 24 June 2015



[Click to see the full emailing](#)

Audience: 4167 recipients; all attendees of the congress (4 days) + EHRA members 2015 (attendees and not attendees) - with a dynamic content for EHRA members not at the congress.

2. Website activity

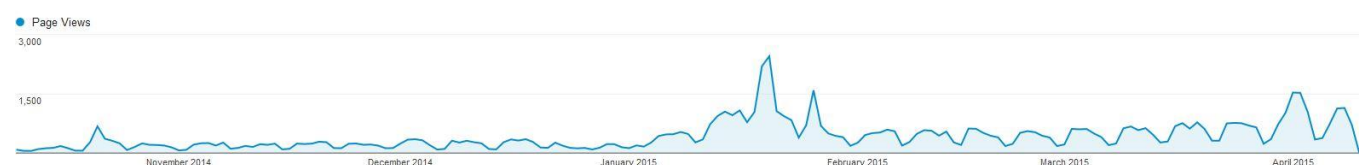
2.1. Statistics Escardio 2 – 01/10/2014 to 15/04/2015

The ESC launched its new website “Escardio 3” on 9 April 2015. This report provides statistics from both platforms as some pages were subject to a url change in the new website.

Escardio 2 – 01/10/2014 to 15/04/2015

| | | |
|----------------------------|-----------------|-----------------|
| 1. /Pages/ | 36,453 (47.64%) | 29,774 (47.28%) |
| 2. /scientific-programme/ | 25,535 (33.37%) | 21,421 (34.01%) |
| 3. /registration/ | 8,797 (11.50%) | 7,261 (11.53%) |
| 4. /hotels/ | 1,915 (2.50%) | 1,660 (2.64%) |
| 5. /attendance/ | 1,258 (1.64%) | 1,020 (1.62%) |
| 6. /travel-city/ | 1,019 (1.33%) | 710 (1.13%) |
| 7. /exhibition-industry/ | 980 (1.28%) | 708 (1.12%) |
| 8. /SCIENTIFIC-PROGRAMME/ | 367 (0.48%) | 280 (0.44%) |
| 9. /REGISTRATION/ | 147 (0.19%) | 110 (0.17%) |

Escardio 2 – 01/10/2014 to 15/04/2015



2.2. Statistics Escardio 3 – 01/04/2015 to 10/07/2015

Escardio 3 – 01/04/2015 to 10/07/2015

| Page | Page Views | Unique Page Views |
|---|------------|-------------------|
| /EHRA-EUROPACE-CARDIOSTIM-2015 | 47667 | 46130 |
| /Registration/Register-now | 6105 | 5978 |
| /Scientific-sessions/Session-types-and-tracks | 5937 | 5643 |
| /Your-attendance-guide/EHRA-2015-Mobile-App | 5009 | 4925 |
| /Travel-and-city/Getting-to-the-congress-center-MiCo-Milano-Congressi | 2538 | 2503 |
| /Scientific-sessions/Faculty-presenter-guidelines | 2407 | 2346 |
| /Hotels/Hotels | 2360 | 2326 |
| /Scientific-sessions/Abstract-based-programme | 1974 | 1935 |
| /Scientific-sessions/Topic-list | 1821 | 1778 |
| /Exhibition-and-Industry/Exhibition-and-industry | 1498 | 1478 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=nav | 1014 | 1011 |
| /Your-attendance-guide/EHRA-2015-Mobile-App?hit=ecampaign | 932 | 912 |
| /About-the-congress/Why-you-should-attend | 852 | 837 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=wca | 734 | 728 |
| /Call-for-science/Call-for-abstracts | 611 | 601 |
| /Registration/Register-now?hit=ecampaign | 610 | 600 |
| /Registration/EHRA-EUROPACE-CARDIOSTIM-2015-Register-at-the-best-fee | 588 | 571 |
| /Travel-and-city/Travel-to-and-around-Milan | 512 | 504 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=ecampaign | 492 | 463 |
| /Scientific-sessions/Honorary-lectures | 457 | 453 |
| /Travel-and-city/About-Milan | 363 | 356 |
| /Your-attendance-guide/EHRA-2015-Mobile-App?hit=europace | 292 | 289 |
| /Travel-and-city/Travel-grants | 280 | 278 |
| /Travel-and-city/Getting-to-the-congress-center-MiCo-Milano-Congressi?hit=ecampaign | 190 | 190 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=highlight-on | 178 | 178 |
| /Call-for-science/Call-for-abstracts?hit=dontmiss | 177 | 176 |
| /Your-attendance-guide/EHRA-2015-Mobile-App?hit=news | 140 | 140 |
| /Congress-resources/focus-on-sunday-21-june | 129 | 127 |
| /Scientific-sessions/Programme-highlights | 121 | 117 |
| /Travel-and-city/Travel-to-and-around-Milan?hit=ecampaign | 121 | 120 |
| /Congress-resources/ehra-2015-congress-news-focus-on-day- | 119 | 118 |

| | | |
|---|-----|-----|
| 4?hit=europace | | |
| /Congress-resources/ehra-2015-congress-news-day-3?hit=europace | 113 | 113 |
| /Congress-resources/ehra-2015-congress-news-day-2 | 107 | 100 |
| /Congress-resources/ehra-2015-congress-news-day-2?hit=europace | 99 | 99 |
| /Congress-resources/ehra-2015-congress-news-day-3 | 96 | 94 |
| /Congress-resources/ehra-2015-congress-news-focus-on-day-4 | 93 | 93 |
| /Scientific-sessions/Late-Breaking-Science-submission-rules-and-guidelines | 91 | 91 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=myesccongressesandevents | 81 | 78 |
| /Call-for-science/Call-for-Late-Breaking-Science | 75 | 72 |
| /Congress-resources | 73 | 67 |
| /Your-attendance-guide/Mobile-app | 73 | 69 |
| /Call-for-science/Abstract-submission-rules | 69 | 67 |
| /Call-for-science/Late-Breaking-Science-submission-rules-and-guidelines | 63 | 62 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=AA2015 | 54 | 54 |
| /Congress-resources/ehra-2015-congress-news-day-2?hit=news | 44 | 44 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=dontmiss | 43 | 43 |
| /Registration/Register-now?hit=myesccongressesandevents | 29 | 26 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=myescnews | 25 | 24 |
| /Your-attendance-guide/Mobile-app?hit=ecampaign | 22 | 22 |
| /EHRA-EUROPACE-CARDIOSTIM-2015 | 21 | 17 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=crn&aokkeywords=&aoca=526&aocr=549&campaignRef=1 | 20 | 20 |
| /Registration/Register-now?hit=myescnews | 20 | 17 |
| /Congress-resources/focus-on-sunday-21-june?hit=europace | 19 | 19 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=congressesandevents | 17 | 13 |
| /Congresses-&-Events/Upcoming-congresses/EHRA-Europace---Cardiostim/ | 14 | 14 |
| /Scientific-sessions/Abstract-based-programme?hit=EHRANewsletter | 14 | 13 |
| Your-attendance-guide/EHRA-2015-Mobile-App?hit=EHRANewsletter | 13 | 11 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=EHRANewsletter | 9 | 8 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=europace-landing-page | 9 | 9 |
| /Registration/Register-now?hit=dontmiss | 9 | 9 |
| /Registration/Register-now?hit=EHRANewsletter | 9 | 9 |
| /Scientific-sessions/Honorary-lectures?hit=ecampaign | 9 | 9 |
| /Registration/Register-now?hit=myescyoung | 6 | 5 |
| /Scientific-sessions/Topic-list=&usg=ALkJrhi1-4tIq3w3WhTn-rXgrxd0UzwoYQ | 6 | 6 |
| /Hotels/Hotels?hit=EHRANewsletter | 5 | 5 |
| /Call-for-science/Call-for-abstracts?hit=highlight-on | 4 | 4 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=CSI2015 | 4 | 4 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=PCRONline2015 | 4 | 4 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?sf38658204=1 | 4 | 4 |
| /EHRA-EUROPACE-CARDIOSTIM-2015?hit=EP-europace&escid=658868 | 3 | 3 |
| /Your-attendance-guide/EHRA-2015-Mobile-App?hit=myesccongressesandevents | 3 | 2 |

Escardio 3 – 01/04/2015 to 10/07/2015



3. Promotion

3.1. E-campaigns

17 dedicated EuroPace email campaigns were sent between 24/02/2014 and 29/06/2015.

| Date | Subject line | Delivered | Opened | Open rate | Clicks | Click rate |
|----------|---|-----------|--------|-----------|--------|------------|
| 24/02/14 | Call for proposals | 1059 | 572 | 54 % | 86 | 8,1 % |
| 21/10/14 | Abstract submission | 47071 | 12230 | 26 % | 522 | 1,1 % |
| 07/11/14 | Show your work | 4322 | 1823 | 42,2 % | 189 | 4,4 % |
| 20/11/14 | What does it mean to have an abstract | 45693 | 9970 | 21,8 % | 191 | 0,4 % |
| 18/12/14 | Your chance to play an active role | 46493 | 10454 | 22,5 % | 224 | 0,5 % |
| 16/01/15 | Last days to submit your abstract | 46915 | 10800 | 23 % | 441 | 0,9 % |
| 20/01/15 | Abstract submission deadline extended | 46783 | 10155 | 21,7 % | 325 | 0,7 % |
| 05/02/15 | Register at early fee prices | 38505 | 8316 | 21,6 % | 561 | 1,5 % |
| 10/03/15 | Deadline reminder – The closing date for submitting approaching | 38119 | 7717 | 20,2 % | 259 | 0,7 % |
| 02/04/15 | Stay connected | 72147 | 14494 | 20,1 % | 437 | 0,6 % |
| 13/04/15 | One week left to register at the early fee | 48351 | 9169 | 19,0 % | 455 | 0,9 % |
| 30/04/15 | Register now at late fee and save money | 6574 | 1992 | 30,3 % | 150 | 2,3 % |
| 12/05/15 | One week left to register at late fee | 6498 | 1835 | 28,2 % | 112 | 1,7 % |
| 05/06/15 | Special sessions not to miss from our committees | 3460 | 1521 | 44 % | 278 | 8 % |
| 09/06/15 | Get ready for EHRA EuroPace Cardiotim | 3558 | 1609 | 45,2 % | 350 | 9,8 % |
| 15/06/15 | Your Check list for EHRA EuroPace | 2952 | 1632 | 55,3 % | 522 | 17,7 % |
| 29/06/15 | Help us improve your congress experience | 2350 | 908 | 38,6 % | 270 | 11,5 % |

E-Daily congress news

4 e-Daily congress news were sent each morning during Congress. The content was sourced from Sessions not to miss, Focus on, EHRA Members 2015 Area....

| Date | Subject line | Delivered | Opened | Open rate | Clicks | Click rate |
|----------|--------------------------------|-----------|--------|-----------|--------|------------|
| 20/06/15 | Europace Daily 1 Congress news | 3937 | 1772 | 45 % | 348 | 8,8 % |
| 21/06/15 | Europace Daily 2 Congress news | 3936 | 1589 | 40,4 % | 322 | 8,2 % |
| 22/06/15 | Europace Daily 3 Congress news | 3943 | 1394 | 35,4 % | 239 | 6,1 % |
| 23/06/15 | Europace Daily 4 Congress news | 4167 | 1493 | 35,8 % | 409 | 9,8 % |

Most clicked item in each news:

Day 1:

MOBILE APP

Download the EHRA
2015 Mobile App

29.4%



Day 2:

FOCUS ON



Young Investigator Award nominee -
Basic science session: **Doctor Aparina Olga, Russia**: "Is left atrial fibrosis quantified using late Gadadolinium enhancement magnetic resonance imaging a specific attribute of atrial fibrillation?"

[Read her testimonial](#)

18.5%



Best Abstract: **Doctor Kuklik Pawel, Netherlands**: "Technical challenges of rotor identification during atrial fibrillation using phase singularity detection"

[Read his testimonial](#)

18.5%

Day 3:



Young Investigator Award nominee -
Clinical session: **Doctor Kis Zsuzsanna, Hungary**: "Long-term follow-up after left ventricular endocardial resynchronisation therapy: mortality and thromboembolic complications"

[Read her testimonial](#)

19.8%



Best Abstract: **Doctor Silva Katia, Brazil**: "Cardiac implantable electronic devices adverse events reporting system (CIED_AERS): rationale and preliminary results"

[Read her testimonial](#)

19.8%



Inventor awards: **Doctor Finlay Malcolm, UK**: "Through-needle intracardiac echocardiography for transseptal puncture using a novel optical pulse-echo ultrasound technique."

[Read his testimonial](#)

19.8%

Day 4:

✓ New EHRA Scientific documents

15.4%

Napoli

3 Eblast X 5 dispatch

| | | |
|-----------|-----|---------|
| Delivered | 445 | 98,889% |
| Opens | 175 | 39,326% |
| Clicks | 12 | 2,697% |

| | | |
|-----------|-----|---------|
| Delivered | 443 | 98,884% |
|-----------|-----|---------|

| | | |
|---------------|-----|---------|
| Opens | 179 | 40,406% |
| Clicks | 11 | 2,483% |

| | | |
|------------------|-----|---------|
| Delivered | 445 | 98,889% |
| Opens | 190 | 42,697% |
| Clicks | 25 | 5,618% |

| | | |
|------------------|-----|---------|
| Delivered | 451 | 98,904% |
| Opens | 171 | 37,916% |
| Clicks | 19 | 4,213% |

| | | |
|------------------|-----|---------|
| Delivered | 449 | 99,117% |
| Opens | 163 | 36,303% |
| Clicks | 12 | 2,673% |

Most clicked item in each dispatch:

Sent 01

LET GO
And Find Freedom
in Continuous
Catheter Control
Sensei X2
Robotic System

23.8% FREEDOM IN CONTINUOUS
CATHETER CONTROL

Sent 02

ST. JUDE MEDICAL

ST. JUDE MEDICAL TRAINING VILLAGE AND INNOVATION SUITE – THE PACE AREA

SUNDAY 21 JUNE 9:00-20:00 TUESDAY 23 JUNE 9:00-18:00
MONDAY 22 JUNE 9:00-18:00 WEDNESDAY 24 JUNE 9:00-12:30

23.8% MEDICAL TRAINING VILLAGE
FOR SESSIONS AND VISIT OUR INNOVATION
SUITE

23.8%

Sent 03

ST. JUDE MEDICAL

ST. JUDE MEDICAL TRAINING VILLAGE AND INNOVATION SUITE – THE PACE AREA

| | | | |
|----------------|------------|-------------------|------------|
| SUNDAY 21 JUNE | 9:00-20:00 | TUESDAY 23 JUNE | 9:00-18:00 |
| MONDAY 22 JUNE | 9:00-18:00 | WEDNESDAY 24 JUNE | 9:00-12:30 |

27.3% MEDICAL TRAINING VILLAGE FOR SESSIONS AND VISIT OUR INNOVATION SUITE

27.3%

Sent 04

ST. JUDE MEDICAL

ST. JUDE MEDICAL TRAINING VILLAGE AND INNOVATION SUITE – THE PACE AREA

| | | | |
|----------------|------------|-------------------|------------|
| SUNDAY 21 JUNE | 9:00-20:00 | TUESDAY 23 JUNE | 9:00-18:00 |
| MONDAY 22 JUNE | 9:00-18:00 | WEDNESDAY 24 JUNE | 9:00-12:30 |

25.8% MEDICAL TRAINING VILLAGE FOR SESSIONS AND VISIT OUR INNOVATION SUITE

25.8%

Sent 05

Boston Scientific
Advancing science for life™

Lives Transformed

27.8% BOSTON SCIENTIFIC BOOTH AND DISCUSS HOW WE CAN COLLABORATE TO TRANSFORM EVEN MORE LIVES

27.8%

Extending the Boundaries in Managing Heart Failure Patients

MONDAY, 22ND JUNE 2015

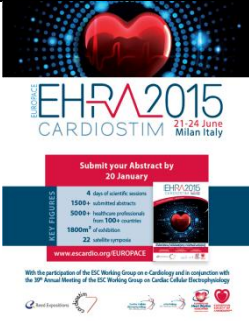
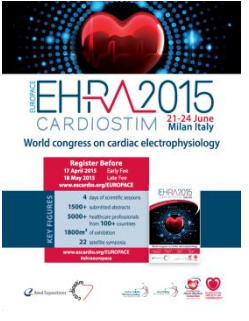
SORINGROUP ROOM BOLOGNA 12:45 - 13:45

27.8% BOUNDARIES IN MANAGING HEART FAILURE PATIENTS

27.8%

3.2. Adverts in ESC Journals and non ESC Journal

| Advert | ESC/Non ESC Journal | Publication date | Audience |
|----------------------|--|--|---|
| Submit your abstract | EHJ 35/46 EHJ 35/48 EHJ 36/1 EP Europace 36/5 | 08/12/14-14/12/14 22/12/14-28/12/15 01/01/15-06/01/15 06/01/15-02/02/15 | EHJ subscribers printed EHJ subscribers printed EHJ subscribers printed Europace readers print |
| | CRN | 10/01/15-15/03/15 | CRN Subscribers / BIBA Medical |

| | | | |
|--|---|---|---|
|  | | | |
| Register  | EHJ 36/5 EP Europace 17/2 EP Europace 17/3 EP Europace 17/4 CVR 106/2 Ep Europace 17/5 Cardiology Journal of Vascular Research Capital Equipment Médical/Biomedical International Medical Equipment Tribune Capital Equipment Médical/Biomedical CRN International Medical Equipment Tribune | 01/02/15-06/02/15 03/02/15-02/03/15 03/03/15-01/04/15 02/04/15-04/05/15 28/04/15-28/05/15 05/05/15-31/05/15 01/04/15-30/04/15 01/03/15-31/03/15 25/03/15-01/05/15 17/03/15-30/04/15 30/05/15-03/07/15 25/03/15-15/05/15 30/05/15-03/07/15 | EHJ subscribers printed Europace readers print Europace readers print Europace readers print CVR readers print Europace readers print Cardiology readers (Karger) JVR readers (Karger) CEM readers (Capital Medical) IMET readers(Capital Medical) CEM readers (Capital Medical) CRN Subscribers / BIBA Medical IMET readers(Capital Medical) |

Online Banners

Online journals

CRN
Radcliffe Cardiology
Karger
Cardiac Rhythm News

3.3. Promotion on congresses

| Name of the congress | Documents sent |
|---|--------------------|
| 20th International AF Symposium | FA Europace 2015 |
| XXV European Days, Annual Meeting of the French Society of Cardiology | FA Europace 2015 |
| Gulf EP Live | FA Europace 2015 |
| CardioRhythm 2015 | FA Europace 2015 |
| Arrhythmias & the Heart: A Cardiovascular Update | FA Europace 2015 |
| XI International Meeting on Atrial Fibrillation and Heart Failure: the ugly and the nasty | FA Europace 2015 |
| 20th Annual Cardiology at Cancun: Topics in Clinical Cardiology | FA Europace 2015 |
| Resistant Hypertension Course - CSI Focus | FA Europace 2015 |
| XII Congresso AIAC | FA Europace 2015 |
| American College of Cardiology Scientific Sessions (ACC) | FA Europace 2015 |
| Monaco USA Arrhythmia course | FA Europace 2015 |
| 64th International Congress of the European Society for Cardiovascular and Endovascular Surgery (ESCVS) + 11th UCCVS International Congress of Update in Cardiology and Cardiovascular Surgery including International Forum of Arrhythmias (IFA) | FA Europace 2015 |
| 18th Prague Workshop on Catheter Ablation | FA Europace 2015 |
| 81st Annual Meeting of the German Cardiac Society | Leaflets EHRA Join |

| | |
|--|-----------------------|
| 62nd Annual Conference of the Israel Heart Society (ISH) in association with the Israel Society of Cardiothoracic Surgery (ISCS) | FA Europace 2015 |
| Case Studies from the Heart of Manhattan | FA Europace 2015 |
| Clinical and Interventional Rhythmology - update | AP Europace 2015 |
| XXXVI Congresso Português de Cardiologia | FA Europace 2015 |
| 79th Annual Scientific Meeting of the Japanese Circulation Society | AP Europace 2015 |
| ICNC12 | FA Europace 2015 |
| 36th Annual Scientific Sessions HRS | Roll-up Europace 2015 |
| EuroPrevent | FA Europace 2015 |

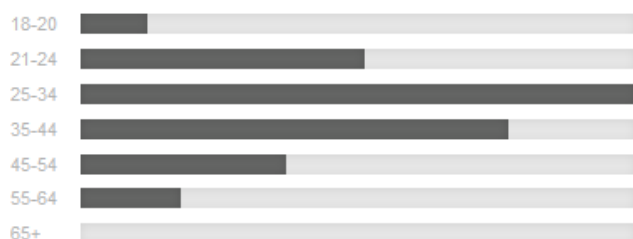
3.4. Social Media coverage overview

Twitter

Global Stats

- 289 new followers
- 586 clicks
- 482 tweets sent with the official account
- 887 retweets

BY AGE RANGE



BY GENDER

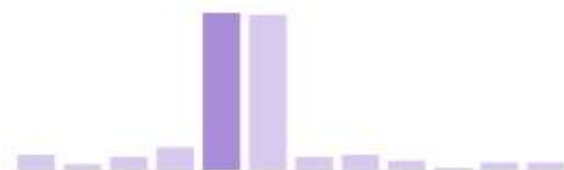


Men aged 25-34 appear to be the leading force among your followers.

Daily stats on Congress Period



Tweets performance



On average, you earned 19 link clicks per day



On average, you earned **77 Retweets** per day

Best of ENGAGEMENT RATE

IMPRESSIONS

ENGAGEMENTS



European Cardiology @escardio · Jun 24
Main effect of Watchman device is decrease in hemorrhagic **#stroke** with mild increase in ischaemic stroke - Michael Glikson **#ehraeuropace**

848

31

3.7%

European Cardiology @escardio
Main effect of Watchman device is decrease in hemorrhagic **#stroke** with mild increase in ischaemic stroke - Michael Glikson **#ehraeuropace**

Impressions

848

Total engagements

31

Detail expands

30

Retweets

1

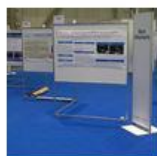


European Cardiology @escardio · Jun 23
Best Abstracts still on display in the poster area at **#ehraeuropace** pic.twitter.com/RxbfMv6yKt

1,264

59

4.7%



European Cardiology @escardio
Best Abstracts still on display in the poster area at **#ehraeuropace** pic.twitter.com/RxbfMv6yKt

Impressions

1,264

Total engagements

59

Photo or video clicks

47

Link clicks

9

Retweets

2

Profile clicks

1



European Cardiology @escardio · Jun 21
Moderated poster presentations ongoing in the Poster Area **#ehraeuropace** pic.twitter.com/zaEWExJ7Rj

1,600

60

3.8%



| | |
|-----------------------|-------|
| Impressions | 1,600 |
| Total engagements | 60 |
| Photo or video clicks | 33 |
| Detail expands | 19 |
| Profile clicks | 3 |
| Favorites | 2 |
| Retweets | 1 |
| Link clicks | 1 |
| Hashtag clicks | 1 |

Influencers

PEOPLE *and* BRANDS FREQUENTLY TALKING ABOUT @escardio



PEOPLE *and* BRANDS FREQUENTLY MENTIONED WITH @escardio

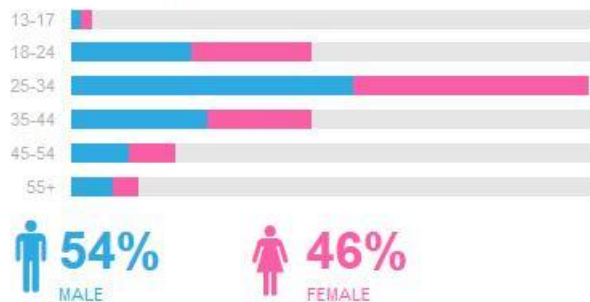


Facebook

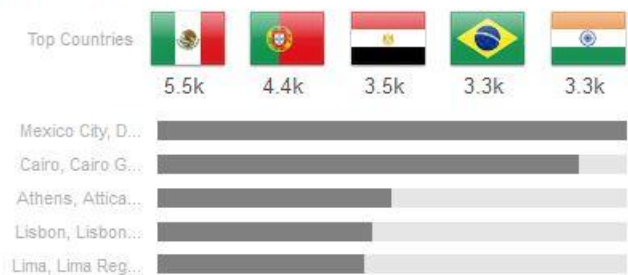
Global stats

1 026 new Facebook fans during Congress period

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

A total of 300 photos were added to the gallery.

<https://www.facebook.com/media/set/?set=a.10153031019963719.1073741861.108687003718&type=3>



European Society of Cardiology added 16 new photos to the album: EHRA EUROPACE-CARDIOSTIM 2015.

Published by Cad Osier [?] · June 24 at 2:29pm ·

Sunday 21 - Wednesday 24 June 2015



13,960 people reached

Boost Post

Like Comment Share

Reyes Casanova, Bernard Frimpong and 758 others like this.

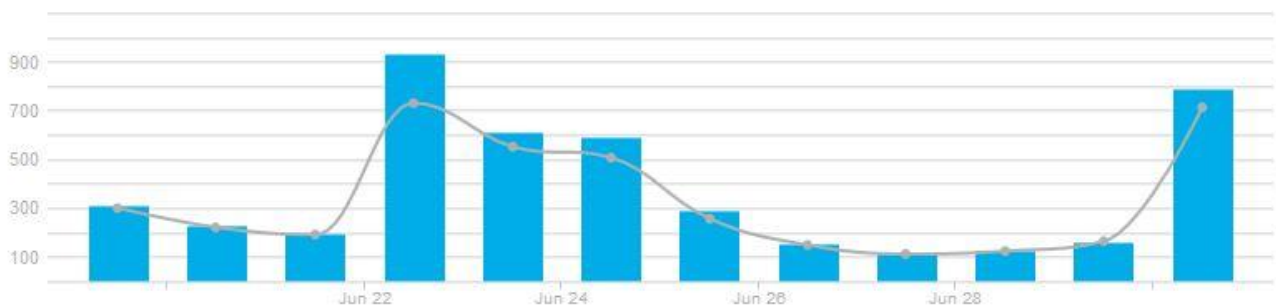
Most Relevant

74 shares

Sharing

STORIES

Stories Created 4,534 by 4,021 Users



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

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

7. Mobile App

7.1 Introduction

7.1.1 EHRA EUROPACE - CARDIOSTIM 2015 Mobile App



"Advance
Programme
version"

"Final
Programme
version"

In 2015, an upgraded version of the EHRA EUROPACE Mobile App (for iPhones, Android Phones, iPad & Android tablets) was made available on the App store and Google play.

It was **launched** in "*Advance Programme version*" (meaning with the Advance Programme content – 6 buttons) on **16 February**. The "*Final Programme version*" (with Final Programme content and the button "Exhibition & Industry" – 8 buttons) was launched on **07 May**.

The mobile app contained:

- The entire scientific programme of the Congress (including abstracts & learning objectives)
- Congress floor-plans (congress floor plan overview and exhibitors map)
- Congress general information & resources
- EHRA corporate information
- Daily congress news
- Possibility to include notes and tags on sessions
- Possibility to create a personal schedule selecting favourite sessions
- Optimised search function to easily find sessions.
- Possibility to share content on social media (Facebook, Twitter and LinkedIn) and by mail.

Stand alone app, once downloaded, no need to connect to the internet to access all congress info (only for updates and specific functionalities like Mobile App Interactive Sessions).

New this year:

- Mobile App Interactive Sessions: delegates have the possibility to cast their vote during specific sessions (Wi-Fi access required)

7.1.2 Project Objectives

The project objectives were to:

- **Disseminate EHRA EUROPACE – CARDIOSTIM 2015 scientific programme and general information easily to participants**
- Enhance the delegates' congress experience by facilitating and optimising decision-making for participants
- Offer functionalities to congress delegates:
 - o Daily bulletins pushed on mobile devices
 - o Interactive maps to locate exhibitors and sessions rooms
 - o Sessions objectives & abstracts available for consultation within the app
 - o Powerful search functionality throughout the congress scientific content
 - o Creation of personalised programmes & to do lists
 - o Take notes of specific sessions and share these with colleagues
 - o Find practical information about the Congress
- Provide participants and exhibitors with sustainable content options
- Broaden the access to social networking platforms
- Extend the EHRA EUROPACE – CARDIOSTIM 2015 brand
- Decrease the need for paper programmes on-site (social responsibility ~5000 programmes were traditionally printed)
- New technologies to reach a younger target audience
- Provide the sponsor SERVIER with the best visibility in the app.
- Enter the "personal" delegates telephone
- Extend the Congress experience and brand visibility

This year, **the Final Programme was only accessible online and the mobile app**. No printed version was given to the delegates.

7.2 Promotion of the app

In order to obtain a large number of downloads and to anticipate Wi-Fi issues on-site, we promoted the mobile app before the congress starts. This promotion allowed delegates to test the mobile app functionalities, and prepare their attendance and schedule before arriving in Milan. The mobile app web page and promotion was launched on **16 February** (~4 months before the congress starts.)

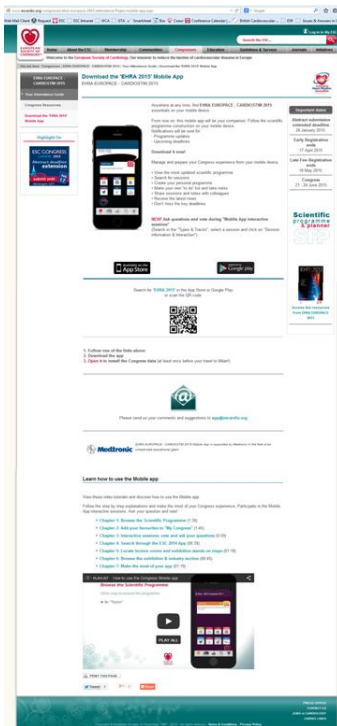
7.2.1 Promotion made in stores:

- A unique meaningful name with EHRA brand name to be easily found in App store/Google or other search engines "EHRA 2015"
- Available free of charge with no log-in required
- Available on the App Store and on Google Play as of 13 February. (~4 months before the congress starts.)

Link to App Store: <http://bit.ly/1yfpM7i> Link to Google play: <http://bit.ly/1yfpNYS>



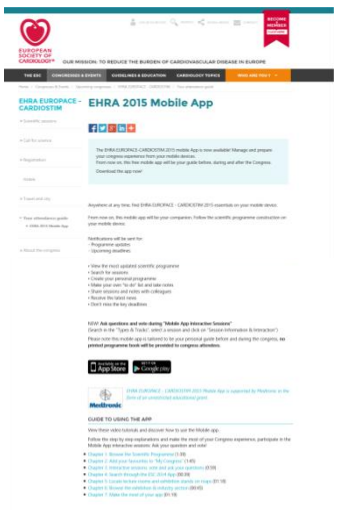
7.2.2 Promotion made on the EHRA EUROPACE - CARDIOSTIM section on the ESC website:



- A **dedicated webpage** promoting the mobile app was created on 16 February; this web page gave delegates the QR Codes for iOS and Android mobile devices to easily download it.

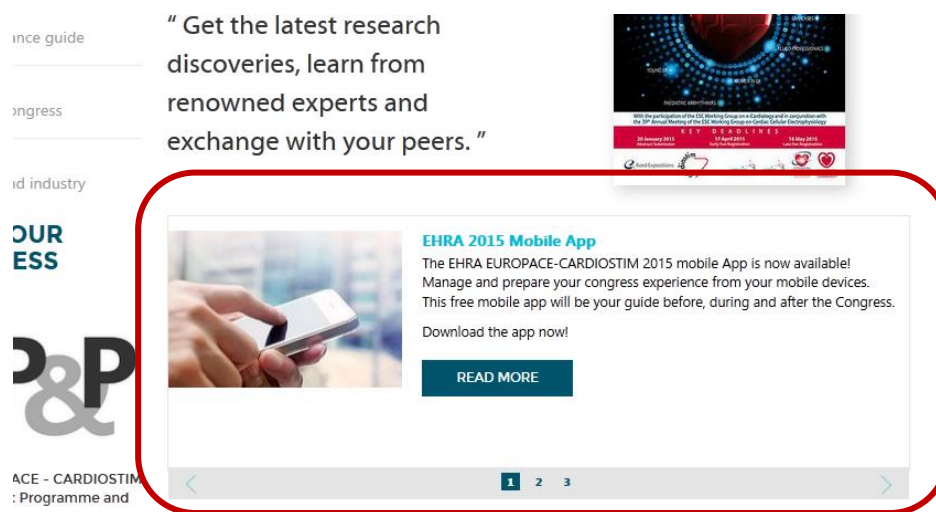
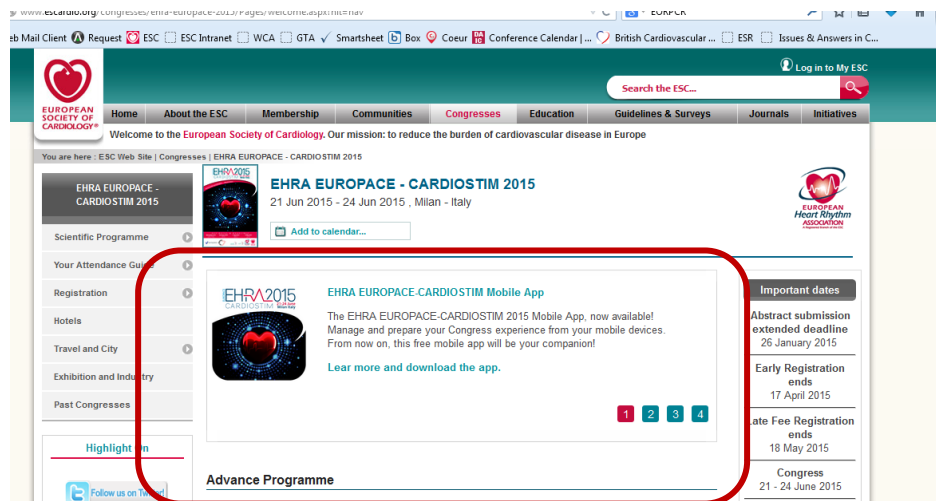
This web page promotes the mobile app functionalities and the process for them.
The sponsor acknowledgement is displayed here.

From 16 February to 09 April this page obtained **223 views**. (Based on Google analytics figures)



Another webpage was launched the same day Escardio 3 was launched: 9 April.

- The **"Top News"** rectangle is displayed on every page in the EHRA EUROPACE – CARDIOSTIM 2015 section and EHRA webpage since 02 March. This promotional tool offers a quick access to the Mobile app webpage.



- The mobile app webpage was also promoted at the bottom of the congress webpage (starting mid-April):



Photo gallery EHRA EUROPACE - CARDIOSTIM 2015
Check out all the activities from EHRA EUROPACE - CARDIOSTIM 2015 in the

FOCUS ON

There are numerous ways to view the scientific programme:

- Mobile app - download the app to consult the programme wherever you are on your mobile device.
- Scientific Programme & Planner - for a detailed description of sessions, timings and locations and access to resources
- Final Programme - for an overview of the congress schedule

7.2.3 Promotion made through e-Blast (e-campaign):

Many emails were sent including mobile app promotion:

- My ESC Congresses and Events newsletter – sent on 12 March to 39 027 recipients

NEWS HEADLINES

MY ESC CONGRESSES AND EVENTS

10 March 2015

EHRA EUROPACE - CARDIOSTIM 2015
21 to 24 June 2015, Milan - Italy



EHRA EUROPACE - CARDIOSTIM 2015 gathers more than 5,000 professionals working in the field of arrhythmias and electrophysiology. Register before 17 April for the Early Fee! **EHRA members have access to special sessions and many other benefits!**

Discover the **Advance Programme** online and download the **Mobile App** to discover the most up-to-date scientific programme, search for topics or speakers, create your own personal itinerary and get all the practical info you may need!

REGISTER


- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 2 April to 74 289 recipients

If you are having trouble viewing this email, please [click here](#)

EHRA EUROPACE - CARDIOSTIM 2015
21 - 24 JUNE MILAN ITALY

Stay tuned with the EHRA EUROPACE-CARDIOSTIM 2015 mobile app and get the latest info!

Dear Mrs Molies,




The **EHRA EUROPACE-CARDIOSTIM Congress** is approaching and the "EHRA 2015" FREE mobile app will be your guide before, during and after the congress as there will be **no printed Final Programme**. This fully updated "**EHRA 2015**" mobile app will provide you with all the practical information you may need and will be the fastest way to review the Scientific Programme.

What will you find in the EHRA 2015 mobile app?

- 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 the key deadlines...

NEW! Ask questions and vote during "Mobile App interactive sessions"



How to get it?

Search for 'EHRA 2015' in the App Store or Google Play or scan the QR code.

We look forward being connected to you and welcoming you in Milan on 21-24 June 2015.

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 13 April to 49 709 recipients



CONGRESSES & EVENTS

EHRA EUROPACE - CARDIOSTIM 2015




21 - 24 JUNE MILAN ITALY

Last few days to register at the Early Fee!

Dear Mrs Molies,



Register before 17 April and benefit from the best price!

Join us at **EHRA EUROPACE - CARDIOSTIM 2015**, 21-24 June, in Milan, Italy: our biennial gathering of more than 5000 professionals from the field of arrhythmias and electrophysiology.

Register now and save up to 165 euros!



For more information you can:


- Browse the [Scientific Programme & Planner](#)
- Consult the [Advance Programme](#)
- Download the [EHRA 2015 mobile app](#).

Did you know that EHRA Members get even more for less?

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 23 April to 2 381 recipients



DOWNLOAD the EHRA 2015 Mobile App!

If you are having trouble viewing this email, please [click here](#)




NEWS HEADLINES

**EUROPEAN HEART RHYTHM
ASSOCIATION**

DOWNLOAD the EHRA 2015 Mobile App!



The **Advanced Programme** and the **Scientific Programme & Planner** are already online. Don't forget to download your guide before, during and after the congress: **The EHRA 2015 Mobile App!**

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 23 April to 6 721 recipients

If you are having trouble viewing this email, please [click here](#)



EHRA EUROPACE - CARDIOSTIM 2015



For more information about the Congress, you can :

- Browse the [Scientific Programme & Planner](#)
- Consult the [Advance Programme](#)
- Download the [EHRA 2015](#) mobile app.

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 12 May to 6 636 recipients / Sent on 05 June to 3 486 recipients

If you are having trouble viewing this email, please [click here](#)



EHRA EUROPACE - CARDIOSTIM 2015



EHRA EUROPACE - CARDIOSTIM 2015 represents four days of scientific sessions, 14500+ submitted abstracts, 5000+ healthcare professionals from 100+ countries, 1800m² of exhibition, 22 satellite symposia. **Make sure you download the Mobile App, printed versions of the Final Programme will not be offered.**

- My ESC Congresses and Events newsletter – sent on 05 June to 77 330 recipients

If you are having trouble viewing this email, please [click here](#)

NEWS HEADLINES



MY ESC CONGRESSES AND EVENTS



EHRA EUROPACE - CARDIOSTIM 2015

21 - 24 June 2015, Milan - Italy



Plan your attendance on the [Scientific Programme & Planner](#) and download the [Mobile App](#) to finalise your own programme

New in 2015: EHRA Members will have access to exclusive Scientific Sessions dedicated to them! [Join EHRA](#).

The programme will feature new research discoveries, opportunities to learn from world renowned experts and discussions with colleagues and peers.

Join us today!



REGISTER

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter –sent on 09 June to 3 586 recipients

If you are having trouble viewing this email, please [click here](#)



EHRA EUROPACE - CARDIOSTIM 2015



21 - 24 JUNE MILAN ITALY

Get ready for EHRA EUROPACE-CARDIOSTIM 2015

Dear Mrs Molies,

EHRA EUROPACE-CARDIOSTIM 2015 is around the corner! Get ready to make the most of your attendance.

How to get prepared



Please note that this year, the congress is going eco-friendly, thus, no printed final programme will be available onsite.

To discover the programme use the **Scientific Programme and Planner**, the mobile app or the online final programme:

Download the EHRA 2015 mobile app

- Access the most up-to-date programme
- Create your personalised schedule
- Receive the news and updates
- Navigate the maps to familiarise with the congress centre

Important: open it once to download the data before you leave home!

- EHRA newsletter – sent on 11 June to 3 585 recipients

If you are having trouble viewing this email, please [click here](#)

EUROPEAN HEART RHYTHM ASSOCIATION



This year, **no printed final programme will be available on-site**. You can find a **pdf version** to print the pages you are interested in. You can also find all the information you need in the **EHRA 2015 Mobile App**.

EHRA EUROPACE - CARDIOSTIM 2015 represents four days of scientific sessions, 1500+ submitted abstracts, 5000+ healthcare professionals from 100+ countries, 1800m² of exhibition, 22 satellite symposia. **Make sure you download the EHRA 2015 Mobile App, printed versions of the Final Programme will not be offered.**

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 15 June to 2 971 recipients

If you are having trouble viewing this email, please [click here](#)



EHRA EUROPACE - CARDIOSTIM 2015



BEFORE YOU LEAVE



Please note that no printed final programme will be available onsite. Have a look at the online version

Download the 'EHRA 2015' Mobile App, your congress guide before, during and after the congress

- Create your personalised programme
- Receive the news and updates
- Navigate the maps to familiarise with the congress!
- Vote during interactive sessions

Important: open it once to download the data before you leave home!

- ☐ Use the 'EHRA 2015' Mobile App to access the programme and vote during interactive sessions.

- EHRA EUROPACE – CARDIOSTIM 2015 newsletter – sent on 20 June to 3 982 recipients / Sent on 21 June to 3 982 recipients

If you are having trouble viewing this email, please [click here](#)



EHRA EUROPACE - CARDIOSTIM 2015



SESSIONS NOT TO MISS

Here is a list of sessions not to be missed:

- ✓ Allied professionals - Remote monitoring and remote treatments (in Italian)
08:30 - 10:00, room Bari
- ✓ Problemi e competenze di interesse infermieristico nella cure delle aritmie - Nursing issues and skills in arrhythmia care (in Italian)
11:00 - 12:30, room Bari
- ✓ Recorded session - Robotics and technologies to facilitate atrial fibrillation ablation and device implantation
11:00 - 12:30, room Milano
- ✓ Honorary Lecture
14:00 - 15:30, room Milano
- ✓ Allied professionals - Guidelines, What is in it for

MOBILE APP

Download the EHRA 2015
Mobile App



Your guide before, during and after the Congress.

7.2.4 Promotion made on other websites:

The mobile was also promoted on the Cardiac Rhythm News website from 13 February until 31 May.

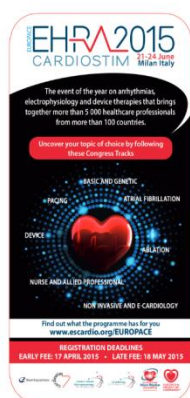


The campaign results are the followings:

| Date | Impressions | Clicks |
|--------------|---------------|-----------|
| 13/02-28/02 | 4 657 | 8 |
| 01/03-31/03 | 23 269 | 21 |
| 01/04-30/04 | 20 375 | 15 |
| 01/05-31/05 | 22 298 | 19 |
| TOTAL | 70 599 | 63 |

7.2.5 Promotion made through printed elements before the congress

1 000 flyers promoting both the congress and the mobile app were printed and distributed at the following events:



- Czech Cardiac Society congress, 24-27 May 2015, Brno, Croatia
- AMCO, 04-06 June 2015, Milan, Italy
- British Cardiac Society congress, 08-10 June 2015, Manchester, UK
- EHRA courses, London, UK
- EuroHeartCare 2015, 14-15 June 2015, Dubrovnik, Croatia
- EHRA EUROPACE - CARDIOSTIM 2015, 21-24 June 2015, Milan, Italy

7.2.6 Promotion on Social Media

The mobile app was also promoted via Twitter.



7.2.7 Promotion made on-site:

15 iPads were spread out into the congress venue in order for the delegates to have access to the final programme via the mobile app.

Meanwhile the mobile app has been promoted through different means during the congress.

| On the delegates' badge | In the Final Programme (available only online) |
|--|---|
| This is your CONGRESS BADGE Venue Information MiCo Milano Congressi Piazzale Carlo Magno, 1 20149 Milan, Italy Download the "EHRA 2015" Mobile App Search for "EHRA 2015" in your App Store or Google Play or scan the QR code Available on IOS and Android devices The ESC manages data concerning you and you have a right to access and rectify this information by contacting: Data Privacy - Customer Services at the European Society of Cardiology. N.B. : Please be aware that when presenting your badge on an exhibiting stand during the event, the following personal data can be retrieved: first name, last name, address, tel, fax, email and professional data | EHRA EUROPACE-CARDIOSTIM 2015 in the palm of your hand! The "EHRA 2015" Mobile App is available now! This free Mobile App will be your guide before, during and after the congress. Download the app now! Scan the QR Code or search for "EHRA 2015" in the App Store or Google Play App Store Google play Anywhere, at any time, find EHRA EUROPACE - CARDIOSTIM 2015 essentials on your mobile device. Manage and prepare your congress experience: • View the entire scientific programme • Receive frequent updates • Search for the key opinion leaders, international experts, faculty members • Create your personal schedule • Don't miss the key deadlines! • NEW! Ask questions and vote during "Mobile App interactive sessions!" Please note this Mobile App is tailored to be your personal guide before and during the congress, no printed programme book will be provided to congress attendees. EHRA EUROPACE - CARDIOSTIM 2015 Mobile App is supported by Medtronic in the form of an unrestricted educational grant |

Onsite Totem



On the Programme at a glance

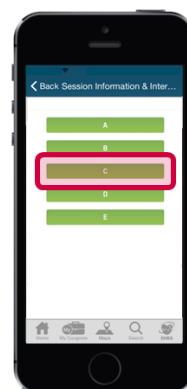


During Mobile App Interactive Sessions (slideshow)

Mobile App Interactive Sessions

New this year: Mobile App Interactive Sessions

- Make sure you are connected to the Wi-Fi
(Name: *ehra-congress* – password: *ehra-congress*)
- Tap “Types & Tracks”
- Tap “Mobile App Interactive Session”
- Select the session you are attending to
- Once on the session, tap “Session Information & Interaction”
- Vote when prompted by the speaker
- Cast your vote by tapping on the selected answer



#ehraeuropace

www.escardio.org/EUROPACE

7.3 EHRA EUROPACE 2015 Mobile App Figures

7.3.1 General metrics

There were a total of 5 723 participants at EHRA EUROPACE – CARDIOSTIM 2015. The EHRA 2015 Mobile App was downloaded **3 787 times**, which represents an impressive **66%** of the participants.

Comparison to 2013 app and other 2015 congresses:

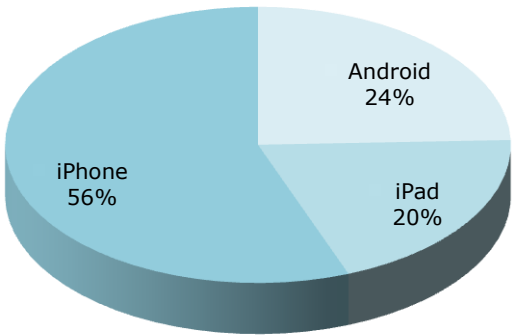
| | % of participants who have downloaded the app |
|------------------|---|
| EHRA 2013 | 35% |
| EuroPrevent 2015 | 57% |
| HF 2015 | 59% |

The higher percentage can be explained as there was no printed final programme this year.

7.3.2 Downloads per platform

Downloads per iPhones and iPads (2 861 downloads in total) were largely used by our audience. 76% of downloads were on iOS. This stresses the need to focus development on iOS devices for future apps.

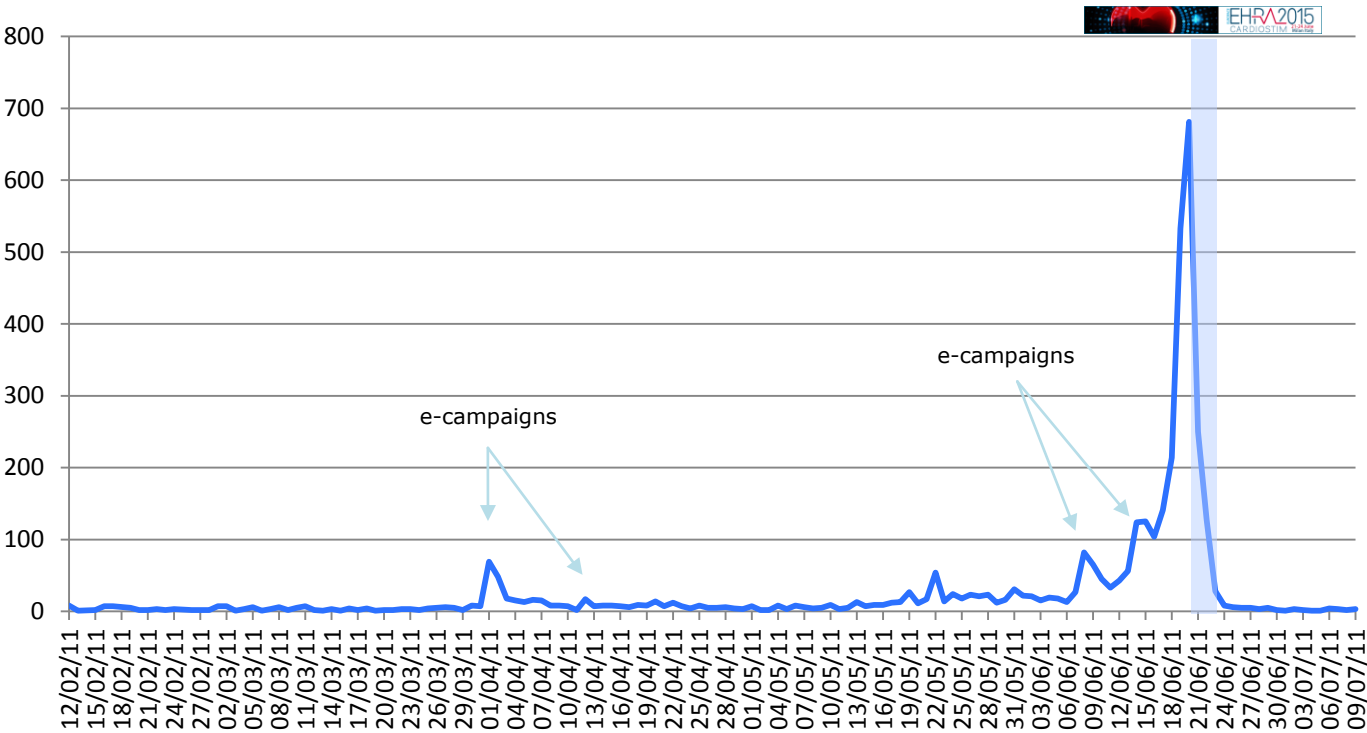
This result give us an indication about EHRA EUROPACE – CARDIOTSIM 2015 audience, if we compare these result with delegates attending Heart Failure 2015, the iOS devices represent 70% of downloads.



| Downloads per platform | |
|------------------------|-------|
| iOS | 2 861 |
| Android | 926 |

7.3.3 Downloads per day

With this graph, we can follow the number of downloads per day and we can see the positive effects of e-campaigns:



7.3.4 Downloads per language

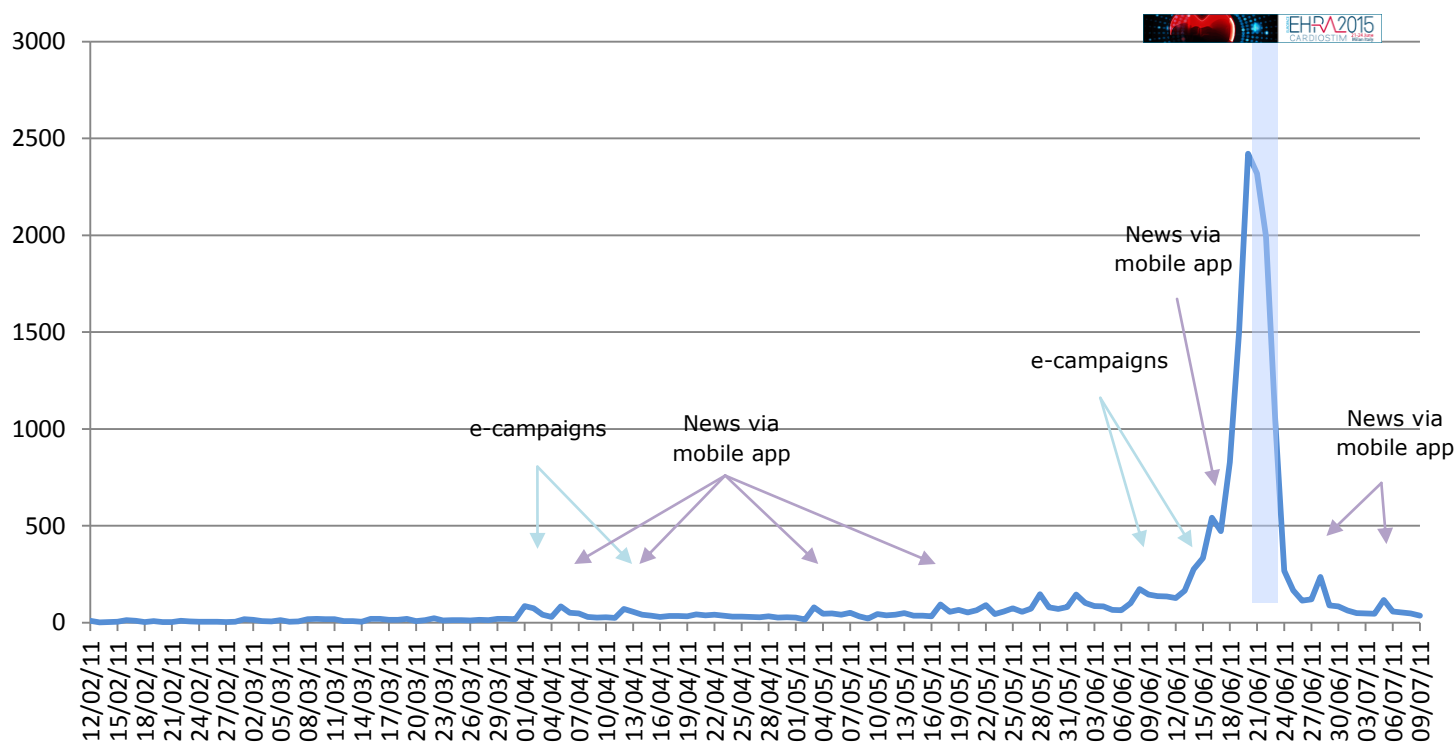
The language information gives an indication about the demographics of the users. It reflects the language setting on the device of the user (but not in which countries the app was downloaded, or where these people were coming from).

English is still #1, however German is now #2 (was #3 in 2013), and Italian is #3 (was #4 in 2013). It's interesting to see that the proportion of Japanese speaking delegates has increased. They are now in #7 while they were in #10 in 2013. Russian are still in the top 10 and Polish are now in the top 10 as well.

| Language | Downloads | Proportion |
|------------|-----------|------------|
| English | 1 206 | 32% |
| German | 463 | 12% |
| Italian | 327 | 9% |
| Dutch | 301 | 8% |
| French | 282 | 7% |
| Spanish | 177 | 5% |
| Japanese | 154 | 4% |
| Portuguese | 123 | 3% |
| Polish | 115 | 3% |
| Russian | 101 | 3% |

7.3.5 Users per day

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



On the most intensive day, 21 June, the app was used by almost **2 420** professionals. The two news sent after the congress were on the congress post survey. Even though, there were Wi-fi issues during the congress, most of the delegates have used the mobile app.

7.3.6 Popular Sessions/Presentations

Thanks to the mobile app we can see which of the sessions/presentations are the most popular:

- regarding the number of views

| Session/Presentation's name | Views |
|---|-------|
| Cardiac resynchronisation therapy (CRT) in the near future: what developments? | 2 079 |
| Catheter ablation of complex ventricular arrhythmias* | 2 052 |
| Cardiac resynchronisation therapy (CRT) in heart failure: indication or not? | 2 017 |
| Late Breaking Trial | 1 997 |
| Troubleshooting in surface ECG* | 1 779 |
| Management of atrial fibrillation – new ideas for 2015 | 1 773 |

**Catheter ablation of complex ventricular arrhythmias is a joint session with SOLAECE
Troubleshooting in surface ECG is an educative session by RETAC Group*

All the other sessions obtained less than 1 750 views.

- regarding the number of times they were added in *My Favourites*

| Session/Presentation's name | Favourites |
|---|------------|
| Troubleshooting stored data in ICDs: is it VT, SVT, both or neither? Part 1** | 445 |
| Troubleshooting stored data in ICDs: is it VT, SVT, both, or neither? Part 2** | 429 |
| Cardiac resynchronisation therapy (CRT) in heart failure: indication or not? | 427 |
| Cardiac resynchronisation therapy (CRT) in the near future: what developments? | 417 |
| The ECG in arrhythmogenic syndromes | 405 |
| Catheter ablation of complex ventricular arrhythmias | 404 |

***Troubleshooting stored data in ICDs: is it VT, SVT, both or neither? Part 1 – part 2 are case based sessions*

All the other sessions added less than 400 times.

We can see that 3 out 5 sessions/presentations with the higher number of pageviews are also added as favourites in the mobile app.

7.3.7 Search queries

The top 10 of words searched through the Search engine are:

- "Brugada" – 95 times
- "Kuck" – 80 times
- "Della bella" – 74 times
- "wifi" – 63 times
- "hindricks" – 60 times
- "bongiorni" – 57 times
- "Jais" – 57 times
- "Poster" – 53 times
- "pappone" – 51 times
- "leadless" – 48 times

It's interesting to see that most of the delegates use the search engine to look for presenters/speakers' name.

7.3.8 Actions

The sample size for these analytics is 3 787 users as users had to connect to the internet after starting using the app for the analytics to be collected.

| Name | Description | Number of hits | Hits per user | Number of users | % of users |
|-----------------------|--|----------------|---------------|-----------------|--------------|
| timeslot | #times any presentation, poster, session, etc. has been viewed | 265 223 | 70 | 3 184 | 84.1% |
| analyticsPost | <i># times analytics have been posted to our server. The closer the percentage is to 100, the more reliable are the figures.</i> | 81 860 | 21.6 | 3 786 | 100% |
| appStart | # times the app has started. Average hits per user is interesting here. | 42 359 | 11.2 | 3 787 | 100% |
| dailyprogramme | # times the daily schedule (Lectern Sessions, Workshops, etc. as well as Poster Sessions) has been selected. | 38 639 | 10.2 | 3 179 | 83.9% |
| favorite | # times anything has been marked as favorite. | 37 164 | 9.8 | 2 043 | 53.9% |
| briefcase_home | # times "My Congress" has been clicked. | 25 759 | 6.8 | 2 447 | 64.6% |
| myProgramme | # times "My Program" has been clicked. | 21 285 | 5.6 | 1 629 | 43% |
| classifier | # times any classifier (subjects, company categories, etc.) has been viewed. | 19 393 | 5.1 | 2 549 | 67.3% |
| search | # times "Search" has been clicked. | 16 271 | 4.3 | 1 682 | 44.4% |
| person | # times any person has been viewed. | 11 406 | 3.0 | 1 590 | 42% |
| announcement | # times any announcement (news item) has been viewed. | 10 280 | 2.7 | 1 427 | 37.7% |
| floorplans | # times the button "Floor Plans" has been clicked. | 9 113 | 2.4 | 2 152 | 56.8% |
| announcements | # times the list of latest news items has been selected. | 8 150 | 2.2 | 1 872 | 49.4% |
| webpage | # times any html page (like "Welcome", "General Info", etc) has been viewed. | 7 870 | 2.1 | 1 881 | 49.7% |
| place | # times any place has been selected to view on the floor plan. | 6 223 | 1.6 | 1 488 | 39.3% |
| escpage | # times the ESC shortcut button has been clicked | 5 767 | 1.5 | 1 993 | 52.6% |
| map | # times any floor plan has been viewed. | 4 970 | 1.3 | 1 435 | 37.9% |
| tagsnotes | # times any "tags & notes" button has been selected. | 4 368 | 1.2 | 1 381 | 36.5% |
| institution | # times any company has been selected. | 2 960 | 0.8 | 673 | 17.8% |

| Name | Description | Number of hits | Hits per user | Number of users | % of users |
|---------------------------|--|----------------|---------------|-----------------|--------------|
| sponsorpage | # times the Medtronic menu button has been clicked | 1 889 | 0.5 | 866 | 22.9% |
| addNote | # notes created | 1 864 | 0.5 | 131 | 3.5% |
| escpage_button | # times any item has been clicked on the ESC page (see tab ESC Page for details) | 1 419 | 0.4 | 614 | 16.2% |
| sponsorpage_button | # times any item has been clicked on the Medtronic page (see tab Medtronic Page for details) | 1 086 | 0.3 | 349 | 9.2% |
| myFavorites | # times "My Favorites" has been selected. | 862 | 0.2 | 386 | 10.2% |
| places | # times the list of places (on a floor plan) has been selected. | 485 | 0.1 | 266 | 7% |
| myNotes | # times "My Notes" has been selected. | 285 | 0.1 | 132 | 3.5% |
| addTag | # tags that were created | 271 | 0.1 | 120 | 3.2% |
| myTags | # times "My Tags" has been selected. | 196 | 0.1 | 114 | 3% |
| myTag | # times any tag has been selected. | 105 | 0 | 32 | 0.8% |
| analyticsDiscarded | # times analytics have been discarded because device was offline too long. The lower this is, the more reliable the analytics results are. | 52 | 0 | 32 | 0.8% |

We can see that more than 8 out of 10 users use the mobile app to consult the scientific programme. It can be explained by the fact that the final programme was only available through the mobile app.

We can also see that mobile users use it several times (11.2 times). Favorite tag and My Programme is better used compared to 2013 (38.8% and 45.5% respectively for the percentage of users in 2013). For the maps, it's better used as well, as in 2013, the percentage of users was 45.8%. The ESC button (EHRA/ESC on the mobile app) is also more used, as in 2013 it was only used by 36% of the users.

In grey, the under used functionalities.

| Button | Views |
|-----------------------------|-------|
| General Info | 5 177 |
| About EHRA | 927 |
| Help | 699 |
| About ESC | 280 |
| About Medtronic | 245 |
| Contact | 210 |
| Medtronic Activities | 202 |
| Contact Medtronic | 130 |

This table presents the number of views for each section. We can see that, amongst these buttons, the pageviews is the highest for "General info" section

If we look further in details the sponsor visibility in the mobile app we can see that the most visited page is "About Medtronic".

Medtronic's page has been viewed 123 times and added 108 to "My Favourites".

Medtronic's sessions pageviews are:

- Improving CRT response: Patient selection, implantation and therapy: 1692 times
- Transcatheter Pacing Systems: From development to clinical results: 1623 times
- Improving outcomes in Paroxysmal and Persistent AF Ablation: 1405 times
- Device infection: prevention & treatment: 1096 times

AF ablation management: Therapy, stroke prevention and monitoring: 972 times

8. Post congress delegate survey

9. EHRA EUROPACE-CARDIOSTIM21-24 June 2015: Milan (Italy) - Post congress survey to participants

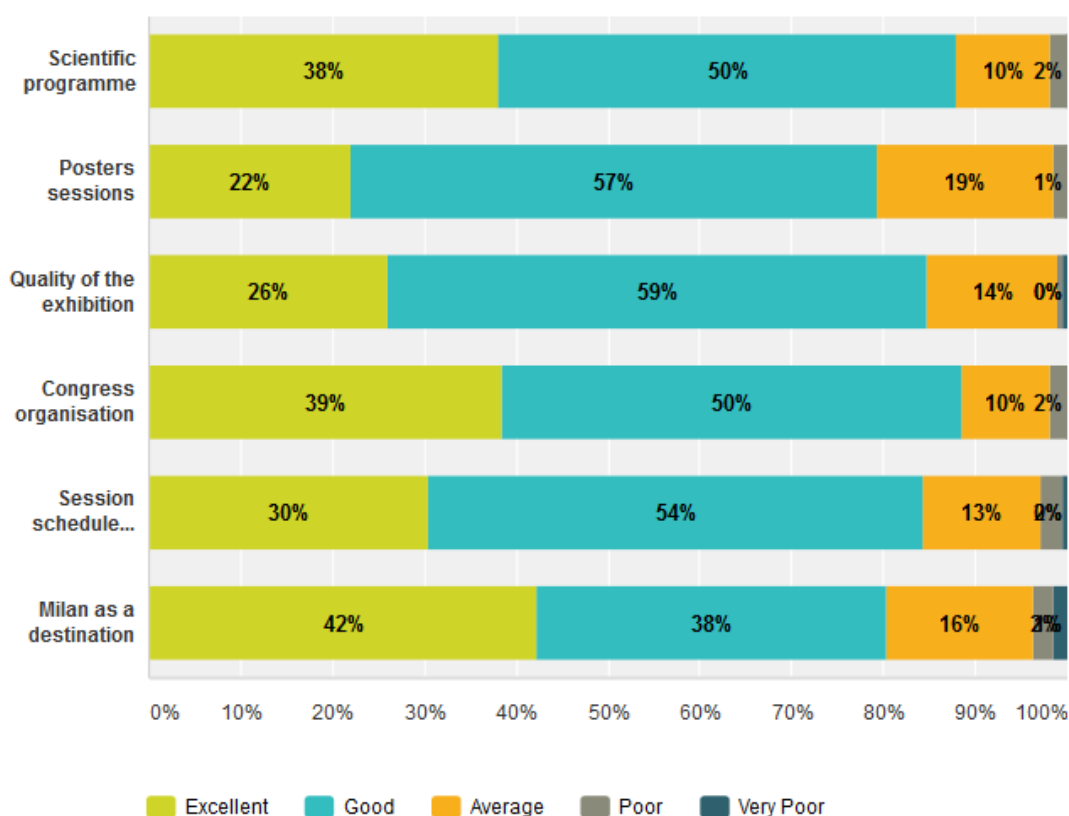
A post-congress survey was sent by email and mobile app to collect data and develop this report based on delegates' expectations and experience at the event. This survey had already been carried out in previous years (2013 in Athens) to allow compilation and comparison.

With 4127 registered, the post-congress survey (18 questions) was sent to 2360 delegates participating at EHRA EUROPACE-CARDIOSTIM 2015, 1372 opened the file and **220** responded to this survey - 19 abandon - 177 answers via the web and 43 via the mobile app.

The survey was sent 5 days after the congress (29rd June 2015 between 11 am to 3pm) closed the 31 July and the majority of responses were given within 2 days (162 answers so 76 % between the 29 & 30 June) after the delegates received it.

Here are the answers

1. Please rate the following in terms of fulfilling your expectations at EHRA EUROPACE-CARDIOSTIM 2015

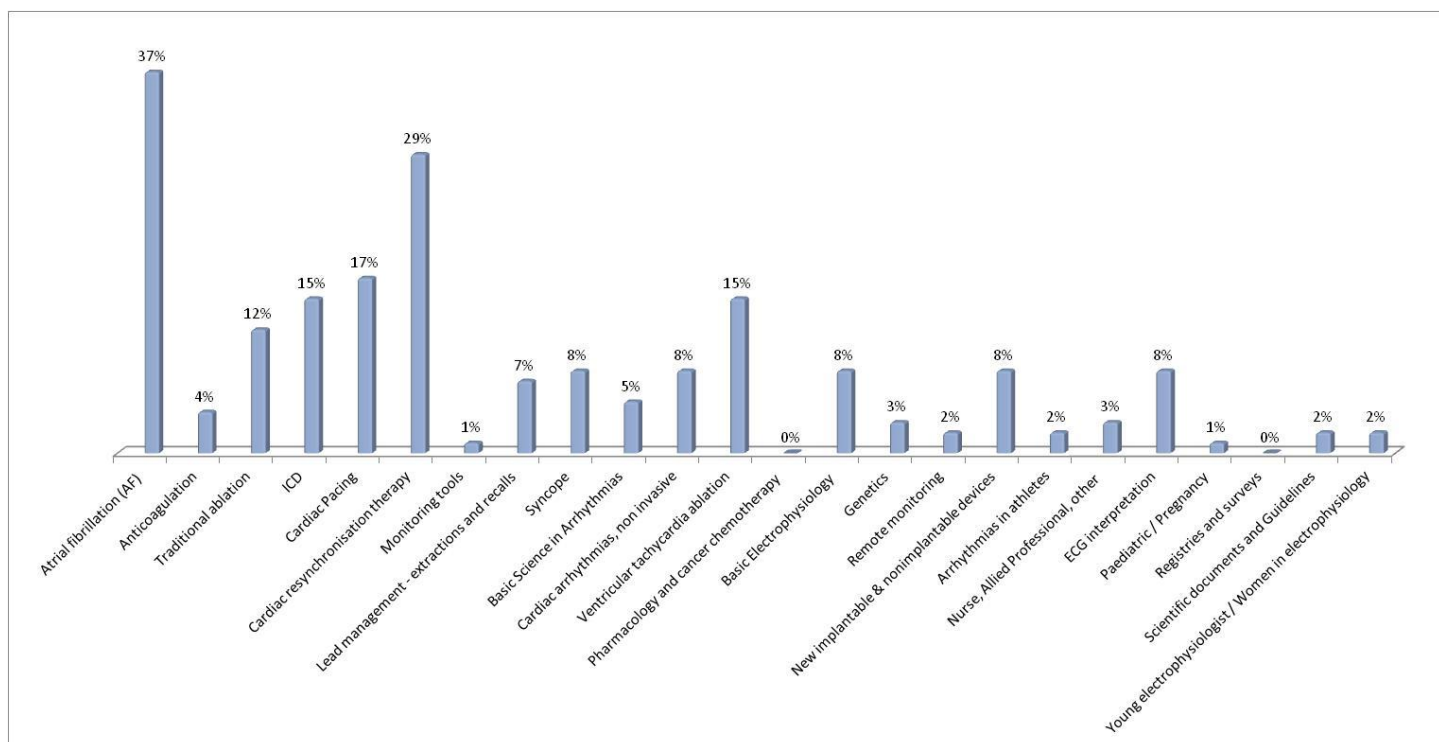


In terms of fulfilling your expectations at EHRA EUROPACE- CARDIOSTIM 2015 we can notice the very good percentage regarding the :

- "congress organisation" 89 % "good" or "excellent"
- the "quality of the exhibition" 85 %
- the destination (Milan) 80 %
- The Scientific programme was attractive in 2015 with 88% "good" or "excellent" – same as in 2013 in Athens

In a global note the Milan congress gave a better image, organisation, destination and venue

1. Which of the following topic(s) are of most interest to you?

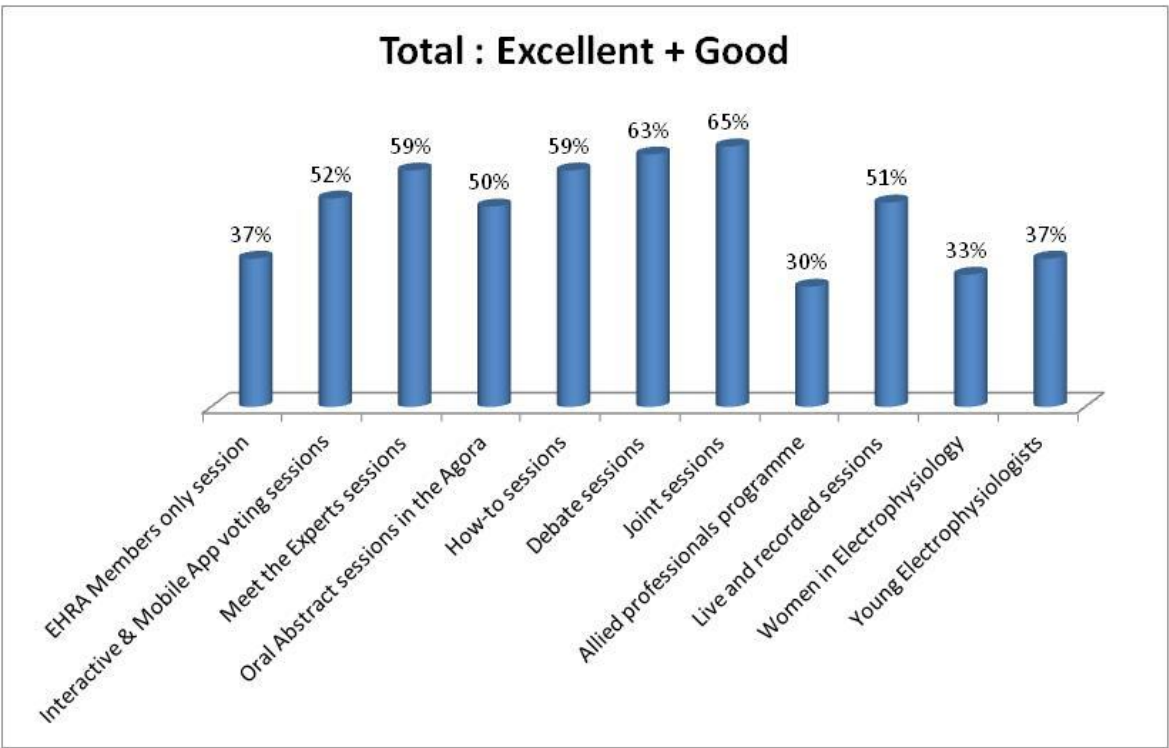
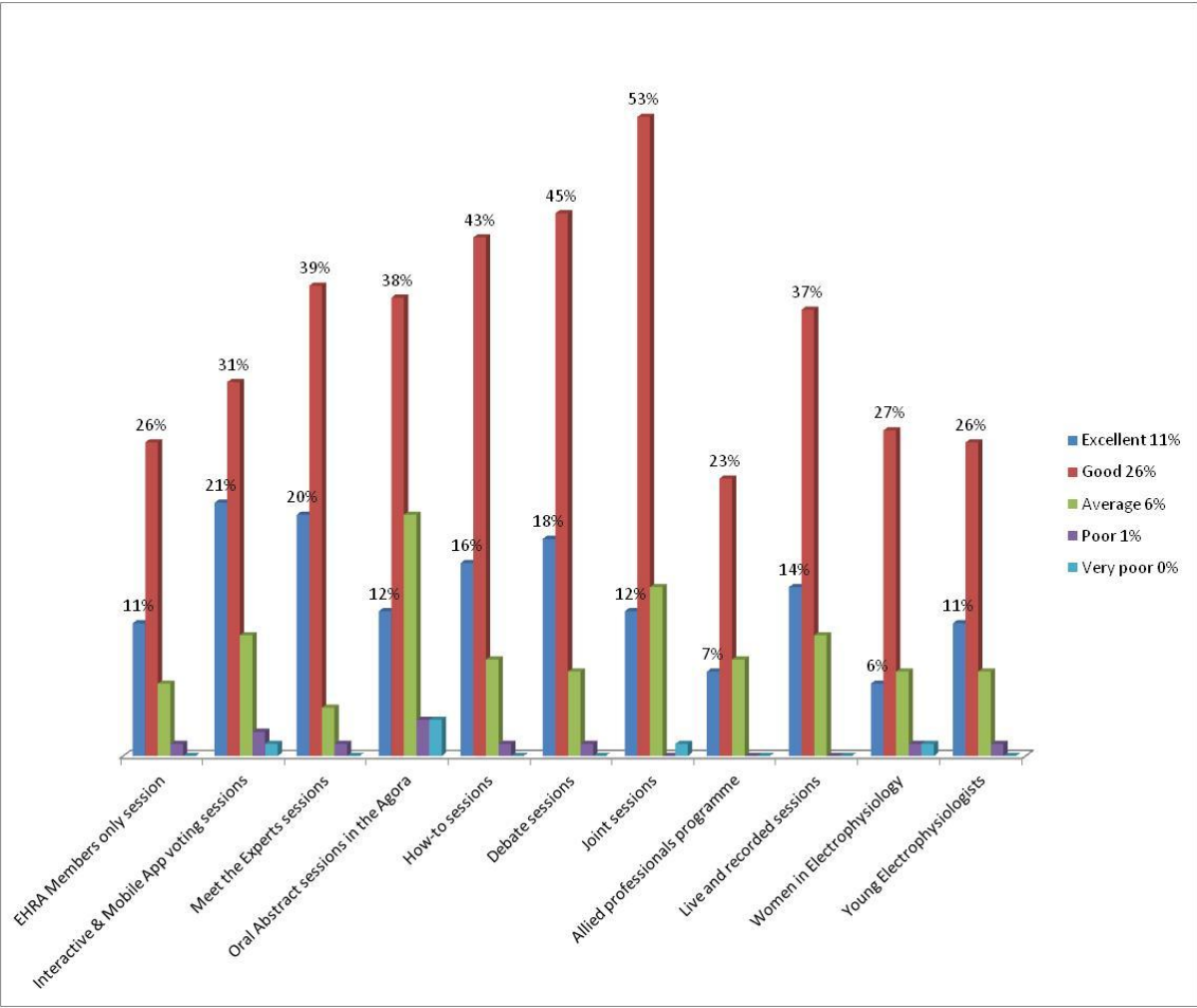


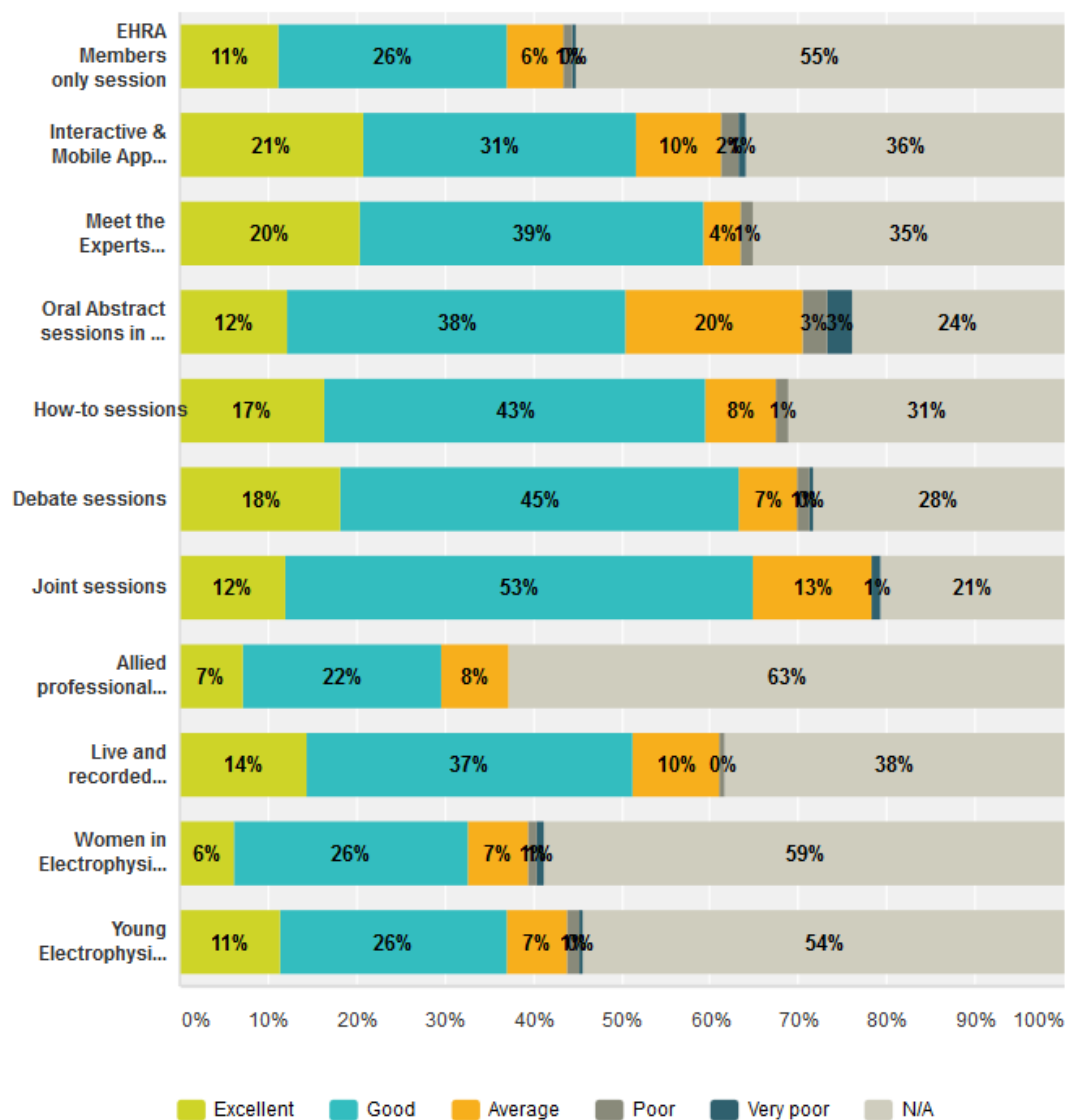
Regarding the 2015 topics,

- 1st place: "Atrial fibrillation" is the most interesting topic with 37%
- followed with 29 % for "Cardiac resynchronisation therapy"
- 3rd position with 17% "Cardiac Pacing".

2. Please give us your opinion on these special sessions at EHRA EUROPACE-CARDIOSTIM 2015

3 graphics for this question

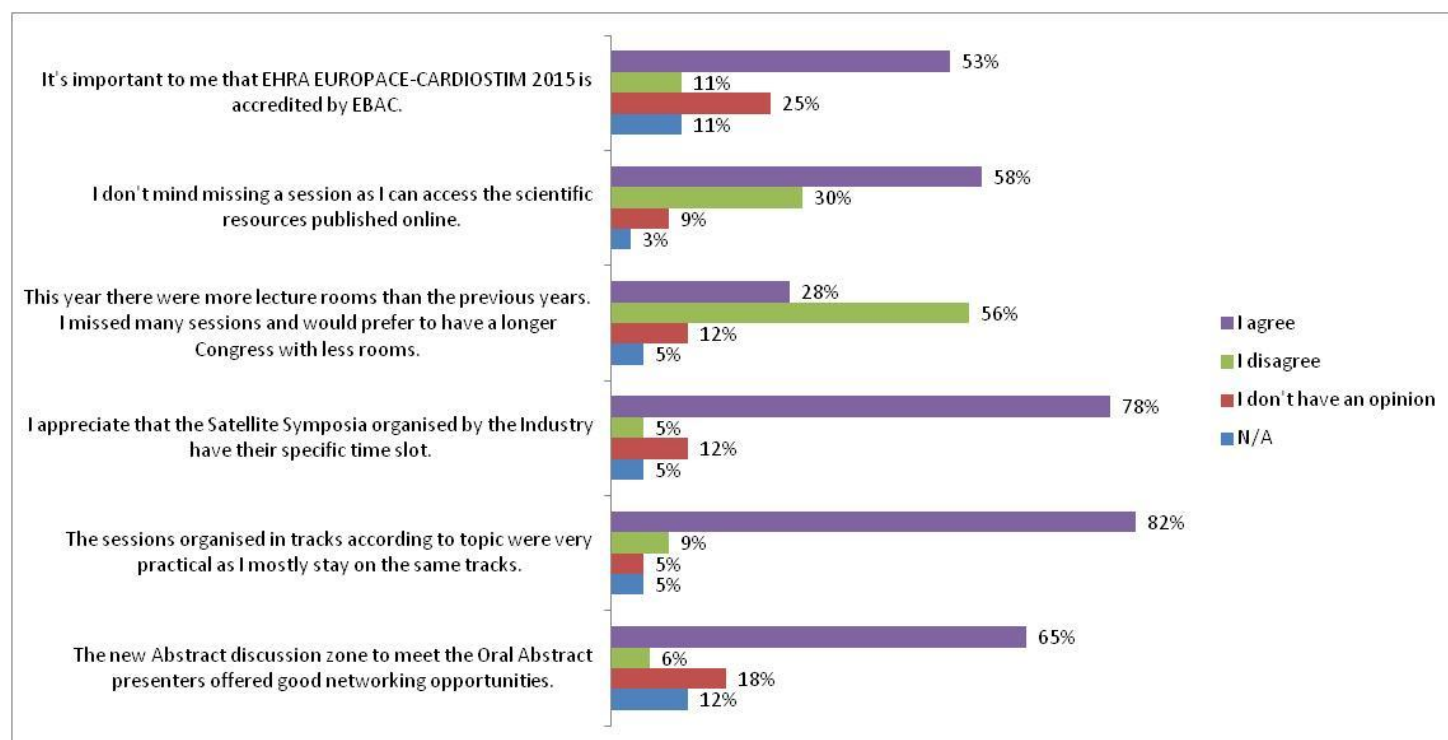




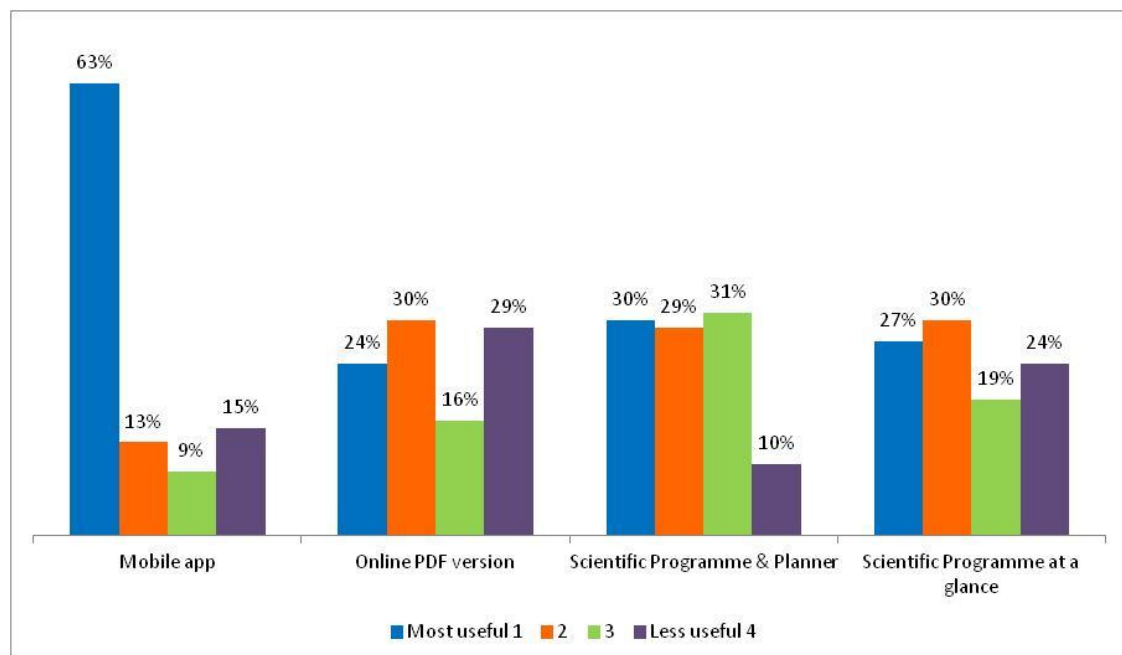
Regarding the opinion on these special sessions, we can notice the strong interest with “good” or “excellent” for

- “Joint sessions” with 65%
- “Debate sessions” with 63%
- “How-to sessions” and “Meet the experts session” with 59%

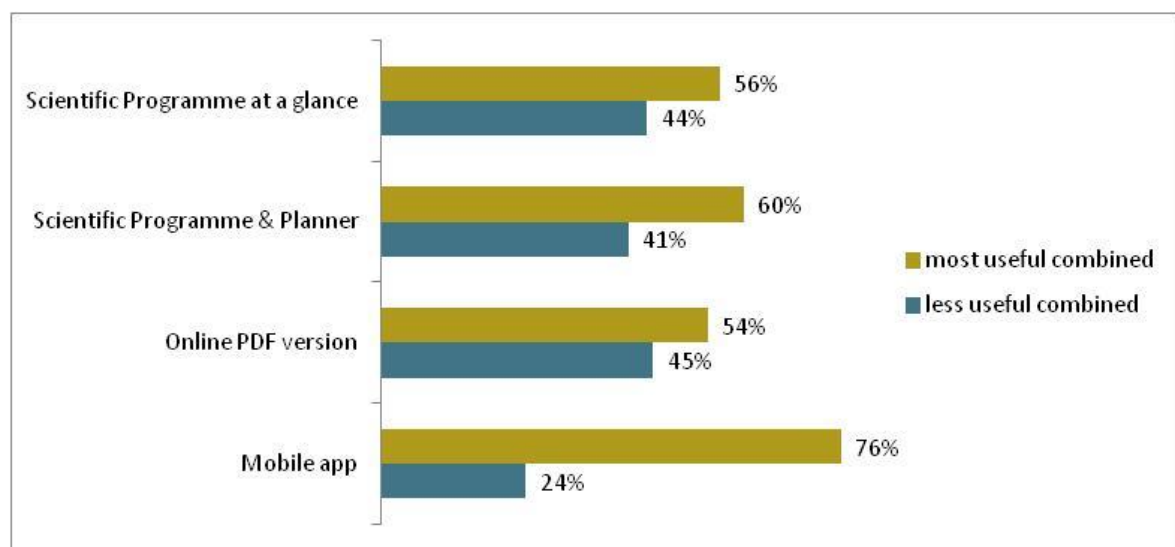
3. Please could you tell us about your opinion regarding the following congress features

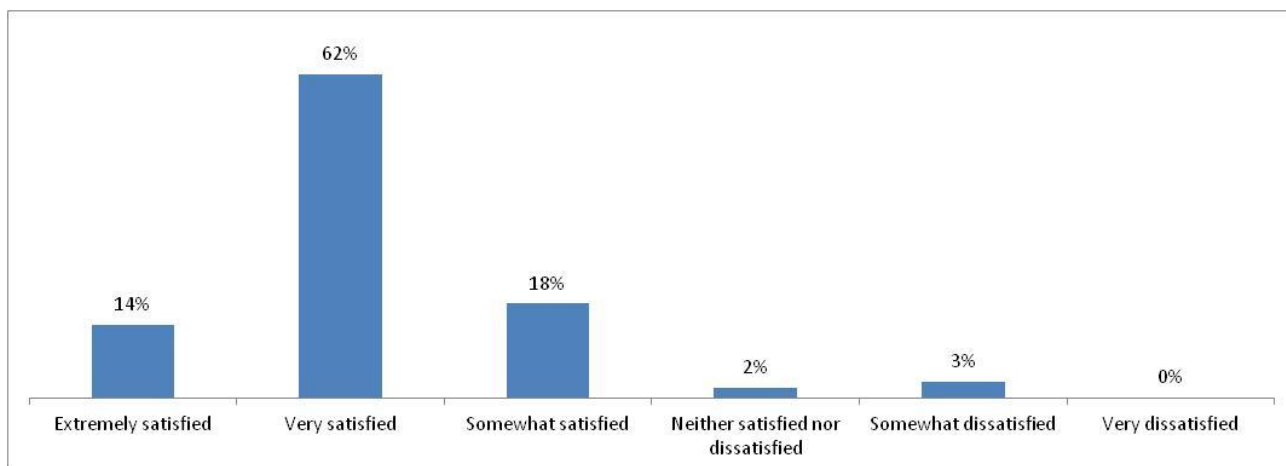


4. Regarding the Scientific Programme, which of these versions was the most useful to you ?



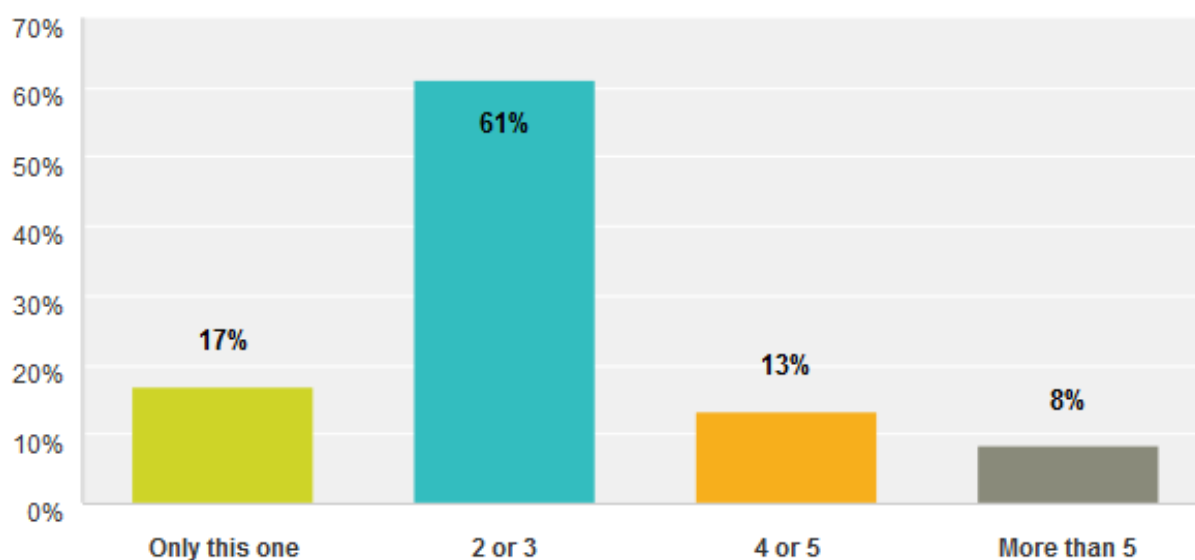
The mobile app is the most useful support for 63 % of delegates (76% if i combine most useful and useful)





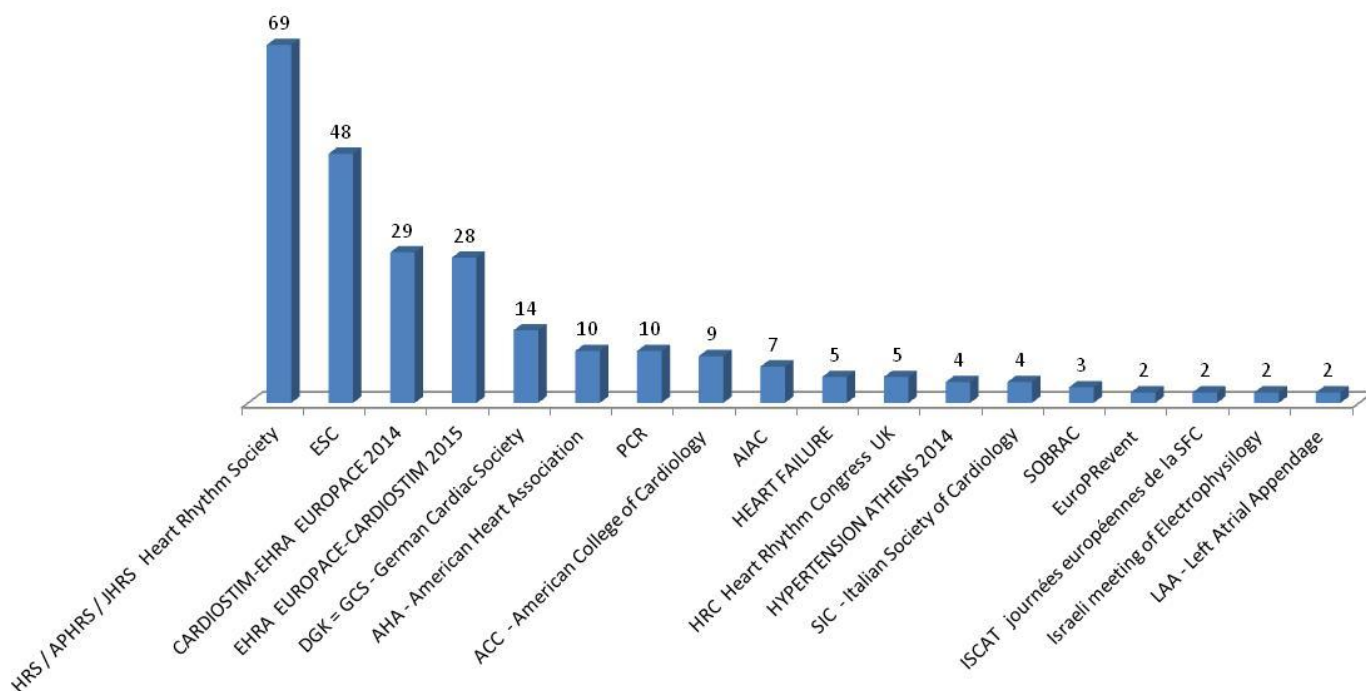
76 % of the delegates were “extremely or very” satisfied with the experience using the Scientific Programme

5. How many congresses have you attended in the last 12 months?



6. Which congresses did you attend in the last 12 months?

Respondent's comments:



HRS / APHRS / JHRS (Heart Rhythm Society)

ESC

CARDIOSTIM EHRA EUROPACE 2014

EHRA EUROPACE-CARDIOSTIM 2015

DGK = GCS (German Cardiac Society)

AHA - American Heart Association

PCR

ACC - American College of Cardiology

AIAC

HEART FAILURE

HRC Heart Rhythm Congress UK

HYPERTENSION ATHENS 2014

SIC - Italian Society of Cardiology

SOBRAC

EuroPrevent

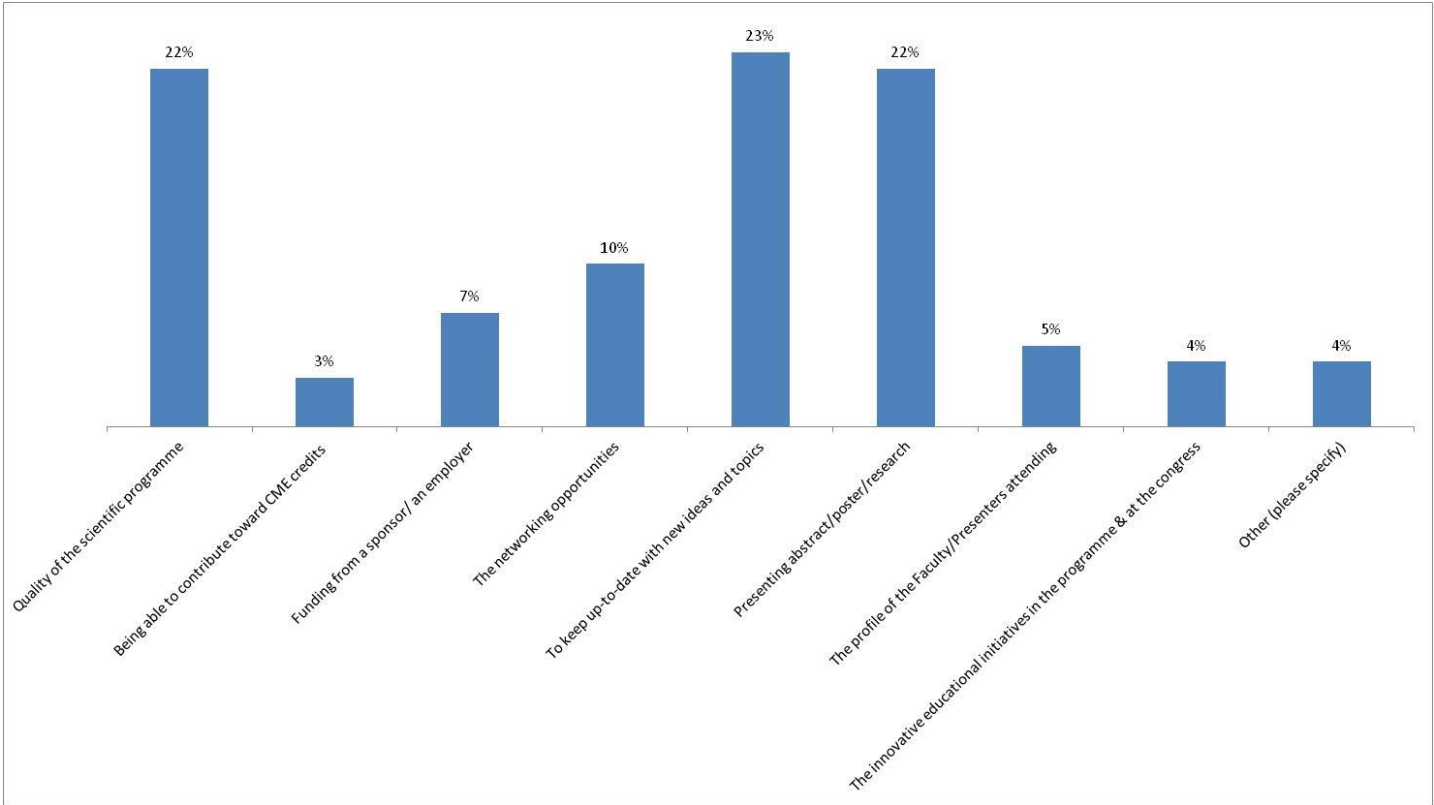
ISCAT journées européennes de la SFC

Israeli meeting of Electrophysiology

LAA - Left Atrial Appendage

7.

8. Which factor was the most important in your decision to attend the congress this year?



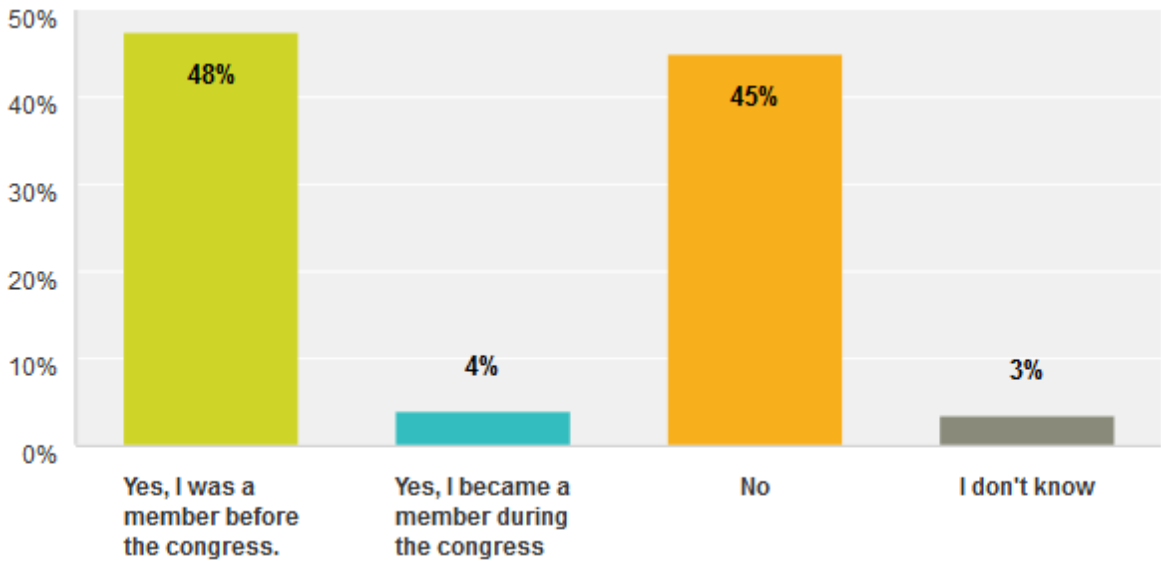
The most important decision to attend the congress this year was for 23% the factor

- to keep up-to-date with new ideas and topics

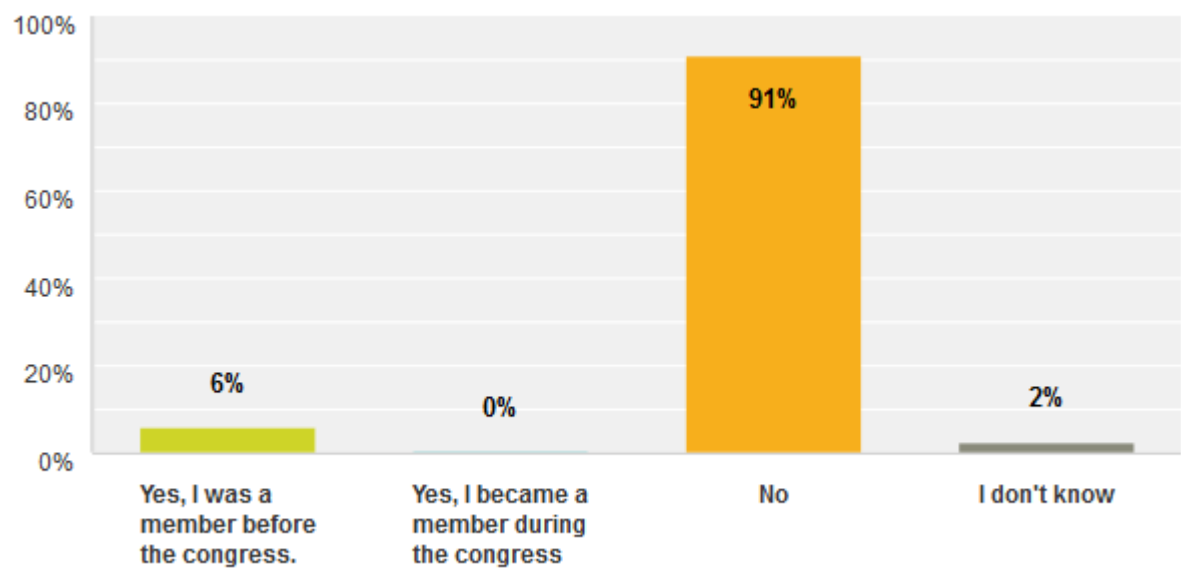
With 22% : 2 points went out regarding the factors to attend the congress this year

- Quality of the scientific programme
- Presenting abstract/poster/research

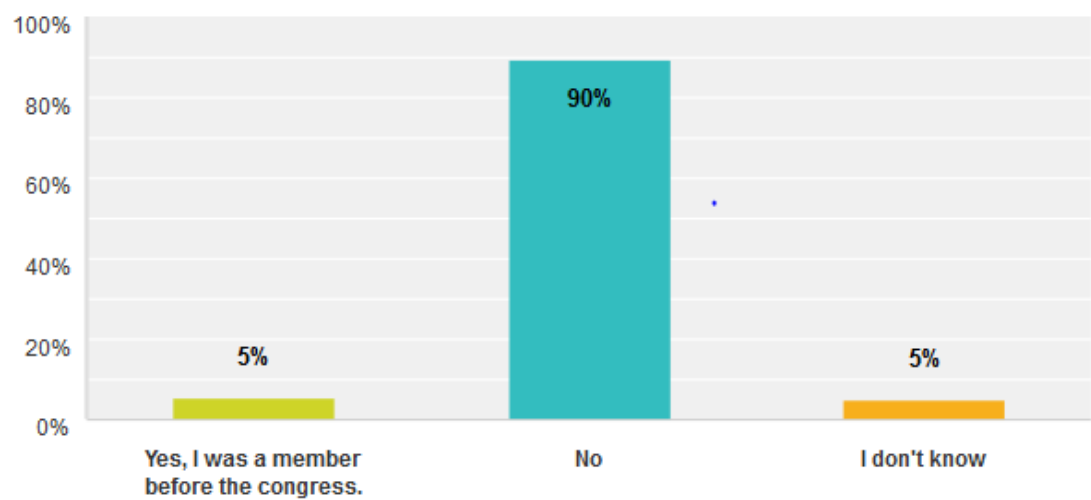
9. Are you a member of the European Heart Rhythm Association (EHRA)?



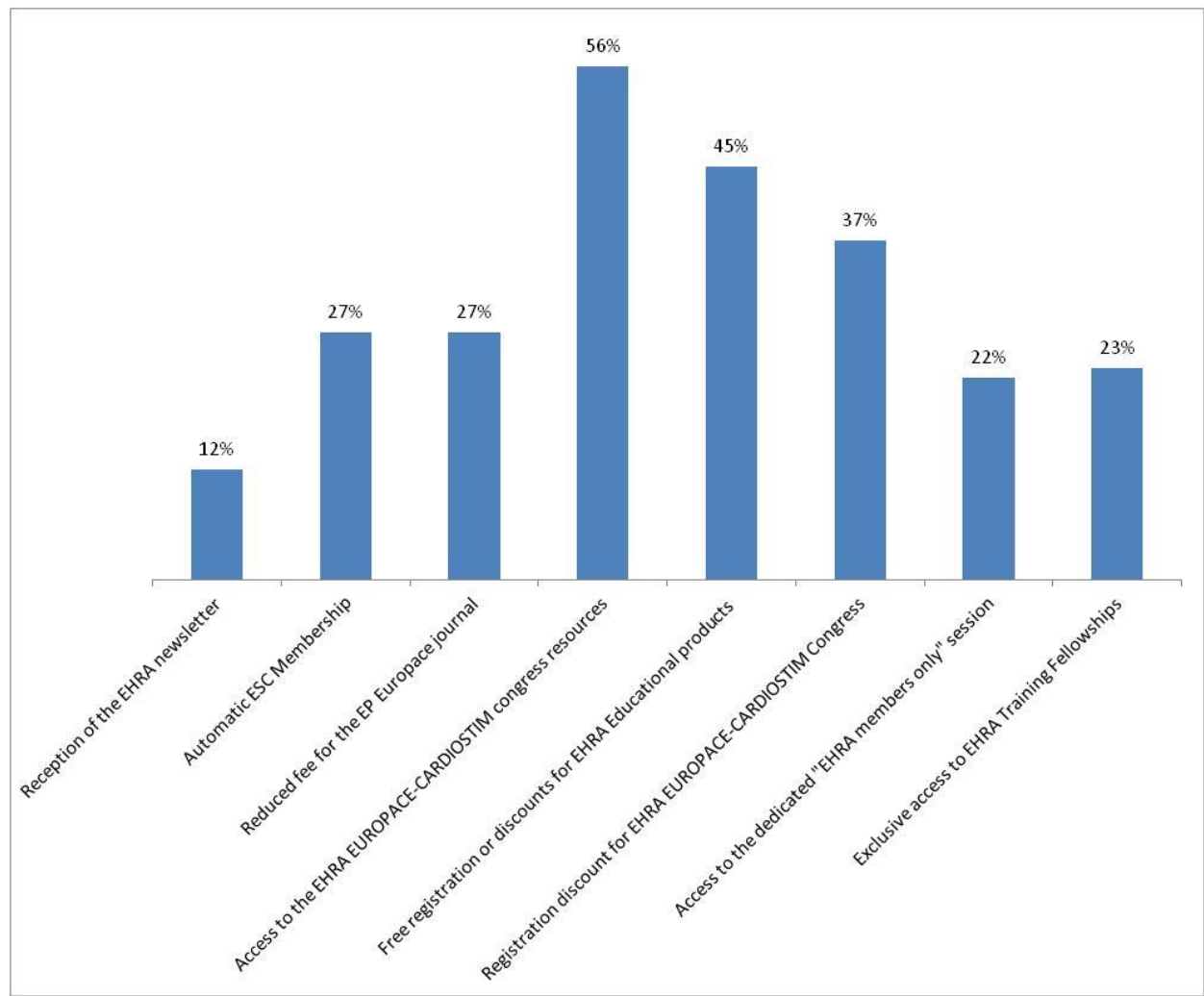
10. Are you a member of the ESC WG on Cardiac Cellular Electrophysiology



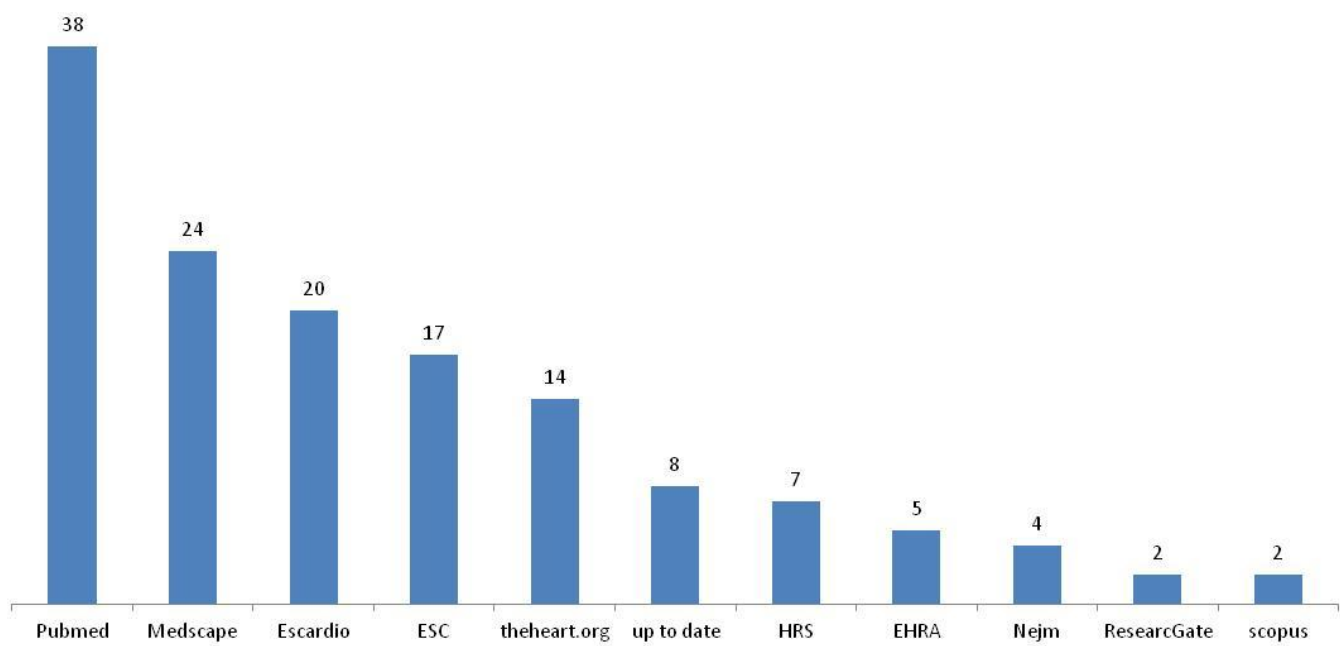
11. Are you a member of the ESC WG on e-Cardiology?



12. EHRA Membership gives access to exclusive benefits. Which of these did/would motivate you to become a member?:



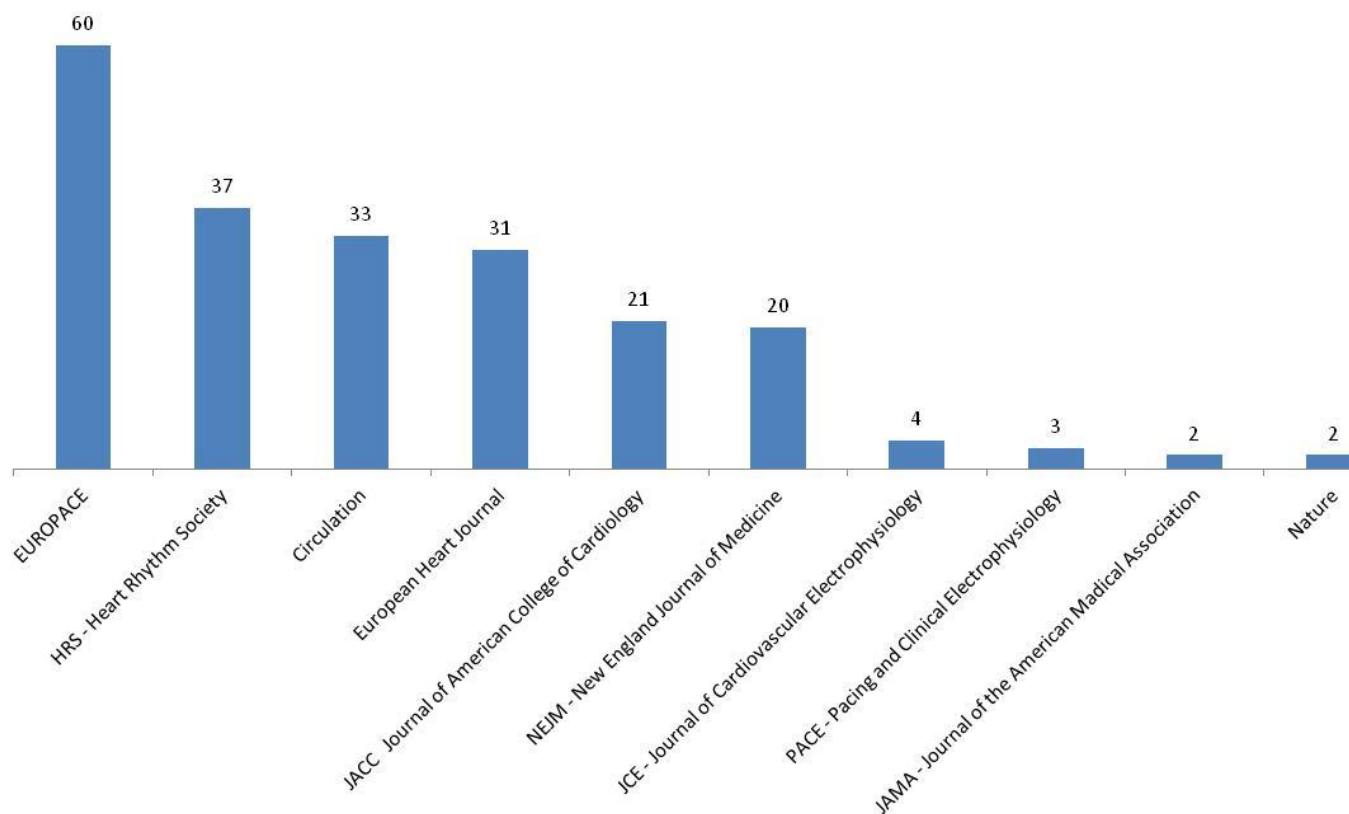
13. Please list two of your preferred websites for scientific content:



Mentioned once :

- Acc.org
- amc.uva.nl
- asecho.org
- Atrial fibrillation
- BMJ
- cardiol.br
- Cardiolink
- Cardiologie Pratique
- Cardiosource
- CCC
- CINAHL
- Circ Arrhythm
- circulation
- dgk.org
- doctors.org.uk
- EP
- heartofaf.org
- hinary.com
- infozdroje.cz
- JACC
- journalwatch
- myamericanheart.org
- ncbi
- NHLBI
- Practice update
- RADCLIFFE
- Rev español ade arritmias
- sciencedirect
- Sfc

14. Please list two of your favourite professional journals:



Mentioned once :

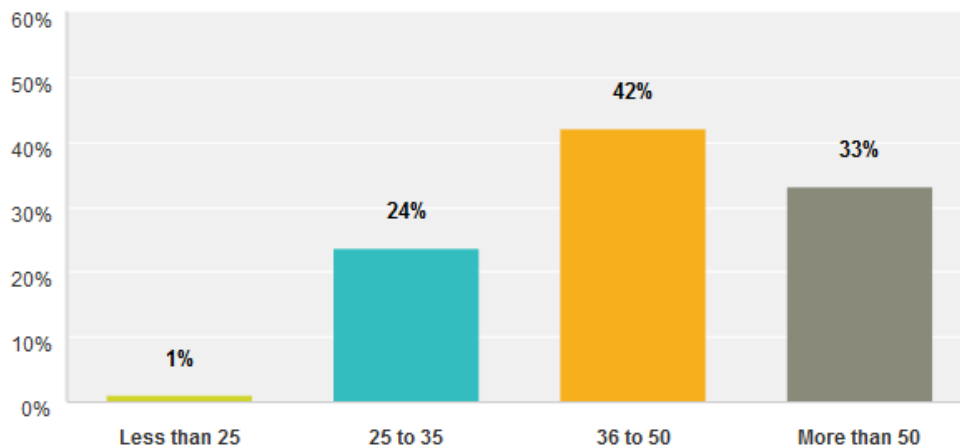
- AHA JOURNALS
- Am. J. Physiol.
- Ann Thor Surg
- BMJ
- Cardiac pacing and electrophysiology
- Cardiologie Pratique
- Cardiovascular nursing
- Chest
- Cir. Res
- Cor et Vasa
- CVR
- Eurointervention
- European journal of heart failure
- JMCC
- Pacing
- PLOS Computational Biology
- Réalités cardiologiques

15. Please could you tell us what you have learned during the congress that will impact your daily practice? With your consent, we may use your quote as a testimonial to tell others how 2015 attendees benefit from the congress.

- Marked variation in in-patient ECG monitoring arrangements across Europe and lack of criteria to support nursing practices has promoted discussion regarding potential research projects to improve
- took knowledge from the legends
- Ablation of Atrium Fibrillation
- Congress was a good opportunity to keep me updated in several clinical issues.
- VT ABLATION. AND MANAGEMENT O SYNCOPE
- Advance in new leadless pacemakers
- How to lead in hard cases
- social and connecting congress to meet people and share ideas
- New approach for Ventricular Arrhythmias – News about electro anatomical mapping systems
- Innovations in RCT
- the class about tips and tricks in CRT was amazing, specially Serth Worley issue!
- I have learned many practical tricks which will help me in my future clinical practice.
- The "how-to-do" sessions will really impact in my daily practice because they showed me new ways of achieving my goals during my procedures.
- VT ablation
- "turing off" the ICD should not be a discussion left for the end of life for the patient. It should be discussed at the time of implant.
- leadless pacing, NOAC, SQ ICD, new statements
- participate and learn
- excellent meeting to improve networking and knowledge
- Session " how to differentiate VT from SVT" upon device interrogation was extremely useful and clinically relevant, investigation and management of syncope was very educational
- I try to attend either the HRS or EHRA Europace congresses every year to stay reasonably updated in my field. After this year's Europace we have to discuss our practice of administering ASA as a routine for... weeks after ordinary catheter ablation
- Difficult to define, they are small details in every presentation or abstract inducing small but significant changes in my daily practice. Perhaps the most relevant were aspects regarding leadless pacemaker
- Very interesting sessions on how to interpret stored data in ICDs; preventing and treating infections of the implantable devices
- This congress was again the fuel that motivates me to learn more and apply my knowledge in daily clinical practice. I have learnt a lot about the interpreting the ECG, pacemaker indications in difficult situations, interpretation of stored electrograms in ICDs as well as electro grams in difficult arrhythmias and ablation such as complex AVNRT. Moreover, this congress, the people and the presenters were just extremely good, professionally and as friendly partners in EP.
- Excellent balance of learning, education, information and networking
- importance of exercise for arrhythmia prevention
- Improved my practical approach to VT ablation
- I learned how to move in the Brugada wild field
- Learning innovative techniques such as transcatheter pacing, as well as up to date reviews of current topics
- general update
- Remote monitoring for allied professional
- Tipps of CRT-Management and implantation
- The best arrhythmia congress of the past year
- Informative and educational
- This was a very disappointing conference
- Leads extraction strategies, CRT lead implantation strategies, ICD troubleshooting
- Obesity matters in AF and HF

- Aggressive treatment of PV
- The Congress should include more debates, much more debates @@@
- Lead extraction and how to avoid infection; news like leadless PM
- How to minimise risk for infection during PM/ICD implantation, PM/ICD and MRI, News in Syncope, Stroke prevention in AF.
- Many tricks and tips in the EP lab
- Excellent, well organised congress with input from all the opinion leaders
- The EHRA congress that can exchange our daily practice most friendly
- There were essentially now oral abstract sessions (The Agora did not function at all! Too noisy environment). Too many review talks, often repeating each other
- The future of patient treatment will be based in understanding co morbidities and patient flow. This will lead to a multidisciplinary approach.
- This congress was so beneficial for attending people
- I think that it is the best meeting, i enjoy too much
- Leadless pacemaker
- Syncope and pacing indications; CRT

16. Age



17 What is your gender?

