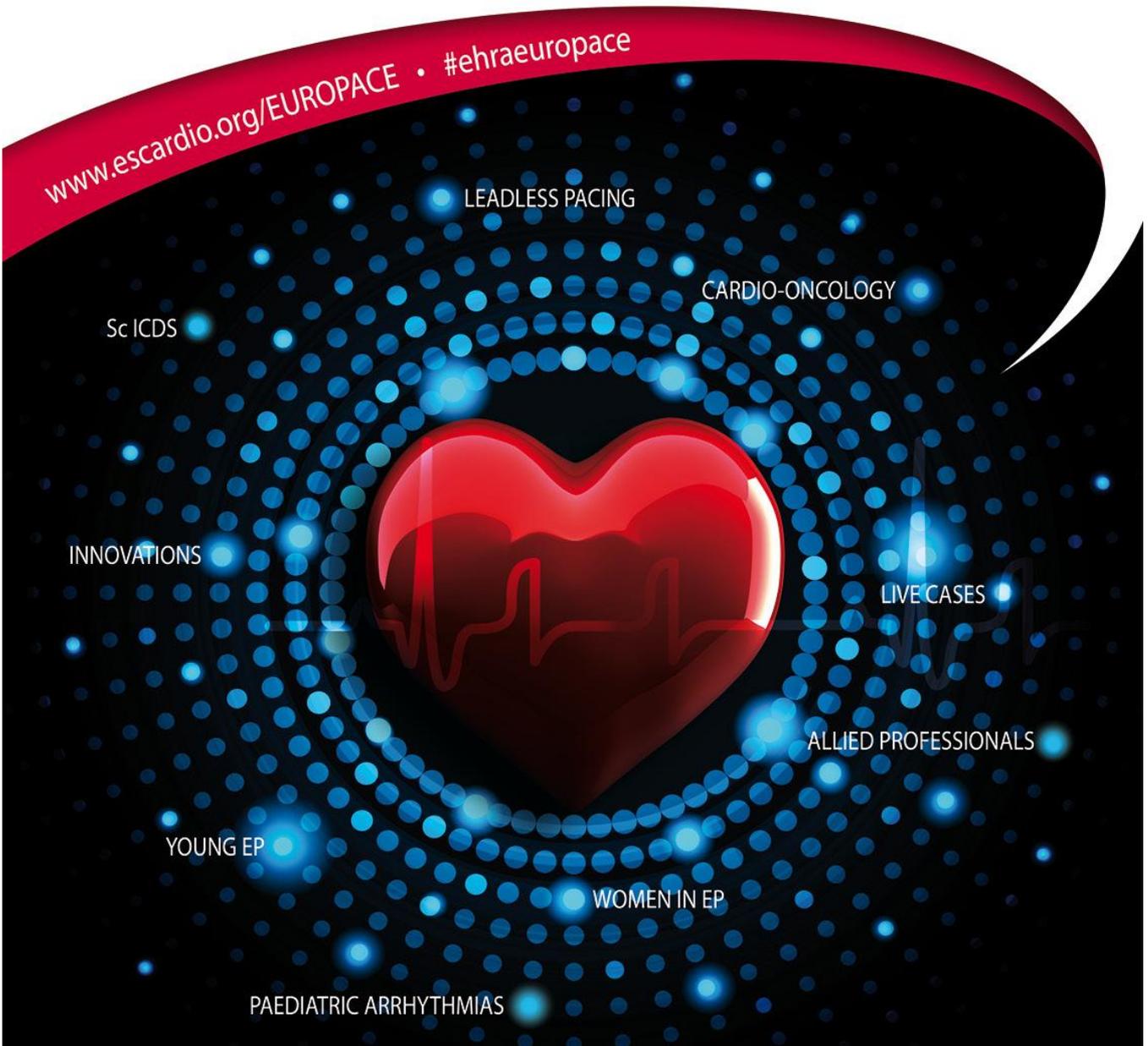


EUROPACE **EHRM** 2015
 CARDIOSTIM 21-24 June
 Milan Italy

www.escardio.org/EUROPACE • #ehraeuropace



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
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4	Industry	17
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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 Cardiostim 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, Cardiostim Chairperson

Prof. Michael Glikson, EHRA Vice-Chairperson

Prof. Pierre Jais, Cardiostim 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 Bongiorni

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 Kutiyfa

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

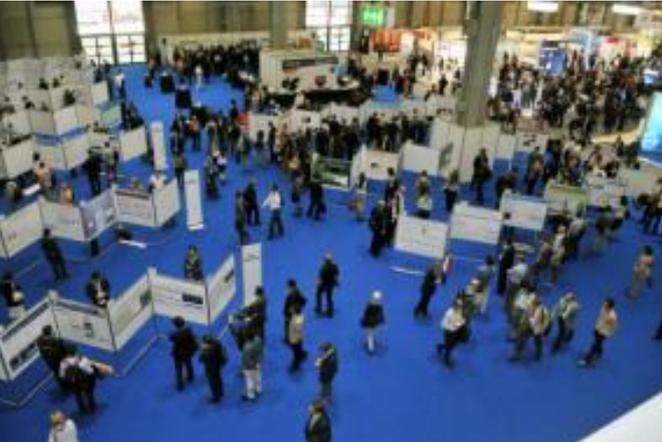
Dr. Jonas Oldgren

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

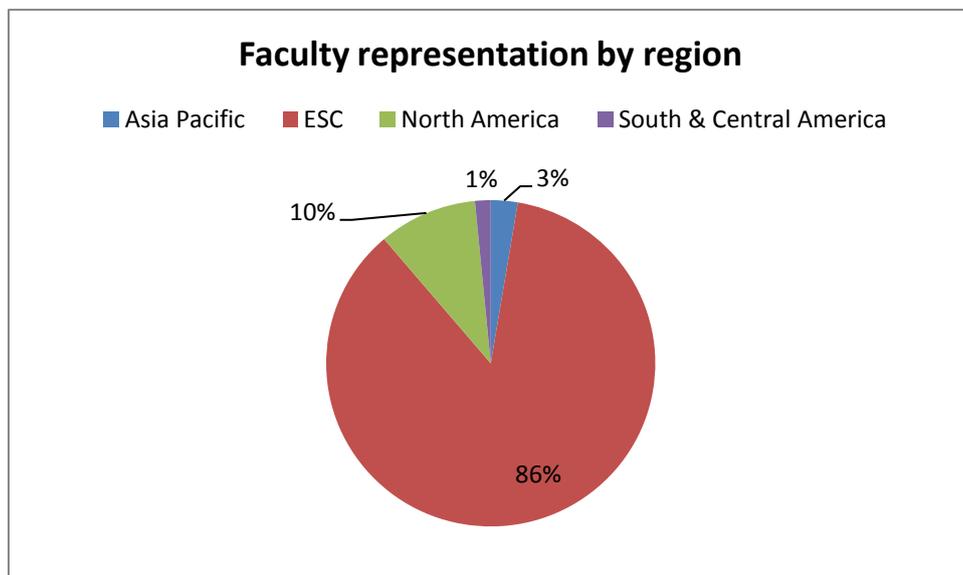
	2013		2015	
	Roles	Persons	Roles	Persons
Chairperson	219	—	302	—
Speaker	365	—	531	—
Judge	0	—	4	—
Discussant	—	—	6	—
Total	584	312	843	454

○ 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



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

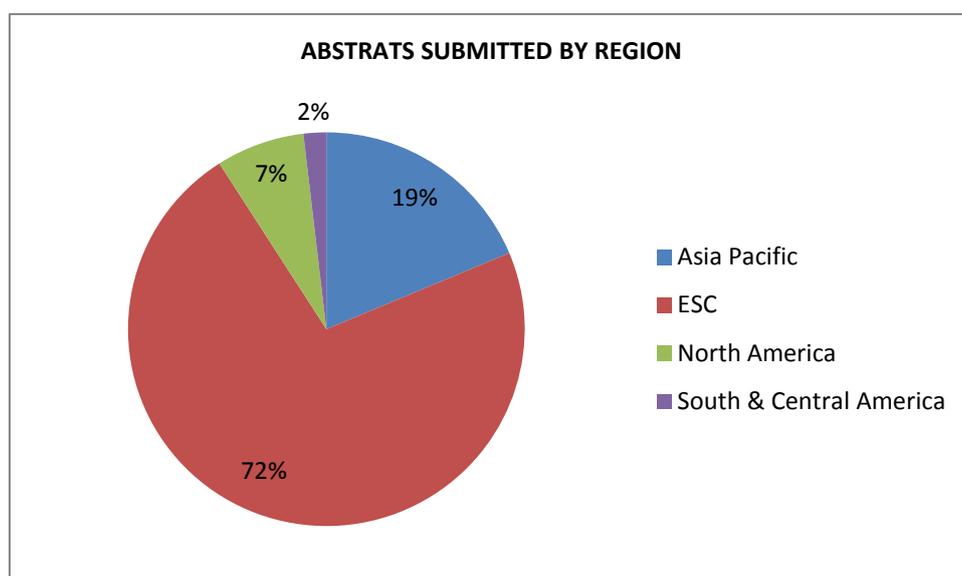
Topics 2015	Accepted	Accepted Withdrawn	No Show	Presented
01.01 - Clinical and epidemiological aspects (Atrial Fibrillation)	58	4	5	49
01.02 - Mechanisms & Computer modelling (Atrial Fibrillation)	15		1	14
01.03 - Antiarrhythmic drugs (Atrial Fibrillation)	8		1	7
01.04 - Catheter ablation (Atrial Fibrillation)	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

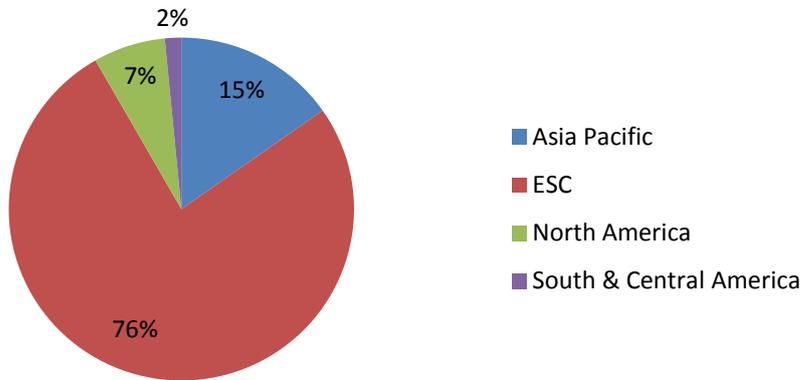
	2013			2015		
	<i>Submitted</i>	<i>Accepted</i>	<i>Presented</i>	<i>Submitted</i>	<i>Accepted</i>	<i>Presented</i>
Germany	132	110	99	159	107	89
Italy	128	100	87	174	116	103
Japan	122	68	57	170	100	89
Spain	118	87	77	89	64	52
United States of America	93	67	61	81	54	44
France	81	40	37	56	50	46
United 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



ABSTRATS ACCEPTED BY REGION



3.5 Faculty gender profile

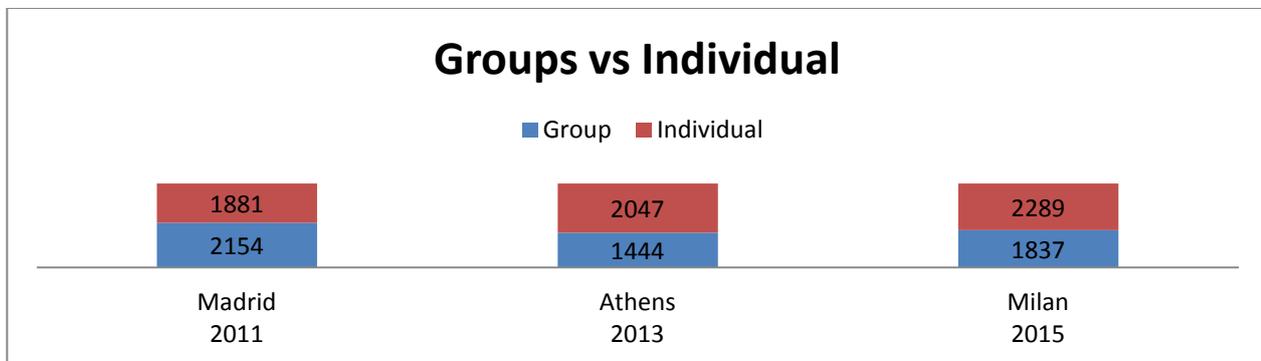
		Chairperson	Speaker
EHRA Europace 2015	Female	17%	19%
	Male	83%	81%

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%

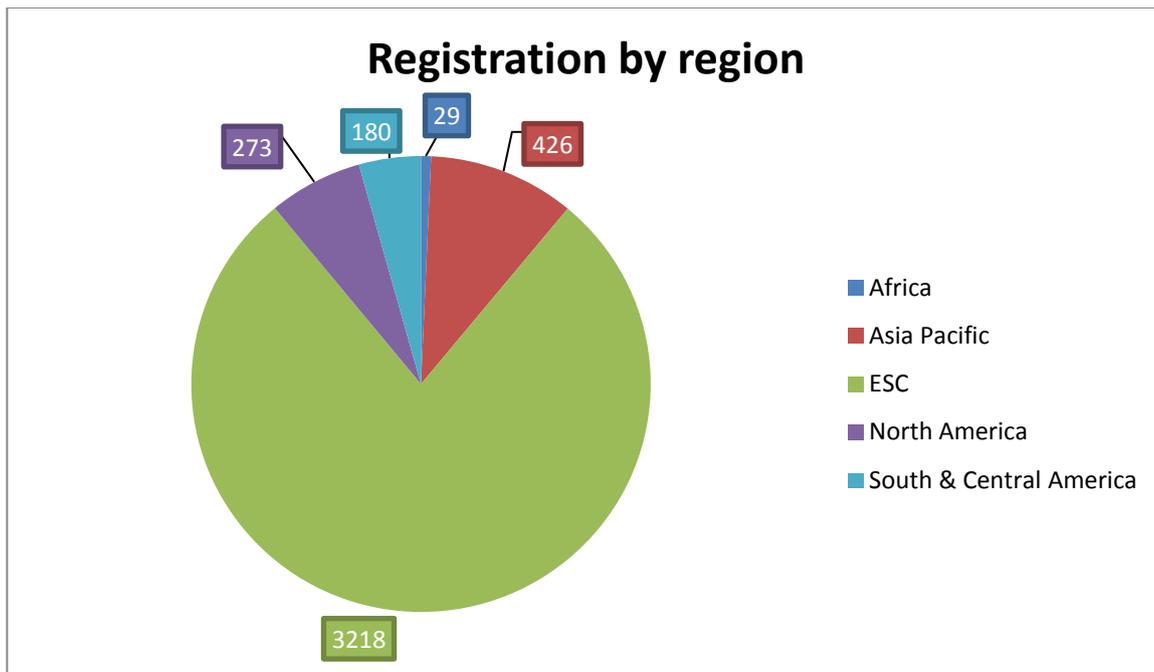
Country	2013	% of total	2015	% of total	Difference 2013/2015
Nigeria	3	0,09%	0	0,00%	-100,00%
Norway	40	1,15%	55	1,58%	37,50%
Oman	2	0,06%	0	0,00%	-100,00%
Pakistan	1	0,03%	2	0,06%	100,00%
Palestine	3	0,09%	2	0,06%	-33,33%
Panama	1	0,03%	0	0,00%	-100,00%
Peru	2	0,06%	1	0,03%	-50,00%
Philippines	3	0,09%	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 information 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 other side to the congress promotion)

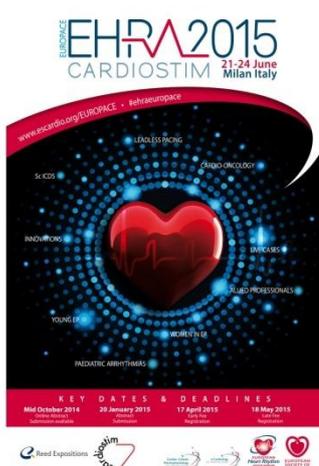
No Printed Final Programme has been produced, all the information was available for the first time on the Mobile App only and, for EHRA members only by emailing, on pdf files.

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 information was 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

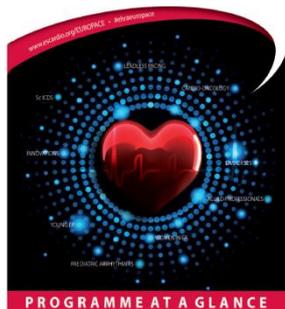
Name	Poster	Flyer First Announcement	Flyer Second Announcement	Flyer Mobile app/ Europace	PAAG (Programme At A Glance)
Lifespan	2 years 2013-2015	1 year	8 months	30/04/15-24/06/15	21-24/06/15
Main Message	Next congress	Next Congress/ new topics	Key dates / registration	Download the mobile app	
Format	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

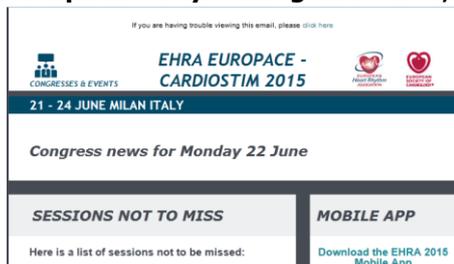
Europace Daily 1 Congress news, sent on 20 June 2015 for 21 June 2015



[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.

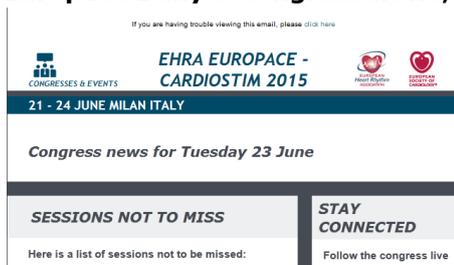
Europace Daily 2 Congress news, sent on 21 June 2015 for 22 June 2015.



[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.

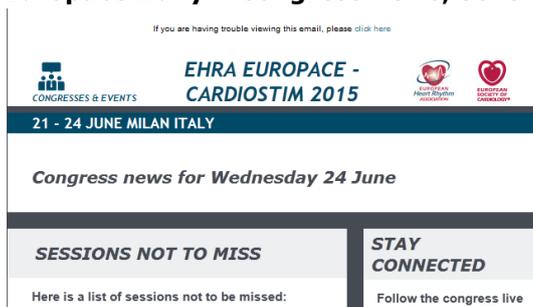
Europace Daily 3 Congress news, sent on 22 June 2015 for 23 June 2015



[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

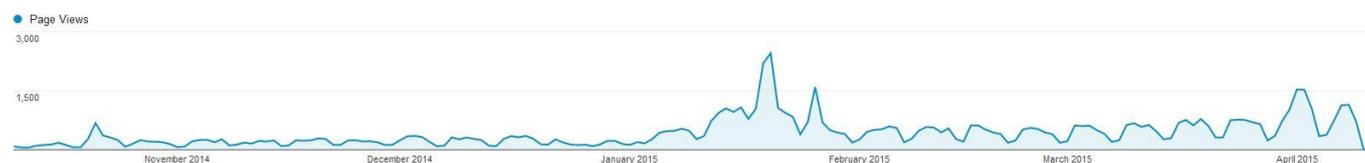
2.1. Statistics Escardio 2 – 01/10/2014 to 15/04/2015

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%)

Escordio 2 – 01/10/2014 to 15/04/2015



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

Escordio 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&akeywords=&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 Cardiostim	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 Gadobolinium 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:

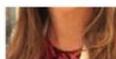


Young Investigator Award nominee -
Clinical session: **Doctor Kis Zsuzsanna, Hungary:** "Long-term follow-up after left ventricular endocardial resynchronisation therapy: mortality and thromboembolic complications"

[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 transeptal 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

SORING GROUP ROOM BOLOGNA 12:45 - 13:45

27.8% EXTENDING THE 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

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

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

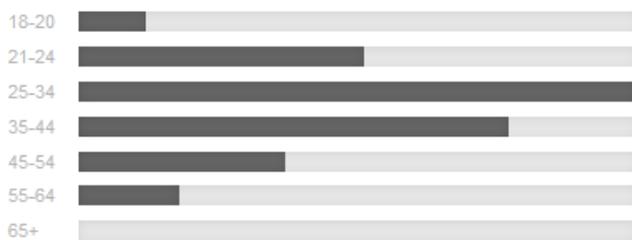
3.4. Social Media coverage overview

Twitter

Global Stats

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

BY AGE RANGE



BY GENDER

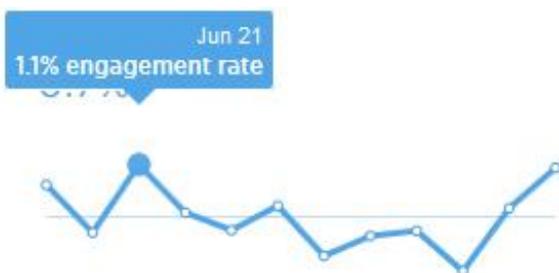


Men aged 25-34 appear to be the leading force among your followers.

Daily stats on Congress Period



Tweets performance



Jun 21
 RI 327 Retweets
 924



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



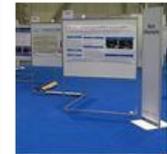
European Cardiology @escardio · Jun 23
 Best Abstracts still on display in the poster area at #ehraeuropace pic.twitter.com/RxbfMv6yKt

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

 @stopafib 6.3k Followers	 @rafavidalpe... 2.6k Followers	 @JPartarrieu 268 Followers	 @KALPbilimi 5 Followers	 # # i symplur	 \$ SAGE
	 @radcliffeCA... 5.4k Followers	 OXFORD UNIVERSITY PRESS Journals	 @CHPedroLi 48 Followers	 5	 4
				 5	 4

PEOPLE *and* BRANDS FREQUENTLY MENTIONED WITH @escardio

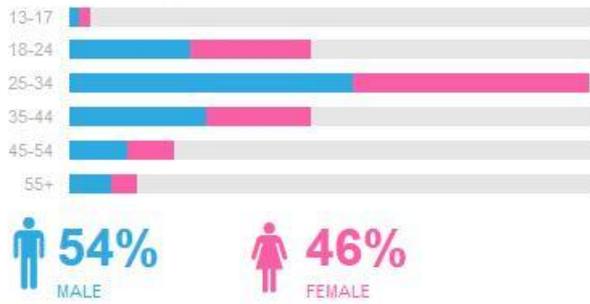
 @secardiologia 13.3k Followers	 @stopafib 6.3k Followers	 @drjohnm 11.6k Followers	 @ImagCardia... 1.3k Followers	 5	 4
	 @EurekaAlert... 21.7k Followers	 @PrashSand... 2.1k Followers	 @SCAI 4.8k Followers	 4	 4
				 4	 4

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.

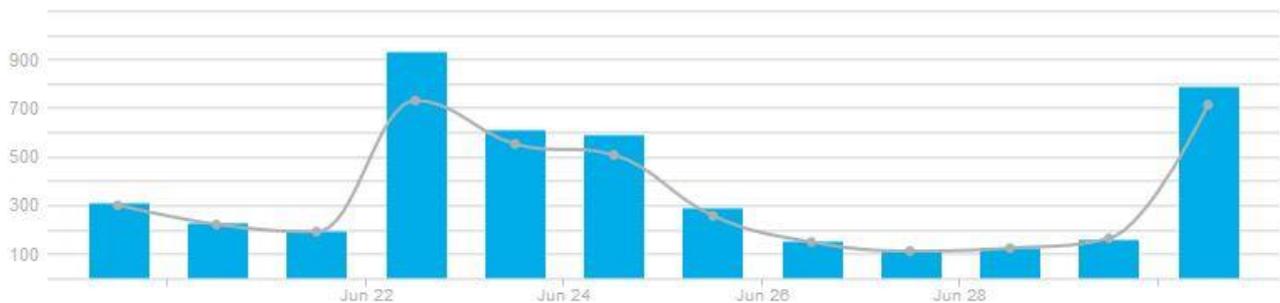
Most Relevant

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.)

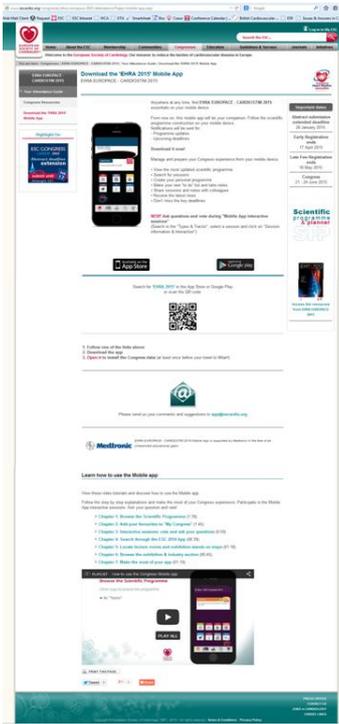
7.2.1 Promotion made in stores:

- 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>



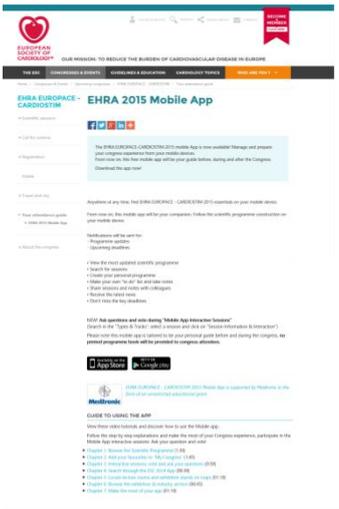
7.2.2 Promotion made on the EHRA EUROPACE - CARDIOSTIM section on the ESC website:



- 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.

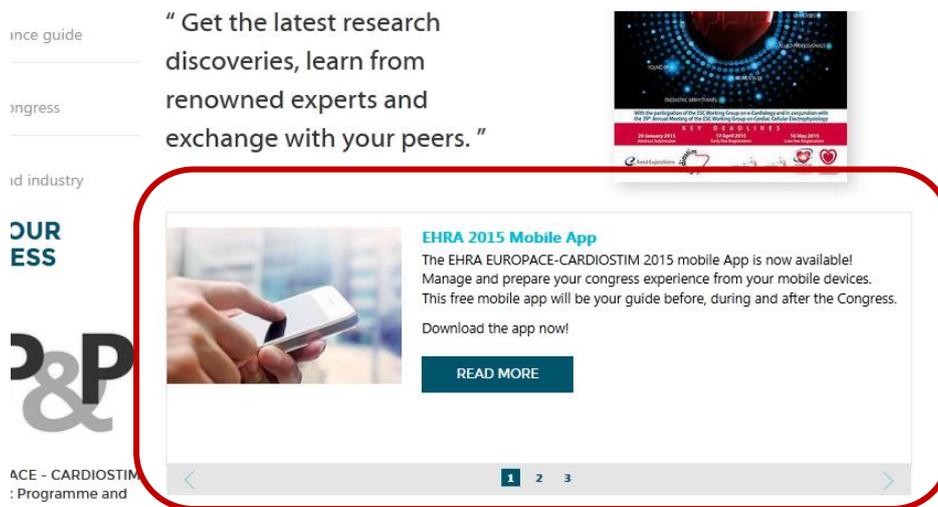
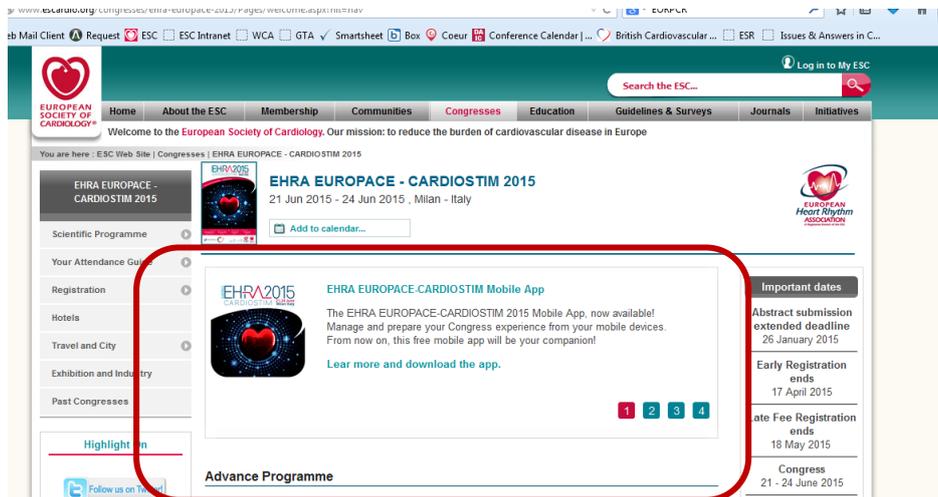
This web page promotes the mobile app functionalities and the process for them. The sponsor acknowledgement is displayed here.

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](#)

 **CONGRESSES & EVENTS** **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

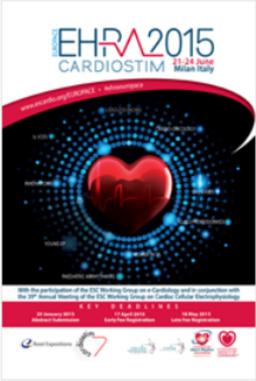
EHRA EUROPACE - CARDIOSTIM 2015




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, 1500+ 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)

Onsite Totem



On the Programme at a glance

Download the "EHRA 2015" Mobile App

EHRA EUROPACE - CARDIOSTIM 2015
at your fingertips!

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

Scan the QR Code or search for "EHRA 2015" in the App Store or Google Play

2.3 tons of paper were saved by choosing not to print the Final Programme, almost 60 trees!
Be green and use the Mobile App!

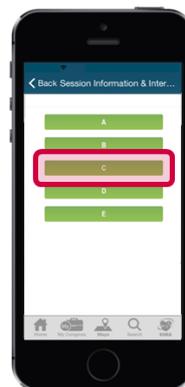
EHRA EUROPACE - CARDIOSTIM 2015 Mobile App is supported by Mettronic in the form of an unrestricted educational grant.

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:

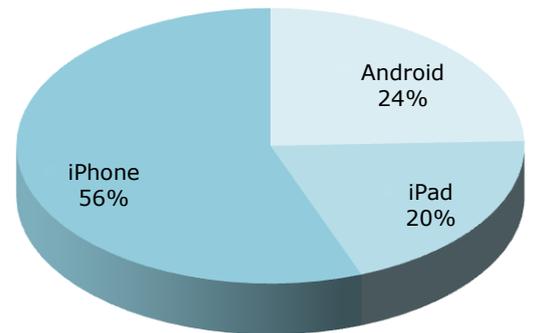
	% of participants who have downloaded the app
EHRA 2013	35%
EuroPREvent 2015	57%
HF 2015	59%

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.

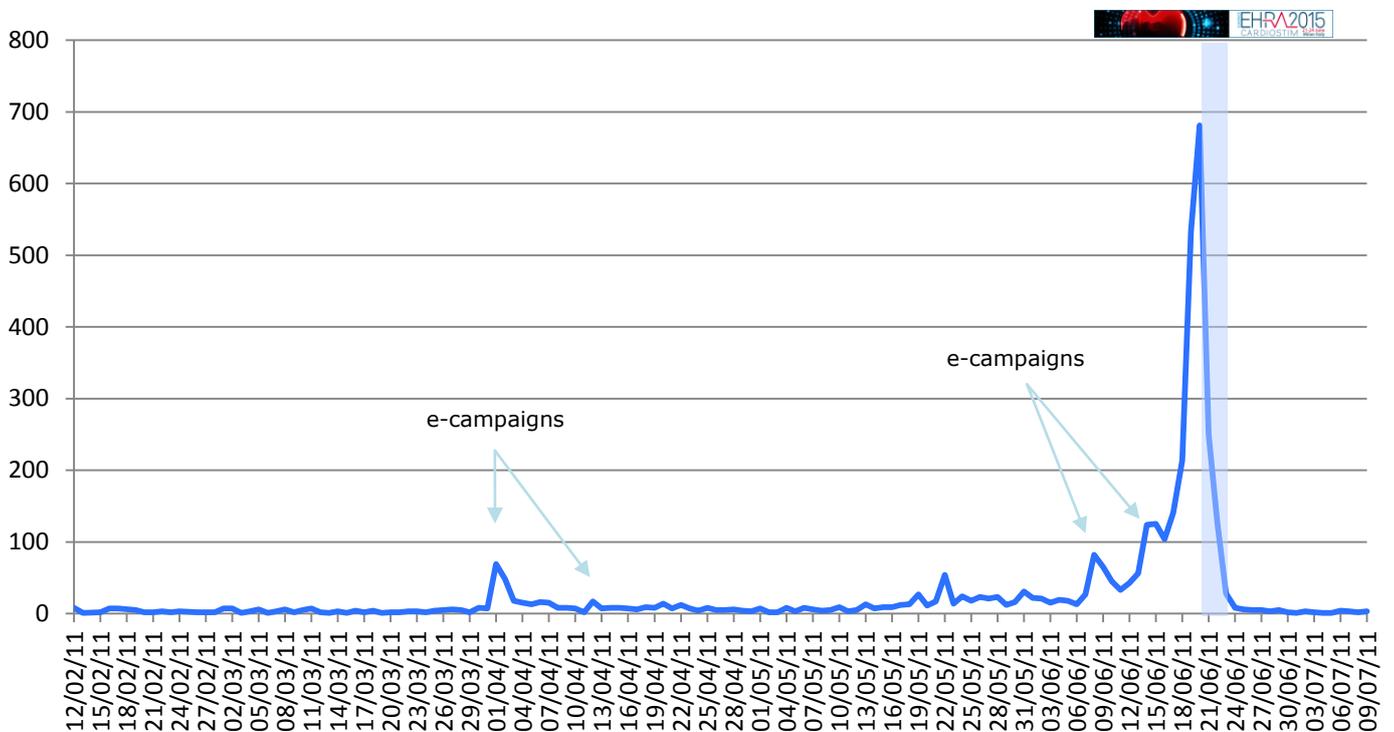
This result give us an indication about EHRA EUROPACE – CARDIOTSIM 2015 audience, if we compare these result with delegates attending Heart Failure 2015, the iOS devices represent 70% of downloads.



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

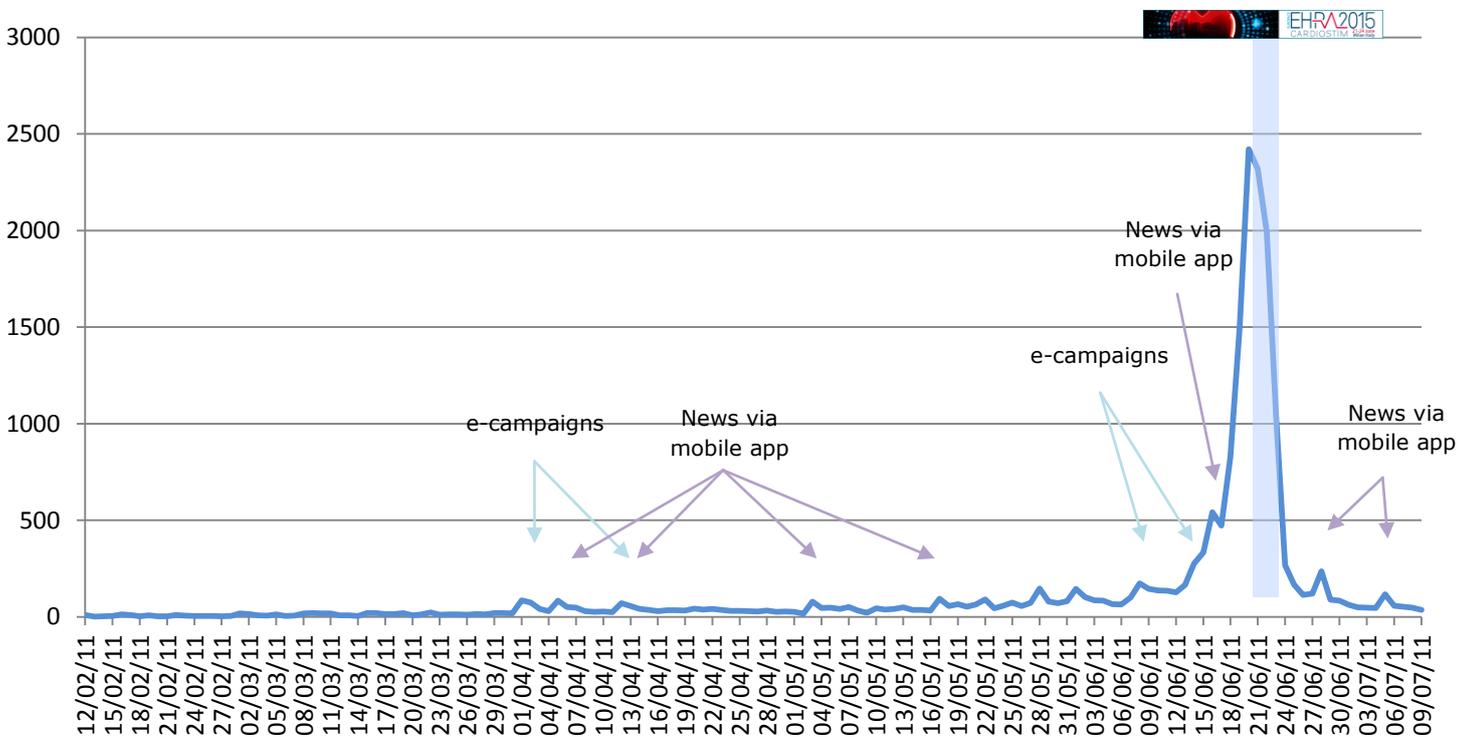
The language information gives an indication about the demographics of the users. It reflects the language setting on the device of the user (but not in which countries the app was downloaded, or where these people were coming from).

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

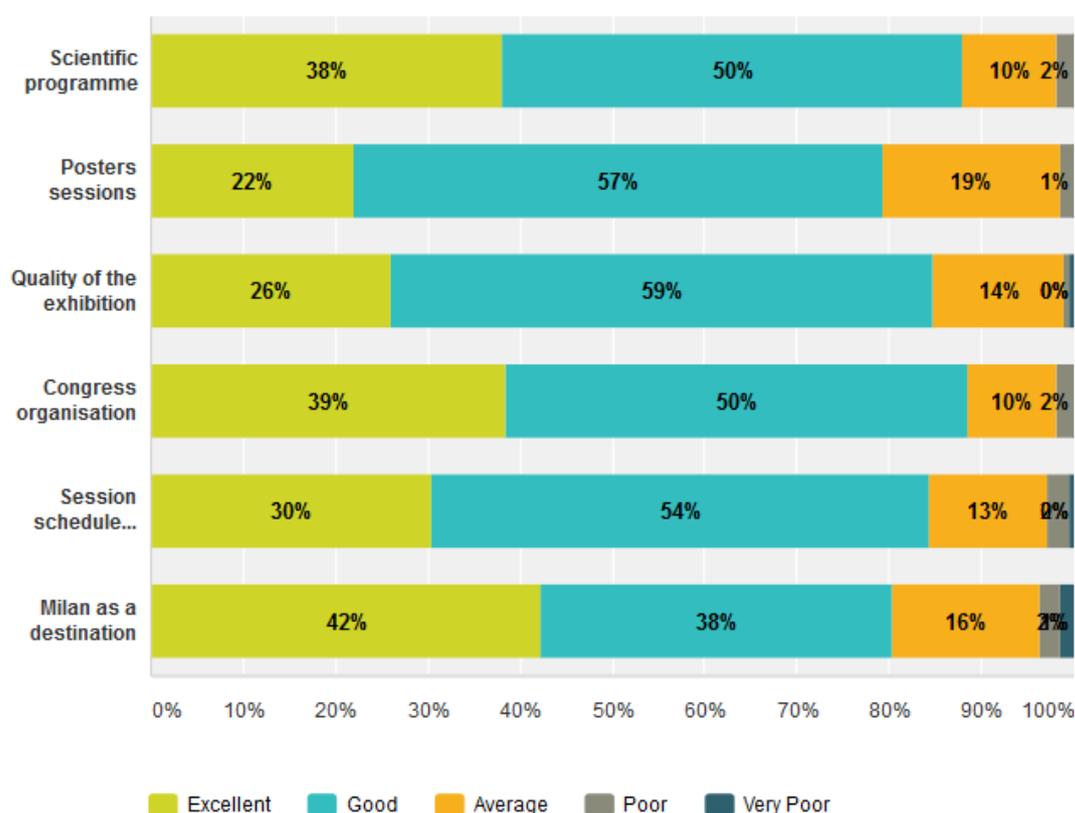
A post-congress survey was sent by email and mobile app to collect data and develop this report based on delegates' expectations and experience at the event. This survey had already been carried out in previous years (2013 in Athens) to allow compilation and comparison.

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

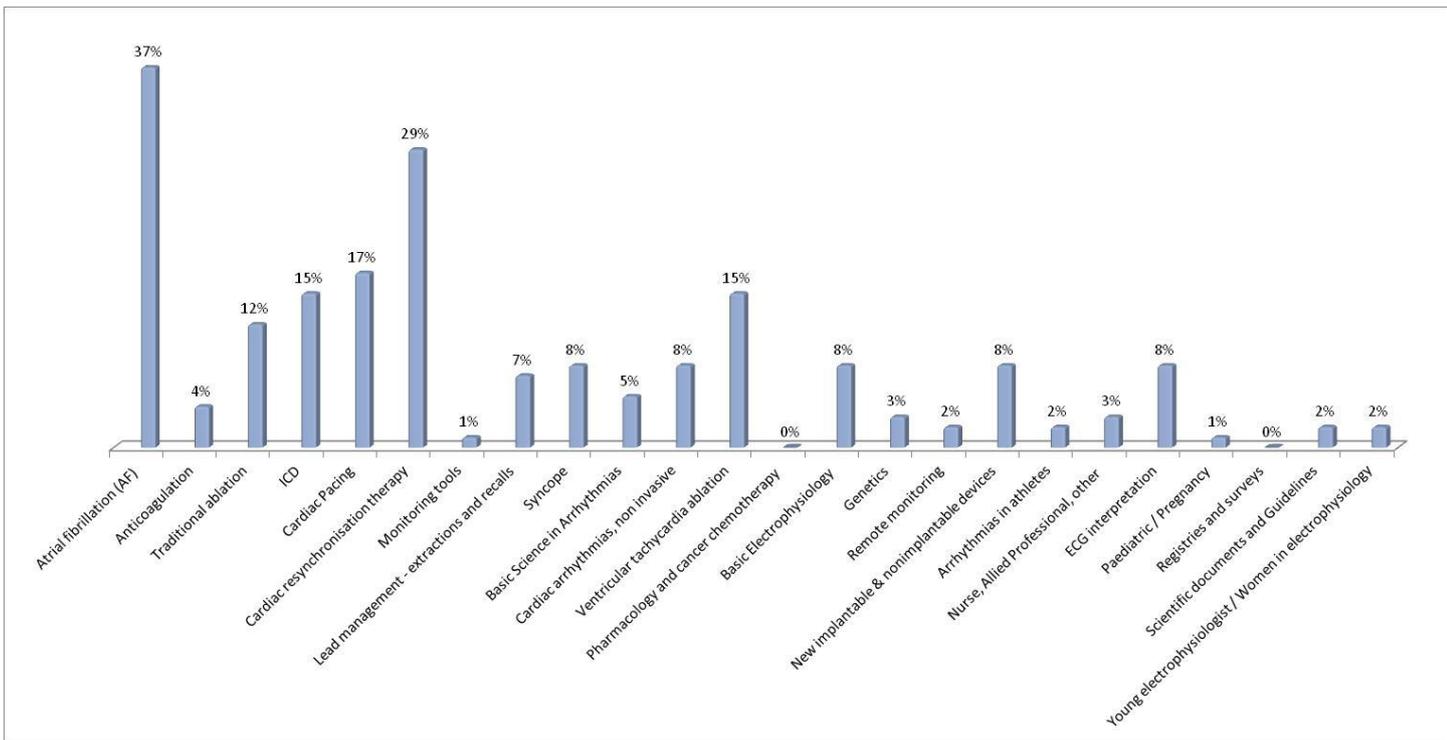


In terms of fulfilling your expectations at EHRA EUROPACE- CARDIOSTIM 2015 we can notice the very good percentage regarding the :

- "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?

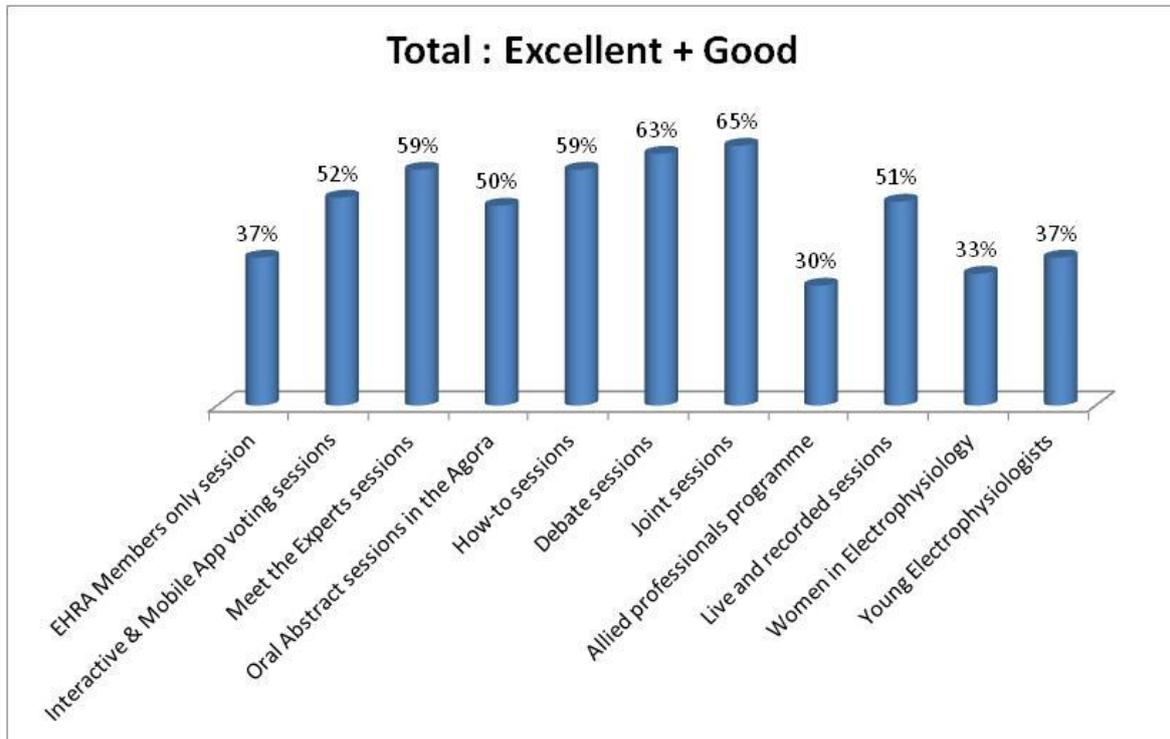
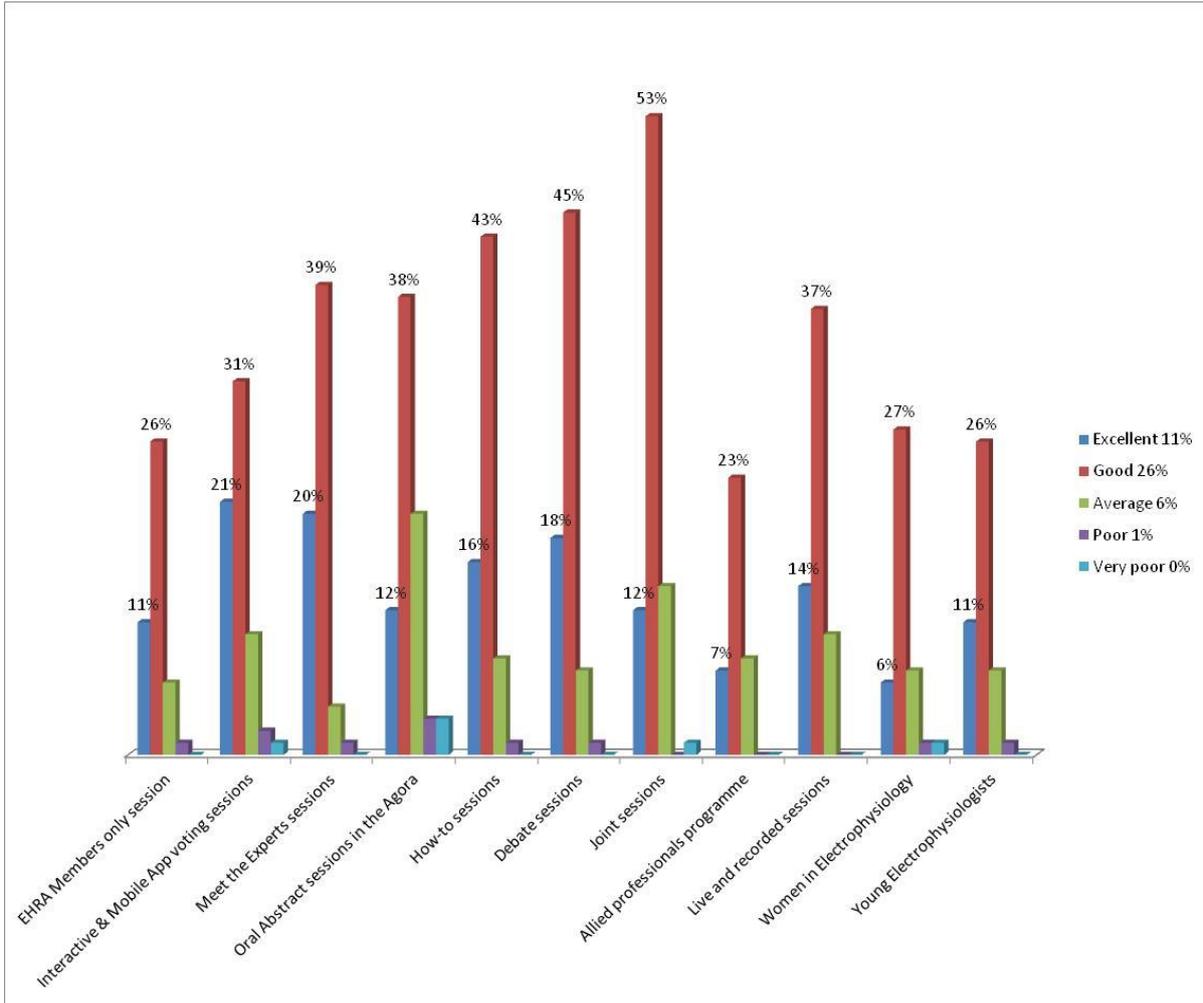


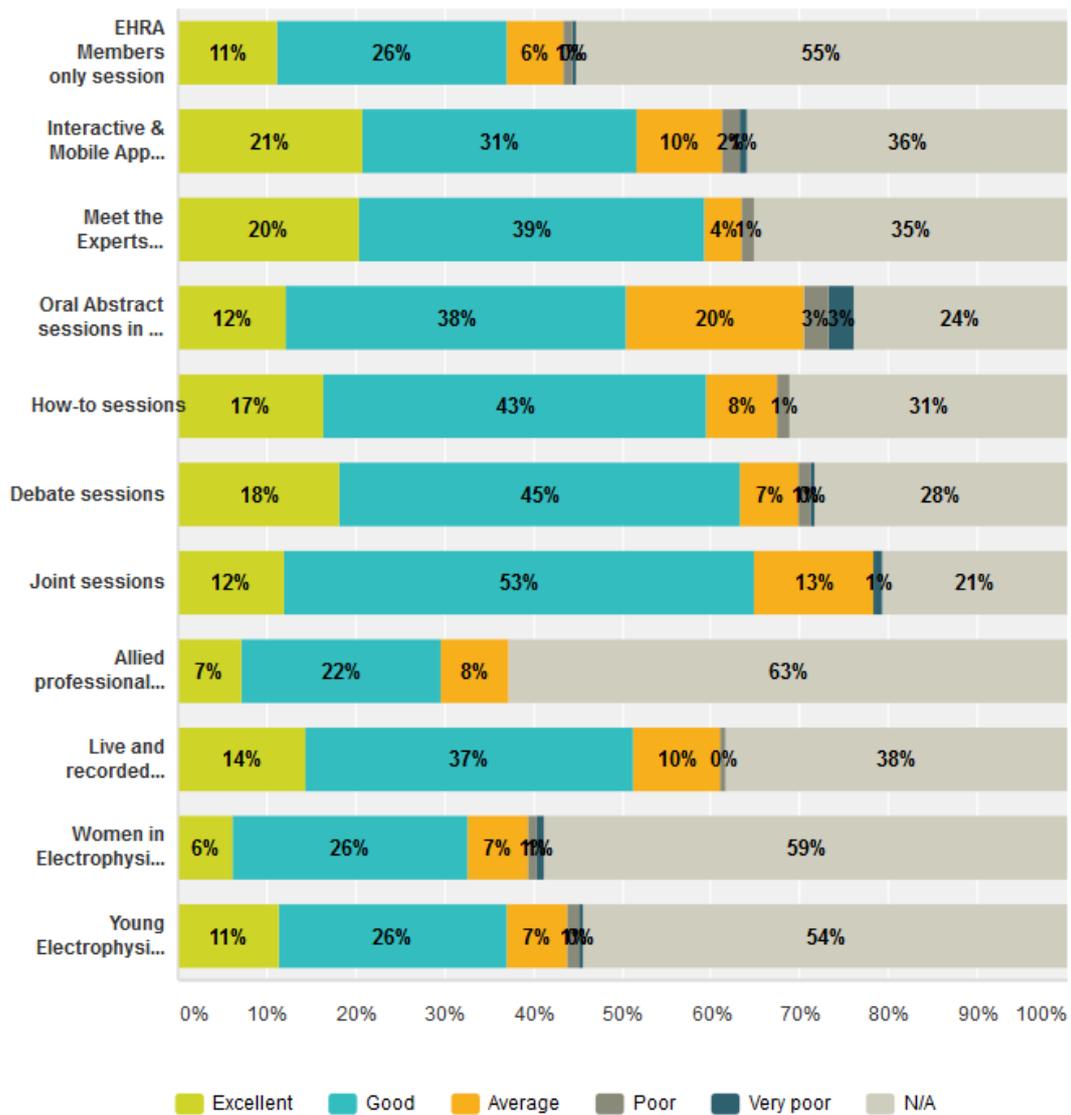
Regarding the 2015 topics,

- 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

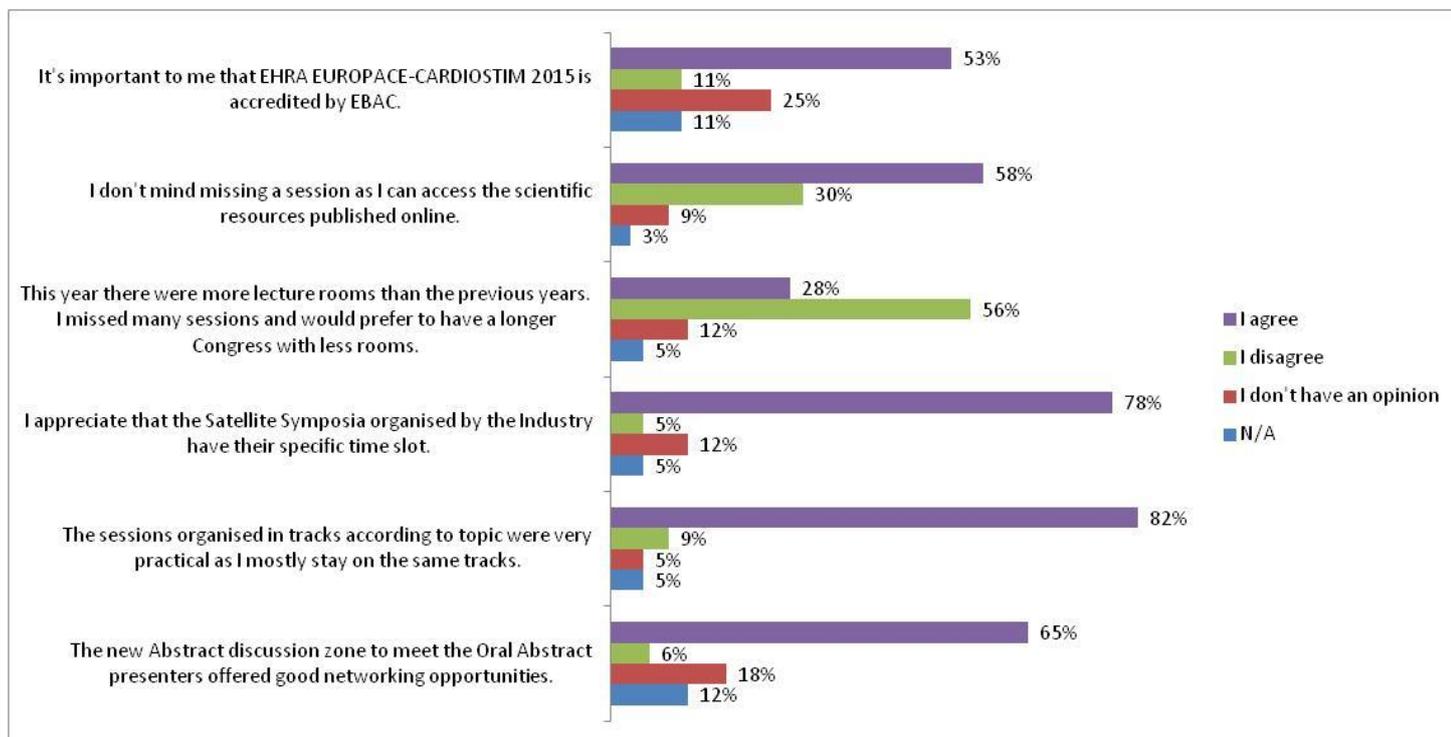




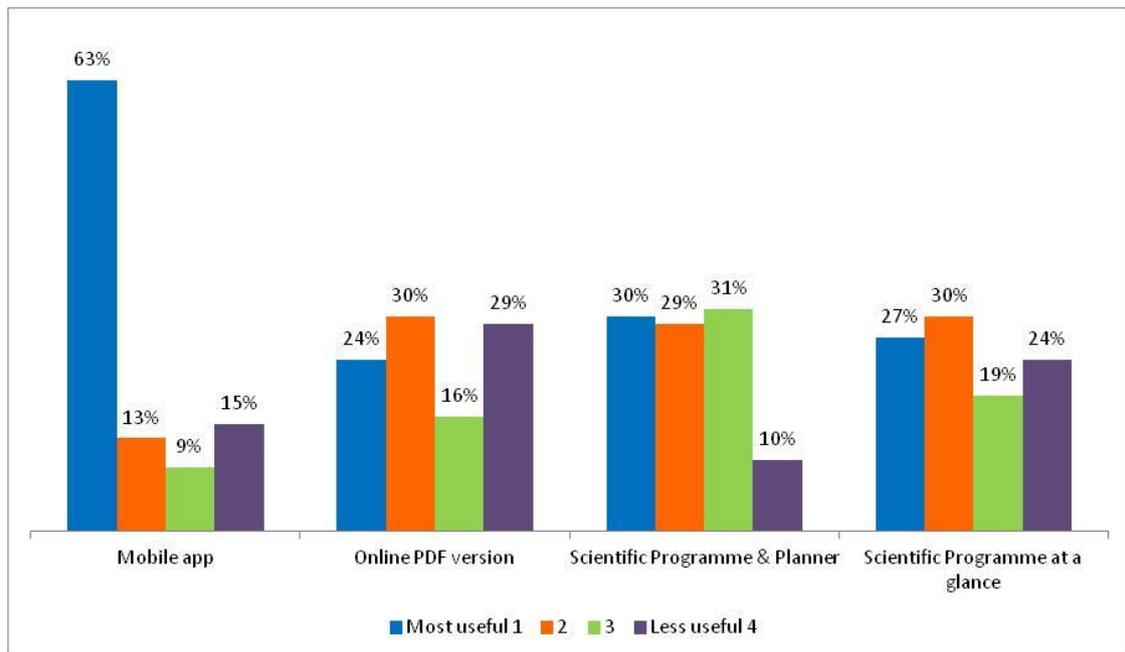
Regarding the opinion on these special sessions, we can notice the strong interest with “good” or “excellent” for

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

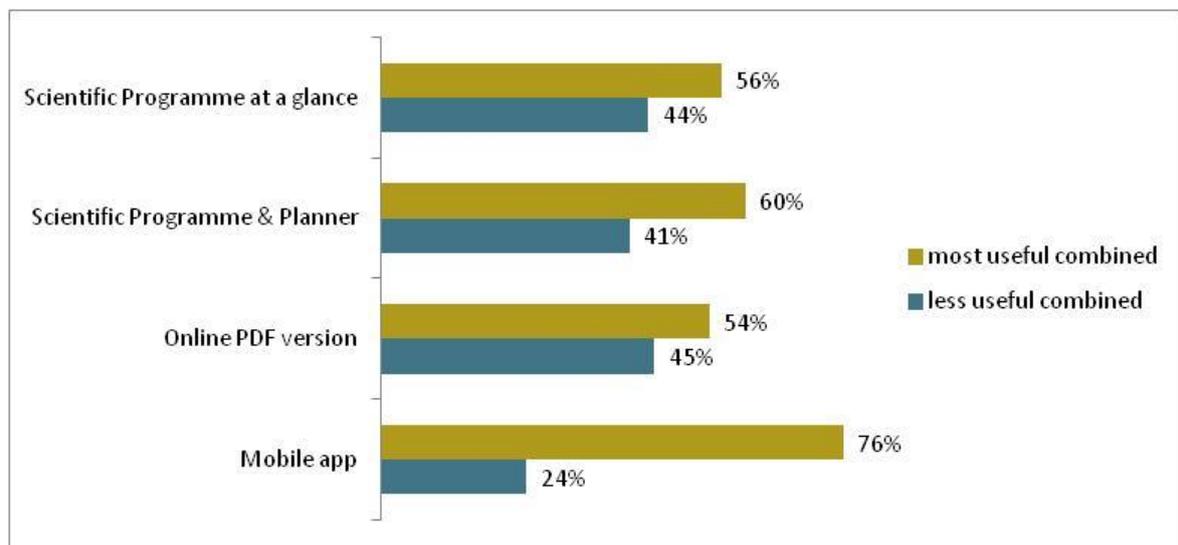
3. Please could you tell us about your opinion regarding the following congress features

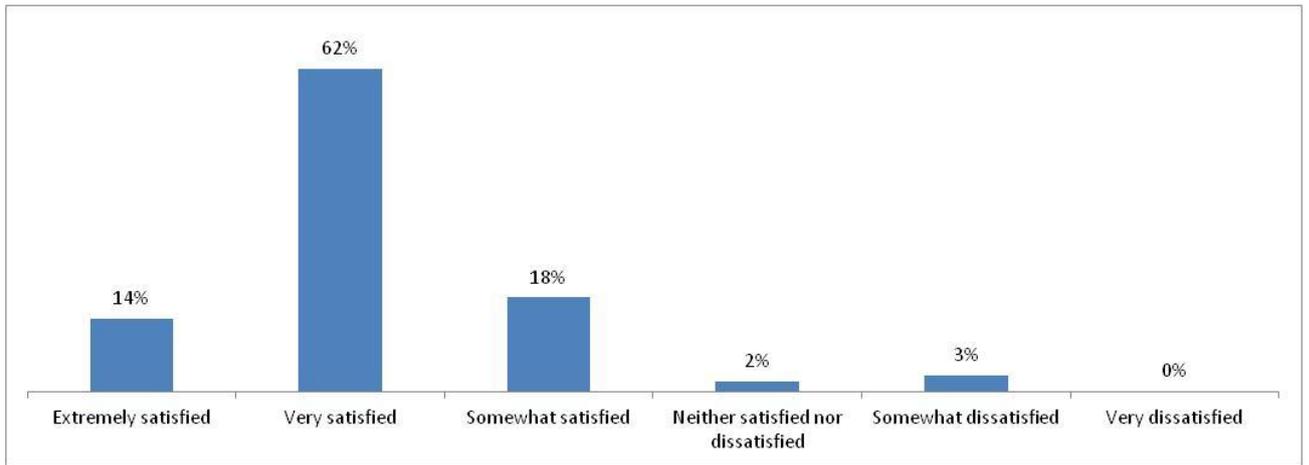


4. Regarding the Scientific Programme, which of these versions was the most useful to you ?



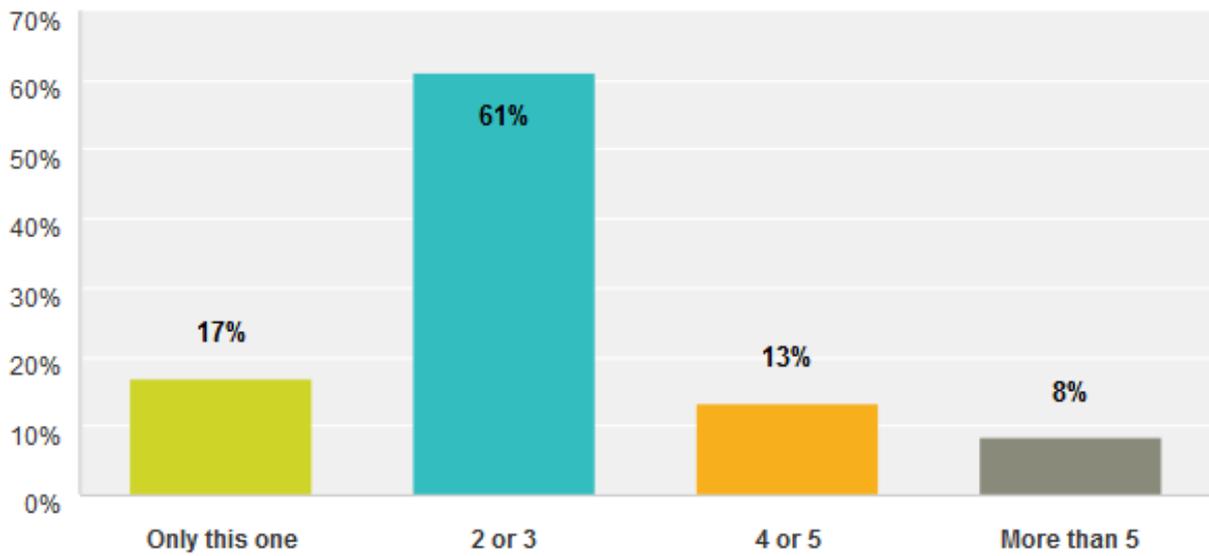
The mobile app is the most useful support for 63 % of delegates (76% if i combine most useful and useful)





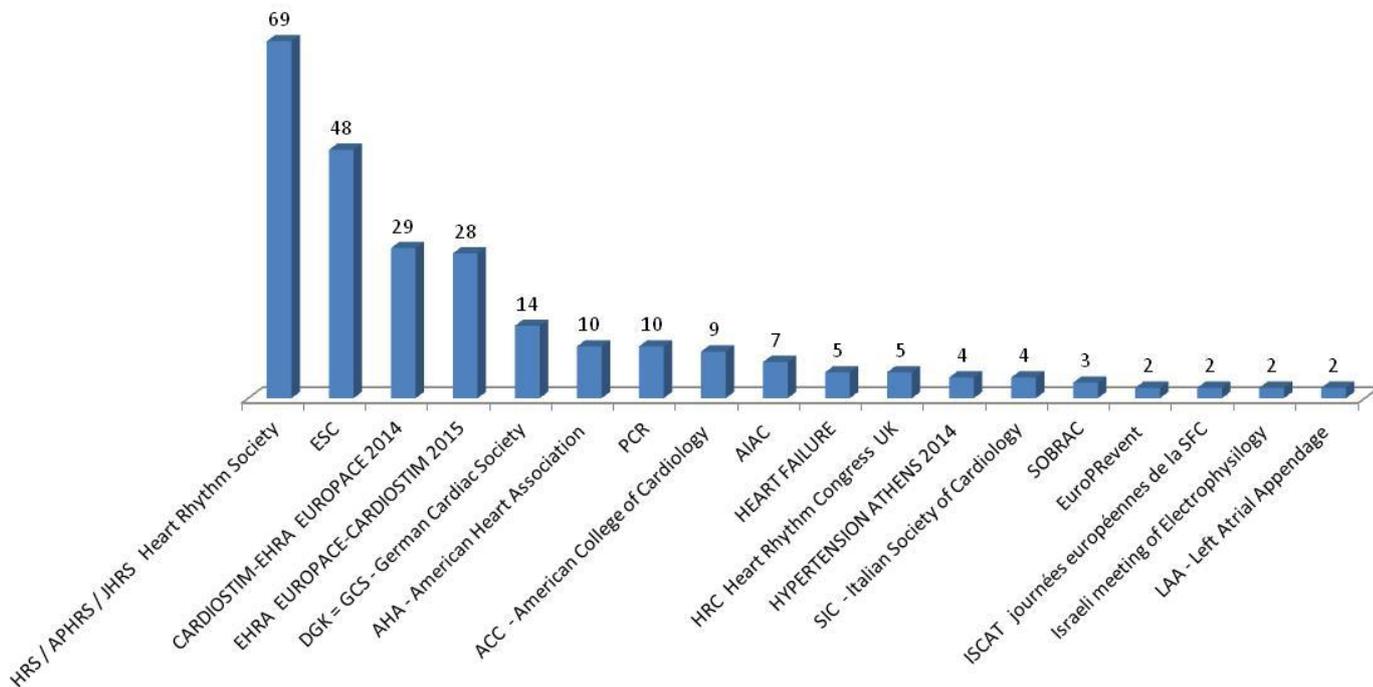
76 % of the delegates were “extremely or very” satisfied with the experience using the Scientific Programme

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 / APHS / JHS (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

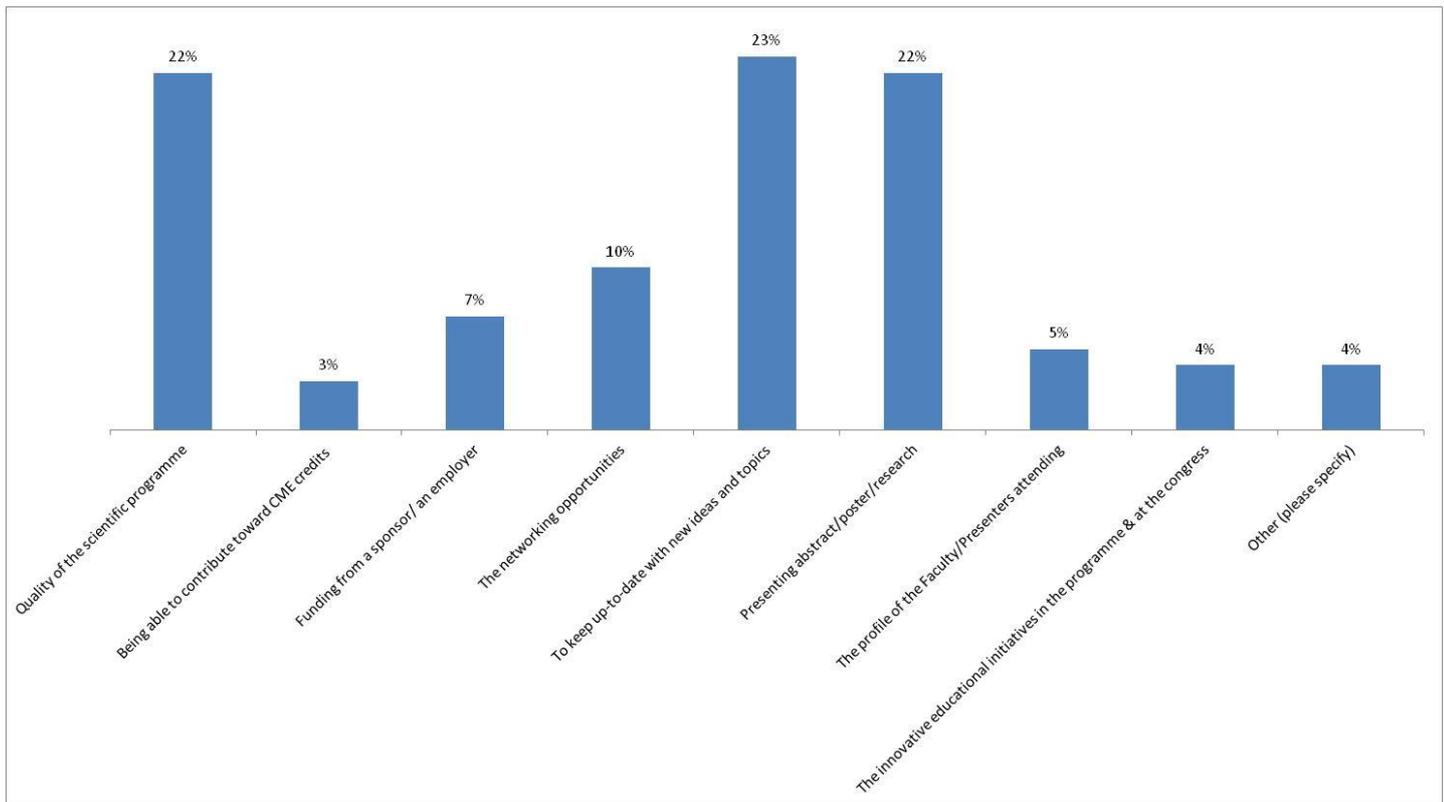
ISCAT journées européennes de la SFC

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?



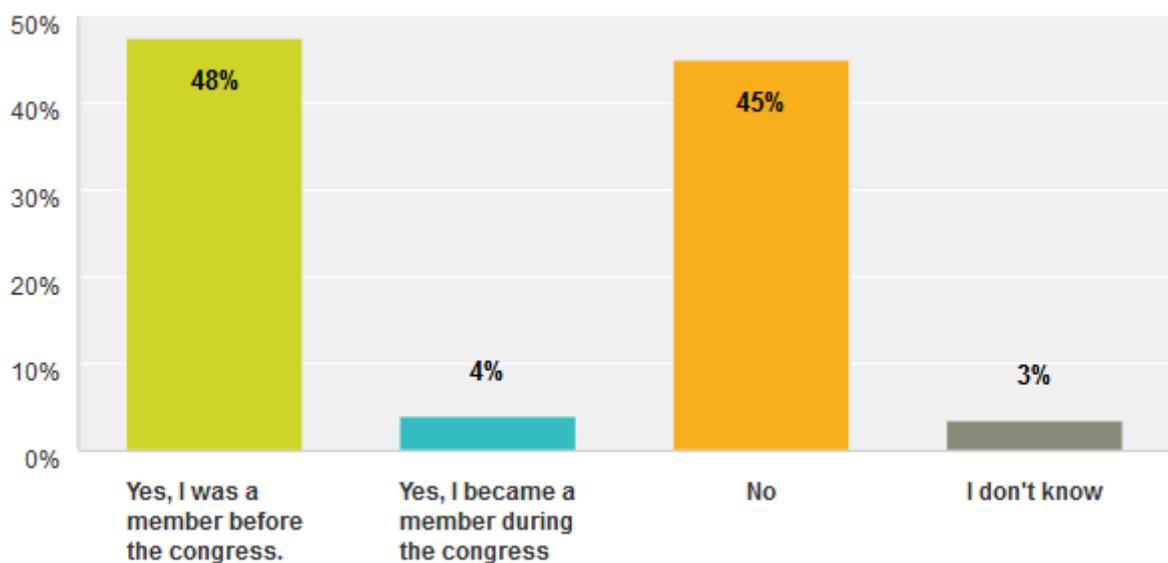
The most important decision to attend the congress this year was for 23% the factor

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

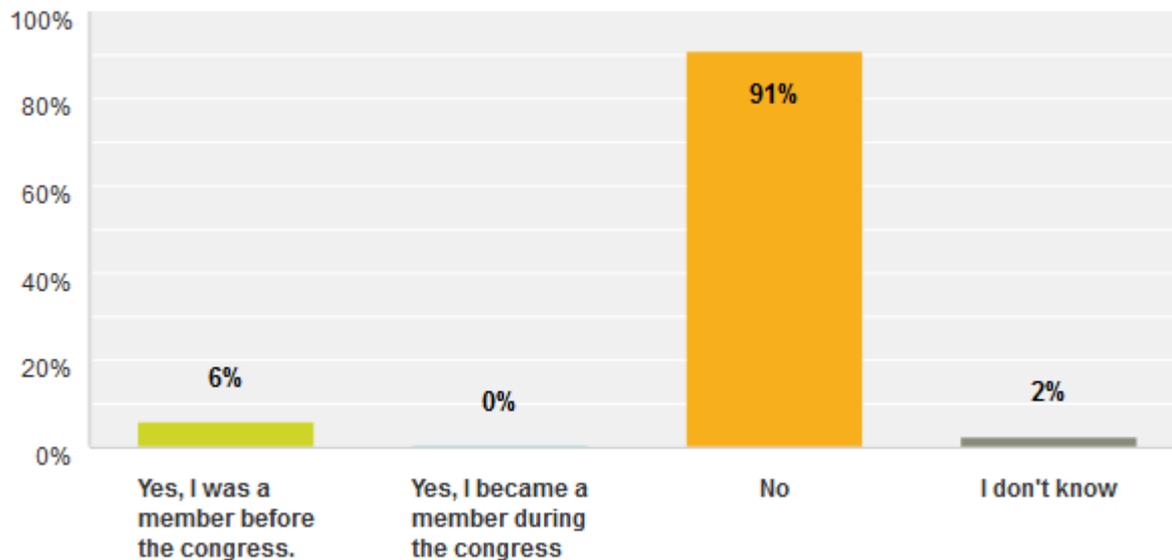
With 22% : 2 points went out regarding the factors to attend the congress this year

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

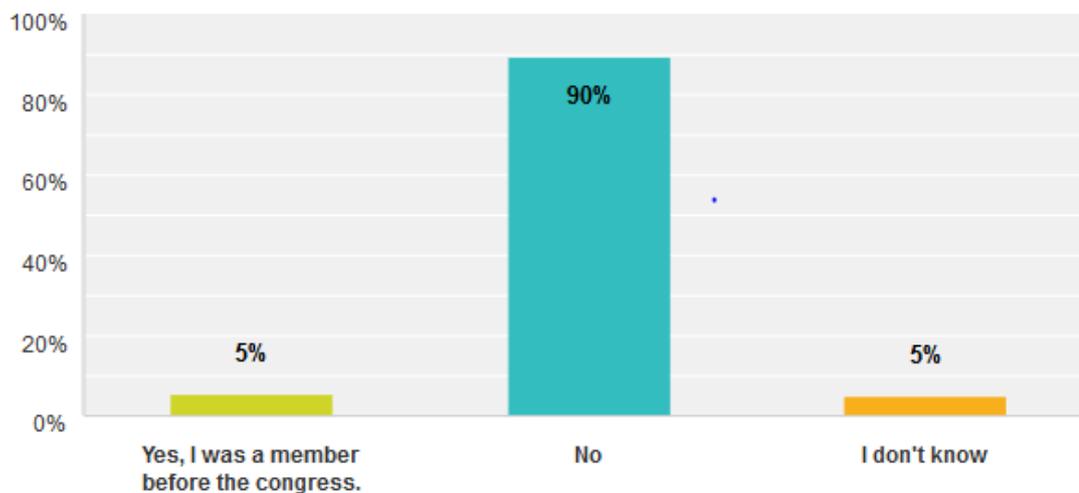
9. Are you a member of the European Heart Rhythm Association (EHRA)?



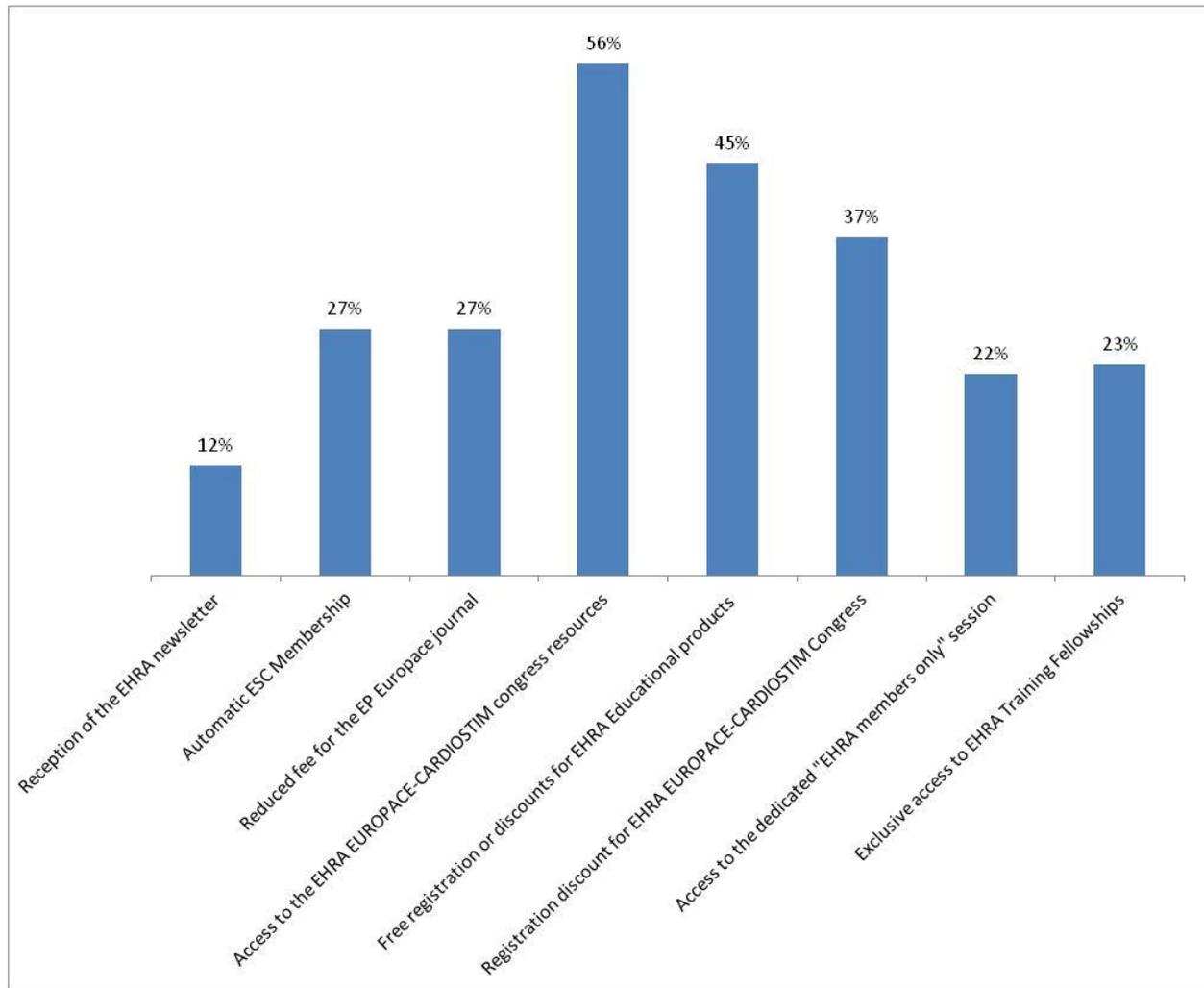
10. Are you a member of the ESC WG on Cardiac Cellular Electrophysiology



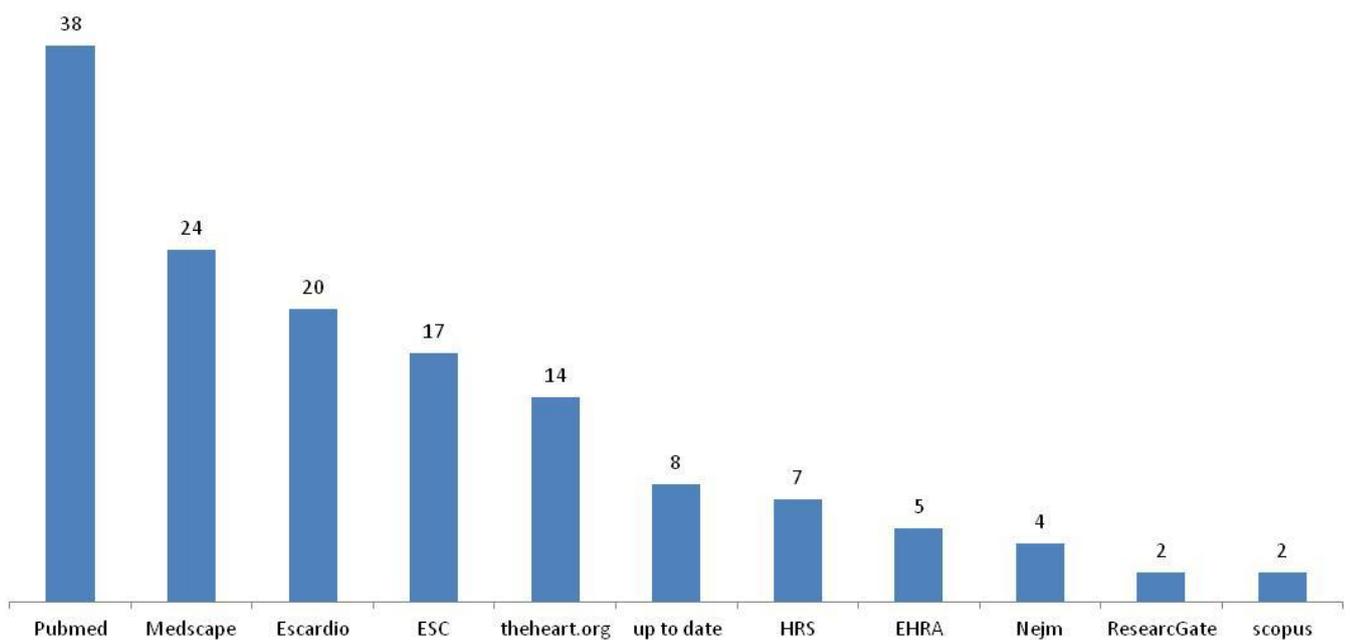
11. Are you a member of the ESC WG on e-Cardiology?



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



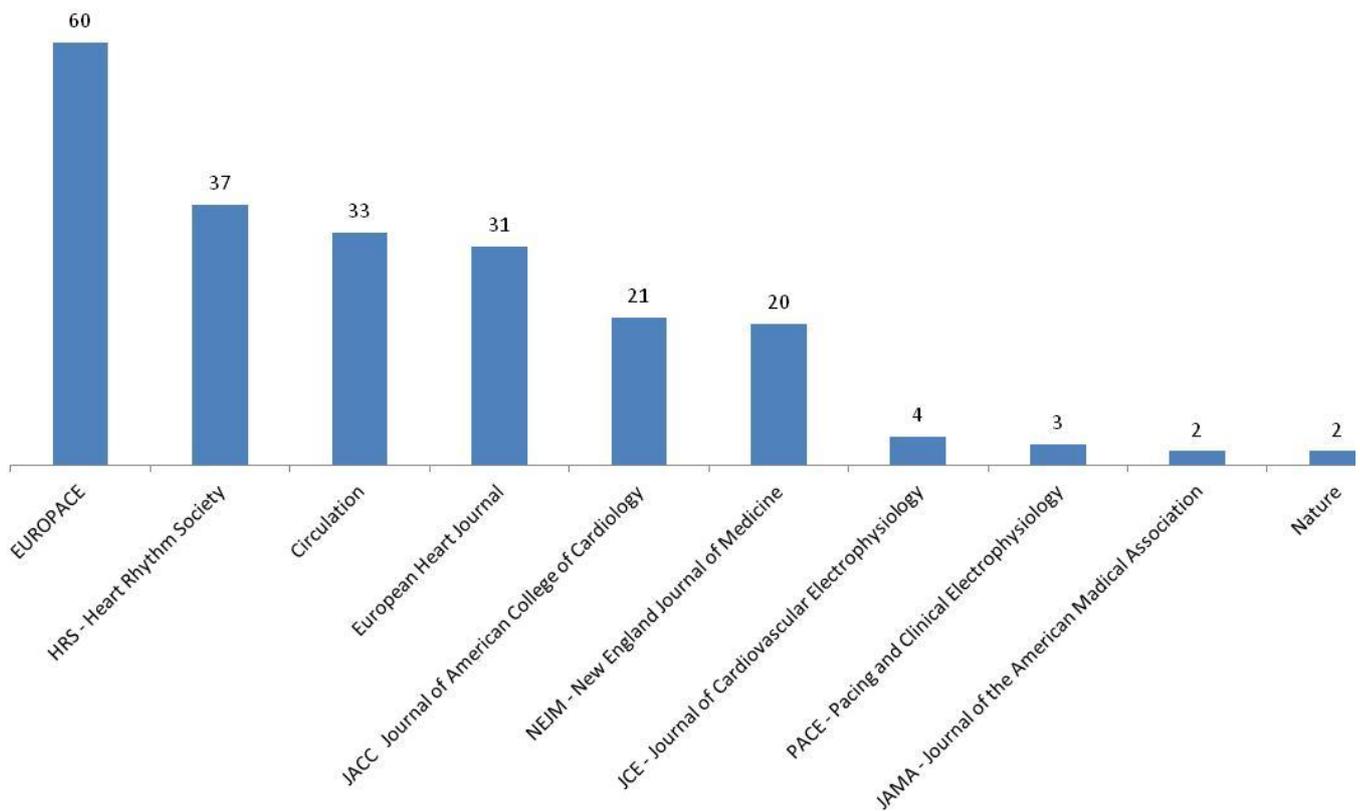
13. Please list two of your preferred websites for scientific content:



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 :

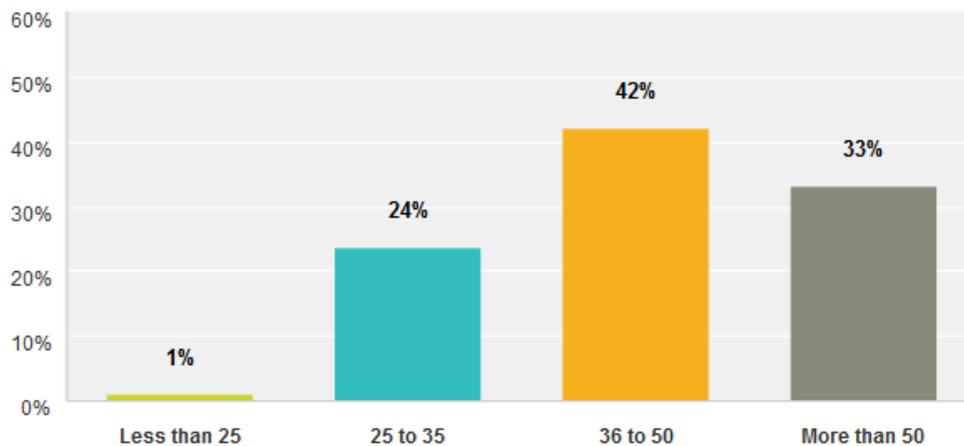
- AHA JOURNALS
- Am. J. Physiol.
- Ann Thor Surg
- BMJ
- Cardiac pacing and electrophysiology
- Cardiologie Pratique
- Cardiovascular nursing
- Chest
- Cir. Res
- Cor et Vasa
- CVR
- Eurointervention
- European journal of heart failure
- JMCC
- Pacing
- PLOS Computational Biology
- Réalités cardiologiques

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 transcather pacing, as well as up to date reviews of current topics
- general update
- Remote monitoring for allied professional
- Tips 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

- Agressive 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?

