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1. General information
EHRA 2018 was held in Barcelona from 18 to 20 March 2018 at the Barcelona Fira, Spain.

1.1 Facts and Figures
3,915 participants from 82 different countries:
- 2,722 delegates
- 1,175 exhibitors
- 18 press

349 Faculty Members for 701 roles in the programme
(Does not include poster Presenters nor Industry)

154 Scientific programme sessions
(Including all sessions except Industry Satellite Symposia & Special events)
129 Pre-arranged sessions
27 Abstract-based sessions

10 lecture rooms
9 Regular lecture rooms
1 Agora

983 abstracts submitted & 704 abstracts accepted (71.6 % acceptance rate)

4 poster sessions, 5 moderated posters

79 Industry sponsored sessions
- 18 Satellite Symposia
- 54 The Pace – Practical Tutorials
- 5 Experts on the Spot
- 1 Closed Industry Meeting

Exhibition
1,602.75m² occupied
50 exhibiting companies
- 38 Industries
- 11 Non industries
- 1 ESC/EHA stand

1.2 Introduction
The European Heart Rhythm Association (EHRA), a registered branch of the European Society of Cardiology, organised EHRA 2018 in Barcelona, Spain from 18 to 20 March 2018.
This congress was the first edition to be organised by EHRA Association alone without the support of any other organisations.

1.3 History

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<td>Berlin, Germany</td>
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<td>Milan, Italy</td>
<td>Vienna, Austria</td>
<td>Barcelona, Spain</td>
</tr>
<tr>
<td>21-24 June</td>
<td>26-29 June</td>
<td>23-26 June</td>
<td>21-24 June</td>
<td>18-21 June</td>
<td>18-20 March</td>
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1.4 Scientific Committees

**Atrial Fibrillation Ablation**
- Dr. Lluis Mont (Spain)
- Dr. Tom de Potter (Belgium)
- Prof. Josef Kautzner (Czech Republic)

**Ventricular Tachycardia Ablation**
- Prof. Katja Zeppenfeld (Netherlands)
- Prof. Jose Luis Merino (Spain)

**Inherited Cardiomyopathy / Channelopathy**
- Prof. Pier Lambiase (United Kingdom)
- Dr. Elijah Behr (United Kingdom)
- Prof. Peter Schwartz (Italy)

**Cardiac Electrophysiology training track**
- Prof. Jens Cosedis Nielsen (Denmark)
- Dr. Jan Steffel (Switzerland)

**Pacing / Implantable Cardioverter Defibrillator / Lead extraction / Syncope**
- Prof. Haran Burri (Switzerland)
- Prof. Carina Blomstrom-Lundqvist (Sweden)
- Prof. Jean Claude Deharo (France)
- Dr. Lucas Boersma (Netherlands)

**Cardiac Resynchronization Therapy / Heart Failure Implants**
- Prof. Angelo Auricchio (Germany)
- Prof. Jean Claude Daubert (France)
- Prof. Christoph Thomas Starck (Germany)

**Clinical Rhythmology / Atrial Fibrillation / Stroke and Anticoagulation**
- Prof. Isabelle C. van Gelder (The Netherlands)
- Dr. Irina Savelieva (United Kingdom)
- Prof. Paulus Kirchhof (United Kingdom)

**Documents / Registries**
- Prof. Gregory Lip (United Kingdom)
- Dr. Nikolaos Dagres (Greece)

**Basic Science / Innovation**
- Prof. Frits Prinzen (Netherlands)
- Prof. Dobromir Dobrev (Germany)

**Nursing & Allied Professionals**
- Dr. Elena Arbelo (Spain)
1.5 Venue
## 1.6 Schedule

### EHRA 2018 - Congress Timetable

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday 17</th>
<th>Sunday 18</th>
<th>Monday 19</th>
<th>Tuesday 20</th>
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*Faculty Dinner*
2. Scientific information

2.1 Overview

9 Lecture rooms + 1 Agora
1 Poster Area

Sessions

99 Scientific and Educational Programmes

- 6 Debate Sessions
- 25 How-to Sessions
- 17 Main Sessions
- 2 Meet the Experts
- 4 Meet the Trialists
- 3 Special Events
- 12 Special Sessions
- 30 Symposia

20 Abstract-based Programmes

- 2 Abstract Sessions
- 5 Moderated Posters
- 4 Poster Sessions
- 7 Rapid Fire Abstracts
- 2 Young Investigator Awards Abstracts

54 Industry Programmes

- 1 Closed Industry Meeting
- 18 Satellite Symposia
- 5 Satellite Symposia - Experts on the Spot
- 30 The PACE – Practical Tutorials

Scientific submissions

983 abstracts submitted => 704 accepted (71,54% acceptance rate)
167 clinical cases submitted => 38 accepted (22,60% acceptance rate)
36 Late-breaking Science submissions => 18 accepted

NEW this year:
- ESC TV @ EHRA
- Focus On Posters + Award Ceremony
  - 14 selected countries were tagged as Focus On and an award ceremony was organised on Tuesday to acknowledge the best posters with diplomas handed out by co-chair SPC and President-elect and recipients were pictured with a KOL from their respective countries
- Chairperson interface in all rooms => This functionality enables the chairpersons to directly evaluate the session and the speakers via the computer.
- Mobile App – Ask a question
  - The audience can ask questions by using their Mobile App. Chairpersons can instantaneously consult questions on their screen.
- Mobile App voting was available in all lecture rooms (except the Agora)
2.2 Faculty

343 Faculty Members (excluding poster presenters and industry)
701 Faculty roles (excluding industry)
  o 241 Chairperson roles
  o 404 Speaker roles
  o 6 Judge roles
  o 50 Discussant roles

Activities

<table>
<thead>
<tr>
<th>Role</th>
<th>2015</th>
<th>2017</th>
<th>2018</th>
<th>Variance 2017 - 2018</th>
</tr>
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<td>Chairperson</td>
<td>302</td>
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<td>Speaker</td>
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<td>404</td>
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<td>Judges</td>
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<tr>
<td>Discussant</td>
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<td>Total</td>
<td>843</td>
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Faculty overview

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<th>2017</th>
<th>2018</th>
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<td>454</td>
<td>469</td>
<td>343</td>
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Role distribution

<table>
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<tr>
<th>Number of roles per faculty</th>
<th>2015</th>
<th>2017</th>
<th>2018</th>
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<td>1 role</td>
<td>264</td>
<td>282</td>
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<td>18</td>
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<td>5 roles</td>
<td>10</td>
<td>20</td>
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<td>13 Roles</td>
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<tr>
<td>Total</td>
<td>454</td>
<td>469</td>
<td>343</td>
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### Faculty by gender

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<tr>
<th>Gender</th>
<th>Total</th>
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<tr>
<td>Male</td>
<td>287</td>
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<td>Total</td>
<td>343</td>
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</table>

### Faculty by region

- **Africa (non ESC)**: 2 - 1 = -1
- **Asia Pacific**: 14 - 12 = -2
- **ESC**: 278 - 391 = -110
- **North America**: 43 - 55 = -12
- **South & Central America**: 7 - 8 = -1
- **Total**: 343 - 454 = -126

### Comparison with previous years
## Top 10 countries

<table>
<thead>
<tr>
<th>Country</th>
<th>EHRA 2015</th>
<th>EHRA 2017</th>
<th>EHRA 2018</th>
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<td>Austria</td>
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### 2.3 Sessions

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## Sessions by Category

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## Number of Sessions per lecture room per day

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<th>Tuesday 20 March</th>
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2.4 Occupancy of scientific sessions

Attendance per time slot - Comparison with previous year

*Please note that this does only include the scientific sessions in the lecture rooms and does not include the industry sessions.*

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<tr>
<th>Date</th>
<th>Start Time</th>
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<th>EHRA 2017</th>
<th>EHRA 2018</th>
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Congress attendance – Overview

Sunday attendance 2015-2018

Monday attendance 2015-2018

Comments:
Very high attendances for the following sessions:
- 2018 ESC Guidelines for the diagnosis and management of syncope at 11:00
- Ventricular tachycardia - Joint session with the Heart Rhythm Society (HRS) at 14:00
- How to interpret difficult ECG’s – 08:30 Mobile App voting with HJ Wellens & J farre

The 2nd ECG session and the 20-year MADIT session were also well attended.
Tuesday attendance 2015-2018

Detailed occupancy per session

Sunday 18 March

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<th>Session number</th>
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Comments:
Very high attendances for the sessions:
- Late-Breaking Trials at 08:30
- EHRA Congress Highlights at 14:00

Also well attended:
- Ablation of premature ventricular contractions at 11:00
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**Tuesday 20 March**

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# Best attended sessions

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<td>Latest advances in pacing therapy</td>
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<td>241</td>
<td>60%</td>
<td>205</td>
<td>14:00</td>
<td>Wenckebach</td>
<td>400</td>
</tr>
<tr>
<td>Monday</td>
<td>908</td>
<td>Live Session - Lead extraction</td>
<td>185</td>
<td>227</td>
<td>91%</td>
<td>115</td>
<td>11:00</td>
<td>Mirowski</td>
<td>250</td>
</tr>
<tr>
<td>Monday</td>
<td>909</td>
<td>Live Session - Ventricular tachycardia</td>
<td>185</td>
<td>208</td>
<td>83%</td>
<td>146</td>
<td>16:30</td>
<td>Mirowski</td>
<td>250</td>
</tr>
<tr>
<td>Monday</td>
<td>931</td>
<td>The 2018 EHRA Practical Guide for the use of NOACs in patients with atrial fibrillation</td>
<td>90</td>
<td>206</td>
<td>82%</td>
<td>170</td>
<td>08:00</td>
<td>Mirowski</td>
<td>250</td>
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<tr>
<td>Sunday</td>
<td>906</td>
<td>Live Session - Atrial fibrillation</td>
<td>190</td>
<td>201</td>
<td>80%</td>
<td>170</td>
<td>11:00</td>
<td>Mirowski</td>
<td>250</td>
</tr>
<tr>
<td>Monday</td>
<td>103</td>
<td>Cardiac Resynchronisation Therapy in 2018 (CRT)</td>
<td>207</td>
<td>198</td>
<td>99%</td>
<td>174</td>
<td>14:00</td>
<td>Coumel</td>
<td>200</td>
</tr>
<tr>
<td>Sunday</td>
<td>153</td>
<td>All you want to know about mapping and ablation of scar-related ventricular tachycardia</td>
<td>117</td>
<td>196</td>
<td>49%</td>
<td>172</td>
<td>08:30</td>
<td>Senning</td>
<td>400</td>
</tr>
<tr>
<td>Tuesday</td>
<td>707</td>
<td>Supraventricular arrhythmias - Joint session with the Cardiac Arrhythmia Society of Southern Africa (CASSA)</td>
<td>74</td>
<td>194</td>
<td>49%</td>
<td>161</td>
<td>11:00</td>
<td>Wenckebach</td>
<td>400</td>
</tr>
<tr>
<td>Monday</td>
<td>126</td>
<td>Pacemaker indications in special situations</td>
<td>55</td>
<td>180</td>
<td>33%</td>
<td>130</td>
<td>16:30</td>
<td>Sokolov</td>
<td>550</td>
</tr>
</tbody>
</table>
### Mobile App voting sessions

18 sessions were eligible for Mobile App voting => the speaker included questions in their presentation and prompts the audience to cast their vote. In total 4,935 votes were submitted by the audience via the mobile app.

<table>
<thead>
<tr>
<th>Day</th>
<th>Session number</th>
<th>Session Title</th>
<th>OCC Start</th>
<th>OCC Peak</th>
<th>OCC End</th>
<th>Time</th>
<th>Room</th>
<th>Room capacity</th>
<th>Number of questions</th>
<th>Number of votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 902</td>
<td>The 12 lead ECG as a daily, indispensable, companion</td>
<td>88</td>
<td>320</td>
<td>58%</td>
<td>320</td>
<td>08:30</td>
<td>Sokolov</td>
<td>550</td>
<td>16</td>
<td>1106</td>
</tr>
<tr>
<td>Sunday 901</td>
<td>How to interpret difficult ECG's</td>
<td>75</td>
<td>320</td>
<td>58%</td>
<td>270</td>
<td>08:30</td>
<td>Sokolov</td>
<td>550</td>
<td>15</td>
<td>679</td>
</tr>
<tr>
<td>Tuesday 707</td>
<td>Supraventricular arrhythmias - Joint session with the Cardiac Arrhythmia Society of Southern Africa (CASSA)</td>
<td>74</td>
<td>194</td>
<td>49%</td>
<td>161</td>
<td>11:00</td>
<td>Wenckebach</td>
<td>400</td>
<td>11</td>
<td>551</td>
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<tr>
<td>Sunday 709</td>
<td>Ventricular tachycardia - Joint session with the Heart Rhythm Society (HRS)</td>
<td>400</td>
<td>400</td>
<td>100%</td>
<td>350</td>
<td>14:00</td>
<td>Senning</td>
<td>400</td>
<td>10</td>
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<tr>
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<td>Diagnosis and management of inherited arrhythmia syndromes - Joint session with the Japanese Heart Rhythm Society (JHRS)</td>
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<td>114</td>
<td>33%</td>
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<td>14:00</td>
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<tr>
<td>Monday 190</td>
<td>Devices in inherited cardiac conditions</td>
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<td>41</td>
<td>10%</td>
<td>41</td>
<td>14:00</td>
<td>Wenckebach</td>
<td>400</td>
<td>18</td>
<td>359</td>
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<tr>
<td>Monday 103</td>
<td>Cardiac Resynchronisation Therapy in 2018 (CRT)</td>
<td>207</td>
<td>198</td>
<td>99%</td>
<td>174</td>
<td>14:00</td>
<td>Coumel</td>
<td>200</td>
<td>9</td>
<td>281</td>
</tr>
<tr>
<td>Sunday 702</td>
<td>Managing syncope in difficult disease states - Joint session with the Sociedad Brasileira de Arritmas Cardiacas (SOBRAC)</td>
<td>48</td>
<td>64</td>
<td>18%</td>
<td>53</td>
<td>16:30</td>
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<td>11</td>
<td>276</td>
</tr>
<tr>
<td>Tuesday 158</td>
<td>Ablation of premature ventricular contractions</td>
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<td>260</td>
<td>47%</td>
<td>210</td>
<td>11:00</td>
<td>Sokolov</td>
<td>550</td>
<td>9</td>
<td>238</td>
</tr>
<tr>
<td>Monday 710</td>
<td>ICD treatment - For whom and how - Joint session with the Latin American Heart Rhythm Society (LAHRS)</td>
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<td>93</td>
<td>27%</td>
<td>82</td>
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<td>Mobitz</td>
<td>350</td>
<td>8</td>
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<tr>
<td>Tuesday 136</td>
<td>Anticoagulation in atrial fibrillation - Start (N)OAC in?</td>
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<td>90</td>
<td>23%</td>
<td>90</td>
<td>08:30</td>
<td>Senning</td>
<td>400</td>
<td>8</td>
<td>107</td>
</tr>
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<td>Sunday 110</td>
<td>Tough decisions in anticoagulation in atrial fibrillation</td>
<td>25</td>
<td>50</td>
<td>9%</td>
<td>30</td>
<td>14:00</td>
<td>Sokolov</td>
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<td>Tuesday 147</td>
<td>Controversies in channelopathy</td>
<td>30</td>
<td>75</td>
<td>30%</td>
<td>69</td>
<td>08:30</td>
<td>Mirowski</td>
<td>250</td>
<td>5</td>
<td>96</td>
</tr>
<tr>
<td>Sunday 109</td>
<td>Controversies in atrial fibrillation ablation</td>
<td>27</td>
<td>69</td>
<td>20%</td>
<td>75</td>
<td>08:30</td>
<td>Mobitz</td>
<td>350</td>
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<tr>
<td>Sunday 118</td>
<td>My nightmare case in device extraction: when everything went wrong</td>
<td>38</td>
<td>72</td>
<td>18%</td>
<td>62</td>
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<td>Wenckebach</td>
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## 2.5 Abstracts

### Overview of submissions by type

<table>
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<tr>
<th>Status</th>
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<th>2017</th>
<th>2018</th>
<th>Expected onsite 2018</th>
<th>No shows 2018</th>
<th>Presented 2018</th>
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<td>74,90%</td>
<td>71,54%</td>
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<tr>
<td>Accepted</td>
<td></td>
<td></td>
<td>38</td>
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<td>Not validated and withdrawn</td>
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<tr>
<td>% acceptance</td>
<td></td>
<td></td>
<td>22,60%</td>
<td></td>
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3. Other Initiatives

Objective
Pilot edition: create a platform where young participants are given the opportunity to meet individually with internationally renowned experts in their field to seek career development advice and recommendations.

Summary
Date: Sunday 19 and Monday 20 March
Timeslot: Morning coffee breaks 10:00 – 10:50
Location: EHRA Members Lounge
Timing: The hostess was the time keeper

Eligibility criteria
- 10 mentors
- 16 applicants, conditions:
  - registered to EHRA 2018
  - 40 years of age or under
  - EHRA Member

Application process
Application dates: 11 January to 09 February
✓ Mentors biography and field of expertise available online for review and promotion in order to facilitate selection by the applicants
✓ Applications are done online and are free. Applicants are asked to select the mentors they wish to meet in order of preference
✓ Applicants are selected based on their motivations and CV by Valentina Kutiya and Jedrzej Kosiuk
✓ Each applicant was assigned 2 interview of 20 minutes

Submissions and participation rate
⇒ 16 applications were submitted
⇒ All 10 Mentors accepted the invitation and were present at the event
⇒ 14 out of 16 applicants attended the event

Submissions - Statistics
✓ General results

| Total applications (open + submitted) | 67 |
| Total of "open applications" that were not submitted | 36 |
| Total of submitted applications | 31 |
| Total of selected applicants | 16 |

✓ Breakdown by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>12</td>
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<tr>
<td>Female</td>
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</tr>
<tr>
<td>Grand Total</td>
<td>16</td>
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</table>
## Breakdown by age

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<td>31</td>
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<tr>
<td>32</td>
<td>4</td>
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<td>33</td>
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<tr>
<td>37</td>
<td>1</td>
</tr>
<tr>
<td>38</td>
<td>1</td>
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## Breakdown by profession

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<tr>
<td>Physician - Interventional Cardiology</td>
<td>3</td>
</tr>
<tr>
<td>Scientist</td>
<td>1</td>
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</table>

## Breakdown by country

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<tr>
<td>Russia</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Italy</td>
<td>1</td>
</tr>
<tr>
<td>Armenia</td>
<td>1</td>
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<tr>
<td>Colombia</td>
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<tr>
<td>Romania</td>
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<tr>
<td>Portugal</td>
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<tr>
<td>Uzbekistan</td>
<td>1</td>
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<td>Switzerland</td>
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<td>Greece</td>
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## Stage in career

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<tr>
<td>Practising</td>
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### Speed Mentoring Promotion

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<td>Call for app // Speed mentoring</td>
</tr>
<tr>
<td>31.01</td>
<td>Reminder deadline // EHRA Speed mentoring</td>
</tr>
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<td>07.02</td>
<td>Reminder deadline // EHRA Speed mentoring</td>
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<table>
<thead>
<tr>
<th>Sent</th>
<th>Key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.01</td>
<td>Call for application // Speed mentoring</td>
</tr>
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<table>
<thead>
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<tr>
<td>18.01</td>
<td>Call for application // Speed mentoring</td>
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<tr>
<td>08.02</td>
<td>Reminder deadline // Speed mentoring</td>
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<table>
<thead>
<tr>
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<th>Websites &amp; Social Media</th>
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<td>Call for application</td>
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<td></td>
<td>- EHRA landing page</td>
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</tr>
<tr>
<td>25.01</td>
<td>Facebook</td>
<td>Call for application</td>
</tr>
</tbody>
</table>

---

_SPEED MENTORING_

*Newer than 40 years old? Get the opportunity to meet with renowned experts one to one, individual meetings to discuss your career and/or ongoing research.*

*Call for application*
4 Registration & Attendance

4.1 Overview & Comparison with previous years

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</thead>
<tbody>
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<td>Active delegates</td>
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<td>3 477</td>
<td>4 073</td>
<td>4 178</td>
<td>2 722</td>
</tr>
<tr>
<td>Press</td>
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<td>14</td>
<td>51</td>
<td>35</td>
<td>18</td>
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<tr>
<td>Exhibitors</td>
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<td>1 608</td>
<td>1 597</td>
<td>1 989</td>
<td>1 175</td>
</tr>
<tr>
<td>Total</td>
<td>5 486</td>
<td>5 099</td>
<td>5 721</td>
<td>6 202</td>
<td>3 915</td>
</tr>
</tbody>
</table>

Data on returning delegates

38 % of the EHRA 2018 delegates attended also EHRA-Europace-cardiostim in 2017
30 % of the EHRA 2018 delegates attended also EHRA-Europace 2015
20 % of the EHRA 2018 delegates attended both congresses in 2017 and 2015

Individual vs Group registrations

<table>
<thead>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>47%</td>
<td>59%</td>
<td>55%</td>
<td>60%</td>
<td>78%</td>
</tr>
<tr>
<td>Group</td>
<td>53%</td>
<td>41%</td>
<td>45%</td>
<td>40%</td>
<td>15%</td>
</tr>
<tr>
<td>Industry grants</td>
<td>7%</td>
<td>15%</td>
<td>15%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Industry grants | Group | Individuals
### 4.2 Delegate breakdown per activity

Statistics are based on information given in participants’ “My ESC” accounts. This information was available for 3242 delegates (961 delegates did not complete their field of activity in their account).

<table>
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<tr>
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<th>% / Event</th>
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</tr>
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<td>392</td>
<td>14.31%</td>
</tr>
<tr>
<td>Physician - Interventional Cardiology</td>
<td>277</td>
<td>10.11%</td>
</tr>
<tr>
<td>Other</td>
<td>116</td>
<td>4.24%</td>
</tr>
<tr>
<td>Scientist</td>
<td>103</td>
<td>3.76%</td>
</tr>
<tr>
<td>Nurse / Nurse Practitioner</td>
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</tr>
<tr>
<td>Engineer</td>
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<td>1.83%</td>
</tr>
<tr>
<td>Other Healthcare Profession</td>
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<td>1.75%</td>
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<tr>
<td>Medical Technician</td>
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<td>1.53%</td>
</tr>
<tr>
<td>Physician - Cardiac Surgery</td>
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<td>1.24%</td>
</tr>
<tr>
<td>Physician - Internal Medicine</td>
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<td>Physician - General Practice</td>
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<tr>
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</tr>
<tr>
<td>Physician - Vascular Medicine / Angiology</td>
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</table>
### 4.3 Breakdown of attendance by country of origin: 82 countries

Complete list of countries and comparison with previous year

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**Breakdown by Region 2018**

**Region breakdown 2018**

- Africa (non ESC): 1%
- Asia Pacific: 7%
- ESC: 11%
- North America: 81%

**Breakdown by Continent**

**Breakdown by continent**

- AFRICA: 8%
- ASIA: 3%
- EUROPA: 9%
- North America: 1%
- OCEANIA: 1%
- South America: 78%
4.5 Demographic

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5. Industry

5.1 Exhibitors

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## 5.2 Exhibition

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5.3 Industry Sponsored Sessions

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<td>65</td>
</tr>
<tr>
<td>Biosense Webster Europe</td>
<td>19 March 2018</td>
<td>12:45 - 13:45</td>
<td>MIROWSKI</td>
<td>250</td>
<td>90</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Date</td>
<td>Time</td>
<td>Room</td>
<td>Capacity</td>
<td>Attendance</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>---------------</td>
<td>------------</td>
<td>---------</td>
<td>----------</td>
<td>------------</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>19 March 2018</td>
<td>12:45 - 13:45</td>
<td>MOBITZ</td>
<td>350</td>
<td>90</td>
</tr>
<tr>
<td>Medtronic International Trading SARL</td>
<td>19 March 2018</td>
<td>12:45 - 13:45</td>
<td>SENNING</td>
<td>400</td>
<td>95</td>
</tr>
<tr>
<td>Daiichi Sankyo Europe GmbH</td>
<td>19 March 2018</td>
<td>12:45 - 13:45</td>
<td>SOKOLOV</td>
<td>550</td>
<td>50</td>
</tr>
<tr>
<td>LivaNova</td>
<td>19 March 2018</td>
<td>12:45 - 13:45</td>
<td>WENCKEBACH</td>
<td>400</td>
<td>110</td>
</tr>
<tr>
<td>ABBOTT</td>
<td>20 March 2018</td>
<td>12:45-13:45</td>
<td>COUMEL</td>
<td>200</td>
<td>80</td>
</tr>
<tr>
<td>Medtronic International Trading SARL</td>
<td>20 March 2018</td>
<td>12:45-13:45</td>
<td>SENNING</td>
<td>400</td>
<td>90</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>18 Satellite Symposia</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Satellite Symposia – Experts on the Spot**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Capacity</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medtronic</td>
<td>18 March 2018</td>
<td>10:15 - 10:45</td>
<td>AGORA</td>
<td>80</td>
<td>110</td>
</tr>
<tr>
<td>Pfizer Ltd</td>
<td>19 March 2018</td>
<td>15:45 - 16:15</td>
<td>AGORA</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>Biosense Webster</td>
<td>19 March 2018</td>
<td>10:15 - 10:45</td>
<td>AGORA</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>Medtronic</td>
<td>20 March 2018</td>
<td>10:15 - 10:45</td>
<td>AGORA</td>
<td>80</td>
<td>110</td>
</tr>
<tr>
<td>Pfizer Ltd</td>
<td>18 March 2018</td>
<td>15:45 - 16:15</td>
<td>AGORA</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5 Satellite Symposia – Experts on the Spot</strong></td>
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**The PACE**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medtronic</td>
<td>The PACE – Practical Tutorial 1</td>
</tr>
<tr>
<td>Biosense Webster</td>
<td>The PACE – Practical Tutorial 2</td>
</tr>
<tr>
<td>Biosense Webster</td>
<td>The PACE – Practical Tutorial 3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3 PACE – Practical Tutorials rooms</strong></td>
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Each Industry Sponsored Session had the following items included in the package: 1 Weblink, 1 Congress News insert and 1 Information screen.
### 5.4 Sponsorship

<table>
<thead>
<tr>
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<th>Item</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>ABBOTT</td>
<td>Webcast - Video &amp; Slides</td>
<td>1</td>
</tr>
<tr>
<td>ABBOTT</td>
<td>Mobile App</td>
<td>1</td>
</tr>
<tr>
<td>ABBOTT</td>
<td>Mobile app Splash Advert &amp; Push Notifications</td>
<td>3</td>
</tr>
<tr>
<td>Biosense Webster Europe</td>
<td>Backlit Panel in Registration</td>
<td>1</td>
</tr>
<tr>
<td>Biosense Webster Europe</td>
<td>Totems Outside Main Entrance</td>
<td>1</td>
</tr>
<tr>
<td>Biotronik SE &amp; Co KG</td>
<td>EHRA Congress News (Online Version)</td>
<td>1</td>
</tr>
<tr>
<td>Biotronik SE &amp; Co KG</td>
<td>eBlast - Post Congress 4 April 2018</td>
<td>1</td>
</tr>
<tr>
<td>Biotronik SE &amp; Co KG</td>
<td>eBlast - 15 March 2018</td>
<td>1</td>
</tr>
<tr>
<td>Biotronik SE &amp; Co KG</td>
<td>eBlast - 6 March 2018</td>
<td>1</td>
</tr>
<tr>
<td>Boehringer Ingelheim International</td>
<td>eBlast - Post Congress 4 April 2018</td>
<td>1</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>Webcast - Video &amp; Slides</td>
<td>2</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>Live Broadcasting</td>
<td>2</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>Unrestricted Educational Grants</td>
<td>1</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>eBlast - 6 March 2018</td>
<td>1</td>
</tr>
<tr>
<td>Implicity</td>
<td>Delegate Badge Holder</td>
<td>1</td>
</tr>
<tr>
<td>LivaNova</td>
<td>Drop Banner in Registration</td>
<td>1</td>
</tr>
<tr>
<td>LivaNova</td>
<td>Totems Outside Main Entrance</td>
<td>1</td>
</tr>
<tr>
<td>LivaNova</td>
<td>eBlast - 15 March 2018</td>
<td>1</td>
</tr>
<tr>
<td>Siemens Healthcare GmbH</td>
<td>eBlast - 15 March 2018</td>
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Details on Educational Grant

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<th>Room</th>
<th>Capacity</th>
<th>Scans</th>
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<td>Boston Scientific International SA</td>
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<td>16:30 – 18:30</td>
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## 5.5 Rooms at EHRA

<table>
<thead>
<tr>
<th>Function Spaces</th>
<th>Number</th>
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<tr>
<td>Closed Industry Meeting</td>
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</tr>
<tr>
<td>TOTAL</td>
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### Function Spaces

<table>
<thead>
<tr>
<th>Sponsor</th>
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<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABBOTT</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Biosense Webster Europe</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>Biotronik SE &amp; Co KG</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>1</td>
<td>80</td>
</tr>
<tr>
<td>LivaNova</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>Medtronic International Trading SARL</td>
<td>4</td>
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<tr>
<td>Medtronic International Trading SARL</td>
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</tr>
<tr>
<td>Medtronic International Trading SARL</td>
<td>1</td>
<td>80</td>
</tr>
<tr>
<td>Spectranetics International BV</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td>Zoll CMS GmbH</td>
<td>1</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>17</strong></td>
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</table>

### Closed Industry Meeting

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston Scientific</td>
<td>18 March 2018</td>
<td>07:00 - 08:15</td>
<td>Mirowski</td>
<td>250</td>
</tr>
</tbody>
</table>
6. Communication

6.1 Activities

The *global strategy* for this first edition of EHRA 2018 Congress was to promote the “Scientific, independent, educational excellence of this Congress”.

*Printed promotional documents* contributed to the promotion among which: goodies (water/ coffee cups, pens) as well as huge banners onsite promoting 2018 edition. Many Congress Brochures and FA were sent across European and non European EP NCS meetings and inserted in congress bags too. A monthly press advert was featured in EP Europace journal.

*Online communications* (ESC/EHRA website –via Scientific Programme and Planner (SP&P), emailings, mobile apps): Given that the Final Programme was not printed, a PDF version of the FP was published online with open access to all EHRA website visitors. The FP was also accessible via the SS&P on the EHRA 2017 Mobile app. The Mobile App along with live tweets and facebook posts were the most updated info channels, with not-to-miss sessions, scientific and practical information providing the audience with the latest updates. The Daily congress news also served as a quick glance at the day’s activities.

6.1.1 Promotional documents

<table>
<thead>
<tr>
<th>Name</th>
<th>Poster</th>
<th>Flyer First Announcement</th>
<th>PAAG (Programme At A Glance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifespan</td>
<td>9 months</td>
<td>9 months</td>
<td>18-20 March 2018</td>
</tr>
<tr>
<td>Topic</td>
<td>The essentials for your everyday practice: from simple to complex arrhythmia, from AF to stroke.</td>
<td>Save the date</td>
<td></td>
</tr>
<tr>
<td>Message</td>
<td>Save the date</td>
<td>Key deadlines</td>
<td>Programme At A Glance</td>
</tr>
<tr>
<td>Format</td>
<td>40x60 cm</td>
<td>A5</td>
<td></td>
</tr>
<tr>
<td>Quantity</td>
<td>300</td>
<td>3000</td>
<td>4000 ex</td>
</tr>
</tbody>
</table>

Programmes publications and Mobile App

<table>
<thead>
<tr>
<th>Name</th>
<th>Industry Prospectus</th>
<th>SPP online</th>
<th>Final Programme</th>
<th>Mobile App</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifespan</td>
<td>Sept – March</td>
<td>Dec – March</td>
<td>March – March</td>
<td>Feb – March</td>
</tr>
<tr>
<td>Main Message</td>
<td>EHRA is the only EP congress for you</td>
<td>Most up to date sc prog</td>
<td>Sc prog</td>
<td>Personalise your attendance programme</td>
</tr>
<tr>
<td>Format</td>
<td>A4</td>
<td>Electronic</td>
<td>A4 Online Pdf</td>
<td>App – iOS – Android</td>
</tr>
<tr>
<td>Quantity</td>
<td>5000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Views / Downloads</td>
<td>14 420</td>
<td>2 757</td>
<td>3 433</td>
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<tr>
<td>Sponsor</td>
<td>Abbott</td>
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6.1.2 Congress news

<table>
<thead>
<tr>
<th>Name</th>
<th>e-Congress News</th>
<th>Congress News</th>
</tr>
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<tbody>
<tr>
<td>Lifespan</td>
<td>e-Congress news: 18.19.20.03.18</td>
<td>Congress news: 18.19.20.03.18</td>
</tr>
<tr>
<td>Key info</td>
<td>Information for the next day</td>
<td>Information for the next day</td>
</tr>
<tr>
<td></td>
<td>• Sneak peek on sessions</td>
<td>• Sneak peek on sessions</td>
</tr>
<tr>
<td></td>
<td>• Editorials on committees’ activities</td>
<td>• Editorials on committees’ activities</td>
</tr>
<tr>
<td></td>
<td>• Latest science releases</td>
<td>• Latest science releases</td>
</tr>
<tr>
<td></td>
<td>• General info</td>
<td>• General info</td>
</tr>
<tr>
<td></td>
<td>• Promotional &amp; corporate adverts for EHRA</td>
<td>• Promotional &amp; corporate adverts for EHRA</td>
</tr>
<tr>
<td></td>
<td>• Not to miss</td>
<td>• Not to miss</td>
</tr>
<tr>
<td>Format</td>
<td>Electronic</td>
<td>Print</td>
</tr>
<tr>
<td>Views / copies</td>
<td>See statistics below</td>
<td>5000 (Day 1 2500, Day 2 1500, Day 3 1000)</td>
</tr>
<tr>
<td>Sponsors</td>
<td>Abbott</td>
<td>None</td>
</tr>
<tr>
<td>Editors in chiefs</td>
<td>TMC &amp; Prof. Jan Steffel</td>
<td>TMC &amp; Prof. Jan Steffel</td>
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</table>
## 6.2 Promotion

### 6.2.1 E-campaigns

<table>
<thead>
<tr>
<th>Launch date</th>
<th>Key message</th>
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<tbody>
<tr>
<td>2.08.2017</td>
<td>EHRA 2018 Call for science</td>
</tr>
<tr>
<td>22.08.2017</td>
<td>EHRA 2018 visibility + reg discount</td>
</tr>
<tr>
<td>04.10.2017</td>
<td>EHRA 2018 call for science + Registration</td>
</tr>
<tr>
<td>11.10.2017</td>
<td>EHRA Cong Travel Grant + best case ppt + Young Invest Award</td>
</tr>
<tr>
<td>1.11.2017</td>
<td>EHRA 2018 Congress – call for science</td>
</tr>
<tr>
<td>08.11.2017</td>
<td>EHRA Congress Grants</td>
</tr>
<tr>
<td>15.11.2017</td>
<td>EHRA 2018 Congress : 4 Summits + Reg + Sc Prog + Congress Grants</td>
</tr>
<tr>
<td>10.01.2018</td>
<td>EHRA late breaking Science deadline</td>
</tr>
<tr>
<td>17.01.2018</td>
<td>EHRA date congress contest + early reg deadline</td>
</tr>
<tr>
<td>25.01.2018</td>
<td>sessions not to be missed (CL selection) + Reg + Speed mentoring</td>
</tr>
<tr>
<td>31.01.2018</td>
<td>EHRA Speed mentoring deadline</td>
</tr>
<tr>
<td>07.02.2018</td>
<td>EHRA Speed mentoring deadline + late reg</td>
</tr>
<tr>
<td>15.02.2018</td>
<td>Focus on EHRA – Imp New Sc + Late reg</td>
</tr>
<tr>
<td>28.02.2018</td>
<td>EHRA Last minute online reg</td>
</tr>
<tr>
<td>01.03.2018</td>
<td>News in ACS</td>
</tr>
<tr>
<td>07.03.2018</td>
<td>Sc prog / mobile app/ FP / online reg midnight</td>
</tr>
<tr>
<td>21.03.2018</td>
<td>Syncope Guidelines + ESC tv at EHRA</td>
</tr>
<tr>
<td>23.03.2018</td>
<td>Syncope guidelines in NCS news</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Launch date</th>
<th>Key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.07.2017</td>
<td>EHRA 2018 Congress reg discount if you are attending ESC / 1 aug call for sc</td>
</tr>
<tr>
<td>25.10.2017</td>
<td>Clinical cases and abstracts: Early reg + EHRA Congress Grant + Reg discount benefit</td>
</tr>
<tr>
<td>11.01.2018</td>
<td>LTB deadline tom /Early reg deadline / save €100 on reg/ 4 summits/Syncope/ Speed mentoring/ Scientific Prog</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Launch date</th>
<th>Key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.07.2017</td>
<td>Announcing EHRA becomes Annual + Save the dates</td>
</tr>
<tr>
<td>21.09.2017</td>
<td>Announcing registration</td>
</tr>
<tr>
<td>10.10.2017</td>
<td>Submit your abstract – dynamic content</td>
</tr>
<tr>
<td>20.10.2017</td>
<td>ALL NEW !! EHRA Congress Grants !</td>
</tr>
<tr>
<td>27.10.2017</td>
<td>Submit your abstract &amp; clinical cases</td>
</tr>
<tr>
<td>3.11.2017</td>
<td>Abstract &amp; clinical cases sub new deadline</td>
</tr>
<tr>
<td>15.01.2018</td>
<td>Excellence awaits you at EHRA : Syncope + 4</td>
</tr>
</tbody>
</table>
Summits + Interactive & educ sc congress prog + Easily asc destination: Barcelona + Network opp with 350+ Intl KOL

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.01.2018</td>
<td>Bringing you the latest in Science : Syncope</td>
</tr>
<tr>
<td>02.02.2018</td>
<td>EHRA Speed Mentoring</td>
</tr>
<tr>
<td>09.02.2018</td>
<td>EHRA 2018 Congress, the leading European EP conference this year (special announcement) science + reg to all Database less France, UK and Germany</td>
</tr>
<tr>
<td>12.09.2018</td>
<td>All EHRA members only</td>
</tr>
<tr>
<td>13-14.02.2018</td>
<td>To All France, UK and Germany database</td>
</tr>
<tr>
<td>19.02.2018</td>
<td>Hot sessions + stay connected via social media ➔ all registered!</td>
</tr>
<tr>
<td>22.02.2018</td>
<td>To Spanish Database</td>
</tr>
<tr>
<td>23.02.2018</td>
<td>To Italian Database</td>
</tr>
<tr>
<td>07.03.2018</td>
<td>Attendance Guide</td>
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<table>
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<th>Launch date</th>
<th>Key message</th>
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<tbody>
<tr>
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<td>Save the dates + submit sc + reg</td>
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<tr>
<td>04.10.2017</td>
<td>Clinical cases abstracts Early reg fee EHRA Members save on cong reg/ scientific prog</td>
</tr>
<tr>
<td>09.11.2017</td>
<td>Late breaking-science submission Early registration fee EHRA Members save on congress reg EHRA Congress grants</td>
</tr>
<tr>
<td>23.11.2017</td>
<td>4 Summits included/ sc pro / Reg now / EHRA member disc / EHRA Cong grants</td>
</tr>
<tr>
<td>14.12.2017</td>
<td>4 Summits incl / Sc prog / Late breaking science /Syncope</td>
</tr>
<tr>
<td>18.01.2018</td>
<td>Highlights from CL on scientific sessions for daily practice /Early reg dead / Sp mentoring</td>
</tr>
<tr>
<td>08.02.2018</td>
<td>Speed mentoring /ESC Syncope Guidelines sessions/ EHRA documents sessions/ Debate sessions/ Live sessions/ Late reg +savings</td>
</tr>
<tr>
<td>22.02.2018</td>
<td>Hot science /Mobile app /Industry exh / Online last minute reg</td>
</tr>
<tr>
<td>08.03.2018</td>
<td>FF/ Mobile app/ don’t miss sessions</td>
</tr>
<tr>
<td>Launch date</td>
<td>Websites &amp; Social Media</td>
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<tr>
<td>-------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>3.11.2017</td>
<td>EHRA webpages – left ads</td>
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<tr>
<td>3.11.2017</td>
<td>ESC Slider</td>
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<td>10.11.2017</td>
<td>EHRA Grants left ads on  - Education  - Webinars</td>
</tr>
<tr>
<td>12.11.2017</td>
<td>ESC Social Media FB + twitter</td>
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</table>
15.12.2017
Ehra registration
- Early Reg 22 Jan
- Late Reg 19 Feb

->> EHRA education pages: Webinars + Courses

08.01.2018
ESC slider Home

11.01.2018
EHRA Speed mentoring
- EHRA landing page

17.01.2018
Know your congress dates contest
https://www.facebook.com/europeansocietyofcardiology/posts/10155395525898719

12.02.2018
ESC slider Home

13.02.2018
Science to be revealed at EHRA – Sc prog
FB: https://www.facebook.com/europeansocietyofcardiology/posts/10155467422058719
Twitter: https://twitter.com/escardio/status/963414041204011008
LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:6369175602301329408/

15.02.2018 – 18.03.2018
Google Adword Campaign
6.2.2 Adverts in ESC Journals and non ESC Journal

<table>
<thead>
<tr>
<th>Advert</th>
<th>ESC &amp; Non ESC Journal</th>
<th>Publication date</th>
<th>Key message</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP EUROPACE</td>
<td>19/07, 19/08, 19/09, 19/10, 19/11, 19/12</td>
<td>14/07/17 - 11/08/17, 10/08/17 - 07/09/17, 11/09/17 - 09/10/17, 24/10/17 - 21/11/17, 08/11/17 - 06/12/17, 07/12/17 - 14/01/18</td>
<td>Oct 2017, Winter 2018</td>
</tr>
<tr>
<td>Cardiac Rhythm News European Journal of Arrhythmia &amp; Electrophysiology Cardiology – Karger Journal of Vascular Research</td>
<td></td>
<td>Dec 2017, Jan 2018</td>
<td></td>
</tr>
<tr>
<td>EP EUROPACE</td>
<td>20/01, 20/02</td>
<td>12/01/18 - 14/02/18</td>
<td>EHRA 2018 Congress- Late Reg + member benefit</td>
</tr>
</tbody>
</table>

Online Banners

- ESC Journal
  - EP EUROPACE Journal Banner Reg + Prog 01/11/17 22/01/18
- Non – ESC Journals
  - TouchCardio Banner EHRA grants 14/11/17 30/11/17
  - Cardiology Banner EHRA Grants 17/11/17 30/11/17
  - Cardiology Banner Reg 01/12/17 20/03/18
  - Journal of Vascular Research Banner Reg 01/12/17 20/03/18
  - TouchCardio Banner Reg 01/12/17 20/03/18

6.2.3 Promotion on congresses

**2017:**
- 01/09 – 03/09 27th Annual meeting of the World Sty of Cardiothoracic Surgery, Kazak
- 11/09 – 13/09 2nd International Conference on Hypertension & Healthcare, - NL
- 15/09 – 18/09 APHRS2017 - Yokohama, Japan
- 01/10 – 04/10 Heart Rhythm Congress Birmingham - UK
- 05/10 – 06/10 Belgian heart rhythm meeting - Belgium
- 25/10 – 27/10 15th edition Venice arrhythmias - Italy
- 06/11 – 07/11 Europe AF - 10th Annual Conference - London
- 08/11 – 10/11 4th European Congress on eCardiology and eHealth - Germany
- 29/11 – 02/12 XXXIV Congress of Cardiac Arrhythmias, Recife – Brazil + Rep onsite
- 11/12 – 12/12 22nd World Cardiology Conference, Italy

**2018:**
- 16/02 – 17/02 Portuguese meeting, Cascais (near Lisbon)
- 07/03 – 09/03 Ritmo18, Sevilla, Spain
6.2.4 Social Media coverage overview

**Top 5 tweets**

<table>
<thead>
<tr>
<th>Twitter Handle</th>
<th>Date</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Cardiology</td>
<td>Mar 18</td>
<td>13,268</td>
<td>504</td>
<td>3.8%</td>
</tr>
<tr>
<td>European Cardiology</td>
<td>Mar 18</td>
<td>7,857</td>
<td>102</td>
<td>1.3%</td>
</tr>
<tr>
<td>European Cardiology</td>
<td>Mar 19</td>
<td>7,568</td>
<td>216</td>
<td>2.9%</td>
</tr>
<tr>
<td>European Cardiology</td>
<td>Mar 18</td>
<td>7,157</td>
<td>188</td>
<td>2.6%</td>
</tr>
<tr>
<td>European Cardiology</td>
<td>Mar 18</td>
<td>6,103</td>
<td>208</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

**For reference for Twitter**

**Impressions:**
Number of times users saw the Tweet on Twitter

**Engagements:**
Total number of times a user has interacted with a Tweet; this includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.

**Engagement rate:**
The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions

**FB top 5 posts**

#1

European Society of Cardiology

Watch: 2018 ESC Syncope Guidelines - Management of syncope in the ED based on risk stratification

50,474 people reached

Like · Comment · Share · More

Top Comments:

240 Shares · 8 Comments
Photos from the only EP event in Europe this year!

#EHRA2018
25 Photos

13,854 people reached

Like Comment Share

@Tish Morton, Ekaterina Gubareva and 144 others

18 Shares 1 Comment

Your first daily wrap-up from #EHRA2018 brought to you by ESC TV.
Watch the interview by John Camm, UK - EHRA President, with Paulus Kirchhof, UK and Carina Blomstrom-Lundqvist, Sweden for the hottest news in EP.
Get the full ESC TV coverage of #EHRA2018 here https://goo.gl/mlbV3r

Your video is popular in England

2,521 Views
Watch: Late-breaking Science at EHRA 2018 - Innovation.
Full ESC TV coverage from EHRA 2018 is available here... See More

---

Watch: Surgical versus catheter ablation for paroxysmal and early persistent atrial fibrillation.

---

Your video is popular in Tunis Governorate
Instagram top 5 posts

#1

#2

#3
ESC TV

EuropeanCardiology #E3-RA2018 Great science, but also great fun, isn't it? @aftalohab

Cardiology #Cardiac #Hleigndt cardiaclifestyle Barcelona electrophysiology #heart #instadoc

Call for applications: 15 August 2018.

Actions

Profile Visits

Discovery

Actions

Profile Visits

Website Clicks

Discovery

5% of accounts that saw this post weren't following you

Follows

5% of accounts that saw this post weren't following you
LinkedIn posts

#1

Posted by Lavinia Baciu • 3/18/2018 • Sponsor now

European Society of Cardiology

John Cann, UK - EHRA President, with Paulus Kirchhof, UK and Carina Blomstrom-Lundqvist, Sweden are hosting the #EHRA2018 day one wrap up - http://bit.ly/2Fb6nC8

EHRA 2018 - Wrap-Up Day 1

youtube.com

35 Likes

Organic Reach

Targeted to: All followers

10,452 Impressions
40 Clicks
35 Social Actions
0.72% Engagement

#2

Posted by Lavinia Baciu • 3/21/2018 • Sponsor now

European Society of Cardiology

And it’s a wrap-up for #EHRA2018

Watch the highlights from the last day with Gerhard Hindricks, Germany... see more

EHRA 2018 - Wrap-up - Day 3

youtube.com

49 Likes

Organic Reach

Targeted to: All followers

10,299 Impressions
39 Clicks
54 Social Actions
0.9% Engagement
European Society of Cardiology

2018 ESC Syncope Guidelines - Key messages and recommendations
Angel Moya I Mitjans, Spain

55 Likes - 1 Comment

Organic Reach
Targeted to: 4 followers
9,681 Impressions 61 Clicks 59 Social Actions 1.24% Engagement

European Society of Cardiology

Your three scientific highlights from REHRA2018

29 Likes

Organic Reach
Targeted to: 4 followers
5,743 Impressions 88 Clicks 36 Social Actions 2.13% Engagement
6.3 ESC TV

URL: www.escardio.org/esctv
Tag line: “News and opinion on the latest science and clinical developments”.

ESC TV offers news, opinion and commentary on the science and clinical developments pre-selected at ESC congresses and other top international cardiovascular events. It showcases expert views on the latest advancements, recommendations, trials and updates.


ESC TV’s main objectives:
1. Enrich the experience of on-site congress participants with opinions from renowned cardiologists on their sessions of interest
2. Disseminate (in an optimised and innovative format) scientific advances that impact practice to professionals unable to attend the congress

A dedicated web page was created before the event: https://www.escardio.org/Congresses-&-Events/ESC-TV/EHRA-2018

As well as a YouTube Playlist, part of the escardiodotorg YouTube page: https://www.youtube.com/playlist?list=PLN5RC1OF9yB4ZLHT2B3OUcTTJXDbEiDOq

The scientific content presented within the ESC TV Programme remains the most important element to ensure the success of the initiative. ESC TV viewership expects the most recent breakthroughs in the field (late-breaking results, new recommendations, practice changing announcements/demonstrations etc.).

EHRA 2018 was very successful in this sense, leading to excellent viewership figures of the ESC TV videos @EHRA 2018:

<table>
<thead>
<tr>
<th>ESC TV @EHRA 2018 videos on a YouTube Playlist</th>
<th>Number of views (as of 05/04/2018)</th>
<th>Number of views (as of 17/04/2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 ESC Syncope Guidelines - What is new?</td>
<td>1,974</td>
<td>2,053</td>
</tr>
<tr>
<td>2018 ESC Syncope Guidelines - Management of syncope in the ED based on risk stratification</td>
<td>1,899</td>
<td>1,985</td>
</tr>
<tr>
<td>EHRA 2018 - Wrap-Up Day 1</td>
<td>1,777</td>
<td>1,825</td>
</tr>
<tr>
<td>2018 ESC Syncope Guidelines - Key messages and recommendations</td>
<td>1,578</td>
<td>1,657</td>
</tr>
<tr>
<td>EHRA 2018 - Wrap-up - Day 3</td>
<td>1,401</td>
<td>1,519</td>
</tr>
<tr>
<td>MORE-CRT MPP Trial: Results from Phase I.</td>
<td>1,058</td>
<td>1,144</td>
</tr>
<tr>
<td>2018 ESC Syncope Guidelines - Syncope and non-syncope forms of transient loss of consciousness</td>
<td>1,123</td>
<td>1,144</td>
</tr>
<tr>
<td>Latest advances in pacing therapy</td>
<td>1,083</td>
<td>1,105</td>
</tr>
<tr>
<td>2018 ESC Syncope Guidelines - Unexplained syncope in patients at high risk of sudden cardiac death</td>
<td>909</td>
<td>937</td>
</tr>
<tr>
<td>2018 ESC Syncope Guidelines - How to perform and interpret findings of prolonged ECG monitoring</td>
<td>794</td>
<td>847</td>
</tr>
<tr>
<td>Apixaban in patients undergoing atrial fibrillation ablation</td>
<td>812</td>
<td>834</td>
</tr>
<tr>
<td>CRT pacing modalities: the difficult choice - His bundle pacing</td>
<td>649</td>
<td>716</td>
</tr>
<tr>
<td>Late-breaking Science at EHRA 2018 - Innovation.</td>
<td>609</td>
<td>643</td>
</tr>
<tr>
<td>Surgical versus catheter ablation for paroxysmal and early persistent atrial fibrillation.</td>
<td>575</td>
<td>602</td>
</tr>
<tr>
<td>Late-breaking science at EHRA 2018 - Registries</td>
<td>552</td>
<td>565</td>
</tr>
<tr>
<td>Combined analysis of BRUISE CONTROL 1 and 2</td>
<td>470</td>
<td>481</td>
</tr>
<tr>
<td>Minimising Risks in AF Ablation</td>
<td>469</td>
<td>476</td>
</tr>
<tr>
<td>Computer model-assisted characterisation of the dyssynchronous heart</td>
<td>390</td>
<td>404</td>
</tr>
<tr>
<td>EHRA 2018 - Wrap-Up, Day 2</td>
<td>325</td>
<td>371</td>
</tr>
</tbody>
</table>

**Table 1: Viewership figures of the ESC TV videos @EHRA 2018**
The 5 most successful videos, with number of views ranging from 1,500+ to 2,000+ views in less than 1 month were:

- 2018 ESC Syncope Guidelines - What is new?
- 2018 ESC Syncope Guidelines - Management of syncope in the ED based on risk stratification
- EHRA 2018 - Wrap-Up Day 1
- 2018 ESC Syncope Guidelines - Key messages and recommendations
- EHRA 2018 - Wrap-up - Day 3

A detailed communication plan was set up in order to promote the ESC TV @EHRA 2018 initiative via emails (My ESC News, EHRA & ACCA Bulletins, targeted ESC TV @EHRA emailings and social media messages (please refer to Table 2).

<table>
<thead>
<tr>
<th>Dates</th>
<th>Media</th>
<th>Messages</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 March 2018</td>
<td>ESC TV @EHRA emailing</td>
<td>Wrap-up Day 1 with all videos</td>
<td>7,157</td>
<td>188</td>
<td>2.6%</td>
</tr>
<tr>
<td>18 March 2018</td>
<td>Twitter message</td>
<td></td>
<td>5,156</td>
<td>144</td>
<td>2.8%</td>
</tr>
<tr>
<td>Date</td>
<td>Platform</td>
<td>Message</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 March 2018</td>
<td>Twitter</td>
<td>European Cardiology @escardio - 18 mars ESC TV coverage from #EHRA2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Watch: Latest advances in pacing therapy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Latest advances in pacing therapy, as presented at EHRA 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Christian Wolpert, Germany</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>youtube.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>#EHRA2018 - Day one wrap-up hosted by John Camm, UK - EHRA President,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>with Paulus Kirchhof, UK and Carina Blomstrom-Lundqvist, Sweden for</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>the hottest news in EP - bit.ly/2FRunCs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>#cardiotwitter #cardiology #cardiovascular #cardiologia #Medecine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>A l'origine en anglais</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impressions :</td>
<td>7,857</td>
<td>Engagements : 102</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement rate :</td>
<td>1.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18 March 2018 | Facebook Message | European Society of Cardiology                                           |
<p>|              |                  | 18 mars. 12:37. €                                                        |
|              |                  | #EHRA2018 Watch: 2018 ESC Syncope Guidelines - Management of syncope in  |
|              |                  | the ED based on risk stratification <a href="http://bit.ly/2FQPbtO">http://bit.ly/2FQPbtO</a>               |
|              |                  | 2018 ESC Syncope Guidelines - Management of syncope in the ED based on  |
|              |                  | risk stratification                                                      |
|              |                  | YOUTUBE.COM                                                             |
| J'aime :     | 494             |                                                                         |
| Commenter    |                 |                                                                         |
| Partager     |                 |                                                                         |
| 248 partages |                 |                                                                         |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Platform</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 March 2018</td>
<td>Facebook Message</td>
<td>Your first daily wrap-up from #EHRA2018 brought to you by ESC TV. Watch the interview by John Camm, UK - EHRA President, with Paulus Kirchhof, UK and Carina Blomstrom-Lundqvist, Sweden for the hottest news in EP. Get the full ESC TV coverage of #EHRA2018 here <a href="https://goo.gl/mbsV3r">https://goo.gl/mbsV3r</a></td>
</tr>
<tr>
<td>18 March 2018</td>
<td>Instagram post</td>
<td>Wrap-up Day 1 Hosted by John Camm, UK - EHRA President with Paulus Kirchhof, UK and Carina Blomstrom-Lundqvist, Sweden</td>
</tr>
<tr>
<td>18 March 2018</td>
<td>Instagram post</td>
<td>Wrap-up Day 1 Michele Brignole, Italy</td>
</tr>
<tr>
<td>19 March 2018</td>
<td>ESC TV @EHRA emailing</td>
<td>Wrap-up Day 2 with all videos</td>
</tr>
</tbody>
</table>
19 March 2018
Twitter message

European Cardiology @escardio · 19 mars
#EHRA2018

Watch: Late-breaking Science at EHRA 2018 - Innovation bit.ly/2Gl2fmw
#innovation #science #cardiology #cardiologia #Epeeps

Late-breaking Science at EHRA 2018 - Innovation.
Highlights of a congress session dedicated to innovation.
Helmut Puererfellner, Austria
youtube.com

Impressions: 2,177
Engagements: 37
Engagement rate: 1.7%

19 March 2018
Twitter message

European Cardiology @escardio · 19 mars
#EHRA2018 ESC Syncope Guidelines - How to perform and interpret the findings of prolonged #ECG monitoring

À l'origine en anglais

2018 ESC Syncope Guidelines - How to perform and interpret the findings of prolonged ECG monitoring
Andrea Ungar, Italy
youtube.com

19 March 2018
Twitter message

European Cardiology a retweeté
Valentina Kutyifa @VKutyifa · 19 mars
Cecilia Linde shares her scientific views at #EHRA2018 @cecilialinde1
@DrAfzaIsohaib @SICostelletti @escardio

À l'origine en anglais
<table>
<thead>
<tr>
<th>Date</th>
<th>Source</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 March 2017</td>
<td>Facebook</td>
<td>Posting: Late-breaking Science at EHRA 2018 - Innovation. Full ESC TV coverage from EHRA 2018 si available here. <img src="image" alt="ESC TV at EHRA 2018" /></td>
</tr>
<tr>
<td>20 March 2018</td>
<td>ESC TV @EHRA</td>
<td>Emailing: Wrap-up Day 3 with all videos</td>
</tr>
<tr>
<td>20 March 2018</td>
<td>Twitter message</td>
<td>Tweet: MORE-CRT MPP Trial: Results from Phase I. CRT Non-responder to Responder Conversion Rate in the More Response on Cardiac Resynchronization Therapy with MultiPoint Pacing (MORE-CRT MPP) Trial... <img src="image" alt="YouTube" /></td>
</tr>
<tr>
<td>20 March 2018</td>
<td>Twitter message</td>
<td>Tweet: Combined analysis of BRUISE CONTROL 1 and 2. Randomized controlled trials of continued versus interrupted oral anti-coagulant at the time of device surgery: Combined analysis of BRUISE CONTROL 1 a... <img src="image" alt="YouTube" /></td>
</tr>
<tr>
<td>Date</td>
<td>Twitter message</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------</td>
<td></td>
</tr>
</tbody>
</table>
| 20 March 2018 | **European Cardiology** @escardio · 20 mars

Watch the highlights on minimising risk in #Afib ablation bit.ly/2FKsEmq

#AtrialFibrillation #cardiotwitter #cardiology #EP #Epcaps

Minimising Risks in AF Ablation
Highlights from an EHRA 2018 congress session dedicated to risk reduction in AF ablation. Fernando Arribas, Spain

youtube.com |

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter message</th>
</tr>
</thead>
</table>
| 20 March 2018 | **European Cardiology** @escardio · 20 mars

Computer model-assisted characterisation of the dysynchronous heart bit.ly/2iFFVun

#cardiotwitter #cardiology #heart #clinical #MRI #echocardiography

Computer model-assisted characterisation of the dysynchronous heart. Joost L...
youtube.com |

<table>
<thead>
<tr>
<th>Date</th>
<th>Twitter message</th>
</tr>
</thead>
</table>
| 20 March 2018 | **European Cardiology** @escardio · 20 mars

Late-breaking science at EHRA 2018 - Registries bit.ly/2GLnZOz

#cardiology #highlight #study #patients #latebreakingscience

Late-breaking science at EHRA 2018 - Registries. Carina Blomstrom-Lundqvist, Sweden

youtube.com |
<table>
<thead>
<tr>
<th>Date</th>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 March 2018</td>
<td>Facebook posting</td>
<td>Watch Christophe Leclercq, EHRA 2018 Congress Programme Committee Chair with Helmut Puererfellner, Austria and Angelo Auricchio, Switzerland as they discuss the highlights from day two at #EHRA2018. Full ESC TV coverage is available here <a href="http://bit.ly/2pqrh4Tr">http://bit.ly/2pqrh4Tr</a>.</td>
</tr>
<tr>
<td>20 March 2018</td>
<td>Facebook posting</td>
<td>More ESC TV coverage from #EHRA2018. Watch: Surgical versus catheter ablation for paroxysmal and early persistent atrial fibrillation.</td>
</tr>
<tr>
<td>21 March 2018</td>
<td>My ESC News</td>
<td>ESC TV @ EHRA 2018</td>
</tr>
</tbody>
</table>
Key messages, daily wrap-ups and perspectives from world renowned experts

- 2018 ESC Syncope Guidelines
  - What's new?
  - Key messages and recommendations
  - Management of syncope in the ED based on risk stratification...
- Latest advances in pacing therapy
- Late-breaking science at EHRA 2018 - Innovation
- ... and much more

Watch all the videos

21 March 2018 Twitter message

Impressions: 4,926
Engagements: 64
Engagement rate: 1.3%

21 March 2018 Facebook posting

And it’s a wrap-up for #EHRA2018

Watch the highlights from the last day with Gerhard Hindricks, Germany, Sabine Ernst, UK and Hein Heldbuchel, Belgium

Get the full ESC TV coverage of #EHRA2018 here http://bit.ly/2pqh4Tr
<table>
<thead>
<tr>
<th>Date</th>
<th>Bulletin</th>
<th>Title</th>
</tr>
</thead>
</table>
| 2 April 2018 | ACCA Bulletin | Esc TV @ACC.18
- Susanna Price on [MOMENTUM 3 - Long Term Outcomes](#).
- 18 additional interviews on science presented at ACC.18. [Watch now.](#). |
| 5 April 2018 | EHRA Bulletin | Access ESC TV at EHRA

**Linkedin posting**

**2018 ESC Syncope Guidelines - Key messages and recommendations**
- Impressions: 9,683
- Clicks: 61
- Social Actions: 59
- Engagement: 1.24%

**EHRA 2018 - Wrap Up Day 1**
- Impressions: 10,452
- Clicks: 40
- Social Actions: 35
- Engagement: 0.72%
Table 2: Detailed communication plan to promote ESC TV @EHRA 2018

For reference for Twitter
- **Impressions:**
  Number of times users saw the Tweet on Twitter
- **Engagements:**
  Total number of times a user has interacted with a Tweet; this includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.
- **Engagement rate:**
  The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.

<table>
<thead>
<tr>
<th>Impressions: 10,299</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks: 39</td>
</tr>
<tr>
<td>Social Actions: 54</td>
</tr>
<tr>
<td>Engagement: 0.9%</td>
</tr>
</tbody>
</table>
7. Mobile app - Facts & Figures

7.1 Overview

- **2 467 downloads** (-28% compared to 2017), 3 916 participants (-37% compared to 2017)
- Top 3 of most viewed messages
  - EHRA 2018 abstracts are now available through this app – 621 views
  - Welcome to your personal guide of EHRA 2018 congress – 591 views
  - 10 days left: Plan your trip to Barcelona, Spain – 531 views
- Top 3 most viewed sessions
  - Ventricular tachycardia – joint session with Heart Rhythm Society – 2 503 views
  - 2018 ESC Guidelines for the diagnosis and management of syncope - Recommendations and key messages – 2 162 views
  - How to interprete difficult ECG's – 1 959 views
- Top 3 most viewed “persons”
  - J. Brugada (ES) – 86 views
  - M. Haissaguerre (FR) – 79 views
  - R. Tilz (DE) – 69 views
- Top 3 most used sections (percentage of users)
  - Access the Daily Schedule (88%)
  - Access the Latest Messages section (69%)
  - Access the congress venue map (56%)
7.2 Mobile App Sponsor – Abbott

- Abbott was the most viewed exhibitor after EHRA-ESC

<table>
<thead>
<tr>
<th>Rank</th>
<th>Exhibitor name</th>
<th>No. of views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>European Heart Rhythm Association (EHRA) - European Society of Cardiology (ESC)</td>
<td>1393</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>750</td>
</tr>
<tr>
<td>3</td>
<td>Boston Scientific International SA</td>
<td>134</td>
</tr>
<tr>
<td>4</td>
<td>Medtronic</td>
<td>132</td>
</tr>
<tr>
<td>5</td>
<td>Biosense Webster</td>
<td>110</td>
</tr>
<tr>
<td>6</td>
<td>BIOTRONIK SE &amp; Co. KG</td>
<td>98</td>
</tr>
<tr>
<td>7</td>
<td>LivaNova</td>
<td>68</td>
</tr>
<tr>
<td>8</td>
<td>Preventicus</td>
<td>63</td>
</tr>
<tr>
<td>9</td>
<td>PHILIPS</td>
<td>60</td>
</tr>
<tr>
<td>10</td>
<td>AtriCure Europe B.V.</td>
<td>59</td>
</tr>
</tbody>
</table>

- Dedicated section for Abbott providing the best visibility in the app

- Figures on the splash screens

<table>
<thead>
<tr>
<th>Splash screens</th>
<th>Views</th>
<th>Average time viewed (in sec)</th>
<th>No. devices</th>
<th>No. views per device</th>
<th>No. closed by user on a device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbot Accuracy Matters</td>
<td>4 764</td>
<td>4</td>
<td>1 589</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Sunday AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abbot Novel Approaches</td>
<td>4 056</td>
<td>3.7</td>
<td>1 557</td>
<td>2.6</td>
<td>686</td>
</tr>
<tr>
<td>Monday AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abbott How innovation</td>
<td>2 456</td>
<td>3.4</td>
<td>1 123</td>
<td>2.2</td>
<td>724</td>
</tr>
<tr>
<td>Tuesday AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7.3 Project description

7.3.1 EHRA 2018 Mobile App

The EHRA Mobile App (available for iPhones, Android phones, iPad & Android tablets) was made available on the App Store® and Google Play on 10 January.

The mobile app contained:

- The up-to-date scientific programme of the Congress (including abstracts & learning objectives)
- Congress floor plans (congress floor plan overview and Exhibition map)
- Congress general information
- EHRA corporate information
- An easy-to-use search function which enables users to search for sessions, posters, speakers, exhibitors and general info
- Vote and ask a question feature during Mobile App interactive sessions
- Notes section on sessions/presentations
- Personal schedule planner with the ability to select sessions of interest and synchronise the planner with the online Scientific Programme & Planner (SP&P) as well as between devices
- Dedicated section for personal appointments from My Programme with synchronisation between devices
- Social media content sharing tools via Facebook, Twitter and LinkedIn as well as via email
- Stand alone app features: once downloaded, no need to connect to the internet to access all congress info

NEW in 2018:
All congresses are now included in the same ESC Congresses app

7.3.2 Project Objectives

The project objectives were to:

- Ensure smooth dissemination of EHRA scientific programme and general information to participants
- Enhance the delegates’ congress experience by facilitating and optimising decision-making for participants
- Offer functionalities to congress delegates:
  - Daily news pushed on mobile devices
  - Interactive maps to locate exhibitors and sessions rooms
  - Session objectives & abstracts available for consultation within the app
  - Powerful search functionality throughout the app
  - Creation of personalised programmes
  - Note taking for sessions and ability to share these with colleagues
  - Find practical information about the congress
- Provide participants and exhibitors with sustainable content options
- Broaden the access to social networking platforms
- Create an interaction and engagement with users
- Extend the EHRA congress brand and experience
- Decrease the need for paper programmes on-site – no printed Final Programme available
- New technologies to reach a younger target audience
- Reach delegates through their “personal” telephone to easily keep in touch with them
7.4 EHRA 2018 Mobile App Figures

7.4.1 General Metrics
The congress app was downloaded 2,467 times (-28% compared to 2017, for the same period of time).

3,916 participants attended EHRA 2018 (compared to 2017, including exhibitors and press).

7.4.2 Downloads per Platform

iOS devices are the most widely used with 1,830 downloads, representing 74% of overall downloads (equivalent to 2017). The iOS share has been slowly decreasing over the past couple of years but still represents the majority of users. This is linked to the Android market share increase worldwide.

<table>
<thead>
<tr>
<th>Downloads per platform</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>1,830</td>
</tr>
<tr>
<td>Android</td>
<td>637</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,467</td>
</tr>
</tbody>
</table>
7.4.3 Downloads per Day

The app was launched on 10 January. It was promoted on the main ESC Congresses app webpage.

7.4.4 Downloads per period

<table>
<thead>
<tr>
<th>Period</th>
<th>2018</th>
<th>Distribution</th>
<th>2017</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of downloads</td>
<td></td>
<td>No. of downloads</td>
<td></td>
</tr>
<tr>
<td>Pre-Congress</td>
<td>1 664</td>
<td>67%</td>
<td>2 199</td>
<td>64%</td>
</tr>
<tr>
<td>Congress Day 1</td>
<td>617</td>
<td>25%</td>
<td>829</td>
<td>24%</td>
</tr>
<tr>
<td>Congress Day 2</td>
<td>129</td>
<td>5%</td>
<td>290</td>
<td>8%</td>
</tr>
<tr>
<td>Congress Day 3</td>
<td>33</td>
<td>1%</td>
<td>80</td>
<td>2%</td>
</tr>
<tr>
<td>Congress Day 4</td>
<td>-</td>
<td>-</td>
<td>8</td>
<td>0%</td>
</tr>
<tr>
<td>Post-Congress</td>
<td>24</td>
<td>1%</td>
<td>33</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2 467</td>
<td>100</td>
<td>3 439</td>
<td>100</td>
</tr>
</tbody>
</table>

More than 67% of downloads were completed before the congress had started. Note: 862 downloads were completed within the 3 days before congress representing 35% of the pre-congress downloads. Hence, even if 67% of downloads took place before the congress, a third of downloads are completed during the first few days of the congress.
7.4.5 Users per Day

This graph shows the number of active devices connected to EHRA 2018 mobile app. One user = one device: if you use the app on your iPad and your iPhone on the same day, you will be counted twice. A user is only counted if he/she undertakes an action within the app (app launch, click of a button, access a map...)

On the most intensive day – Saturday 18 March – the app was used on 2 035 devices, representing 82% of downloads (76% in 2017).
# 7.4.6 Downloads per Language

Information related to user language gives an indication about user demographics. It reflects the language setting on the user’s device (as opposed to the country where the app was downloaded, or where users come from).

With this table, we can see the impact of the country where the congress takes place.

<table>
<thead>
<tr>
<th>Language</th>
<th>2018 - Downloads</th>
<th>2017 – Downloads</th>
<th>Evolution 2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Distrib. (%)</td>
<td>Number</td>
</tr>
<tr>
<td>English</td>
<td>810</td>
<td>33%</td>
<td>1 086</td>
</tr>
<tr>
<td>German</td>
<td>303</td>
<td>12%</td>
<td>190</td>
</tr>
<tr>
<td>Dutch</td>
<td>199</td>
<td>8%</td>
<td>240</td>
</tr>
<tr>
<td>Italian</td>
<td>171</td>
<td>7%</td>
<td>210</td>
</tr>
<tr>
<td>French</td>
<td>164</td>
<td>7%</td>
<td>186</td>
</tr>
<tr>
<td>Spanish</td>
<td>142</td>
<td>6%</td>
<td>162</td>
</tr>
<tr>
<td>Russian</td>
<td>104</td>
<td>4%</td>
<td>49</td>
</tr>
<tr>
<td>Portuguese</td>
<td>75</td>
<td>3%</td>
<td>450</td>
</tr>
<tr>
<td>Swedish</td>
<td>63</td>
<td>3%</td>
<td>48</td>
</tr>
<tr>
<td>Polish</td>
<td>55</td>
<td>2%</td>
<td>133</td>
</tr>
<tr>
<td>Danish</td>
<td>53</td>
<td>2%</td>
<td>47</td>
</tr>
<tr>
<td>Japanese</td>
<td>50</td>
<td>2%</td>
<td>48</td>
</tr>
<tr>
<td>Hungarian</td>
<td>47</td>
<td>2%</td>
<td>47</td>
</tr>
<tr>
<td>Norwegian</td>
<td>41</td>
<td>2%</td>
<td>117</td>
</tr>
<tr>
<td>Greek</td>
<td>26</td>
<td>1%</td>
<td>118</td>
</tr>
</tbody>
</table>

# 7.4.7 Splash screens

With this new feature, industries had the possibility to purchase splash screens (adverts) that were displayed for 5s every time the app was launched during a specific period of time.

<table>
<thead>
<tr>
<th>Splash screens</th>
<th>Views</th>
<th>Average time viewed (in sec)</th>
<th>No. devices</th>
<th>No. views per device</th>
<th>No. closed by user on a device</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbot Accuracy Matters - Sunday AM</td>
<td>4 764</td>
<td>4</td>
<td>1 589</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Abbot Novel Approaches - Monday AM</td>
<td>4 056</td>
<td>3,7</td>
<td>1 557</td>
<td>2,6</td>
<td>686</td>
</tr>
<tr>
<td>EHRA 2019 - Monday PM</td>
<td>1 228</td>
<td>3,7</td>
<td>709</td>
<td>1,7</td>
<td>252</td>
</tr>
<tr>
<td>Abbott How innovation - Tuesday AM</td>
<td>2 456</td>
<td>3,4</td>
<td>1 123</td>
<td>2,2</td>
<td>724</td>
</tr>
</tbody>
</table>

*Views: number of views per device

Average time viewed: average time in seconds a splash screen is viewed

No. devices: number of times a splash screen has been displayed

No. views per device: number of times a splash screen has been displayed on one device

No. closed by user on a device: number of times a splash screen has been closed before the end of the display period (5s)
A push notification was also linked to these splash screens – except for EHRA 2019 - and sent 30min before the session starts (See Error! Reference source not found. for more details on other sent notifications):

<table>
<thead>
<tr>
<th>Name</th>
<th>Date &amp; Time</th>
<th>Views</th>
<th>No. of users</th>
<th>Views per user</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t miss Abbott Satellite Symposium on Sunday 18 March at 12:45 in room Mirowski</td>
<td>18 Mar 12:15</td>
<td>314</td>
<td>285</td>
<td>1,1</td>
<td>11</td>
</tr>
<tr>
<td>Don’t miss Abbott Satellite Symposium on Monday 19 March at 12:45 in room Coumel</td>
<td>19 Mar 12:15</td>
<td>272</td>
<td>239</td>
<td>1,1</td>
<td>9</td>
</tr>
<tr>
<td>Don’t miss Abbott Satellite Symposium on Tuesday 20 March at 12:45 in room Coumel</td>
<td>20 Mar 12:15</td>
<td>165</td>
<td>154</td>
<td>1,1</td>
<td>6</td>
</tr>
</tbody>
</table>

Total number of news sent on the same day:
- 10 news were sent on 18 March
- 7 on 19 March
- 6 on 20 March

7.5 Actions

7.5.1 Overall Actions
The three most used functionalities are
- Access the Daily Schedule (88%)
- Access the Latest Messages section (69%)
- Access the congress venue map (56%)

7.5.2 Mobile App - Voting sessions
There were 79 “Mobile App – Ask a question” and 18 “Mobile App – Vote and Ask a question” sessions.
- Maximum number of votes per session: 1 019 (“The 12 lead ECG as a daily, indispensable, companion”) with a maximum of 87 answers received for one question
- Average number of voters per session: 30
- Maximum number of questions asked per session: 20 (“Diagnosis and management of inherited arrhythmia syndromes”)
- Average number of questions asked per session: 5

7.5.3 User Behaviour – general metrics by section

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Views</th>
<th>No. of users</th>
<th>Views per user</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Daily Schedule</td>
<td>26 668</td>
<td>2 242</td>
<td>11,9</td>
<td>88</td>
</tr>
<tr>
<td>2</td>
<td>My Programme</td>
<td>13 554</td>
<td>1 207</td>
<td>11,2</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>My Congress</td>
<td>12 408</td>
<td>1 373</td>
<td>9,0</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Latest Messages</td>
<td>8 048</td>
<td>1 765</td>
<td>4,6</td>
<td>69</td>
</tr>
<tr>
<td>5</td>
<td>Map – overview</td>
<td>6 427</td>
<td>1 417</td>
<td>4,5</td>
<td>56</td>
</tr>
<tr>
<td>6</td>
<td>Interact now</td>
<td>4 596</td>
<td>782</td>
<td>5,9</td>
<td>31</td>
</tr>
<tr>
<td>7</td>
<td>By Topics</td>
<td>3 470</td>
<td>1 330</td>
<td>2,6</td>
<td>52</td>
</tr>
<tr>
<td>8</td>
<td>By Types &amp; Tracks</td>
<td>3 470</td>
<td>1 330</td>
<td>2,6</td>
<td>52</td>
</tr>
<tr>
<td>9</td>
<td>General info</td>
<td>2 222</td>
<td>1 037</td>
<td>2,1</td>
<td>41</td>
</tr>
<tr>
<td>10</td>
<td>Exhibition &amp; Industry</td>
<td>1 372</td>
<td>762</td>
<td>1,8</td>
<td>30</td>
</tr>
</tbody>
</table>
### 7.5.4 User Behaviour Regarding Sessions

- The top 20 most **popular sessions**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Session title</th>
<th>No. Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ventricular tachycardia – joint session with Heart Rhythm Society</td>
<td>2 503</td>
</tr>
<tr>
<td>2</td>
<td>2018 ESC Guidelines for the diagnosis and management of syncope - Recommendations and key messages</td>
<td>2 162</td>
</tr>
<tr>
<td>3</td>
<td>How to interpret difficult ECG's</td>
<td>1 959</td>
</tr>
<tr>
<td>4</td>
<td>Cardiac Resynchronisation Therapy in 2018 (CRT)</td>
<td>1 957</td>
</tr>
<tr>
<td>5</td>
<td>All you want to know about mapping and ablation of scar-related ventricular tachycardia</td>
<td>1 778</td>
</tr>
<tr>
<td>6</td>
<td>20 years after MADIT - Who is at risk of sudden death?</td>
<td>1 771</td>
</tr>
<tr>
<td>7</td>
<td>Late-Breaking Trials</td>
<td>1 768</td>
</tr>
<tr>
<td>8</td>
<td>2018 ESC Guidelines for the diagnosis and management of syncope: practical instructions how to perform tests and prescribe therapy</td>
<td>1 751</td>
</tr>
<tr>
<td>9</td>
<td>The 12 lead ECG as a daily, indispensable, companion</td>
<td>1 696</td>
</tr>
<tr>
<td>10</td>
<td>Late-breaking science - Innovation</td>
<td>1 689</td>
</tr>
<tr>
<td>11</td>
<td>Latest advances in pacing therapy</td>
<td>1 630</td>
</tr>
<tr>
<td>12</td>
<td>Honorary Lecture</td>
<td>1 558</td>
</tr>
<tr>
<td>13</td>
<td>EHRA 2018 Congress Highlights</td>
<td>1 540</td>
</tr>
<tr>
<td>14</td>
<td>CRT pacing modalities: the difficult choice</td>
<td>1 509</td>
</tr>
<tr>
<td>15</td>
<td>Advanced arrhythmia management -- sponsored by Medtronic</td>
<td>1 508</td>
</tr>
<tr>
<td>16</td>
<td>Controversies in atrial fibrillation ablation</td>
<td>1 503</td>
</tr>
<tr>
<td>17</td>
<td>The 2018 EHRA Practical Guide for the use of NOACs in patients with atrial fibrillation</td>
<td>1 490</td>
</tr>
<tr>
<td>18</td>
<td>Diagnosis and management of inherited arrhythmia syndromes – joint session with the Japanese Heart Rhythm Society</td>
<td>1 431</td>
</tr>
<tr>
<td>19</td>
<td>Supraventricular arrhythmias – joint session with the Cardiac Arrhythmia Society of Southern Africa</td>
<td>1 390</td>
</tr>
<tr>
<td>20</td>
<td>What is new in device therapy for heart failure? – sponsored by Medtronic</td>
<td>1 386</td>
</tr>
</tbody>
</table>

- The top 20 **favourite sessions** (tagged as “Favourite” ⭐ by the users)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Session title</th>
<th>No. of times tagged as favourite</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2018 ESC Guidelines for the diagnosis and management of syncope - Recommendations and key messages</td>
<td>672</td>
</tr>
<tr>
<td>2</td>
<td>2018 ESC Guidelines for the diagnosis and management of syncope: practical instructions how to perform tests and prescribe therapy</td>
<td>453</td>
</tr>
<tr>
<td>3</td>
<td>Ventricular tachycardia – joint session with Heart Rhythm Society</td>
<td>438</td>
</tr>
<tr>
<td>4</td>
<td>20 years after MADIT - Who is at risk of sudden death?</td>
<td>429</td>
</tr>
<tr>
<td>5</td>
<td>The 2018 EHRA Practical Guide for the use of NOACs in patients with atrial fibrillation</td>
<td>413</td>
</tr>
<tr>
<td>6</td>
<td>Cardiac Resynchronisation Therapy in 2018 (CRT)</td>
<td>371</td>
</tr>
<tr>
<td>7</td>
<td>How to interpret difficult ECG’s</td>
<td>333</td>
</tr>
<tr>
<td>8</td>
<td>All you want to know about mapping and ablation of scar-related ventricular tachycardia</td>
<td>325</td>
</tr>
<tr>
<td>9</td>
<td>The 12 lead ECG as a daily, indispensable, companion</td>
<td>320</td>
</tr>
<tr>
<td>10</td>
<td>Ablation of premature ventricular contractions</td>
<td>299</td>
</tr>
<tr>
<td>11</td>
<td>Latest advances in pacing therapy</td>
<td>291</td>
</tr>
<tr>
<td>12</td>
<td>CRT pacing modalities: the difficult choice</td>
<td>289</td>
</tr>
<tr>
<td>13</td>
<td>Late-Breaking Trials</td>
<td>288</td>
</tr>
<tr>
<td>14</td>
<td>EHRA 2018 Congress Highlights</td>
<td>284</td>
</tr>
<tr>
<td>15</td>
<td>Mapping and ablation of ventricular tachycardia</td>
<td>280</td>
</tr>
</tbody>
</table>
7.5.5 User Behaviour Regarding Exhibitors

- Top ten - ranking of popular exhibitors

<table>
<thead>
<tr>
<th>Rank</th>
<th>Exhibitor name</th>
<th>No. of views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>European Heart Rhythm Association (EHRA) - European Society of Cardiology (ESC)</td>
<td>1393</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>750</td>
</tr>
<tr>
<td>3</td>
<td>Boston Scientific International SA</td>
<td>134</td>
</tr>
<tr>
<td>4</td>
<td>Medtronic</td>
<td>132</td>
</tr>
<tr>
<td>5</td>
<td>Biosense Webster</td>
<td>110</td>
</tr>
<tr>
<td>6</td>
<td>BIOTRONIK SE &amp; Co. KG</td>
<td>98</td>
</tr>
<tr>
<td>7</td>
<td>LivaNova</td>
<td>68</td>
</tr>
<tr>
<td>8</td>
<td>Preventicus</td>
<td>63</td>
</tr>
<tr>
<td>9</td>
<td>PHILIPS</td>
<td>60</td>
</tr>
<tr>
<td>10</td>
<td>AtriCure Europe B.V.</td>
<td>59</td>
</tr>
</tbody>
</table>

- Top ten - ranking of favourite exhibitors (tagged as favourite by the users)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Exhibitor name</th>
<th>No. of times tagged as favourite</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>European Heart Rhythm Association (EHRA) - European Society of Cardiology (ESC)</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Boston Scientific International SA</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Medtronic</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>BIOTRONIK SE &amp; Co. KG</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Cardiac Rhythm News</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>Biosense Webster</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Preventicus</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>PHILIPS</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>AtriCure Europe B.V.</td>
<td>5</td>
</tr>
</tbody>
</table>

7.5.6 What Users Searched For

- Top 10 searched items in the mobile app are:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Searched word</th>
<th>No. of times searched</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;brugada&quot;</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>&quot;syncope&quot;</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>&quot;kuck&quot;</td>
<td>42</td>
</tr>
<tr>
<td>4</td>
<td>&quot;hindricks&quot;</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>&quot;ernst&quot;</td>
<td>36</td>
</tr>
<tr>
<td>6</td>
<td>&quot;mont&quot;</td>
<td>36</td>
</tr>
<tr>
<td>7</td>
<td>&quot;della bella&quot;</td>
<td>35</td>
</tr>
<tr>
<td>8</td>
<td>&quot;leadless&quot;</td>
<td>33</td>
</tr>
<tr>
<td>9</td>
<td>&quot;knops&quot;</td>
<td>30</td>
</tr>
<tr>
<td>10</td>
<td>&quot;merkely&quot;</td>
<td>30</td>
</tr>
</tbody>
</table>

Most of the searched items are names.
### 7.5.7 Most Read Messages

Top ten of most read messages.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Message</th>
<th>Date sent</th>
<th>Views</th>
<th>No. of users</th>
<th>Views per user</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EHRA 2018 abstracts are now available through this app</td>
<td>12 Mar 15:00</td>
<td>621</td>
<td>500</td>
<td>1.2</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Welcome to your personal guide of EHRA 2018 congress</td>
<td>27 Feb 11:00</td>
<td>591</td>
<td>513</td>
<td>1.2</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>10 days left: Plan your trip to Barcelona, Spain</td>
<td>8 Mar 10:00</td>
<td>531</td>
<td>449</td>
<td>1.2</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>Last check before your Congress</td>
<td>15 Mar 10:00</td>
<td>527</td>
<td>463</td>
<td>1.1</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Don't forget: EHRA Congress entrance is the NORTH entrance - Hall 8, Carrer Del Foc 37. (Metro Stop Fira)</td>
<td>18 Mar 07:00</td>
<td>516</td>
<td>414</td>
<td>1.3</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>Don't forget: EHRA Congress entrance is the NORTH entrance - Metro Stop Fira</td>
<td>17 Mar 19:36</td>
<td>516</td>
<td>413</td>
<td>1.3</td>
<td>16</td>
</tr>
<tr>
<td>7</td>
<td>Young meets experienced</td>
<td>18 Mar 08:00</td>
<td>403</td>
<td>354</td>
<td>1.1</td>
<td>14</td>
</tr>
<tr>
<td>8</td>
<td>Welcome to Barcelona!</td>
<td>18 Mar 07:30</td>
<td>388</td>
<td>344</td>
<td>1.1</td>
<td>14</td>
</tr>
<tr>
<td>9</td>
<td>Don't miss our Live Sessions today</td>
<td>18 Mar 10:30</td>
<td>330</td>
<td>306</td>
<td>1.1</td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td>Don't miss the ESC Guidelines on diagnosis and management of syncope</td>
<td>18 Mar 10:00</td>
<td>319</td>
<td>292</td>
<td>1.1</td>
<td>11</td>
</tr>
</tbody>
</table>

### 7.5.8 Most Viewed Speakers/Presenters

Top ten of most viewed speakers/presenters.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>No. of Views</th>
<th>No. of Times as Favourite</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>J. Brugada Terradellas (Barcelona, ES)</td>
<td>86</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>M. Haissaguerre (Bordeaux-Pessac, FR)</td>
<td>79</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>R. Tilz (Hamburg, DE)</td>
<td>69</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>L. Boersma (Nieuwegein, NL)</td>
<td>68</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>P. Brugada Terradellas (Brussels, BE)</td>
<td>65</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>I. Van Gelder (Groningen, NL)</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>K. Kuck (Hamburg, DE)</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>J. Merino (Madrid, ES)</td>
<td>47</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>C. Leclercq (Rennes, FR)</td>
<td>46</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>G. Hindricks (Leipzig, DE)</td>
<td>46</td>
<td>4</td>
</tr>
</tbody>
</table>

### 7.6 Promotion of the App

The promotion of the app started on **10 January** (~2 months before the congress starts) with the launch of the dedicated ESC Congresses webpage on ESC website. This promotion allowed delegates to test the mobile app functionalities, prepare their attendance and schedule before arriving in Vienna.

#### 7.6.1 Promotion Made in Stores

The mobile app was distributed via 2 channels: the App Store® and the Google Play store as of **10 January 2018**.
As EHRA 2018 is now part of ESC Congresses umbrella app, the easiest way to find the app in the stores or other search engines is: “ESC Congresses”

- Available free of charge with no log-in required
- Available on the App Store® and on Google Play

### 7.6.2 Promotion made through e-Campaigns

The mobile app was also promoted in EHRA bulletins, My ESC News and EHRA congress ecampaign.

<table>
<thead>
<tr>
<th>E-campaigns</th>
<th>Sent on</th>
<th># of recipients</th>
<th>Open rate</th>
<th>No. of downloads on that day</th>
</tr>
</thead>
<tbody>
<tr>
<td>EHRA bulletin</td>
<td>22 Feb</td>
<td>45 515</td>
<td>19.4%</td>
<td>+23</td>
</tr>
<tr>
<td>My ESC News</td>
<td>7 March</td>
<td>61 080</td>
<td>19.5%</td>
<td>+81</td>
</tr>
<tr>
<td>EHRA congress ecampaign</td>
<td>7 March</td>
<td>2 169</td>
<td>55.6%</td>
<td>+81</td>
</tr>
<tr>
<td>EHRA bulletin</td>
<td>8 March</td>
<td>45 408</td>
<td>19.6%</td>
<td>+43</td>
</tr>
</tbody>
</table>

### 7.6.3 Promotion Made On-Site

The mobile app was promoted through different elements during the congress:

- In the Programme at a glance distributed to delegates during congress
- In the Final Programme, available online only
- Congress News – every day
- On boards for signage
8. Press

8.1 Press releases

15 February 2018
New ESC guidelines on syncope and latest science to be released at EHRA 2018 congress

18 March 2018
Drinking alcohol makes your heart race

18 March 2018
Stroke prevention drugs may help reduce dementia risk for atrial fibrillation patients

19 March 2018
Study finds the heart can terminate atrial fibrillation itself after local gene therapy

19 March 2018
European Society of Cardiology guidelines on syncope launched today at EHRA 2018

19 March 2018
New EHRA Practical Guide on non-vitamin K antagonist oral anticoagulants launched

19 March 2018
Siblings of cot death victims have four-fold cot death risk

19 March 2018
European Sudden Cardiac Arrest network explores gender-based prevention and treatment

20 March 2018
Apixaban is a safe alternative to warfarin during catheter ablation of atrial fibrillation
### 8.2 Key facts: overview

**Congress**

<table>
<thead>
<tr>
<th>Congress</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>EHRA 2018</td>
<td>389</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Release</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>New ESC guidelines on syncope</td>
<td>9</td>
</tr>
<tr>
<td>Drinking alcohol</td>
<td>23</td>
</tr>
<tr>
<td>Stroke prevention</td>
<td>11</td>
</tr>
<tr>
<td>Study finds</td>
<td>11</td>
</tr>
<tr>
<td>ESC guidelines</td>
<td>5</td>
</tr>
<tr>
<td>EHRA practical guide</td>
<td>7</td>
</tr>
<tr>
<td>Siblings of cot death</td>
<td>11</td>
</tr>
<tr>
<td>European sudden cardiac arrest</td>
<td>4</td>
</tr>
<tr>
<td>Apixaban</td>
<td>6</td>
</tr>
</tbody>
</table>

**Potential Shares**

<table>
<thead>
<tr>
<th>Source: Meltwater Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>87</td>
</tr>
</tbody>
</table>

**NEW - Impact of each press release**

1. **New ESC guidelines on syncope**: [https://impact.meltwater.com/reports/uXnvSRhPuuxE](https://impact.meltwater.com/reports/uXnvSRhPuuxE)
2. **Drinking alcohol**: [https://impact.meltwater.com/reports/NLnmRfjXHakI](https://impact.meltwater.com/reports/NLnmRfjXHakI)
3. **Stroke prevention**: [https://impact.meltwater.com/reports/M4n3vY7DK28s](https://impact.meltwater.com/reports/M4n3vY7DK28s)
4. **Study finds**: [https://impact.meltwater.com/reports/Y69G8tbe94TA](https://impact.meltwater.com/reports/Y69G8tbe94TA)
5. **ESC guidelines**: [https://impact.meltwater.com/reports/qQ79T9d1zHev](https://impact.meltwater.com/reports/qQ79T9d1zHev)
6. **EHRA practical guide**: [https://impact.meltwater.com/reports/wqLh2ygV7gG0](https://impact.meltwater.com/reports/wqLh2ygV7gG0)
8.3 Top coverage: Meltwater

8.3.1 Medical

**Outlet:** Healio
**Title:** Alcohol consumption increases heart rate
**Publication Date:** 26/03/2018
**Source URL:** https://www.healio.com/cardiology/arrhythmia-disorders/news/online/%7B38a03c2d-9d30-4672-be0f-7231de2fab90%7D/alcohol-consumption-increases-heart-rate

**Outlet:** Medical Xpress
**Title:** New ESC guidelines on syncope and latest science to be released at EHRA 2018 congress
**Publication Date:** 15/02/2018

**Outlet:** Health.com
**Title:** Booze boosts your heart rate
**Publication Date:** 19/03/2018
**Source URL:** http://www.health.com/healthday/booze-boosts-your-heart-rate

**Outlet:** Hospital Pharmacy Europe
**Title:** Stroke prevention drugs may help reduce dementia risk for atrial fibrillation patients
**Publication Date:** 19/03/2018

**Outlet:** The Medical News
**Title:** Researchers find the heart to be capable of arrhythmia termination after local gene therapy
**Publication Date:** 19/03/2018

**Outlet:** Science Mag
**Title:** European Society of Cardiology guidelines on syncope launched today at EHRA 2018
**Publication Date:** 19/03/2018
**Source URL:** https://scienmag.com/european-society-of-cardiology-guidelines-on-syncope-launched-today-at-ehra-2018/

**Outlet:** Tctmd
**Title:** ‘Practical Guide’ for NOACs Gets an Update
**Publication Date:** 20/03/2018
**Source URL:** https://www.tctmd.com/news/practical-guide-noacs-gets-update

**Outlet:** Irish Health
**Title:** Siblings of SIDS victims have higher SIDS risk
**Publication Date:** 20/03/2018
**Source URL:** http://www.irishhealth.com/article.html?id=26128

**Outlet:** Dotemirates
**Title:** Apixaban is a safe alternative to warfarin during catheter ablation of atrial fibrillation
8.3.2 News

Outlet: EuropaWire.eu
Title: New European Society of Cardiology Clinical Practice Guidelines on syncope will be presented at EHRA 2018 in Barcelona
Publication Date: 19/02/2018

Outlet: Fidest Press Agency
Title: Drinking alcohol makes your heart race
Publication Date: 18/03/2018
Source URL: https://fidest.wordpress.com/2018/03/18/drinking-alcohol-makes-your-heart-race/

Outlet: Public Now
Title: European Society of Cardiology guidelines on syncope launched today at EHRA 2018
Publication Date: 19/03/2018
Source URL: http://www.publicnow.com/view/9462C7D1D09D381A85D2BECB540E7156389E80D7

Outlet: M3 India
Title: Siblings of cot death victims have four-fold cot death risk
Publication Date: 21/03/2018
Source URL: https://www.m3india.in/contents/clinical_news/69617/siblings-of-cot-death-victims-have-four-fold-cot
8.4 Meltwater: charts

Various
9. Satisfaction questionnaire
EHRA Congress 2018 – Delegates post congress survey

9.1 Introduction
The survey was sent to 1780 delegate attendees (who opted in for email communications) to collect their feedback. The objectives of the survey were:

- General feedback on new congress organisation
- Funding experience
- Future expectations

This survey was sent out on March 20 2018 at 02:00PM - as the congress came to a close in order to reach delegates before their return and improve the quality of responses.

The survey obtained a very high response rate of 29.38% for the overall audience. (523 individuals)

As a reference, the response rate for the previous post-congress survey in 2017 was 17.42%. (407 individuals)
The marketing approach for this year enable us to have an impressive open rate and click rate, with an average of 48.35% open and 33.55% click.

This first question gives us the general feeling of respondents concerning ESC Congress.

<table>
<thead>
<tr>
<th></th>
<th>65.3%</th>
<th>16.7%</th>
<th>1.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>It was great</td>
<td>468</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It was OK</td>
<td>120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It was poor</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(* the remaining 16.6% clicked on other links as social media, etc)

In order to present the findings of this survey we have categorised this report into 4 sections:

- 1/ Delegate satisfaction levels regarding the congress
- 2/ Drivers of attendance
- 3/ Funding experience
- 4/ Delegate comments
Delegate satisfaction levels regarding the congress

The general level of satisfaction from attendees this year is 85.7% of “very satisfied and satisfied”. (Method: average of sums of satisfactions of each item)

The level of satisfaction compared with last year is similar (86.2%). The congress for it’s first organisation as a stand alone congress is seen as a success, as the overall satisfaction is clearly not below last year’s.

Going more into details we can see on the chart below that the number of attendees that were “very satisfied” is higher than last year.

Please rate the following in terms of fulfilling your expectations at EHRA 2018:

<table>
<thead>
<tr>
<th>Item</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Average</th>
<th>Unsatisfied</th>
<th>Very unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcelona as a destination</td>
<td>66,22%</td>
<td>24,18%</td>
<td>7,68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congress organisation</td>
<td>55,85%</td>
<td>33,78%</td>
<td>8,64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session schedule (timing)</td>
<td>47,60%</td>
<td>42,23%</td>
<td>8,83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scientific programme</td>
<td>46,24%</td>
<td>42,97%</td>
<td>9,63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The range of topics</td>
<td>42,97%</td>
<td>44,51%</td>
<td>11,56%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The choice of faculty</td>
<td>42,58%</td>
<td>47,59%</td>
<td>8,29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of exhibition</td>
<td>37,57%</td>
<td>46,44%</td>
<td>13,87%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time of the year</td>
<td>32,50%</td>
<td>38,43%</td>
<td>19,50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster content</td>
<td>28,74%</td>
<td>51,57%</td>
<td>17,91%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adding together very satisfied and satisfied, most of the choices are at 90%.

The choice of faculty is the item with the highest satisfaction rate (altogether it amounts to 90.5%, and only 0.4% unsatisfied, the rest being average.)
Regarding scientific content, we asked respondents to provide their top 3 topics of interest.

There is a clear segmentation on the topic list concerning the “topics of interest”. Here we can see that the 4 topics on Atrial Fibrillation, Device Therapy and Arrhythmia are by far the most selected by respondents.

Compared with last year (topic list is slightly different) the topic preference is less obviously segmented.
Respondents were also asked to rate our various session types:

**Please rate your favourite type sessions at EHRA 2018:**

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Average</th>
<th>Unsatisfied</th>
<th>Very unsatisfied</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposium</td>
<td>36,53%</td>
<td>49,22%</td>
<td></td>
<td></td>
<td>10,24%</td>
<td>2,90%</td>
</tr>
<tr>
<td>Guidelines</td>
<td>36,20%</td>
<td>42,16%</td>
<td></td>
<td></td>
<td>11,70%</td>
<td>7,06%</td>
</tr>
<tr>
<td>Debate</td>
<td>32,16%</td>
<td>42,95%</td>
<td></td>
<td></td>
<td>15,20%</td>
<td>8,37%</td>
</tr>
<tr>
<td>Late Breaking Science</td>
<td>30,16%</td>
<td>42,57%</td>
<td></td>
<td></td>
<td>13,08%</td>
<td>11,53%</td>
</tr>
<tr>
<td>&quot;Vote &amp; Ask&quot;</td>
<td>32,89%</td>
<td>36,67%</td>
<td></td>
<td></td>
<td>15,33%</td>
<td>10,89%</td>
</tr>
<tr>
<td>Live</td>
<td>29,71%</td>
<td>30,60%</td>
<td></td>
<td></td>
<td>16,41%</td>
<td>19,29%</td>
</tr>
</tbody>
</table>

*N=456

The chart above shows the high level of satisfaction regarding the different sessions on offer, no clear majority makes one session stand out.
9.3 Drivers of Attendance

9.3.1 Membership approach

We asked respondents if they were members of the association. It appears that 75% of the respondents consider themselves as EHRA members.

9.3.2 Attending EHRA Congress - factors

What triggered your attendance to this year congress?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major scientific independent EP Congress in Europe</td>
<td>33.18%</td>
</tr>
<tr>
<td>Grants opportunities</td>
<td>30.73%</td>
</tr>
<tr>
<td>I was Faculty or Presenter</td>
<td>20.94%</td>
</tr>
<tr>
<td>First EP Congress of the year</td>
<td>6.01%</td>
</tr>
<tr>
<td>Funds opportunities from Hospital / Institute / Organisation</td>
<td>5.35%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3.79%</td>
</tr>
</tbody>
</table>

The reputation of EHRA Congress is definitely the main driver. Grant opportunities were also a major driver according to respondents.

How long do you need to get approval from your Hospital/Institute/Organisation to attend a Congress like EHRA 2018?

The majority of respondents state that they would need 4 weeks minimum for approval and up to 8 weeks for almost one third of respondents. 10% claimed that they would need 3 months for approval.
9.4 Funding experience

With the Medtech regulations that came into effect in January, a number of changes occurred for cardiologists in electrophysiology. From experience we know that a majority of cardiologists attending EHRA congresses were able to do so via funding from third parties such as institutions, or industries.

Within the survey, we added a short text to remind the context of the regulations to the respondents to make sure they were fully aware of the environment prior to giving their responses.

**MedTech Europe introduced a new code banning direct support to physicians for independent medical education events as of January 2018. Financial support is now available to physicians via grants.**

First of all, we wanted to know the percentage of respondents who were aware of the Medtech regulation.

**Were you aware of this new code?**

![Pie chart showing 68% Yes and 32% No](chart.png)

The majority of respondents (two third of them) knew about the new regulation. When we isolate EHRA members, the figures remain quite similar with 71% of awareness.

The association had extensively explained and communicated through its emailings about the upcoming direct impacts to its members and database.

We then asked respondents if they found it difficult to secure funding for this year’s congress.

Unsurprisingly, 40% of the respondents said it was difficult. When we isolate EHRA members, figures are similar. **Potentially we assume that the 40% who replied yes may not have received funding for this year’s congress.**

**How did receive information regarding funding?**

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through my hospital/institution</td>
<td>24.55%</td>
</tr>
<tr>
<td>On the ESC website</td>
<td>45.23%</td>
</tr>
<tr>
<td>Through local industry</td>
<td>16.59%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>13.64%</td>
</tr>
</tbody>
</table>

We can see that the vast majority of respondents rely on ESC to inform them of funding opportunities. On the congress registration page a full section was dedicated to grants and funding opportunities.

The ESC and EHRA association play a central role in the information and display of grants and funding for congresses.

**Where did you secure your funding?**

<table>
<thead>
<tr>
<th>Source of Funding</th>
<th>Percentage</th>
<th>EHRA Members</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through an independent grant on the ESC website</td>
<td>30.65%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through an industry funded grant from my...</td>
<td>17.14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through another third party provider</td>
<td>11.83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>18.44%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N=385
9.5 Delegate comments

We have given the opportunity to delegates to express their thoughts in open ended questions.

Would you have any additional suggestion to share with us?

201 comments were collected, sorted in different topics as follow:

Scientific Programme or Sessions related comments: 47

- I missed the topic of cardiac regeneration medicine including related to the biological pacing. A session like what D Zips used to be program chair during the Cardiostim would be of interest even in EHRA meeting in future. Thanks for the fantastic job in Barcelona this year despite the short notice for planning, etc.
- More emphasis should be put on presenting research in stem-cell therapy of arrhythmias. A separate section at the next EHRA 2019 would be a rather useful move in this direction.
- Please try to introduce more hands on workshops and more training opportunities for new cardiologists
- I am a nurse practitioner (NP). As a NP I was looking for more education for what I can use in daily practice. The number of NP’s is increasing and the sessions were very limited. By the title of all the topics it was hard for me to distinct which session was interesting for me as a nurse practitioner. I switched a lot during sessions.

Funding or Grants: 49

- It was very informative, stimulating and helpful for my practice and knowledge updates. Very much so for learning too with the PACE tutorial sessions. I would like to take the opportunity to express how helpful the Educational Grant was for me to attend the EHRA 2018 congress and would motivate me to attend future ESC congresses.
- I feel like this year was very difficult to get a fund to attend the congress and in my case, through British Heart Foundation the process was not very clear. When I came to the congress on Sunday, the funding process was still not completed and I was worried I
- One can sense that the conference was considerably smaller because of the insecurity about the new MedTech regulations. I hope attendance and number of exhibitors will increase again once everybody got used to the new regulations.
- Great congress, thank you for giving me the opportunity to attend the EHRA 2018 congress by grant funding from EHRA
A lot of comments are referring to the distance between the congress centre and the town centre or hotels. Also a lot of comments are referring the changing date, with many asking for a congress later in the year, in May, or more in southern cities.

- It would be better to start the congress on a Monday rather than a Sunday. Also good to hold it somewhere warm if it is in March - Southern Europe is a good idea. App could be better - difficult to see tracks. An email containing the programme at a glance would be good. It’s nice that the meeting is small enough to navigate easily, but it is dwarfed by HRS. Maybe better to have the European congress 6 months after HRS??
- Maybe larger conference halls when debating hot topics. Sometimes there was no enough room

Congratulations: 60

- I would like to thank all the staff and professors for making it happen, it was one of the best experiences! Organisation was on very high level, 100% professionals and the staff were very polite. Keep up the great work! Only positive opinion.
- Many thanks for this nice congress. Unfortunately, this year, first time I felt myself as abandoned child, because of low number of participants. I hope, next year we can reach again to our real numbers. Kindest regards...
- The congress was very interesting and well organized. Congratulations!

Negative comments: 14

- The Session on the Syncope guideline was not possible to attend because it was to full! That’s clearly a no go!! That’s a major aspect!