

EHRA 2019

Industry Debrief Report, 19 March 2019, 10:30 to 11:30

Lisbon Congress Centre
EHRA Room A



PARTICIPANTS

ESC Participants

EHRA

Prof. Hein Heidbuchel

Prof. Haran Burri

Svya Palayan

Business Development

Aoife Delmas

Isabelle Dor

Abir Ghorab

Lisa Merolli

Melanie Rafflegeau

Congress & Event Operations

Nata Nambatingue

Sandra Chaudanson

Anne Laure Leuba

Industry Partners

Stereotaxis - Marloes Deeterink, Petra Kuiper

Biosense - Sabrina Cassata, Maria Rosa Navarro

Medtronic - Christine Dettwiler

Biotronik - Sonja Mrohs

Boston Scientific - Isabelle Leix, Carole Claire, Caroline Bravo

Philips - Dan Hieronimus, Majsan Andreasson

Radcliff - Craig Young David Ramsey

Microport - Sylvie Larde

Abbott - Anne-laure Parmentier, Ali Charlemagne

Lisbon Congress Center Representatives

Maria João Cruz, Joana Pinto

Objective

The Industry Debrief is the opportunity for the European Society of Cardiology (ESC) to share the EHRA 2019 key figures and general impressions of the event. It is also a moment for the Industry Partners to provide their feedback and allow the ESC team to make improvements on future congresses.

- Prof. Hein Heidbüchel, EHRA President joined the Industry Debrief to congratulate the Industry Partners on a successful congress.
- Prof. Haran Buri, EHRA Scientific Programme Chairperson 2018-2020 was present to comment on the scientific programme highlights.
- Congress and Event Operations Division presented the 2019 final participation versus 2011-2018 final figures and the 2019 congress registration breakdown by country figures compared to previous years.
- Business Development Division presented Industry Figures.

Feedback from Industry Partners on EHRA 2019

Participation : Industry are very pleased with the increase in participation compared to the challenging year of 2018. Overall, the Industry congratulated ESC for the successful organisation of the congress.

The expo was busy, and Lisbon is an attractive destination.

Sessions: All sessions were well attended

Agora: The Agora is a successful format, with high demand and well attended. This year exceptionally, due to the limited time slots, a room was set up outside the exhibition area to host two extra Expert on the Spot sessions. It was shared with the Industry that we will spend time looking at solutions to expand the Agora moving forward.

Congress overlapping: Concerns were expressed on overlapping dates between ACC Congress and EHRA Congress.

Registration: Needs to be more fluid in the future, especially on the first day of the congress.

Badging: Leni badge scanners are considered as poor quality and old fashion. Some Industry Partners experienced new badge systems and overall experience was better.

Feedback from Industry Partners mainly related to the venue

Congress layout: Although Lisbon Congress Center was not a straightforward venue, the way the layout was arranged created fluidity and allowed good traffic flow throughout the congress.

Lisbon Congress Center supplier: Industry faced many challenges with the local supplier (slow to react to requests). ESC was made aware and shared frustration of Industry Partners with the supplier in order to ensure a better quality of delivery in the future.

Meeting rooms : Considered as too far from the exhibition area, they caused challenges to bring Industry prospects to the room. Signage was not sufficient. Industry partners request to have venues with meeting rooms closer to the Exhibition area.