

# CONGRESS REPORT

ESC CONGRESS

BARCELONA 2014

30 Aug - 3 Sept

Where everything  
comes together



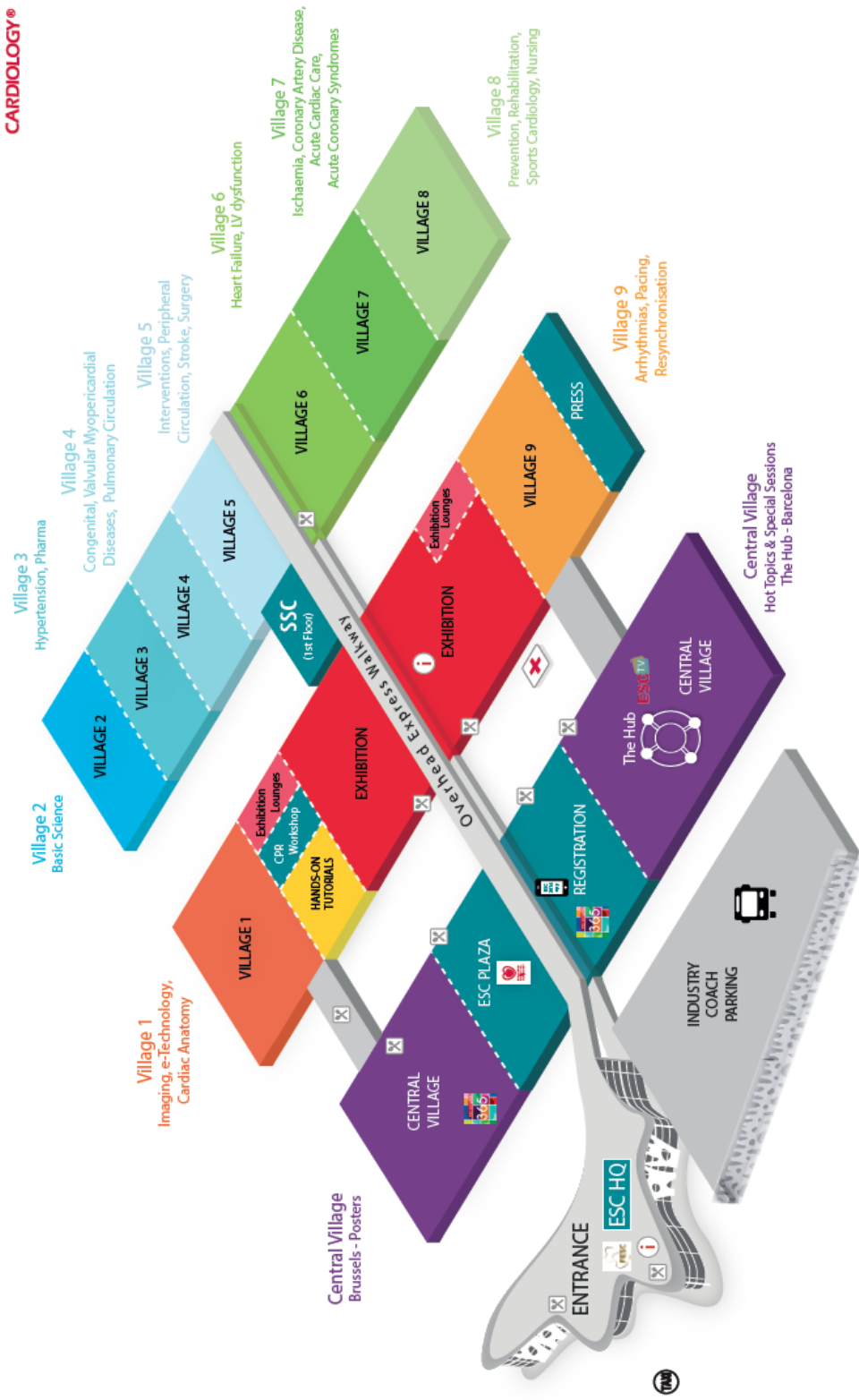
EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

[escardio.org](http://escardio.org)



Most scientific sessions, except satellite symposia, are arranged by topics in themed villages

<b>CENTRAL VILLAGE</b>	<b>VILLAGE 1</b>	<b>VILLAGE 2</b>	<b>VILLAGE 3</b>	<b>VILLAGE 4</b>	<b>VILLAGE 5</b>	<b>VILLAGE 6</b>	<b>VILLAGE 7</b>	<b>VILLAGE 8</b>	<b>VILLAGE 9</b>
BARCELONA BRUSSELS HELSINKI (The Hub) LUXEMBOURG (The Hub) SLOPIJE (The Hub) VALETTA (The Hub)	PARIS ROME SARAJEVO	PODGORICA TRIPOLI	DUBLIN PRAGUE	ATHENS BISHKEK CAIRO	BUDAPEST RIGA ZAGREB	BEIRUT NICOSIA REYKJAVIK	ASTANA SOFIA TBILISI	BERLIN COPENHAGEN PRISTINA	TALLINN TEL AVIV VILNIUS



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# ESC CONGRESS 2014

The ESC Congress 2014 was held in Barcelona from 30 August to 3 September at the Fira Gran Via 2.

## *Facts and Figures*

- ✓ **144 countries represented**
- ✓ **30 330 participants**
  - 24 622 Delegates
  - 4 987 Exhibitors
  - 721 Press
- ✓ **1 460 Faculty members for 3 008 roles in the programme**
- ✓ **521 ESC Scientific Programme sessions**
  - 324 Pre-Arranged Sessions
  - 197 Abstract-based Sessions
- ✓ **31 lecture rooms**
  - 26 Regular Lecture Rooms
  - 1 Focus rooms
  - 4 Hubs in Central Village
- ✓ **11 444 abstracts submitted**
  - 4 597 accepted
- ✓ **3 331 Posters & Moderated Posters accepted**
  - 2 890 Posters
  - 441 Moderated Posters
- ✓ **Industry sponsored sessions**
  - 70 Satellite Symposia
  - 4 Hands-On Tutorials
- ✓ **Exhibition**
  - 10 369 m<sup>2</sup> occupied
  - 210 exhibiting companies

## *Congress Spotlight*

### **"Innovation and the Heart"**

The spotlight of this year's congress "Innovation and the Heart" captured innovations in scientific discovery, clinical practice, technology, education and importantly in applications to clinical care.

39 sessions (including 31 pre-arranged sessions and 8 abstract based sessions) were organised around this theme.

# REGISTRATION DATA

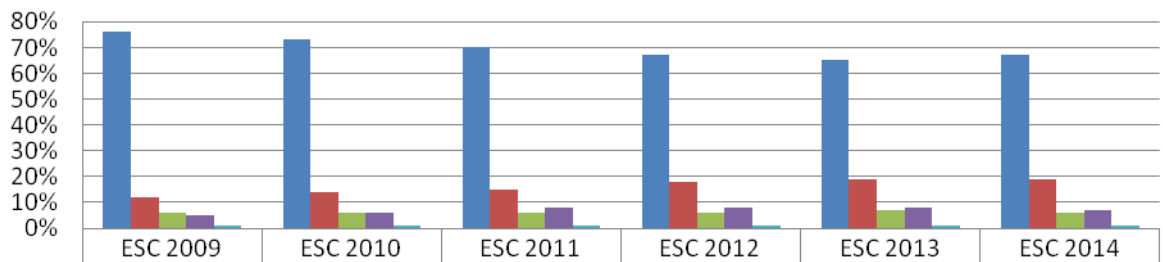
## General attendance & registration figures

Registration by category	ESC 2009 Barcelona	ESC 2010 Stockholm	ESC 2011 Paris	ESC 2012 Munich	ESC 2013 Amsterdam	ESC 2014 Barcelona
<b>Delegates</b>	24 311	21 424	26 355	21 440	24 561	24 622
<b>Press</b>	745	559	725	629	546	721
<b>Total Active Participants</b>	<b>25 056</b>	<b>21 983</b>	<b>27 080</b>	<b>22 069</b>	<b>25 107</b>	<b>25 343</b>
<b>Exhibitors</b>	5 656	4 947	5 277	5 210	4 883	4 987
<b>Accompanying persons</b>	611	566	540	N/A	N/A	N/A
<b>Total Participants</b>	<b>31 323</b>	<b>27 496</b>	<b>32 897</b>	<b>27 279</b>	<b>29 990</b>	<b>30 330</b>

Group vs Individual registration	ESC 2009	ESC 2010	ESC 2011	ESC 2012	ESC 2013	ESC 2014
<b>Group registration</b>	60%	57%	53%	46%	46%	46%
<b>Individual registration</b>	40%	43%	47%	54%	54%	54%

Chart country region 2009 - 2014

### Registration by Geographical Area

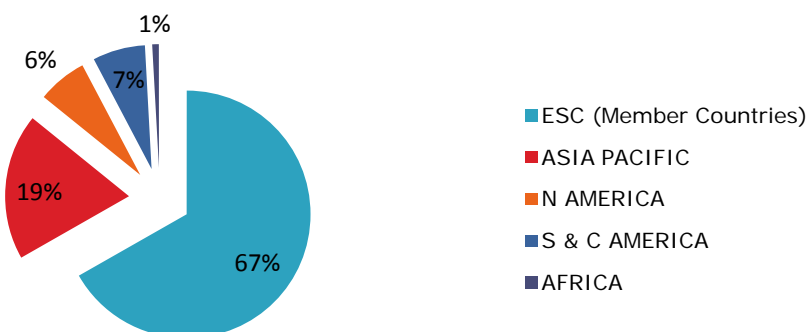


ESC (Member Countries)	76%	73%	70%	67%	65%	67%
ASIA PACIFIC	12%	14%	15%	18%	19%	19%
N AMERICA	6%	6%	6%	6%	7%	6%
S & C AMERICA	5%	6%	8%	8%	8%	7%
AFRICA	1%	1%	1%	1%	1%	1%

Region	ESC 2009	ESC 2010	ESC 2011	ESC 2012	ESC 2013	ESC 2014
ESC (Member Countries)	18 953	15 990	18 952	14 861	16 442	16 919
ASIA PACIFIC	3 053	3 140	4 101	3 989	4 747	4 830
N AMERICA	1 618	1 314	1 677	1 352	1 657	1 638
S & C AMERICA	1 321	1 349	2 174	1 683	2 045	1 736
AFRICA	138	166	154	157	216	220

We observed a trend of Asian countries' participation growing rapidly over the past few years although it now seems to be stabilising, the figures from ESC 2013 and ESC 2014 being fairly similar. Note: Although ESC Congress was held in a Spanish-speaking country, participation from South America was lower than last year; we notice the same for ESC Congress 2009.

### ESC Congress 2014



## Top 30 Countries

Rank	Country	N° Delegates	Rank	Country	N° Delegates
1	Germany	1 862	16	Poland	469
2	France	1 348	17	Belgium	460
3	Spain	1 207	18	Turkey	422
4	Italy	1 201	19	Portugal	391
5	<b>Japan</b>	<b>1 186</b>	20	<b>India</b>	<b>381</b>
6	<b>USA</b>	1 129	21	Argentina	366
7	United Kingdom	1069	22	Austria	363
8	China	871	23	Romania	357
9	<b>Brazil</b>	<b>862</b>	24	Norway	337
10	Netherlands	755	25	<b>Australia</b>	<b>327</b>
11	Russian Federation	727	26	Bulgaria	310
12	Switzerland	655	27	Czech Republic	286
13	Sweden	592	28	Egypt	285
14	Greece	511	29	<b>Mexico</b>	<b>279</b>
15	Denmark	479	30	Serbia	261

4 Non-ESC Member countries are in the TOP 10.

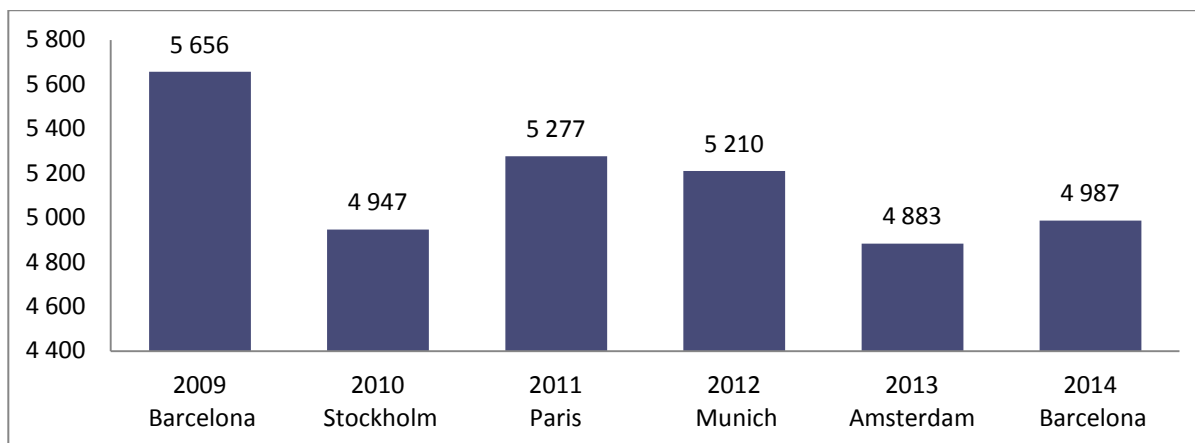
Japan (Asia Pacific), United States of America (N. America), China (Asia Pacific) and Brazil (South America), these countries also have the highest participation in their own region.

Note: South Africa, with 103 registrations, was the number 1 country from Africa.

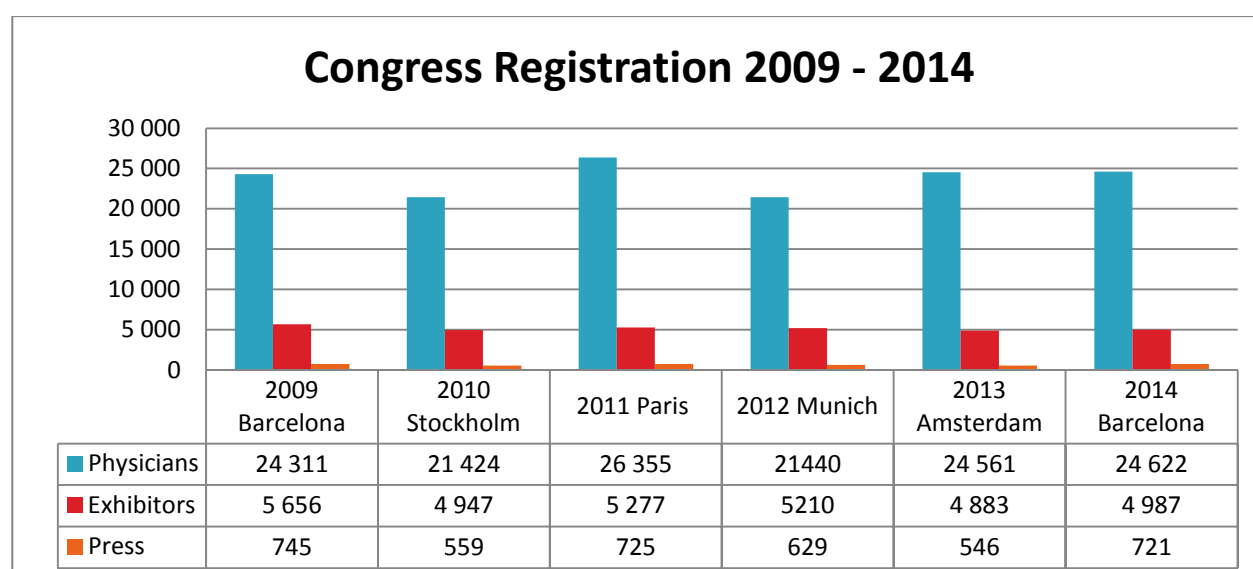
## Exhibitor Registration and Technical Services

Total number of badges distributed to exhibitors: 4 987

	Paying	Free	Total
<b>Diamond</b>	0	76	<b>76</b>
<b>Scientific</b>	0	1 583	<b>1 583</b>
<b>Standard</b>	904	2 424	<b>3 328</b>
<b>All Exhibitor badges</b>	<b>904</b>	<b>4 083</b>	<b>4 987</b>



The chart shows a slight increase of exhibitor badges in comparison with last year.



## Delegate Profiles



Delegates were encouraged to provide their profile information through the "Raise Your My ESC Profile" process which requests My ESC Users online, and congress attendees onsite (using interactive services through badge scanners linked to My ESC browser), to update their personal and contact data, preferences and profile information in their My ESC Accounts.

Profile information this year is based on 66% of active delegates.

### ➤ Attendee Profiles: 2014 v 2013 v 2012 v 2011

The profile information presented below compares the last four years of attendee profiles.

Whilst there is significant turnover of attendees from year to year, their profiles have remained very similar over the three year period.

### ➤ Profession

66% of delegates provided Profession information this year. One category only may be chosen.

Profession	2011	2012	2013	2014
Cardiologists	68.8%	68.3%	69.9%	69.5%
Cardiologist – Trainees	7.4%	7.7%	7.7%	8.2%
Other Medical Specialities	7.2%	7.2%	6.4%	6.5%
Scientist	4.8%	5.1%	5.3%	5.5%
Industry/Agent	5.0%	5.3%	4.6%	4.4%
Nurse	2.0%	1.6%	1.7%	1.8%
Press/Medical Writer	1.7%	1.7%	1.6%	1.4%
General Practitioner	1.2%	1.2%	1.1%	1.0%
Surgeon	0.9%	0.9%	0.8%	0.9%
Technician	0.6%	0.6%	0.5%	0.5%
Public Health Organisation/NGO	0.3%	0.3%	0.2%	0.2%
PR Agency/Comms	0.1%	0.1%	0.1%	0.1%
Total	100%	100%	100%	100%

## ➤ Fields of Interest

Individuals can choose as many Fields of Interest as they wish from a list of 30 categories (which mostly reflect the ESC core syllabus categories). The average number of categories chosen per attendee this year is 7.2. The information was provided by 65% of attendees.

Fields of Interest and Areas of Expertise	2011	2012	2013	2014
Heart Failure (HF)	55%	55%	58%	58%
Acute Coronary Syndromes (ACS)	52%	53%	55%	55%
Hypertension	41%	42%	43%	41%
Atrial Fibrillation	36%	38%	39%	41%
Arrhythmias	36%	36%	38%	38%
Chronic Ischaemic Heart Disease (IHD)	36%	37%	38%	38%
Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	36%	36%	38%	37%
Valvular Heart Diseases	30%	31%	32%	33%
Myocardial Disease	25%	26%	27%	27%
Diabetic Heart Disease	25%	26%	26%	25%
Invasive imaging - Cardiac Catheterisation and Angiography	21%	23%	24%	24%
Interventional Cardiology ( <i>New category Oct 2010</i> )	14%	19%	20%	24%
Sudden Cardiac Death and Resuscitation	21%	22%	23%	24%
Syncope	21%	21%	22%	23%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	23%	23%	24%	23%
Basic Science	17%	19%	19%	19%
Clinical Pharmacology	17%	18%	19%	19%
Infective Endocarditis	16%	16%	17%	17%
Thromboembolic Venous Disease	15%	16%	16%	17%
Peripheral Arterial Diseases	14%	15%	15%	15%
Primary Pulmonary Hypertension (PPH)	14%	15%	15%	15%
Congenital Heart Disease	13%	14%	15%	14%
Pericardial Disease	12%	13%	14%	14%
Pregnancy and Heart Disease	11%	12%	13%	12%
Rehabilitation and Exercise Physiology	12%	11%	13%	12%
Cardiac Consult	11%	11%	12%	12%
Diseases of the Aorta and Trauma to the Aorta and Heart	10%	11%	11%	11%
Genetics	8%	9%	9%	10%
Other	8%	8%	7%	7%
Cardiac Tumours	8%	7%	6%	7%
<b>Average Fields of Interest per person</b>	<b>6.6</b>	<b>6.8</b>	<b>7.1</b>	<b>7.2</b>

## ➤ CME Interests

This is not a mandatory field, however, in 2014 around 56% of all attendees filled in the “CME Interest” section. Generally, two or more CME interests are selected out of the three.

CME Interest	2011	2012	2013	2014
Congresses and Meetings	81%	85%	89%	88%
Scientific Journals and Publications	75%	76%	81%	80%
Online Education	60%	60%	66%	66%
Average per person	2.2	2.3	2.4	2.3

## ➤ Specialty

Specialty was introduced as a new profile category in October 2014 to record a single Specialty for each individual. The list is broadly the same as that of the Fields of Interest. The information for this new category was provided by 48% of attendees.

Specialty	2014
Heart Failure (HF)	55%
Acute Coronary Syndromes (ACS)	52%
Hypertension	41%
Atrial Fibrillation	36%
Chronic Ischaemic Heart Disease (IHD)	36%
Arrhythmias	36%
Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	36%
Valvular Heart Diseases	30%
Myocardial Disease	25%
Diabetic Heart Disease	25%
Invasive imaging - Cardiac Catheterisation and Angiography	21%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	23%
Sudden Cardiac Death and Resuscitation	21%
Syncope	21%
Interventional Cardiology ( <i>New category Oct 2010</i> )	14%
Basic Science	17%
Clinical Pharmacology	17%
Infective Endocarditis	16%
Thromboembolic Venous Disease	15%
Peripheral Arterial Diseases	14%
Primary Pulmonary Hypertension (PPH)	14%
Congenital Heart Disease	13%
Pericardial Disease	12%
Pregnancy and Heart Disease	11%
Rehabilitation and Exercise Physiology	12%
Cardiac Consult	11%
Diseases of the Aorta and Trauma to the Aorta and Heart	10%
Genetics	8%
Other	8%
Cardiac Tumours	8%
<b>Total</b>	<b>100%</b>



# SCIENTIFIC PROGRAMME

## Pre-Arranged sessions

### ➤ 324 Regular Pre-arranged sessions

#### **231 CPC/Associations/Working Groups/Councils sessions including:**

- 160 Symposia
- 51 Clinical Seminars
- 11 Debate Sessions
- 9 Case-based Symposia

#### **93 Special Sessions including**

- **13 Hot Lines Sessions**
  - 5 Hot Lines
  - 6 Clinical Trial and Registry Updates
  - 2 Basic and Translational Science Hot Lines
- **6 Meet the Trialists Sessions**
- **6 ESC Clinical Practice Guidelines sessions**
- **4 Meet the Legends**
- **4 ESC Named Lectures**
  - ESC Rene Laennec Lecture on Clinical Cardiology
  - ESC William Harvey Lecture on Basic Science
  - ESC Andreas Grüntzig Lecture on Interventional Cardiology
  - ESC Geoffrey Rose Lecture on Population Sciences
- **8 Meet the Experts**
- **8 Guidelines in daily practice**
- **12 Cases in crossfire**
- **19 Special Sessions**
  - 3 Meet the Guidelines Task Force
  - 3 The Best of the European Heart Journal
  - 1 ESC / EU Session
  - 1 ESC/OECD
  - 1 ESC Registries Session
  - 1 Cardioscape
  - 4 Cardiologists of Tomorrow sessions
  - 1 ESC Cardiology Quiz
  - 4 Joint Sessions

### ➤ General Cardiology Track on Saturday

A full day programme, designed to update healthcare professionals as an introduction to ESC Congress 2014 took place on Saturday 30 August.

New this year, 2 distinct tracks of 3 sessions each

- General Cardiology for Nurses and Allied Professionals (inc. One session in Spanish)
- General Cardiology for Physicians, Technicians and General Practitioners

These tracks were developed in collaboration with the Councils and local representatives

## ➤ Cardiac Anatomy & Pathology Session – LIVE Specimens Demonstration

Held this year in Room Sarajevo Village 1 – Still a very popular type of session.

The room was set up with a demo stand, camera and large screen.

These sessions are not available as Video on Demand (Webcast), as they do not have a presentation linked to the demonstrations.

## ➤ The HUB in Central Village

Four round stages surrounded by plasma screens were built and used as new kind of lecture room each with a seating capacity of 250 seats (and overflow capacity of over 400 person standing).

The entire area called “the Hub” was designed to facilitate exchange and interaction between presenters, delegates and the chairpersons.



Sessions held in “the Hub” were:

- A Day with the legends (ESC Named lectures & Meet the Legends)
- Rapid fire abstract sessions
- Cardiologists of Tomorrow sessions and Clinical Cases
- Clinical Seminar
- Registry Sessions
- Experts on the Spot (Industry Sessions)
- Meet the Trialists
- Young Investigators Awards Abstracts
- Rapid Fire Abstract

## ➤ Global Focus Sessions

Case-based and highly interactive sessions designed to appeal to a broad cardiology audience, irrespective of specialty interest. Experts bring challenging interactive cases and exchange with a broad panel of experts. These sessions were hosted in room Brussels in Central Village, in an open room format to facilitate audience interaction and participation.

Audiovisual support included Recordings of cases, Live procedures, Video extracts.

These sessions have been designed as an alternative to the former FOCUS Programmes.

### **Sunday 31 August**

08:30 – 10:00 The life chain of primary PCI

11:00 – 12:30 ECG quiz

14:00 – 15:30 TAVI practice in 2014

16:30 – 18:00 All you need to know about cardiac transplantation

### **Monday 1 September**

08:30 – 10:00 Complex PCI (Live from Hospital Clínic de Barcelona)

11:00 – 12:30 When is exercise harmful?

16:30 – 18:00 Treatment of resistant hypertension

### **Tuesday 2 September**

08:30 – 10:00 Treatment dilemmas in PCI

11:00 – 12:30 «Dynamic» echocardiography and valvular disease

### ➤ Congress Spotlight: "Innovation and the Heart"

The spotlight for ESC Congress 2014 was: "Innovation and the heart"

The programme featured 39 Sessions under the track "Spotlight of the congress" (31 Sessions and 8 Abstract-based sessions).

Scientists could submit their research under the abstract Submission Option "Congress Spotlight". Two rapid fire abstract sessions were dedicated to presenting the top rated abstracts submitted in this category.

### ➤ Cardiologists of Tomorrow

A track constructed by the ESC Cardiologists of Tomorrow group, included a full day track on Monday 2 September as well as 7 Clinical cases sessions.

This programme was held in "The Hubs" in central village.

### ➤ Scientists of Tomorrow

**NEW**



For the first time Cardiovascular Scientists of Tomorrow held their own track during ESC Congress 2014. Sessions included key tips on the first successful grant application, the first paper published and importantly, opportunities to develop the next career step. A dedicated programme in Basic Science Village 2 - This track also featured a dedicated Rapid Fire Session for Young Researchers in Basic Science.

### ➤ Mobile App Interactive Sessions

35 sessions were designed to actively involve the audience in the scientific exchange:



- > Guidelines in Daily Practice
- > Cases in Crossfire
- > Global Focus – held in Room Brussels
- > Meet the Experts

Interaction features were managed via the mobile app.

Ask a Question

Ask a Question: Audience directly sent session/topic related question to the Chairperson during the session: selection of questions were answered during the session.

Voting

Voting: Answered questions when prompted by the speaker.

A total of 35 sessions featured this functionality.

A total of 15 330 votes were registered from the audience, an average of 57 votes per session.

Some sessions had several questions whilst other just one.

We encountered some technical difficulties to start with (in the coordination with the SSC) these were solved along the way.

We find the figures very interesting for a first try.

Initiative started in 2013.

On the website [www.escardio.org](http://www.escardio.org), a selection of sessions was available "Live from ESC Congress"

This initiative was promoted mid-August.

The programme featured the sessions and in addition, some ESC TV extract, Interviews, Advertisements.

In addition this year during the night time programme, we included a series of joint sessions and scheduled these at "Local DAY Time", which meant that our transcontinental "virtual" audience was able to see the joint sessions (replay) at a convenient day time for them.

### Process

Programme was accessible directly from the ESC Home page and on the dedicated page.

### Objectives of the programme

- Make people discover the rich content of the ESC Congress
- Share the congress experience / Share the Science
- Increase visibility of the ESC and ESC Congress

### Results

- 27 hours of live streaming
- 65 hours of replay night and day
- 44 188 page views on the ESC Homepage
- 8 336 page views on the dedicated page. From Sunday to Tuesday, 2 000 page views by day have been recorded

### Programme Content

45 Sessions selected by the programme committee chairperson as well as an organised selection of replay of the joint sessions across continents + selection of ESC TV by Day clips.

## Features in the ESC Congress 2014 Scientific Programme

### ➤ Guidelines Tracks



#### ESC Clinical Practice Guidelines

**5 new Guidelines have been presented at ESC Congress 2014**

Sessions held in Room Barcelona in Central Village

#### Sunday 31 August

- 11:00 – 12:30 ESC Guidelines 2014 overview (general presentation of the 5 guidelines which were each addressed in a separate session)
- 14:00 – 15:30 ESC/EACTS Guidelines on myocardial revascularization

#### Monday 1 September

- 08:30 – 10:00 ESC Guidelines on diagnosis and management of hypertrophic cardiomyopathy
- 14:00 – 15:30 ESC Guidelines on aortic diseases

#### Tuesday 2 September

- 08:30 – 10:00 ESC/ESA Guidelines on non-cardiac surgery: cardiovascular assessment and management
- 14:00 – 15:30 ESC Guidelines on pulmonary embolism. What is new? What has changed?

### Guidelines into Practice

Delegates could follow the "Guidelines into Practice" track, designed to support cardiologists in the implementation of the Guidelines in their daily practice.

- *ESC Clinical Practice Guidelines main sessions*
- *2012 ESC acute & chronic heart failure Guidelines*
- *2013 ESC Guidelines on cardiac pacing and cardiac resynchronisation therapy*

- *Acute Myocardial Infarction*
- *Arterial Hypertension*
- *Cardiovascular Disease Prevention in Clinical Practice*
- *Peripheral Artery Diseases (Diagnosis and Treatment of)*
- *Stable Coronary Arterial Disease*

## Guidelines in Daily Practice Sessions

These sessions were designed to highlight what the ESC Clinical Practice Guidelines really mean and how to implement them in daily practice. One session was held in each village to address topic related Guidelines.

This initiative is also linked to the Congress 365 – Guidelines into Practice track design

### ➤ Science in Practice

Sp

Building on the "Science in Practice" developed last year to give clinicians insights into what's developing in the future and to give scientists insights on where their innovations may be leading, these tracks were again hosted in the different topic related Villages and symposia highlighting the state of the art in diagnosis and treatment

Science in Practice Tracks featured in 2014 addressed the following topics:

- From early detection to guided treatment (Village 8)
- Aortic valve disease (Village 4)
- Atrial fibrillation (Village 9)
- Autonomous control and the heart & Heart protection (Village 2)
- Cardio-oncology (Village 6)
- Microcirculation pathophysiology to treatment (Village 7)

### ➤ A day with the legends

## **A DAY WITH THE LEGENDS**

New track designed for cardiology key opinion leaders – Held on Sunday September in the Hub Luxembourg - including ESC Named Lectures and Meet the Legends Sessions

### ***ESC Named lectures***

- ESC William Harvey Lecture on Basic Science: **H Shimokawa, FESC (Sendai, JP)**
- ESC Andreas Grüntzig Lecture on Interventional Cardiology: **A Kastrati, FESC (Munich, DE)**
- ESC Rene Laennec Lecture on Clinical Cardiology: **G Thiene, FESC (Padua, IT)**
- ESC Geoffrey Rose Lecture on Population Sciences: **V L Roger (Rochester, US)**

*Four 45 Minutes sessions / introduction by the chairperson – Award Diploma was presented at the end of the session by the chairperson.*

### **Meet the Legends**

An Open Forum concluded each session. Attendees could ask their question in advance on the webpage.

*4 legends invited in 2014 included the 3 ESC Gold medallists.*

- 14:00 **E Braunwald, FESC (Boston, US)**
- 14:50 **A Carpentier (Paris, FR)**
- 16:30 **Sir Rory Collins, FESC (Oxford, GB)**
- 17:20 **P Widimsky, FESC (Prague, CZ)**

## ESC Congress 2014 Faculty

A total of 1 460 faculty members invited for 3 008 roles.

Role Distribution

Roles	#
Chairperson	1 017
Discussant	545
Judge Abstract	19
Speaker	1 427
<b>Grand Total</b>	<b>3 008</b>

Faculty Gender

	# Faculty	% of Faculty
Female	267	18,29%
Male	1 193	81,71%

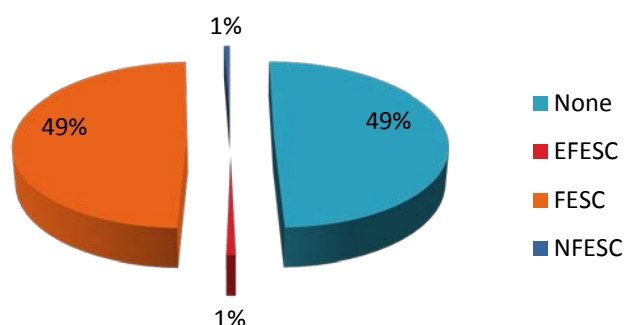
Fellows amongst faculty

	# Faculty	% of Faculty
None	724	49,59%
EFESC	11	0,75%
FESC	716	49,04%
NFESC	9	0,62%

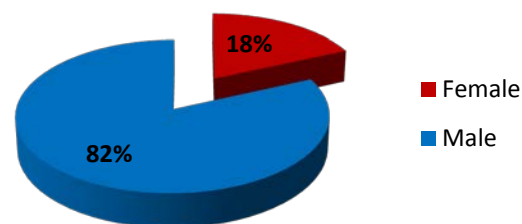
FESC / Non FESC Roles Distribution

	FESC	Non FESC
<b>Chairperson</b>	705	312
<b>Discussant</b>	355	190
<b>Judge Abstract</b>	14	5
<b>Speaker</b>	820	607
<b>Grant total</b>	<b>1894</b>	<b>1114</b>
<b>% Total</b>	63,00%	37,00%

FESC amongst Faculty

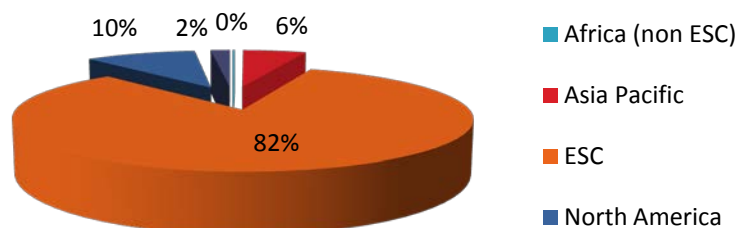


Faculty Gender



## ESC Congress 2014 – Faculty members by region

Faculty by Regions



➤ **ESC Congress 2014 – Faculty members by Country**

Faculty members by country – in order of representation from highest to lowest

<b>Countries</b>	<b>Faculty</b>		<b>Countries</b>	<b>Faculty</b>
United Kingdom	163		Argentina	4
Germany	153		Croatia	4
Italy	141		Egypt	4
United States of America	124		Singapore	4
France	108		Slovak Republic	4
Spain	106		Slovenia	4
Netherlands	82		Taiwan	4
Switzerland	59		Ireland	3
Belgium	51		Lithuania	3
Greece	49		South Africa	3
Sweden	45		Chile	2
Denmark	35		Cyprus	2
Austria	30		Monaco	2
Poland	29		New Zealand	2
Japan	25		Armenia	1
Brazil	18		Bangladesh	1
Israel	17		Bosnia and Herzegovina	1
Norway	16		Bulgaria	1
Portugal	16		Estonia	1
Canada	14		Iceland	1
Finland	13		Iraq	1
Russian Federation	13		Kosovo, Rep.	1
India	12		Kuwait	1
Romania	11		Latvia	1
Czech Republic	10		Luxembourg	1
Turkey	10		Macedonia, The Former Yugoslav Rep.	1
Australia	9		Tunisia	1
Saudi Arabia	9		United Arab Emirates	1
China, PROC	8		Uruguay	1
Hungary	8		<b>Grand Total</b>	<b>1 460</b>
Mexico	6			
Korea, Republic of	5			
Serbia	5			



## ➤ 5 Years Faculty Comparison – Top 20 Countries represented

Country	N° of Faculty 2010	N° of Faculty 2011	N° of Faculty 2012	N° of Faculty 2013	N° of Faculty 2014
United Kingdom	117	134	115	152	163
Germany	137	161	171	138	153
Italy	124	115	127	99	141
United States of America	110	113	99	107	124
France	87	126	96	91	108
Spain	52	58	69	54	106
Netherlands	87	71	77	105	82
Switzerland	36	52	54	42	59
Belgium	44	47	41	56	51
Greece	32	32	27	35	49
Sweden	36	31	28	39	45
Denmark	18	16	20	26	35
Austria	19	21	24	20	30
Poland	16	24	23	19	29
Japan	14	13	25	29	25
Brazil	6	9	13	17	18
Israel	14	8	11	17	17
Norway	18	14	17	16	16
Portugal	42	16	19	8	16
Canada	12	14	16	23	14



## Clinical Cases from ESC "Cardiologists of Tomorrow"

**Applicants had to be under 36 years of age or in training.**

**483 cases were submitted and 46 were accepted**

- 4 Cases were accepted and discussed during the session "Challenging Case reports". Diploma and Prize of €2 000 for the winner and €1 000 for the runners-up were made available.
- 42 Cases were accepted in 6 Sessions "Case-based learning from the ESC Cardiologists of Tomorrow" that were held in the Hub in Central Village

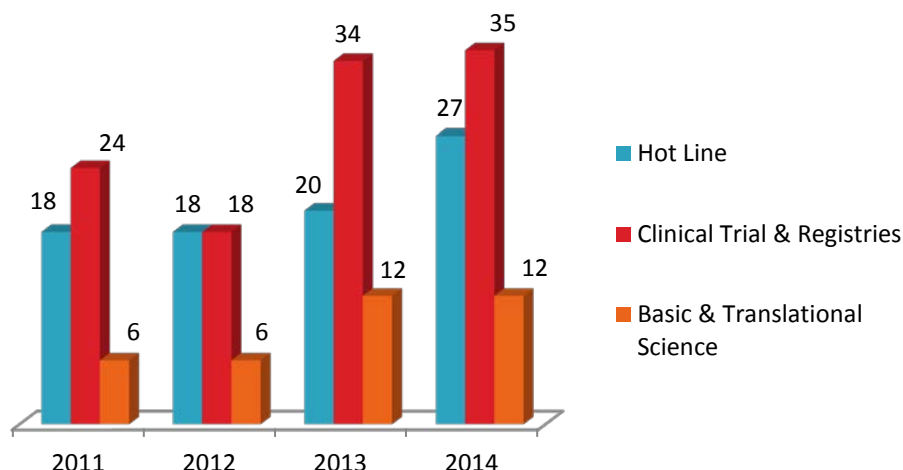
## HOTLINE PROGRAMME

**NEW**

Online Submission Service was launched

In line with the increase in submissions, the number of Hot Lines accepted at ESC Congress increased.

## Hot Lines accepted at ESC Congress



### HOTLINE SESSIONS

#### Sunday 31 August

08:30 - 10:20 Cardiovascular disease: novel therapies

16:30 - 18:00 Coronary artery disease and lipids

#### Monday 1 September

11:00 - 12:50 Heart failure: devices and interventions

16:30 - 18:00 Myocardial infarction

#### Tuesday 2 September

11:00 - 12:30 Coronary artery disease and atrial fibrillation

### CLINICAL TRIAL UPDATE SESSIONS

#### Monday 1 September

14:00 - 15:30 Interventions and drug therapy

#### Tuesday 2 September

14:00 - 15:30 Stable CAD and atrial fibrillation

16:30 - 18:00 Infarction, interventions and outcome

### REGISTRY HOT LINE SESSIONS

#### Saturday 30 August

11:00 - 12:40 Interventions, devices and outcomes

#### Sunday 31 August

08:30 - 10:10 Atrial fibrillation and myocardial infarction Helsinki

#### Tuesday 2 September

08:30 - 10:00 Valves and heart failure

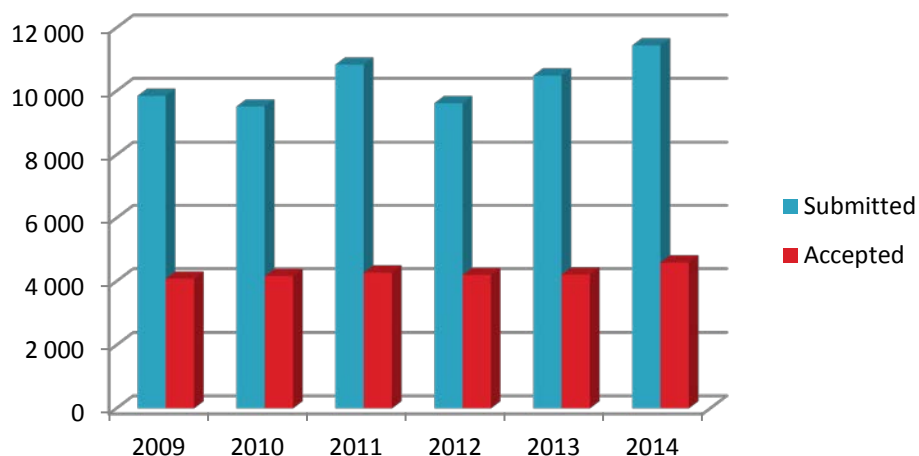
## ABSTRACT PROGRAMME

### Overall numbers

11 444 abstracts were submitted for ESC 2014 and 4 597 accepted. For both submissions and acceptances these are the highest numbers, after the Paris Congress in 2011. The overall acceptance rate is 40.18% which is in the range of previous years, but higher than 2011.

	2009	2010	2011	2012	2013	2014
<b>Number of abstracts submitted</b>	9 848	9 511	10 836	9 614	10 491	<b>11 444</b>
<b>Number of abstracts accepted</b>	4 085	4 167	4 276	4 203	4 215	<b>4 597</b>
<b>Acceptance rate</b>	41.48%	43.81%	39.46%	43.71%	40.18%	<b>40.16%</b>

### Submitted & Accepted Abstracts



### ➤ 5 Years Session and Abstract acceptance comparison

In terms of assignment in the sessions, in 2014, more rapid fire abstract sessions were held, as well as more moderated poster sessions – under a new format.

	2010		2011		2012		2013		2014	
	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts
<b>Oral sessions</b>	104	624	125	750	112	666	71	426	71	425
<b>State of the Art</b>	12	48	9	36	9	36	9	36	9	45
<b>Oral Affiliated</b>	n/a	n/a	n/a	n/a	1	6	n/a	n/a	n/a	n/a
<b>Rapid Fire</b>	n/a	n/a	n/a	n/a	n/a	n/a	26	260	34	332
<b>Young Investigator Award sessions</b>	5	20	5	20	5	20	5	20	5	20
<b>Moderated Poster sessions</b>	14	112	14	112	14	112	14	112	63	441
<b>Poster sessions</b>	7	3 360	7	3 355	7	3 360	7	3 358	7	3 331
<b>Nurse &amp; AP Investigator Award session</b>	1	3	1	3	1	3	1	3	1	3
<b>Total</b>	143	4 167	161	4 276	148	4 203	133	4 215	190	4 597

➤ Abstract submission and acceptance by countries "top 30 list" for ESC Congresses

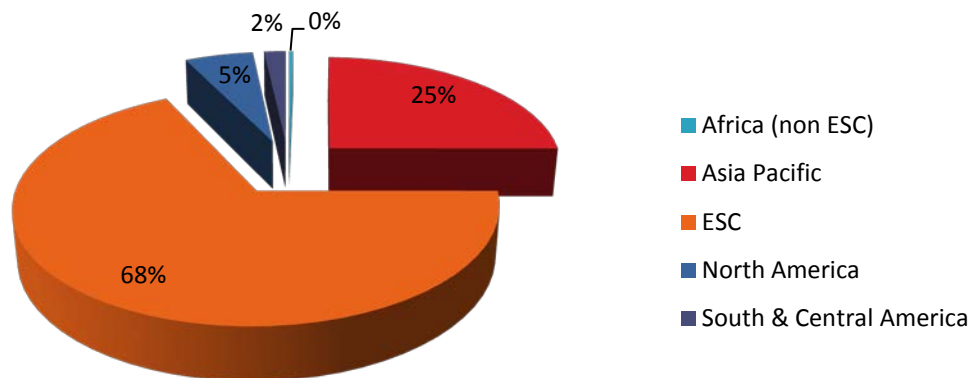
List of the top 30 countries in order on Abstract Submissions for ESC Congress 2014

	ESC 2010		ESC 2011		ESC 2012		ESC 2013		ESC 2014	
TOP 30 Countries	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.
Japan	782	318	1 214	464	1 243	517	1 459	565	<b>1 806</b>	<b>719</b>
Germany	935	545	962	514	904	571	796	438	<b>802</b>	<b>451</b>
Italy	913	425	998	385	764	378	823	367	<b>798</b>	<b>357</b>
Spain	525	204	595	257	601	242	566	234	<b>716</b>	<b>305</b>
Russian Federation	244	51	363	71	326	66	458	93	<b>565</b>	<b>108</b>
Poland	507	173	523	158	409	147	464	139	<b>414</b>	<b>126</b>
United Kingdom	449	242	527	243	476	248	342	178	<b>414</b>	<b>204</b>
Greece	559	235	483	198	388	180	371	148	<b>413</b>	<b>157</b>
Turkey	233	48	218	58	303	80	413	103	<b>411</b>	<b>73</b>
France	447	240	491	227	353	202	382	215	<b>396</b>	<b>215</b>
United States of America	285	176	385	199	319	169	311	167	<b>364</b>	<b>205</b>
Portugal	337	113	328	78	329	86	357	110	<b>338</b>	<b>112</b>
Korea, Republic of	229	97	221	89	315	130	364	131	<b>331</b>	<b>139</b>
Netherlands	368	221	364	217	277	169	379	222	<b>275</b>	<b>169</b>
China	174	72	184	55	173	59	229	80	<b>236</b>	<b>99</b>
Brazil	204	65	304	88	208	67	270	72	<b>229</b>	<b>55</b>
Denmark	69	50	106	72	112	79	142	103	<b>188</b>	<b>125</b>
Switzerland	185	116	180	90	173	98	162	94	<b>176</b>	<b>88</b>
Sweden	172	82	154	77	163	89	151	72	<b>144</b>	<b>87</b>
Ukraine	68	14	82	11	98	14	114	13	<b>132</b>	<b>25</b>
Austria	131	75	116	52	96	47	131	64	<b>131</b>	<b>58</b>
Israel	86	41	93	36	82	32	104	45	<b>130</b>	<b>53</b>
Serbia	94	19	106	24	90	31	104	39	<b>130</b>	<b>35</b>
Egypt	84	15	81	12	60	10	85	16	<b>122</b>	<b>19</b>
Australia	116	64	184	93	96	57	104	46	<b>118</b>	<b>57</b>
Taiwan	53	25	92	40	91	50	83	37	<b>106</b>	<b>36</b>
Romania	127	33	101	31	93	29	98	34	<b>105</b>	<b>32</b>
Tunisia	46	7	32	4	38	5	80	11	<b>105</b>	<b>12</b>
Belgium	133	69	86	47	82	49	111	63	<b>95</b>	<b>51</b>
Hungary	71	24	97	26	85	26	86	22	<b>84</b>	<b>35</b>

➤ Abstract submission and acceptance by geographical area

	ESC 2010		ESC 2011		ESC 2012		ESC 2013		ESC 2014	
Region	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.
Africa (non ESC)	17	7	18	8	18	1	13	3	23	15
Asia Pacific	1 566	635	2 194	816	2 164	882	2 519	916	2 987	1135
ESC	7 271	3 212	7 666	3 065	6 744	3 026	7 208	2 993	7 656	3 114
North America	372	221	529	267	393	205	404	211	461	253
South & Central America	285	92	429	120	295	89	347	92	317	80
Grand Total	9 511	4 167	10 836	4 276	9 614	4 203	10 491	4 215	11 444	4 597

## 2014 - Abstract Acceptance in % by Regions



### ➤ Abstract-based Programme

#### Abstract-Based Sessions

A record number of **11 444 abstracts** were submitted for this year's Congress.  
**4 597** abstracts were presented during the 5 days of the Congress.  
 Accepted abstracts were presented as Featured, oral and poster presentations.

#### ORAL Abstract Presentation Sessions

##### State of the Art and Featured Research Sessions

Five of the highest rated abstracts in each topic composed these high profile sessions which concluded with a State of the Art lecture given by a key opinion leader in this field.

##### "Rapid Fire" oral presentations

Held in "The Hub" in Central Village, these fast paced and interactive sessions presented key messages of ten abstracts.

##### Oral abstract presentations

Each session was composed of six topic-related abstracts.  
 The two Chairpersons were chosen for their expertise in the topics presented and conducted the session.

##### Young Investigators Awards

Selected for the outstanding quality of their work, four Young Investigators were competing for a prestigious ESC Award and presented their original research in front of a jury.  
 The awards were focused on Basic Science, Clinical Science, Thrombosis, Population sciences and Coronary Pathophysiology and microcirculation (Working Group award)  
 The ESC granted the winner with a prize of €2 000, finalists will each received a prize of €1 000 each.

##### Nursing/Allied Professional Investigator Award

This award aims to recognise significant contributions from new investigators in cardiovascular nursing and allied professions at European level.

## Poster Area

A new layout accommodated the addition of the moderated electronic poster stations within each topic group section.

### ➤ Moderated Poster Session

**NEW**

#### Moderated ePosters

One moderated ePoster Session per topic at each Poster Session.

A total of 63 Moderated Poster Sessions (compared to 14 the previous years)

This new initiative allowed us to accommodate more abstracts in the programme and also introduce a new presentation format.

Each Topic Section of the Poster Area featured a Moderated ePoster Station –where the Moderated Poster Session were held. Official presentation was made from the large screen and during the remainder of the time; the posters were available for consultation in an ePoster Format on individual screens (no more paper display).



Each Moderated Poster Session had a winner (Best Poster Presentation) who was awarded a Diploma. An overall winner for each topic was then selected amongst all these “Best Posters” and won a free Registration for ESC Congress 2015 in London. These were announced at the Highlight Session and on the website.

### ➤ Poster Sessions

#### Top score poster – Best poster awards in the poster



9 Posters were awarded at each poster session - a total of 63 Awards -

These posters were identified with a Sign on the Poster board on the presentation day.

Presenters were awarded a Certificate.

## POSTER DISCUSSANT



**308 Roles of Discussants /269 persons** were invited to participate in this new initiative.

Discussants were selected from either the existing Faculty list or invited in recognition for having been an abstract grader (Grader + FESC).

Discussants benefited from Free Registration even if this was their only role at the congress.

We still faced a lot of difficulties in carrying out this programme with a very high number of “no show” discussants, last minute cancellation but also on the side of the presenters, not all are at their poster at the dedicated viewing time, so the discussant can be quite annoyed by this. This programme needs to be reconsidered.

### ➤ Abstract Embargo

All abstracts selected for inclusion in the Press conference were placed under embargo on the website and these were not published a week prior to the congress as was done for all other abstracts.

Abstract journal supplement was made available online after all embargos were lifted (Tuesday).

### ➤ Abstract Publication

**During and after the congress, abstracts were published in:**

(Several formats available, original abstract submission, presentation slides, e-poster)

- ESC Mobile App ( view abstract)
- Scientific Programme & Planner
- ESC Congress 365 (several formats available, original abstract submission, presentation slides, e-poster )
- European Heart Journal , supplement September 2014 – online on 02/09/2014 (in order to respect the embargo placed on several Abstracts)

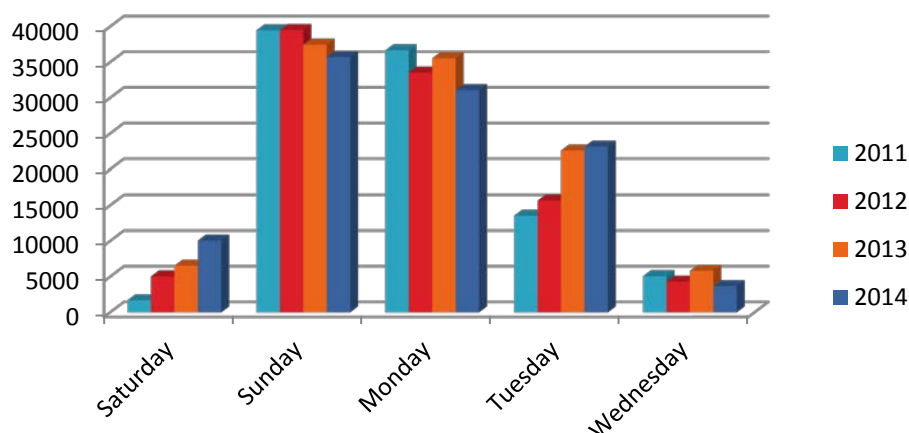
## Scientific Sessions – Overview of Attendance

Based on a head count in the room by the room hostesses, we are able to have an overview of the session attendance.

NB – In this calculation, we only take into account the sessions taking place in lecture rooms.

Not accounted for Poster Sessions and Moderated Poster Sessions.

### Total attendance per day



We started in 2013 to change the congress schedule and introduced more scientific sessions on Saturday and also on Tuesday afternoon.

This change of schedule was continued in 2014 , with even more sessions on Saturday morning and a full programme on Tuesday afternoon.



We can see a proportionate shift in attendance.

Comparatively in 2014, with more delegates registered, our counts show less attendance in the sessions in overall numbers.

To be noted that the Moderated Poster Sessions, which represent a full programme held at coffee breaks are not counted in these figures.

#### Saturday 30 August – overview of the attendance by time slot

	2011		2012		2013		2014	
Day & time	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees
Saturday 09:00							1	780
Saturday 09:30	1	500	2	560	1	443		
Saturday 10:15	1	500						
Saturday 11:00	1	500	28	4 144	29	5 257	23	4 366
Saturday 12:15							1	250
Saturday 13:00					1	145		
Saturday 13:30							30	4 682
Saturday 14:00	1	114	1	300	1	150		
Saturday 14:30					1	560		
Saturday 15:15	1	91	1	50				
<b>Total Saturday</b>	<b>5</b>	<b>1 705</b>	<b>32</b>	<b>5 054</b>	<b>33</b>	<b>6 555</b>	<b>55</b>	<b>10 078</b>

A total of 55 sessions were held for a total attendance of 10 078.

The programme running from 09:00 thru to 15:00 managed to attract and retain 4 682 delegates.

We also saw a rush of delegates for the first session, which was the General cardiology track, supposedly designed for a specific audience, but due to the lack of other sessions in parallel more attended than anticipated.

#### Sunday 31 August – overview of the attendance by time slot

	2011		2012		2013		2014	
Day & time	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees
Sunday 08:30	32	6 466	32	6 816	32	8 240	32	7 230
Sunday 10:00	1	210	2	758	1	800		
Sunday 10:10							2	1 600
Sunday 10:30					1	100		
Sunday 11:00	33	10 291	33	11 226	31	10 917	32	9 580
Sunday 11:45			1	250				
Sunday 12:40	5	392	5	176	6	326	6	498
Sunday 12:45	10	4 083	10	3 757	1	165		
Sunday 14:00	33	10 549	33	9 039	31	8 765	32	9 255
Sunday 15:30	2	215	1	350				
Sunday 15:40	6	2 000	6	1 308	3	1 084	2	950
Sunday 16:30	32	5 280	33	5 851	31	7 070	29	6 601
<b>Total Sunday</b>	<b>154</b>	<b>39 486</b>	<b>156</b>	<b>39 531</b>	<b>137</b>	<b>37 467</b>	<b>135</b>	<b>35 714</b>

Sunday does remain the busiest day of the congress in consideration of the large offering in the programme throughout the time slots.

Another change in the programme is that we have now managed (apart from YIA Sessions) to “move out” of the Industry Session lunch time slots, when previously we had ESC Sessions in parallel.

The Overall attendance figure for Sunday is less than in 2013 for approximatively the same number of sessions, in comparison to previous years (2011 & 2012) it is less due to less sessions held.

#### Monday 1 September – overview of the attendance by time slot

	2011		2012		2013		2014	
Day & time	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees
Monday 08:30	33	6 760	31	7 298	33	6 729	28	5 132
Monday 10:00	2	205	1	380				
Monday 10:10	1	200	2	820	3	1 094	3	1 400
Monday 10:30					1	350		
Monday 11:00	33	10 845	32	9 904	32	10 013	31	8 957
Monday 12:50	4	874	7	2 231	3	967	1	500
Monday 14:00	33	9 704	31	7 141	32	9 165	30	7 255
Monday 14:45	1	151			1	325		
Monday 15:30	1	200	1	200				
Monday 15:40	8	1 547	4	1050	2	510	2	1 637
Monday 16:30	34	6 190	32	4531	33	6405	30	6 206
<b>Total Monday</b>	<b>150</b>	<b>36 676</b>	<b>141</b>	<b>33 555</b>	<b>140</b>	<b>35 558</b>	<b>125</b>	<b>31 087</b>

Monday attendance appears less than previous years.

This is due to fewer sessions on offer (lunch time sessions have been removed) and to lower competing sessions at Coffee break times (2 reasons: the sessions held during the coffee breaks are the very popular Meet the Trialists and Meet the Guidelines Task force, it is difficult to find sessions to compete with this type of session, but also in an effort to bring more audience to the Moderated Poster Sessions).

#### Tuesday 2 September – overview of the attendance by time slot

	2011		2012		2013		2014	
Day & time	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees
Tuesday 08:30	32	4 165	32	5 757	30	6 723	27	4 118
Tuesday 10:10	2	430	2	1 200	3	1 053	2	713
Tuesday 10:30					1	144		
Tuesday 11:00	33	8 543	32	7 916	30	10 521	30	8 144
Tuesday 11:45			1	400				
Tuesday 12:45	2	425	2	415			1	300
Tuesday 13:00					7	1 976	1	320
Tuesday 14:15					4	2 020	28	6 357
Tuesday 14:30					1	200		
Tuesday 15 :40							3	610
Tuesday 16:30							24	2 598
<b>Total Tuesday</b>	<b>69</b>	<b>13 563</b>	<b>69</b>	<b>15 688</b>	<b>76</b>	<b>22 637</b>	<b>116</b>	<b>23 160</b>

Tuesday, this year, proposed for the first year a full programme – equivalent to Sunday & Monday. We observe a drop in attendance but only at the last session time slot (16:30 – 18:00). This is maybe still

due to the fact that the delegates have to adapt to the new schedule and consider the offer in sessions throughout.

It is interesting to see that we still had 6 357 delegates in session on the time slot 14:00 – 15:30.

### Wednesday 3 September – overview of the attendance by time slot

	2011		2012		2013		2014	
Day & time	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees	# Sessions	Total Attendees
Wednesday 08:30	25	1 786	28	2 065	24	2 332	19	1 079
Wednesday 10:30 *	23	3 299	1	2 250	1	3 500	1	2 600
Total Wednesday	48	5 085	29	4 315	25	5 832	20	3 679

*\*Highlight Session timing is changes from 11:00–13:00 to 10:30–12:30 since ESC Congress 2013.*

Although the total attendance is less than previous year, due to less sessions and less attendees on the first time slot, the Highlight session and the end of the ESC Congress still attracts a fairly good number of delegates.

### Speaker Service Centre & Audiovisual techniques

#### SSC Opening hours

- Saturday 30 August 07:30 19:00
- Sunday 31 August 07:30 19:00
- Monday 1 September 07:30 19:00
- Tuesday 2 September 07:30 18:00
- Wednesday 3 September 07:30 10:30

#### Speaker Service Centre – Self Serve Stations

Upon faculty members' arrival at the SSC for the first time (check in), a picture was taken and the technician/hostess explained how the self service process was organised. Faculty, once checked in, could access any upload station. Scanning their badge at the station gave them access to their file – containing the details of the presentation for which they would need to upload the PowerPoint.

A technician was available nearby to provide assistance with the process or with PowerPoint/Movies/Formatting etc...

My ESC: My Agreement stations were also available at the SSC. All faculty members' had to submit agreement form/ copyrights & Declaration of Interest via My ESC in order to be able to give the lecture.

Last minute replacements / unconfirmed faculty were asked to do this at the SSC prior to uploading the presentation. This allowed us to enforce the Copyrights/DOI process without too much inconvenience to the faculty.

#### Speaker Service Centre – Lounge & Working area

Also available this year at the SSC a large lounge including working area (Table & plugs) was set close to the Faculty Food & Beverage counter. This area was very busy and appreciated by the faculty. It provided a place where faculty could work on their presentation prior to uploading at the self serve stations.

#### Online Upload

The online upload service opened a week prior to the congress and remained opened until Tuesday 2 Midnight.

Faculty could choose to use the Online Upload – even whilst at the congress – from their computer, via My ESC/My agreements, without coming to the Speaker Service Centre. The online service provided a step by step wizard which took the faculty through the upload process.

Successful uploads were confirmed by email. In case of a problem with the upload, a message detailing the error was sent.

The online upload process also included the Declaration of Interest Slide insertion (either automatic or personal).

For each presentation uploaded faculty received a confirmation email with the status of their upload. Presentations could be uploaded online until midnight (GMT+1) the night before the presentation was scheduled. So even while at the congress, from their hotel room or another location in the congress centre faculty could use the online upload service.

1 068 Presentations out of 2 586 uploaded solely via Internet = 41 % of online upload

	21 Aug	22 Aug	23 Aug	24 Aug	25 Aug	26 Aug	27 Aug	28 Aug	29 Aug	30 Aug	31 Aug	1 Sept	2 Sept	Total
<b>UPLOAD</b>	32	25	15	23	58	72	111	193	264	105	93	66	11	<b>1 068</b>
<b>Changes</b>	2	2	0	5	2	4	34	47	101	61	58	42	20	378
<b>Total</b>	34	27	15	28	60	76	145	240	365	166	151	108	31	1 446

For the second year running, this process seems well accepted by our faculty and the number of online upload increases every year.

### **COPYRIGHTS & DOI**

The Declaration of Conflict of Interest and Copyrights agreements are now mandatory (for all ESC Sessions).

CYIM system provides the faculty - for each of his/her presentation - a slide pre-loaded with the DOI information submitted at the time of acceptance.

Speaker can use their own DOI slide if preferred; otherwise the automated slide is inserted.

### **VIDEOS**

All presentations held in the lecture rooms were webcasted.

What was not systematically available this year was the recording of the "panel discussions".

We will work on developing this feature for 2015.

### **OVERFLOWS**

All rooms were equipped with a screen outside the lecture room to be used as Overflows Screen (if needed).

Overflows Screens are started pro-actively when the room gets busy – it may just be for one presentation – in order to avoid crowd management issues.

The table below shows how many overflow screens were in operation per day. This included overflows of Industry Sessions.

This is a good indicator to confirm that the room size reduction has not created problems for the delegates.

	2009	2010	2011	2012	2013	2014
Overflows	47	85	54	52	68	<b>54</b>

<b>OVERFLOW SCREENS</b>	
Saturday 30 August	12
Sunday 31 August	7
Monday 1 September	21
Tuesday 2 September	13
Wednesday 3 September	1

# CONGRESS VENUE

## Fira Gran Via 2

### ➤ Main Figures



- **100 000 m<sup>2</sup>** configured as a Main Entrance with Registration, ESC Plaza & Central Village (The Hub – Lecture room Barcelona & Brussels – The Hub), Exhibition Hall, a Press Area, 9 villages for Lecture Rooms.
- **18 800 seats** distributed between 31 lecture rooms (26 constructed by ACS, 5 constructed by *mediAVentures*) – New this year, one more room for the HUB.
- **Exhibition** was in one main area and the ESC Plaza was located in the Main Entrance, behind the ESC Stand.

### ➤ Childcare

The access to the congress being restricted to healthcare professionals, ESC provided for the 2<sup>nd</sup> year in a row childcare service facility, for delegates to be able to leave their children at no charge while going to sessions.

	2013	2014	Difference
<b>Saturday 30th August</b>	0	10	+10
<b>Sunday 31th August</b>	7	13	+7
<b>Monday 1<sup>st</sup> September</b>	2	15	+13
<b>Tuesday 2<sup>nd</sup> September</b>	3	8	+5
<b>Wednesday 3<sup>rd</sup> September</b>	0	4	+4

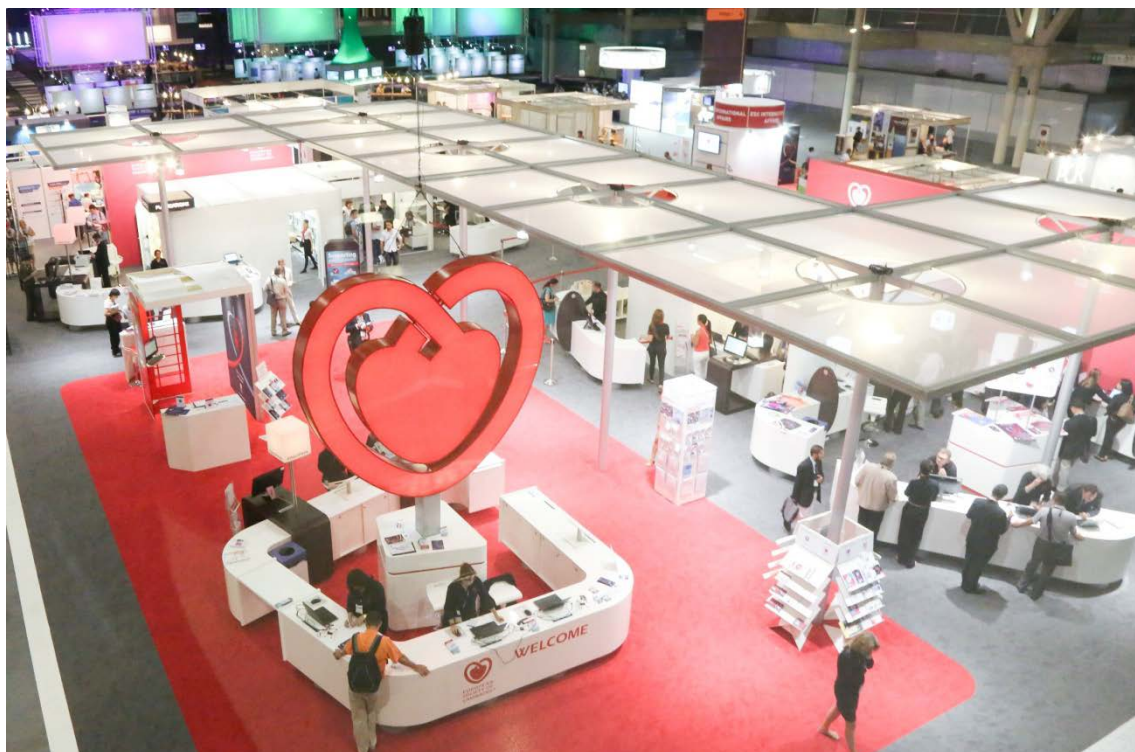
The increasing number of children between 2013 and 2014 shows us that the initiative was very well perceived, so it will definitely be renewed next year in London.



# ESC CORPORATE EXHIBITION & ACTIVITIES

## ESC Stand

The ESC Stand was situated at the entrance to the ESC Plaza, located in the middle of the National Cardiac Society stands and opposite the Registration. This area was sandwiched between the two parts of Central Village.



The ESC stand measured 550 m<sup>2</sup>, an increase in size justified by a different layout (made necessary by specific restrictions for construction within this hall) and the inclusion of a promotional area for ESC Congress 2015. The stand included the following activities:

- **Welcome Desk:** for all questions relating to the ESC's products, services and activities, and Congress specific information. This turned out to be a key area for promoting ESC Congress 365.
- **Education:** specifically promoting e-learning with an ESCeL demo point, but also promoting the entire ESC offering, with a tactile screen application and paper catalogues.
- **ESC Congress 2015:** Promotion for next year's congress was brought onto the ESC stand again, after having a separate promotional area for the past two years. A desk was allocated to London & Partners (for information on London) and for the first time, registration for next year was open (with a discount of 100 euros for the first 100 people registering). There was a large double-sided visual of the congress, with a simulated British telephone booth, where delegates could register or take photos.



- **Shop:** sales of educational products and ESC souvenirs
- **Membership:** Area comprised a membership reception desk for general queries about membership and fixing issues in My ESC accounts, and desks dedicated to each of the 6 Associations and one dedicated to Councils and Working Groups. ESC Fellowship questions and applications were also handled at the reception desk, instead of having a dedicated space. This had already proven to be a successful method in 2013 and was even more so this year.



- **Registries** for all EurObservational Research Programme (EORP) enquiries and distribution of material outlining the programme.
- **Guidelines:** The 5 new pocket guidelines were handed out for free to ESC members and other guidelines products promoted.



- **Guidelines Download lounge:** semi-enclosed space dedicated to promotion of the guidelines mobile app. 2 to 3 staff from the supplier who created the app were on hand to explain how to download and use the app.
- **Publications:** All the necessary information for the Journals Family, on-line Journals for 2015 , journal subscriptions, pre-orders of text books (which went very well) and display of all books available for sale on the shop.
- **Young community:** 322 Young Cardiologists were given their CoT “pack” (a congress bag with CoT logo, containing a special pin, the 5 new Pocket Guidelines, the ACCA toolkit and flyers of all the relevant young communities: COT, Club 35, Scientists of Tomorrow and the EAPCI Young Community). Representatives from the different young groups were present from time to time, to answer questions about their groups.
- **Promotion of mobile apps:** A large totem, resembling a smartphone, was used to promote all the ESC’s scientific apps (ACCA toolkit, EHRA key messages, Guidelines, Journals) as well as the ESC Congress app.



- **Congresses promotion wall:** Large visuals of the posters of future Congresses were placed on one large lit exterior wall of the stand.



#### Staff:

A presence of 33 stand staff: including a rotation of ESC staff on some areas and some permanently present, 9 hostesses, 2 suppliers and 1 partner representative.

#### Figures

Membership Applications

#### Working Groups

	2013	2014	30-Aug	31-Aug	01-Sept	02-Sept	03-Sept
<b>ATHEROSCLEROSIS</b>	13	16	4	2	4	4	2
<b>CARDIOSURGERY</b>	8	6	3	0	1	2	0
<b>CELLBIOLOGY</b>	4	1	0	0	0	0	1
<b>CMP</b>	10	10	1	0	2	6	1
<b>CORONARY_MICROCIRCULATION</b>	6	8	0	3	3	2	0
<b>E-CARDIOLOGY</b>	12	12	3	3	3	2	1
<b>EWGCCE</b>	4	13	2	3	5	1	2
<b>GUCH</b>	18	10	1	5	1	3	0
<b>HYPHEART</b>	77	51	11	12	9	13	6
<b>MYOFUNCTION</b>	3	4	0	2	2	0	0
<b>PATHOLOGY</b>	0	0	0	0	0	0	0
<b>PERICIRCULATION</b>	4	2	1	0	0	0	1
<b>PHARMACOLOGY</b>	20	10	2	1	3	4	0
<b>PULMONARYCIRCULATION</b>	15	12	2	1	6	2	1
<b>THROMBOSIS</b>	23	31	2	6	9	12	2
<b>VALVULAR</b>	26	18	0	5	6	5	2
<b>TOTAL</b>	<b>256</b>	<b>204</b>	<b>32</b>	<b>43</b>	<b>54</b>	<b>56</b>	<b>19</b>

## Association

	<b>2013</b>	<b>2014</b>	<b>30-Aug</b>	<b>31-Aug</b>	<b>01-Sept</b>	<b>02-Sept</b>	<b>03-Sept</b>
<b>ACCA Membership</b>	204	167	55	36	47	29	5
<b>EACPR Membership</b>	145	123	41	26	31	25	4
<b>EAPCI Membership</b>	193	190	65	43	45	37	14
<b>EHRA MEMBERSHIP</b>	25	41	11	13	11	6	2
<b>HFA Membership</b>	172	216	58	65	54	39	6
<b>HFA FELLOWSHIP</b>		1	0	0	1	0	0
<b>EACVI Membership</b>	49	35	10	8	8	9	5
<b>EACVI Affiliates Membership</b>	3	3	1	1	1	0	0
<b>EACVI Echo Section</b>		34	9	7	9	9	0
<b>EACVI CMR Section (ex WG)</b>	9	6	0	1	2	3	0
<b>EACVI Nuclear CT Section (ex WG)</b>	4	7	1	4	0	2	0
<b>TOTAL</b>	<b>791</b>	<b>823</b>	<b>251</b>	<b>204</b>	<b>209</b>	<b>159</b>	<b>36</b>

## Councils

	<b>2013</b>	<b>2014</b>	<b>30-Aug</b>	<b>31-Aug</b>	<b>01-Sept</b>	<b>02-Sept</b>	<b>03-Sept</b>
<b>CCNAP Membership</b>	10	12	1	1	4	4	2
<b>TOTAL</b>	<b>10</b>	<b>12</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>2</b>

## Fellowship

	<b>2013</b>	<b>2014</b>	<b>30-Aug</b>	<b>31-Aug</b>	<b>01-Sept</b>	<b>02-Sept</b>	<b>03-Sept</b>
<b>Fellowship</b>	55	110	21	33	17	14	25
<b>Nurse Fellowship</b>	0	3	0	0	2	0	1
<b>TOTAL</b>	<b>55</b>	<b>113</b>	<b>21</b>	<b>33</b>	<b>19</b>	<b>14</b>	<b>26</b>

## **ESC 2015 area**

30 registrations were submitted for London 2015 and over 100 written testimonials were received.

## **Promotional and corporate documents:**

24 303 printed documents were distributed compared to 47 772 in 2013

## **Educational documents (hard copies):**

- Pocket Guidelines (5 new titles given free to ESC members – 6 000 of each)
- ACCA Toolkit
- Prevention Toolkit
- Score Poster

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- Pocket Guidelines (5 new titles given free to ESC members – 6 000 of each)
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- Prevention Toolkit
- Score Poster

## Conclusion:

The stand was ideally placed for delegate passage (being between Registration and Posters) and there was a steady flow of visitors. Saturday was extremely busy, particularly in the morning, as were the breaks on other days. Wednesday morning was much quieter, as expected. All areas were well frequented, but particularly areas such as the guidelines desk and mobile app lounge, and membership. It remains logical that the ESC Stand is with the Constituent Bodies stands and that it acts as a gateway to the congress. This should be repeated in the future, where physically possible.

Despite the size of the stand, some areas did experience a bottle neck at times, particularly when the queue for Pocket Guidelines formed. It is important to keep enough open space in between the different desks and brochure racks, so it is recommended to maintain at least the same size if not increase the space for 2015, depending on the layout and number of activities taking place.

Overall membership applications were up, but it is difficult to make a comparison with previous years, as there has been an evolution in the different categories and conditions. There was a lot of interest in Fellowship.

In general the contact with delegates was felt to have been of high quality, with pertinent and relevant questions about the ESC and about the ESC Congress and resources. Many delegates expressed their satisfaction and appreciation for the service received, as well as with the congress overall.

If possible, all ESC related corporate stands (eg. European Affairs, International Affairs) should be incorporated into the ESC Stand itself, to present a united body to our delegates. As this means expanding further, we need to look into ways we can achieve this.

## ➤ Young Community Corner

For the second year, a young Community Corner was organised in the middle of the ESC Stand.

All the young communities of the ESC were promoted: Cardiologists of Tomorrow (CoT), Club 35 of EACVI, Young EP of EHRA, Scientists of Tomorrow of Council on Basic Cardiovascular Science (SoT), Young ACCA, Young thrombosis researchers group of the Working Group on Thrombosis, the EAPCI Young, Heart Failure Specialists of Tomorrow (HoT).

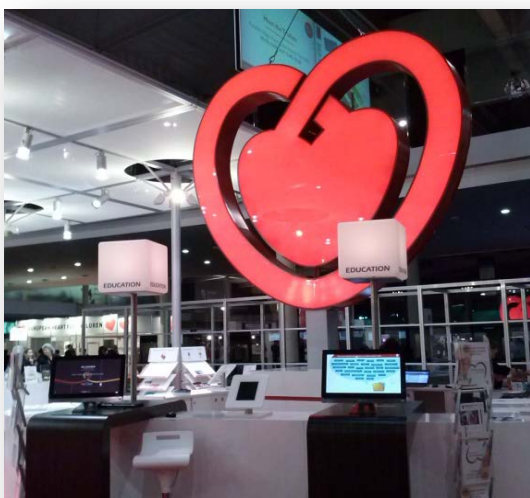
An average of 100 young delegates per day came to visit this lively stand where the different leaders of the groups were present to inform and to share their experience.

## Scientific affairs on the stand

### ➤ Education

**Brand new this year!** All Educational activities were presented **on the main ESC Stand**, on the ESC Education corner (including the ESC e-Learning platform, presented until last year on a separate booth).

The Education corner was therefore a little larger than last year to accommodate **2 plasma screens** versus 1 in the past.



All ESC Educational activities were promoted on the Education Corner, even if ESC Congress 2014 focus was on E-Learning

- **ESC eLearning platform**

7 Areas of Study (General Cardiology, Acute Cardiac Care, Cardiovascular Imaging, Heart Failure, Heart Rhythm, Percutaneous Interventions and Prevention & Rehabilitation) with a total of **180 courses** available online **and over 1000 MCQs**.

**124 Demos** of ESCeL were organised during the ESC Congress to delegates.

**NEW**

**Launched at ESC Congress 2014**

➔ 3 first **ACCA** Courses

➔ 50 first courses in **General Cardiology**

**The above content was available to all, free of charge**

- **ESC Clinical Case Gallery** **NEW**

Launched in July 2014: allowing fully automated submission and review of clinical cases online and possible citation of case authors in scientific journals.

- **ESC webinar series**

Launch of the 2014-2015 season of Webinars in General Cardiology (Free of charge, ESC Practice Guidelines based, Studio format).

- **Guidelines into Practice Tracks**

Cooperation between the Practice Guidelines, ESC Education and ESC Congress Programme Committees, the Guidelines into Practice Tracks bring the best of ESC Congress for the specific ESC Practice Guidelines.

- **ESC live courses**

ETPs taking place at EHH, ESC Member Courses (Maghreb and possibly in Kazakhstan) & ESC Update programmes.

- **Continuing Education and Training Catalogue & Touch Screen**

The **Continuing Education and Training Catalogue** was distributed to delegates and the **interactive touch screen** was available this year again for the third time, to present (and send by email) ESC Educational offering by topic.

### **Other activities of the ESC Education team during congress**

- The traditional bi-annual **MCQ review meeting** in general cardiology took place as scheduled, emphasising the increasing need for MCQs as ESC content repurposing and self-assessment is on the rise.
- Delivery of the **EACVI TTE paper based examination** within the Congress Facility (**152** candidates)
- A series of **meetings** with the Education Chairman, Committee Members and when appropriate University College Cork representative to reflect namely on outcome measurement and needs assessment implementation, which are a Priority for FY 15-16.
- **ESC General Cardiology Webinar Workshop**  
Last years' very successful initiative was renewed in 2014.  
2 Workshops were organised this year with a total of 19 participants. Andrew Spencer from Clarus Training and Facilitation Ltd **provided invited webinar speakers and hosts with tools and techniques to prepare and deliver webinars**.

## Stand Activities

Since 2009 a delegate's "Journal Choice" (EHJ or CVR) can be made online and since 2011 they can also choose their subscription format, i.e. print or online.

Since Munich's ESC Congress 2012, the ESC offers delegates an online-only subscription to EHJ or CVR and those desiring the hard copy have to pay an extra fee referred to as a print top-up fee.

**20 730 delegates** will receive an online subscription to EHJ or CVR with around 92% of those for EHJ. In 2015, **522 Young Cardiologists** will receive an EHJ online subscription.



**786 delegates** logged in via one of **16** "My ESC Browser" posts implemented this year. **113 delegates** checked their address and/or journal choice online during the Congress period. The posts consisted of computers allowing delegates to access their My ESC accounts and modify/validate their information, including journal details.

A new record of over **5 500 Journals** were distributed from the ESC Stand, most of them being distributed on the first day.

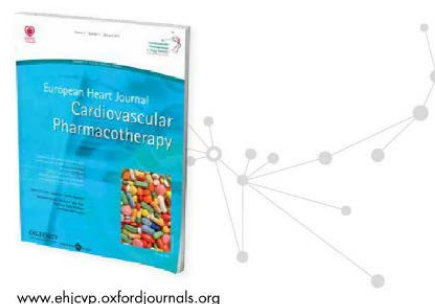
The ESC Cardiovascular Medicine Textbook (2nd edition); ESC Textbook on Intensive and Acute Cardiac Care, the ESC Cardiovascular Imaging Textbook, The EAE textbook of Echocardiography, were sold and publicized during the Congress from the ESC Stand. With 5 new ESC Clinical Practice Guidelines in 2013, ESC Pocket Guideline sales met expectations.

## Other activities

Non-stand related activities included meetings with medical communications agencies, publishers, the HEART Group, Editorial Boards, Publications Committee and other ad hoc meetings.

Two key promotions occurred in relation to our publications:

**OUP/ESC Cardio-Zine:** An online magazine showcasing our **six** new ESC books and growing journal family was heavily promoted on the Stand and throughout the Congress centre. The Cardio-Zine is still accessible via this link: [www.oup.com/esc14](http://www.oup.com/esc14). The new books are: Intensive & Acute Cardiovascular Care (2<sup>nd</sup> edition), Cardiovascular Imaging (2<sup>nd</sup> edition), Preventive Cardiology – Clinical Practice, Echo Handbook, Handbook of Preventive Cardiology - Putting prevention into practice and The EHRA Book of Pacemaker, ICD, and CRT.



[www.ehjcvp.oxfordjournals.org](http://www.ehjcvp.oxfordjournals.org)



## **EIJ: Cardiovascular Pharmacotherapy:**

*EIJ - Cardiovascular Pharmacotherapy* is a new, ESC journal from the Working Group on Cardiovascular Pharmacology & Drug Therapy. The Journal is freely available online until December 2016 and aims to publish the highest quality research, interpreting and integrating new scientific developments within the field of cardiovascular pharmacotherapy.



Approximately 9 000 attendees visited the Guidelines corner on the ESC Plaza.



**This year the five 2014 Pocket Guidelines were made available for the ESC Congress both in paper format and in electronic format for iDevices and Androids.**

The Guidelines Application gives access to the electronic version of all 2011-2014 ESC Pocket Guidelines (15 titles in total), as well as to over 55 dedicated interactive tools, all in one App.

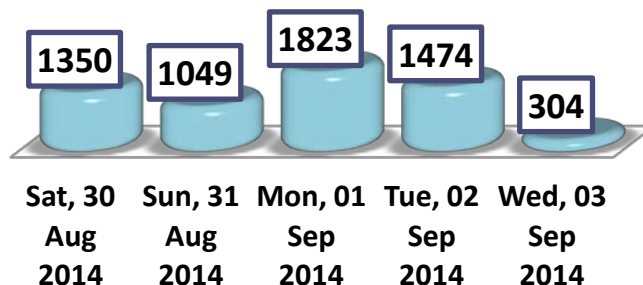


Over 30 000 paper versions of the Pocket Guidelines (Hypertrophy Cardiomyopathy, Non-Cardiac Surgery, Myocardial Revascularization, Acute Pulmonary Embolism & Aortic Diseases) were given out to the ESC Members on a first come, first served basis.

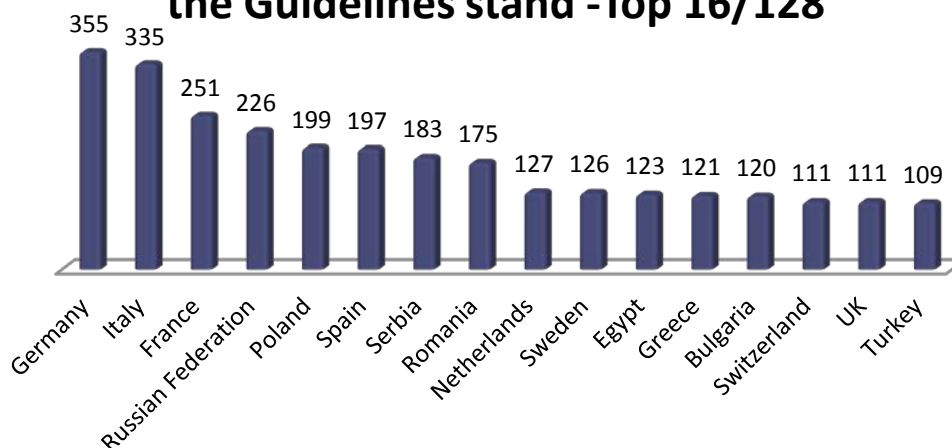
The paper versions of these 2014 Pocket Guidelines were also distributed at the Cardiologists of Tomorrow (CoT) desk and in the VIP and Fellows lounges.

The Pocket Guidelines remained a successful tool for the dissemination of the ESC Guidelines Messages within the medical and cardiology community with more than 1 000 copies distributed per day throughout the congress.

### Number of Pocket Guidelines given out to the attendees/day



### Number of attendees/country coming to the Guidelines stand -Top 16/128



### Meetings:

**9** Task Force meetings of 3 to 5 hours each, **1** Committee for Practice Guidelines Meeting and **5** other specific meetings were organised by the Guidelines Department alone or in conjunction with other ESC Departments. These meetings concerned Guidelines Development Task Forces and Committee, Implementation Teams, National Cardiac Societies (endorsements and translations of ESC Clinical Practice Guidelines) as well as many other topics.

### Congress activities for the ESC Guidelines:

- 1 Overview session on the five 2014 Guidelines
- 5 Scientific sessions dedicated to each 2014 ESC Guidelines topic
- 1 Highlight session
- 5 "Meet the Task Force" sessions (one for each 2014 topic)
- 1 Cardio Quiz based on ESC Guidelines
- 5 Press releases
- 6 Articles in the ESC Congress News
- 6 Studio interviews



*A studio interview with Jose Luis Zamorano and Philippe Kolh*

Our activities on the stand not only included the distribution of ESC Pocket Guidelines but also providing information on Guidelines related activities. We also aimed at familiarising visitors with the ESC Guidelines web pages and promoted the wide range of the ESC Guidelines derivative educational products.



*The 2014 ESC Cardiology Quiz*

The ESC Guidelines were highlighted and promoted during the **ESC Cardiology Quiz**. Delegations from three different renowned cardiology centres were in competition to correctly answer a series of questions and tests about different guidelines related topics. **Mainly driven by a didactic review of the ESC Guidelines**, the quiz focused on the most interesting, the most polemic or the most recently updated documents.

### **The Guidelines Team was also involved in the "Guidelines into Practice" Tracks.**



Multiple resources and presentations are made available in a simple click. This track is designed to guide cardiologists directly to valuable information from top experts to facilitate the implementation of the Guidelines into their daily practice.

Finally, the ESC Clinical Practice Guidelines were also very present in most social networks, with Guidelines presentations posted on "Youtube", numerous twitter messages highlighting the key Guidelines messages and activities, and more...



## **ESC Fellowship**

**2 174 Fellows of the ESC attended ESC Congress 2014, 5% more than last year.**

- **ESC Stand – Membership Area**

110 applications for Fellowship and 3 for Nurse Fellowship were submitted during the Congress.

- **Fellows Lounge**

On average 600 Fellows per day enjoyed the Fellows Lounge facilities and made the most of their privileges. The latest copies of ESC Clinical Practice Guidelines, copies of the ESC Journals and the daily issue of the ESC Congress News were available especially for them.

A plasma screen allowed viewing live hotline sessions. Catering and 14 computers were provided as well. This year, 3 silence sound armchairs were displayed.

Newly elected Fellows could collect their Fellowship Diploma, take a picture with their diploma and collect their FESC gift.

- **Newly elected Fellows award**

The 282 newly elected Fellows and 2 newly elected Nurse Fellows were invited to a cocktail and a special tribute was then given to them at the Inaugural Session on Saturday.

## **National Cardiac Societies Stands**

**50 National Cardiac Societies** were represented. The stands were very well located in the ESC Plaza surrounding the ESC Stand and on the right side of the entrance of the Congress.

The National Cardiac Societies welcomed many national delegates and presented their activities by displaying posters and brochures on their stands.

## **Affiliated Cardiac Societies Display Stand**

This year again, the Affiliated Cardiac Societies corner gave a great visibility to the **38 Affiliated Cardiac Societies**. A lounge was set up allowing Affiliated Cardiac Societies to display their brochures, a poster, meet and network in the seating area.

**12 countries** were represented: Canada, Indonesia, Iran, Iraq, Macau, Malaysia, Oman, Singapore, South Africa, Sudan, Taiwan and Thailand.



A 60m<sup>2</sup> International Affairs stand was built in the plaza very close to the ESC stand and in the centre of the ESC International partner's area.

The objective of such a stand was to be a welcome point for the International delegates to allow them learn more about what ESC can do for them in a friendly and relaxed area.

A huge poster hung in the centre of the stand thanking all our International partners for their collaboration. Polaroid photos of delegates from Affiliated Cardiac Societies and beyond were pasted on a giant colourful map of the world.

Each photo was placed on the delegate's specific country creating an interactive map of our international audience.

We welcome our international partners to  
ESC Congress 2014, Barcelona!

American College of Cardiology	Colombian Society of Cardiology and Cardiovascular Surgery	National Heart Association of Malaysia
American Heart Association	Costa Rican Association of Cardiology	Polish Cardiology Association
Argentine Society of Cardiology	Ecuadorian Society of Cardiology	Romanian Society of Cardiology
Asian Federation of Cardiology	Georgian Society of Cardiology	Ocean Heart Association
Asian Pacific Society of Cardiology	Ghana Heart Association	Pakistan Cardiac Society
Bangladesh Cardiac Society	Haitian Society of Cardiology	Panama Society of Cardiology
Brazilian Society of Cardiology	Heart Association of Thailand	Paraguay Society of Cardiology
Canadian Cardiovascular Society	Hong Kong College of Cardiology	Peruvian Society of Cardiology
Cardiac Society of Australia & New Zealand	Indonesian Heart Association	Saudi Heart Association
Cardiological Society of India	Interamerican Society of Cardiology	Singapore Cardiac Society
Caribbean Cardiac Society	Iranian Heart Association	South African Heart Association
Chilean Society of Cardiology and Cardiovascular Surgery	Irish Cardiac Society	Sudan Heart Society
Chinese Society of Cardiology and Chinese College of Cardiovascular Physicians	Japanese Cardiac Society	Taiwan Society of Cardiology
	Korean Society of Cardiology	Ungarian Society of Cardiology
		Vietnam Society of Cardiology
		World Heart Federation

Share your photos on Facebook or Twitter and say 'I was at the ESC Congress'!

**ESC CONGRESS  
BARCELONA 2014**

Where everything  
comes together

The ESC stand was a central point to the ESC's surrounding International partners who did not hesitate to stop by for informal meetings about current and future collaboration.

# EXHIBITION, INDUSTRY SPONSORED SESSIONS, SPONSORSHIP & ADVERTISEMENT

Industry was very active at ESC Congress 2014 occupying 8 384.50 m<sup>2</sup> of space including 23 first time exhibitors, organising over 70 sessions and supporting multiple delegate products and services.

## Exhibition

At the ESC Congress 2014 in Barcelona, the Exhibition Area occupied a total of 10 368.50 m<sup>2</sup> for 210 exhibit spaces and was concentrated in Exhibition Hall (Hall 3), and ESC Plaza (Hall 2).

The Exhibition Hall (Hall 3) was dedicated to the commercial exhibitors with our Industry Partners' stands, Publishers and ETSA area. Centrally located, the Exhibition was in between 2 villages (Village 1 & 9) and on the passageway to access 7 of the 9 villages (Village 2 to 8).

Hands-on-Tutorials rooms, Exhibition Lounges and CPR Workshops stand were located in Hall 3 as well.

The non commercial area, ESC Plaza, was located in Hall 2. In addition to the ESC Plaza, this hall was dedicated to the Registration area, the Hub (4 open lecture rooms), Barcelona Lecture Room (Plenary Room), Brussels Lecture Room (Focus lecture room) and Poster Area.

The ESC Plaza was dedicated to the National Cardiac Societies, ESC stand, International Associations and ESC International Affairs. The History of Cardiology stand, the European Heart Agency of the ESC as well as the European Heart for Children stands were also located in the ESC Plaza.

**Total Exhibition: 10 368.50 m<sup>2</sup>, 210 stands**

### ESC Plaza & International Associations

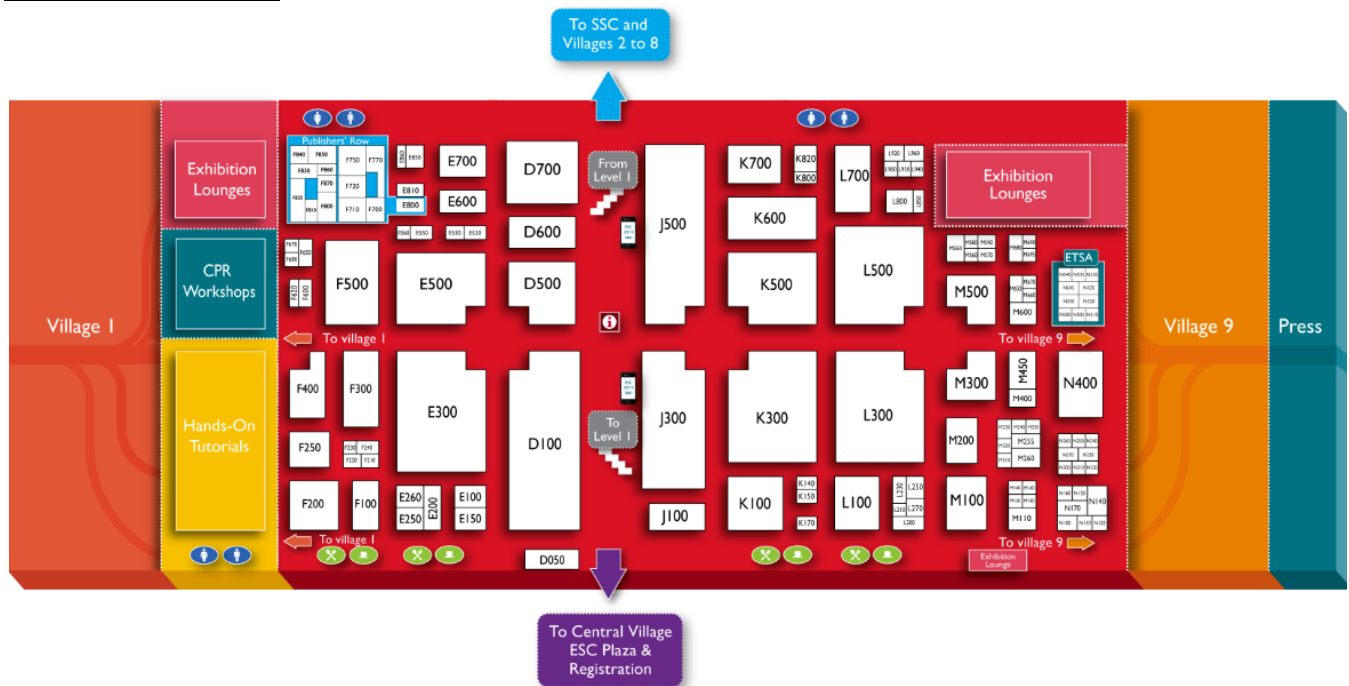
- ESC Stand (550 m<sup>2</sup>)



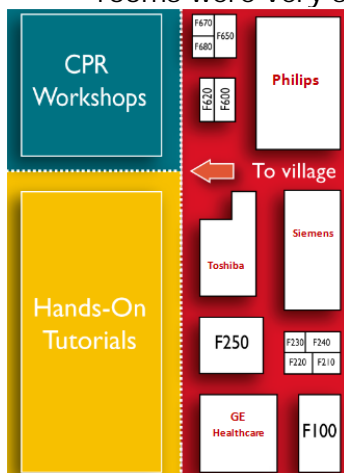
room)

- 18 Exhibition Lounges (total 860m<sup>2</sup>)

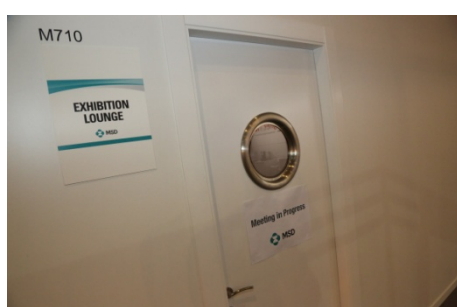
### Exhibition (Hall 3)



- **135 stands including**
  - ✓ 109 stands from the Industry Partners (the largest stand Servier divided the space in 3 stands of  $622 \text{ m}^2 + 192 \text{ m}^2 + 54 = 868 \text{ m}^2$ )
  - ✓ 10 ETSA Stands (Emerging Technology Showcase Area of  $9 \text{ m}^2$  each)
  - ✓ 14 stands in the Publishers' Row (13 Publishers for a total of  $193 \text{ m}^2$ )
  - ✓ 1 Non profit organisation (AJILA -  $9 \text{ m}^2$ )
  - ✓ CPR Workshops stand ( $382 \text{ m}^2$ )
- **4 Hands-on-Tutorials:** This year the Hands-on-Tutorial rooms were located in the Exhibition close to Village 1. Industries (GE Healthcare, Philips, Siemens and Toshiba) who ordered these rooms were very satisfied to have their stand directly opposite.

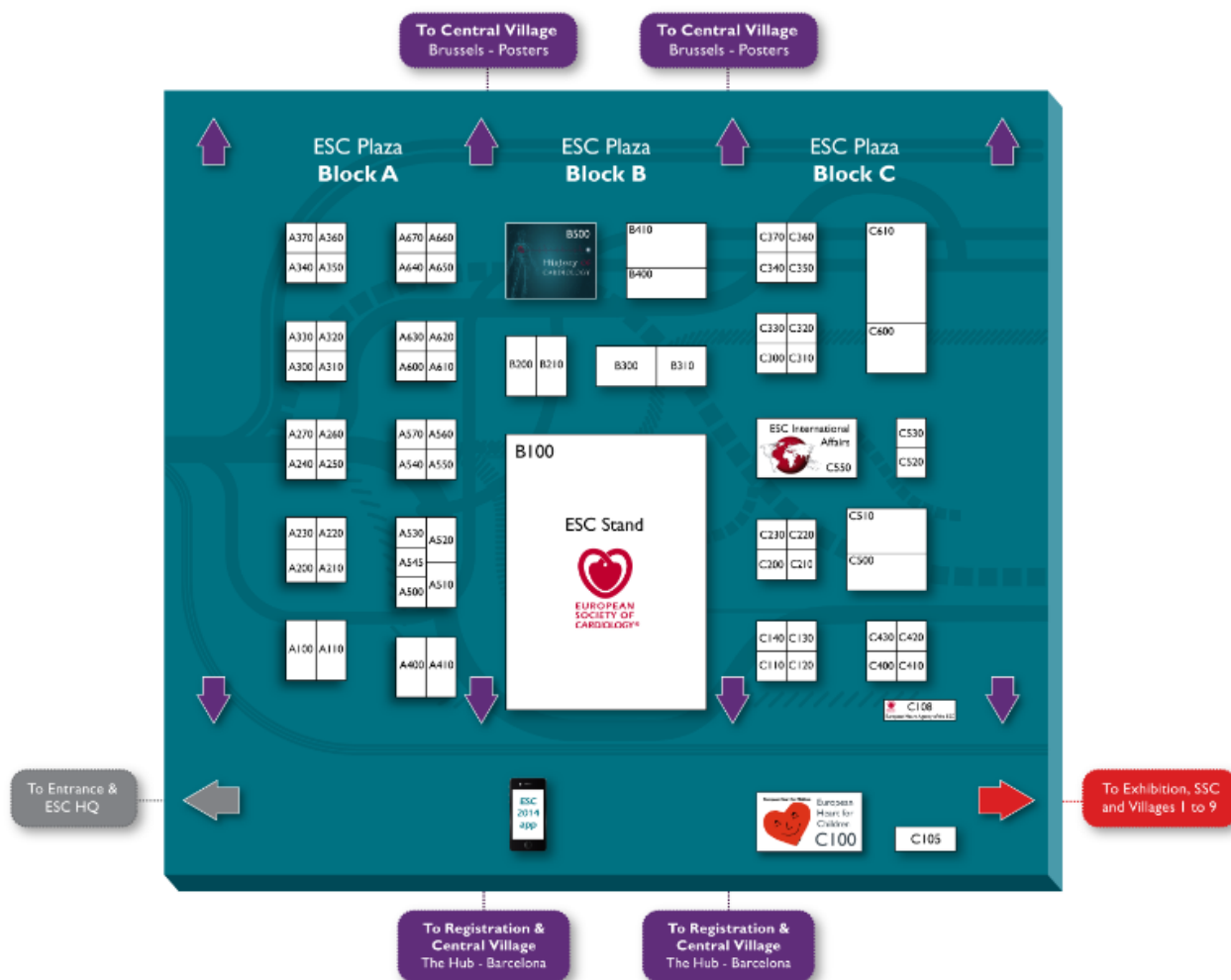


- **18 Exhibition Lounges (860m<sup>2</sup>):** the lounges were located on each side of the Exhibition which allowed exhibitors proximity between their stand and their lounge.





## ESC Plaza & International Associations area (Halls 2)



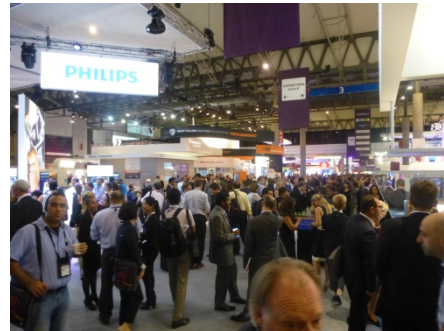
### ➤ 75 Stands including:

- ✓ 42 National Cardiac Societies and 1 Nordic Baltic stand regrouping 8 National Cardiac Societies (510.5 m<sup>2</sup>)
- ✓ 27 International Associations (364 m<sup>2</sup>)
- ✓ ESC Stand (550 m<sup>2</sup>)
- ✓ ESC International Affairs (60 m<sup>2</sup>)
- ✓ History of Cardiology (67.5 m<sup>2</sup>)
- ✓ European Heart for Children stand (36 m<sup>2</sup>)
- ✓ European Heart Agency of the ESC (14 m<sup>2</sup>)

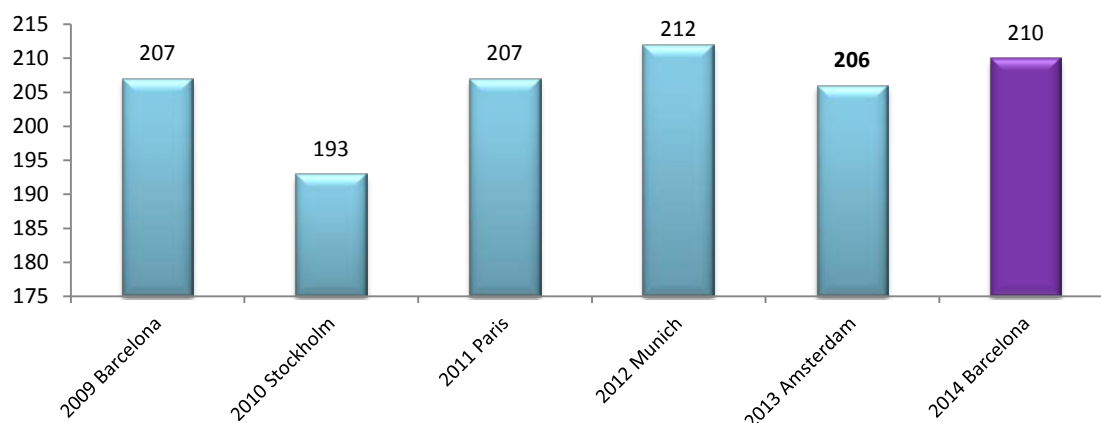


## Comparison between Exhibitions: ESC Congress 2013 & ESC Congress 2014

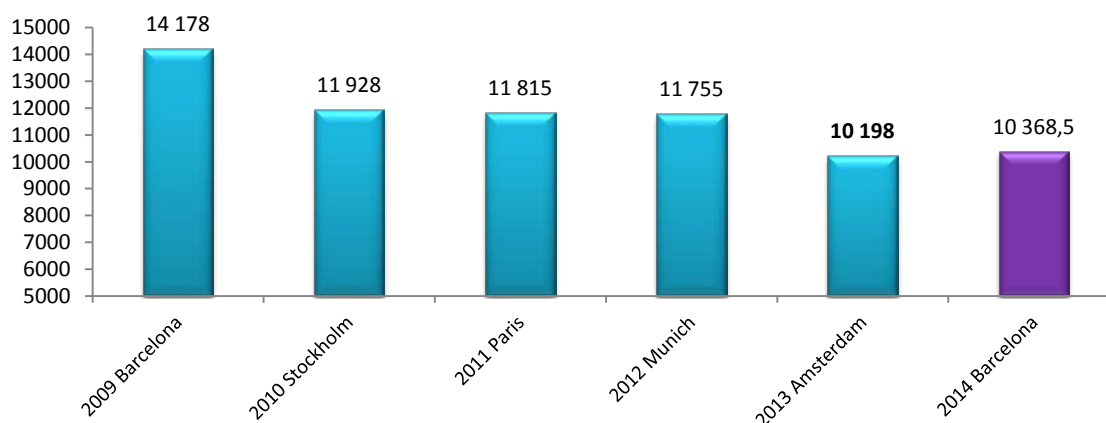
	ESC 2013 Amsterdam	ESC 2014 Barcelona
<b>Total number of m<sup>2</sup> occupied for stands</b>	10 198 m <sup>2</sup>	<b>10 368.5 m<sup>2</sup></b>
<b>Total number of m<sup>2</sup> sold – all prices (cancellation not included)</b>	8 707 m <sup>2</sup>	<b>8 496 m<sup>2</sup></b>
Total number of exhibiting organisations (includes industry, publisher, NPO, IA, NCS, ESC)	<b>204</b>	<b>210</b>
<b>Total number of Industry Partners</b>	93	<b>104</b>
<b>Total number of ETSA Companies</b>	8	<b>9</b>
<b>Total number of Non-Profit Organisation</b>	1	<b>1</b>
<b>Total number of publishers</b>	15	<b>13</b>
<b>Total number of International Association</b>	28	<b>27</b>
<b>Total number of National Cardiac Societies</b>	51	<b>50</b>
	<b>206</b>	<b>210</b>
(includes industry, publisher, NPO, IA, NCS, ESC)		
<b>Total number Industry Partners' sands</b>	96	<b>109</b>
<b>Total number of ETSA booth</b>	8	<b>10</b>
<b>Total number of PO Non-Profit Organisation' sands</b>	1	<b>1</b>
<b>Total number of publishers' booth</b>	15	<b>14</b>
<b>Total number of International Association' stands</b>	43	<b>27</b>
<b>Total number of National Cardiac Societies</b>	51	<b>43</b>
<b>Other stands</b> (ESC, History of Cardiology, CPR Workshops, European Heart for Children, ESC International Affairs, European Heart Agency of the ESC)	<b>6</b>	<b>6</b>



### Number of Stands Occupied



### Space Used for Stands (m²)



## Participant breakdown by price and exhibitor type

### List of Industries in Exhibition Hall 3

TOTAL ORGANISATIONS: 104 – (INCLUDING 23 FIRST TIME EXHIBITORS)

TOTAL STANDS: 109 – (INCLUDING 23 FIRST TIME EXHIBITORS)

Name	Stand number	Number of m²
<b>3M Deutschland GmbH</b>	E150	35
<b>Abbott Vascular International BVBA</b>	M200	70
<b>Accriva Diagnostics</b>	M140	9
<b>Acon Laboratories Ltd</b>	M220	9
<b>Actelion Pharmaceuticals Ltd</b>	D700	224
<b>AggreDyne, Inc</b>	L270	10
<b>Ai Mediq SA</b>	L940	11
<b>Amgen (Europe) GmbH</b>	L100	120
<b>Armstrong Medical Ltd</b>	M230	12
<b>Aspen Pharma</b>	M450	51
<b>AstraZeneca UK Ltd</b>	K300	482
<b>AstraZeneca UK Ltd</b>	M100	108
<b>Atcor Medical</b>	N220	9
<b>Barrington James Ltd</b>	N200	9

Name	Stand number	Number of m²
Bayer Pharma AG	L500	422
BIOSPACE Co., Ltd.	M690	9
Biotronik SE & Co KG	K700	102
Bioventrix, Inc.	M650	18
Blueprint Genetics Oy	N240	9
Boehringer Ingelheim International GmbH	L300	482
CardiacAssist, Inc.	M260	24
Cardiome international AG	E600	53
CellAegis Devices Inc	L230	18
Chek Diagnostics	M250	9
CIRCLE Cardiovascular Imaging Inc	N120	9
CNSystems Medizintechnik AG	F670	9
custo med GmbH	L200	21
Cytori Therapeutics	M580	9
Daiichi Sankyo Europe GmbH	J500	522
DailyCare BioMedical	M240	9
Defibtech LLC	M590	12
diaDexus Inc	E560	9
ECCOSUR	M160	9
Edan Instruments, Inc	E550	15
Edwards Lifesciences	E250	30
EKOS Corporation, a BTG International group company	M180	9
Enverdis GmbH	F240	15
Ergospect GmbH	M560	9
Esaote SpA	F250	72
Finapres Medical Systems BV	L920	12
Fresenius Medical Care Deutschland GmbH	K140	14
Fukuda Denshi	L250	20
GE Healthcare	F200	121
Gilead Sciences Inc	E520	18
Grupo Ferrer	N400	150
Health in Code SL	M255	9
Hemo Sapiens Inc	K800	13
HITACHI Medical Systems Europe AG	E100	35
HRA Research	L930	9
Itamar Medical Ltd	N100	12
Labtech Ltd.	N260	9
Medimatic Srl	F650	18
Medis Medical Imaging Systems	F230	9
Medispec Ltd	M670	9
Meditek Ltd	L800	30
Medtronic International Trading SARL	D600	105
Menarini International	J300	416
Merck Sharp & Dohme	K500	302
Microlife AG	M570	12
MIDES GmbH	F220	12
Mortara Instrument Inc	F100	66
Nihon Kohden Corporation	M680	24
NORAV Medical GmbH	E850	20
NorthEast Monitoring Inc	M695	9
Novartis Pharma AG	E500	302
Oscor Inc.	N170	9
Personal MedSystems GmbH	L210	9



Name	Stand number	Number of m <sup>2</sup>
<b>Petr Telegin</b>	E530	12
<b>Pfizer Ltd</b>	E300	522
<b>Pharma-insight GmbH</b>	N110	9
<b>Philips Healthcare</b>	F500	225
<b>Physicians' Academy for Cardiovascular Education</b>	M600	30
<b>Pie Medical Imaging</b>	E860	10
<b>PRS Neoscan</b>	M210	9
<b>Randox Laboratories Ltd</b>	E810	18
<b>Recordati Spa</b>	K600	190
<b>ResMed SAS</b>	E260	30
<b>Roche Diagnostics International Ltd</b>	E200	40
<b>Sanofi-Aventis Groupe</b>	K100	150
<b>Sanofi-Aventis Groupe</b>	K150	14
<b>Sanofi-Aventis Groupe</b>	K170	14
<b>Schiller AG</b>	M300	103
<b>Schwarzer Cardiotek</b>	N140	24
<b>ScottCare Corporation</b>	M660	9
<b>SERVIER INTERNATIONAL</b>	D050	54
<b>SERVIER INTERNATIONAL</b>	D100	622
<b>SERVIER INTERNATIONAL</b>	D500	192
<b>Shenzhen Biocare Bio-Medical Equipment Co., Ltd</b>	N250	9
<b>Siemens AG Healthcare Sector</b>	F300	136
<b>Singulex</b>	N160	9
<b>SMART SOLUTIONS TECHNOLOGIES, S.L.</b>	N230	9
<b>SOMNOmedics GmbH</b>	L850	13
<b>SonoScape Company Limited</b>	M400	24
<b>St Jude Medical Coordination Center BVBA</b>	J100	75
<b>Storz Medical AG</b>	F210	12
<b>Techmedic International B.V.</b>	N210	9
<b>the heartorg from WebMD</b>	E700	74
<b>Thrombosis Research Institute</b>	M550	24
<b>TomTec Imaging Systems GmbH</b>	F620	12
<b>Toshiba Medical Systems Europe BV</b>	F400	102
<b>Trinity Biotech</b>	M110	30
<b>United Therapeutics Europe Ltd</b>	L700	120
<b>Vales &amp; Hills Biomedical Tech Ltd</b>	L900	9
<b>Vasomedical Inc</b>	F600	18
<b>Vifor (International) AG</b>	M500	103
<b>VISUS Technology Transfer GmbH</b>	N270	9
<b>Worldwide Clinical Trials</b>	M130	9
<b>XV World Congress of Arrhythmias</b>	N150	9
<b>Zoll CMS GmbH</b>	K820	30

#### **List of Emerging Technology Showcase Area (ETSA)**

TOTAL ORGANISATIONS: 10

TOTAL STANDS: 10

TOTAL m<sup>2</sup>: 90 m<sup>2</sup>

Name	Stand number	Number of m <sup>2</sup>
<b>Aegerion Pharmaceuticals</b>	N530	9
<b>AUM Cardiovascular, Inc.</b>	N545	9
<b>BePATIENT</b>	N510	9
<b>Berlin Heals GmbH</b>	N520	9
<b>GAMPT GmbH</b>	N550	9

Name	Stand number	Number of m <sup>2</sup>
<b>Lev El Diagnostics of Heart Disease</b>	N505	9
<b>MyDiagnostick Medical</b>	N535	9
<b>Novalung GmbH</b>	N540	9
<b>Polyphenolia B.V.</b>	N525	9
<b>Bioventrix, Inc.</b>	N500	9

#### **List of Publishers & Non Profit organisations**

TOTAL ORGANISATIONS: 14 - (INCLUDING 2 FIRST TIME PUBLISHERS)

TOTAL STANDS: 15 - (INCLUDING 2 FIRST TIME PUBLISHERS)

TOTAL m<sup>2</sup>: 193 m<sup>2</sup> - (INCLUDING 18m<sup>2</sup> FIRST TIME PUBLISHERS)

Name	Stand number	Number of m <sup>2</sup>
<b>Ajila</b>	F680	9
<b>British Society of Echocardiography</b>	F830	9
<b>Elsevier</b>	F710	18
<b>Elsevier Ltd</b>	F700	12
<b>Ercules Comunicazioni</b>	F860	6
<b>John Wiley &amp; Sons Ltd</b>	E800	21
<b>Oxford University Press</b>	F820	18
<b>Radcliffe Cardiology</b>	F870	9
<b>SAGE Publications Ltd (9m<sup>2</sup> free -3m<sup>2</sup> paid by the publisher)</b>	F720	12
<b>The Goodwin Group International</b>	F750	18
<b>The Jama Network</b>	F810	9
<b>The New England Journal of Medicine</b>	F800	18
<b>The Physiological Society</b>	F840	9
<b>WisePress Online Bookshop Ltd</b>	F760 - F770	22
<b>Wolters Kluwer Health</b>	F850	12

#### **List of International Associations**

TOTAL ORGANISATIONS: 27

TOTAL STANDS: 27

TOTAL m<sup>2</sup>: 364 m<sup>2</sup>

Name	Stand number	Number of m <sup>2</sup>
<b>American College of Cardiology</b>	C610	30
<b>American Heart Association</b>	C510	36
<b>American Society of Echocardiography</b>	C140	9
<b>Argentine Society of Cardiology</b>	C300	9
<b>Arrhythmia Alliance</b>	C110	9
<b>Asian Pacific Society of Cardiology congress</b>	C310	9
<b>Association for European Paediatric Cardiologists AEPC</b>	C410	9
<b>BARCELONA, CARDIOPROTECTED CITY</b>	C230	9
<b>Cardio Alex</b>	C210	6
<b>Cardiovascular Society of India</b>	C220	9
<b>Chinese Society of Cardiology</b>	C340	9
<b>Europa Organisation</b>	C500	30
<b>European Association for the Study of Diabetes</b>	C130	9

Name	Stand number	Number of m <sup>2</sup>
<b>European Atherosclerosis Society</b>	C430	9
<b>Foundation "Cardioprogess"</b>	C400	9
<b>Great Wall International Congress of Cardiology</b>	C320	9
<b>Interamerican Society of Cardiology</b>	C360	9
<b>International Society of Cardiovascular Pharmacotherapy</b>	C420	9
<b>Japanese Circulation Society</b>	C600	30
<b>Mediterranean Cardiology Meeting</b>	C530	9
<b>Mexican Society of Cardiology</b>	C350	9
<b>Romanian Society of Cardiology</b>	C105	10
<b>Saudi Heart Association</b>	C330	9
<b>South African Heart Association</b>	C370	9
<b>UEMS Cardiology Section</b>	C120	9
<b>VENICEARRHYTHMIAS 2015</b>	C520	9
<b>World Heart Federation</b>	C200	12

### **List of National Cardiac Societies**

TOTAL ORGANISATIONS: 50

TOTAL STANDS: 43

TOTAL m<sup>2</sup>: 510.5 m<sup>2</sup>

Name	Stand number	Number of m <sup>2</sup>
<b>Albanian Society of Cardiology</b>	A640	9
<b>Algerian Society of Cardiology</b>	A200	9
<b>Association of Cardiologists of Bosnia and Herzegovina</b>	A545	9
<b>Association of Cardiologists of Kazakhstan</b>	A320	9
<b>Austrian Society of Cardiology</b>	A600	9
<b>Azerbaijan Society of Cardiology</b>	A540	9
<b>Belorussian Scientific Society of Cardiologists</b>	A660	9
<b>British Cardiovascular Society</b>	A100	18
<b>Bulgarian Society of Cardiology</b>	A570	9
<b>Cardiology Society of Serbia</b>	A340	9
<b>Croatian Cardiac Society</b>	A550	9
<b>Cyprus Society of Cardiology</b>	A560	9
<b>Czech Society of Cardiology</b>	A530	9
<b>Egyptian Society of Cardiology</b>	A250	9
<b>French Society of Cardiology</b>	B210	18
<b>Georgian Society of Cardiology</b>	A230	9
<b>German Cardiac Society</b>	B300	24
<b>Hellenic Cardiological Society</b>	B310	20
<b>Hungarian Society of Cardiology</b>	A510	10,5
<b>Israel Heart Society</b>	A400	18
<b>Italian Federation of Cardiology</b>	A220	9
<b>Kosovo Society of Cardiology</b>	A270	9
<b>Kyrgyz Society of Cardiology</b>	A630	9
<b>Lebanese Society of Cardiology</b>	A360	9
<b>Libyan Cardiac Society</b>	A300	9

Name	Stand number	Number of m <sup>2</sup>
<b>Luxembourg Society of Cardiology</b>	A650	9
<b>Macedonian FYR Society of Cardiology</b>	A310	9
<b>Maltese Cardiac Society</b>	A330	9
<b>Moroccan Society of Cardiology</b>	A370	9
<b>Netherlands Society of Cardiology</b>	B400	24
<b>Nordic Baltic Societies</b> <ul style="list-style-type: none"> <li>• Danish Society of Cardiology</li> <li>• Estonian Society of Cardiology</li> <li>• Finnish Cardiac Society</li> <li>• Icelandic Society of Cardiology</li> <li>• Latvian Society of Cardiology</li> <li>• Lithuanian Society of Cardiology</li> <li>• Norwegian Society of Cardiology</li> <li>• Swedish Society of Cardiology</li> </ul>	B410	36
<b>Polish Cardiac Society</b>	A110	18
<b>Portuguese Society of Cardiology</b>	A500	9
<b>Romanian Society of Cardiology</b>	B200	18
<b>Russian Society of Cardiology</b>	A620	9
<b>San Marino Society of Cardiology</b>	A240	9
<b>Slovak Society of Cardiology</b>	A260	9
<b>Slovenian Society of Cardiology</b>	A350	9
<b>Spanish Society of Cardiology</b>	A410	18
<b>Swiss Society of Cardiology</b>	A670	9
<b>Tunisian Society of Cardiology and Cardio-Vascular Surgery</b>	A610	9
<b>Turkish Society of Cardiology</b>	A210	9
<b>Ukrainian Association of Cardiology</b>	A520	9

### ESC Stand and ESC Initiatives

<b>Number of stands</b>	<b>6</b>
<b>Number of square meters</b>	<b>1109.5 m<sup>2</sup></b>

Name	Stand number	Number of m <sup>2</sup>
<b>CPR Workshops stand</b>	G500	382
<b>ESC International Affairs</b>	C550	60
<b>European Heart Agency of the ESC</b>	C108	14
<b>European Heart for Children</b>	C100	36
<b>European Society of Cardiology</b>	B100	550
<b>History of Cardiology</b>	B500	67,5

## Stand Designs Breakdown

All packages	Number of package by type	m <sup>2</sup>
<b>BASIC package</b>	39	413.5
<b>PRO package</b>	6	86.5
<b>EXPERT package</b>	1	15
<b>IA package for Exhibitors</b>	11	97
Total package	<b>57</b>	<b>612</b>
<b>NCS package</b>	42	486.5
<b>IA package</b>	12	111
<b>ETSA package</b>	10	90
<b>BASIC package</b>	1	9
Total package	<b>65</b>	<b>696.5</b>
<b>TOTAL</b>	<b>122</b>	<b>1 308.5</b>

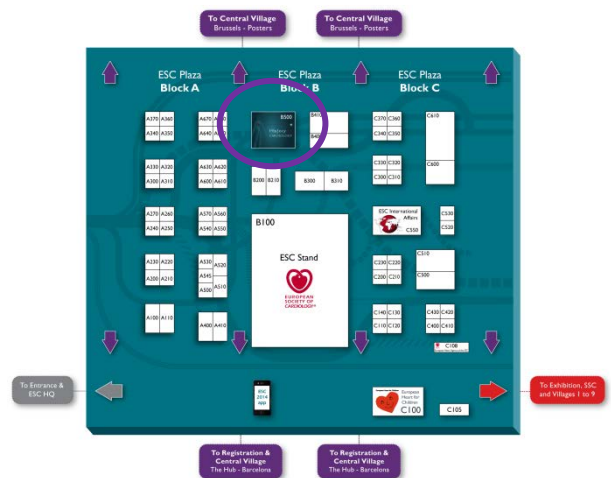
ESC Congress 2014	Number of stands	m <sup>2</sup>
Commercial Exhibition		
<b>Custom made stand (including 2 carpets rental for 30m<sup>2</sup>)</b>	69	7 540
<b>Connecting carpet spaces rented by Exhibitors</b>	3	62
<b>Stand Package (Basic, Pro or Expert for Industry stand packages)</b>	46	515
<b>Stand order to local supplier (not stand package - can be full stand or only walls &amp; carpet)</b>	9	94
<b>Schell Scheme Storage Room</b>	5	74.5

### ➤ History of Cardiology - ESC Plaza (B500)

The History of Cardiology was organised for the third time at ESC Congress and enjoyed an excellent location within the ESC Plaza, which was undoubtedly one of the reasons for its great success.

Berndt Lüderitz and Jean-Jacques Monsuez, on behalf of the German and French Societies of Cardiology respectively, organised the exhibition of History of Cardiology at the ESC Congress in Barcelona with the logistical support of the ESC.

This year an open stand was created next to the posters area including properly-sized showcases in large numbers and useful logistic supports (computer, screen, microphone etc.).



This year's new location resulted to a large extent in the increasing success the exhibition encountered this year. The visitors clearly recognised the exhibition as an ESC's new field of interest. This was further supported by the announcement of the exhibition in the programme of the congress. The initiative was also communicated via different support such as the mobile app, ESC website and information screen onsite.

The attendance was excellent. Among the many scientists who visited the booth many young cardiologists from around the world visited the exhibition as well. Not only cardiologists from European countries, but also many from Japan, China, Taiwan, Korea, Brazil, Argentina, Chile, United Arab Emirates, Russia, Iran, Azerbaijan, Pakistan, and Mongolia (as per comments on the guests' book available on the stand). A few cardiologists from the USA, including members of the ACC and HRA manifested interest for this ESC's initiative.

Visitors may be divided into 2 groups. Those who look at the showcases around while walking along the stand and others who stay for a longer time for an "in depth visit". Whereas the former were as many as in Amsterdam, both Berndt Lüderitz and Jean-Jacques Monsuez got the feeling that the later were in increased numbers, compared to last year. The mini-conferences by Berndt Lüderitz received quite enthusiastic attention among those visitors, who also asked for additional information on the collectibles and books on display.

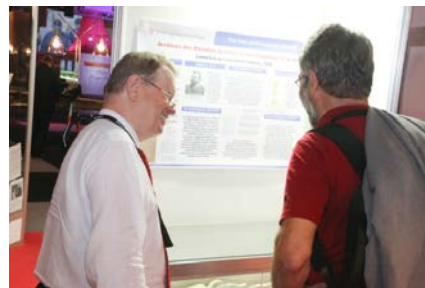
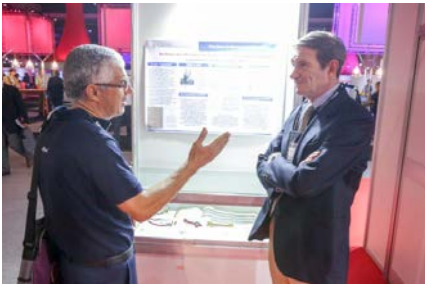


According to the growing interest of visitors, the exhibition to follow should be adapted into several ways:

- Contributions of other national societies should be included. In Barcelona, Berndt Lüderitz and Jean-Jacques Monsuez were informed the Austrian Society of Cardiology wants to take place along with the active participation of Pr Otmar Pachinger. To fulfil the visitors' expectancies, the exhibition should target the 2 groups of aforementioned participants by combining overall display for an easy overview and a more focused approach for visitors looking for in depth information. Scheduling specific presentations in the history programme might be helpful in that way, e.g. as follows: "Saturday 30 August. 10-10:45: Art and the heart, B Lüderitz.

Sunday August, 31: 10-10:45: How were valvular heart diseases discovered?, JJ Monsuez, etc etc. In addition, this may allow including a broader spectrum of contributors in the congresses to follow.

- Founding something as an ESC's club for history of cardiology and/or an "e-museum for history of cardiology", as the poster displayed on the booth suggested, may also be discussed in the future.





## ➤ Cardiopulmonary Resuscitation (CPR) Workshops - Exhibition Area (G500)

The CPR Workshops were organised for the third time at ESC Congress and enjoyed an excellent location, which was undoubtedly one of the reasons for their great success.

The same set up as previous editions was reconvened, with an open air forum for an audience of 35, 7 closed windowed workshops rooms, a storage area and a space for the ERC stand, our partner in the initiative.



### Schedule:

This year, the stand was manned by an ESC Staff, Alexandre Meyrieux, which enabled better onsite logistics and smoother operations. It was open from Saturday 30 August (15:00 – 18:00) to Tuesday 2 September: 09:00 – 18:00.

The free 90 minutes workshops took place from Sunday 31 August to Tuesday 2 September included, with the following schedule:

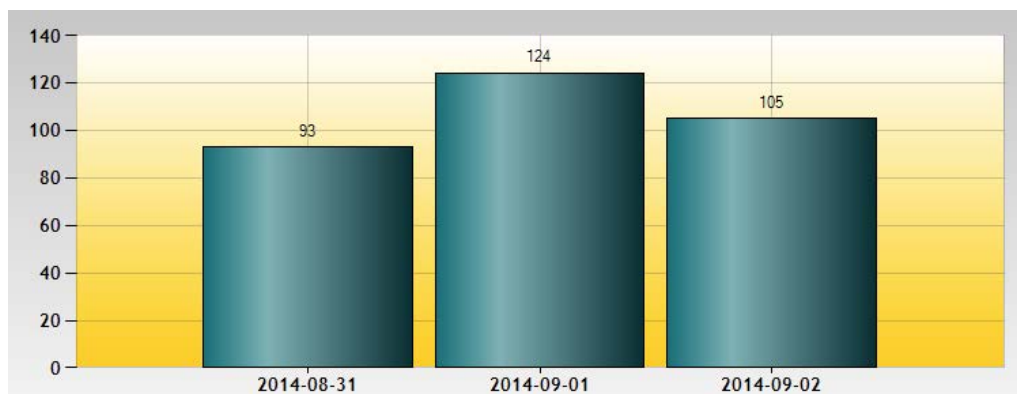
- CPR & AED Refresher Workshop:  
9:00-10:30 & 14:00-15:30
- Advanced CPR Skills Workshop:  
11:30-13:00 & 16:30-18:00

with meet the ERC instructors periods.

The team of 14 instructors came from all over Europe and had been present either in ESC 2013 or 2012 or both, which enabled them to work very well together. Dr Nikolaos Nikolaou was the Course Organiser.

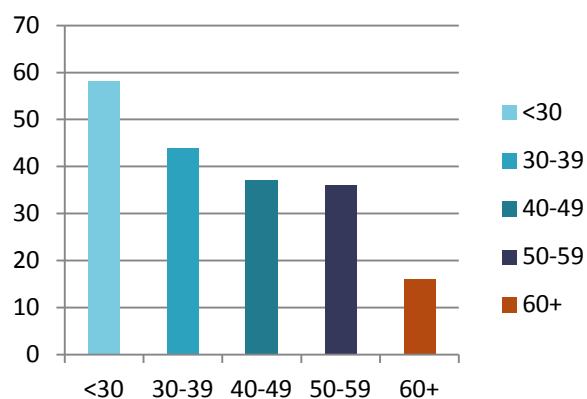


The workshops were very popular with a **record attendance of 322 participants** and over 50% of the participants went to both types of workshop.

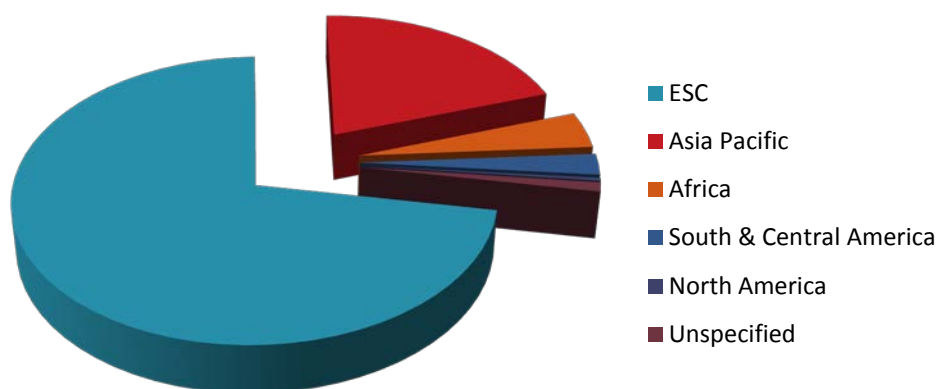
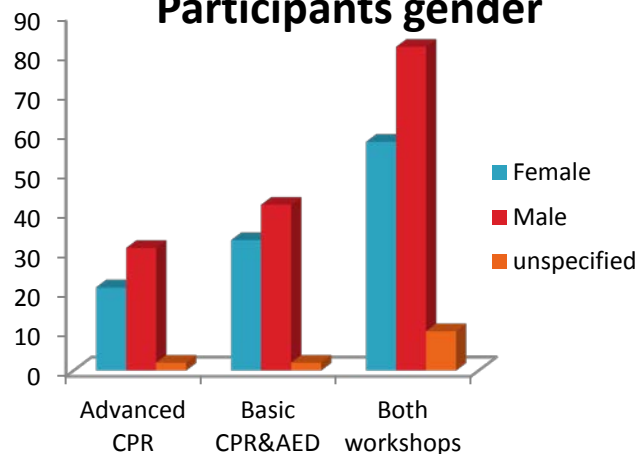


## Results from the survey conducted onsite:

### Participants' ages



### Participants gender



Workshops were very popular to the younger generation and the ratio female to male is much higher than for the attendance to the ESC Congress.

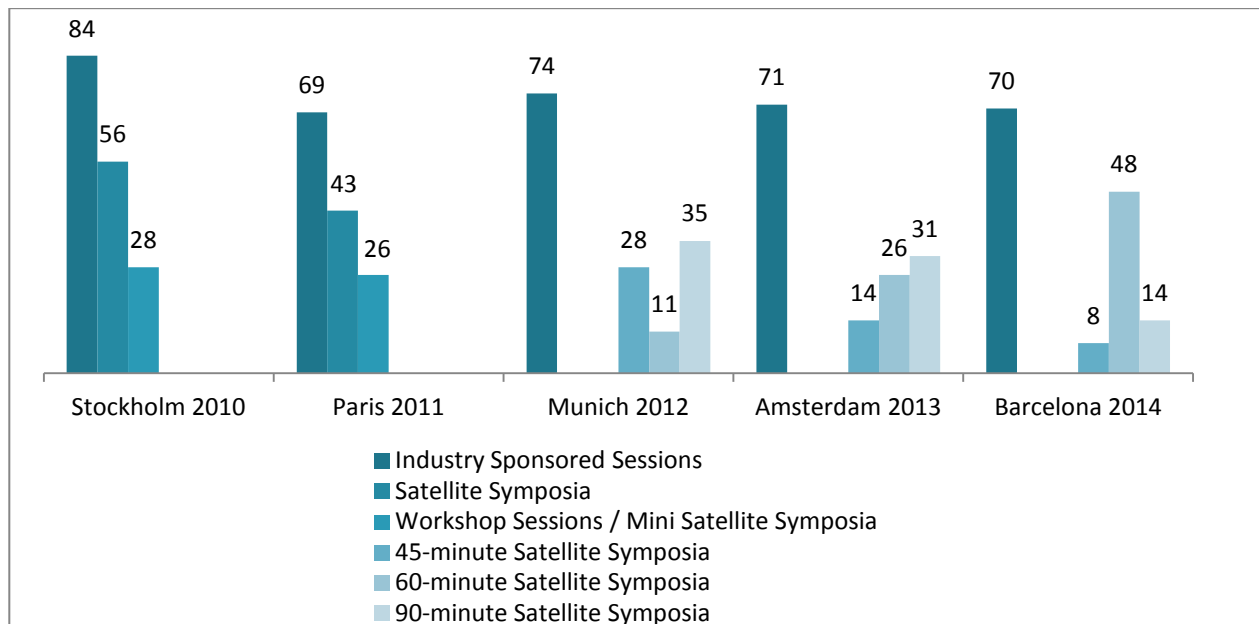
Promotion of this initiative was made in the Advance and Final Programme, in various e-mailings, in the Mobile App (news) and on facebook.



## Satellite Symposia

70 Satellite Symposia in total were organised by 41 different companies.

- 45-minute sessions: 8 Satellite Symposia (-43%)
- 60-minute sessions: 48 Satellite Symposia (+85%)
- 90-minute sessions: 14 Satellite Symposia (+55%)



## EBAC Accredited Educational Programmes

### CME accreditation by EBAC

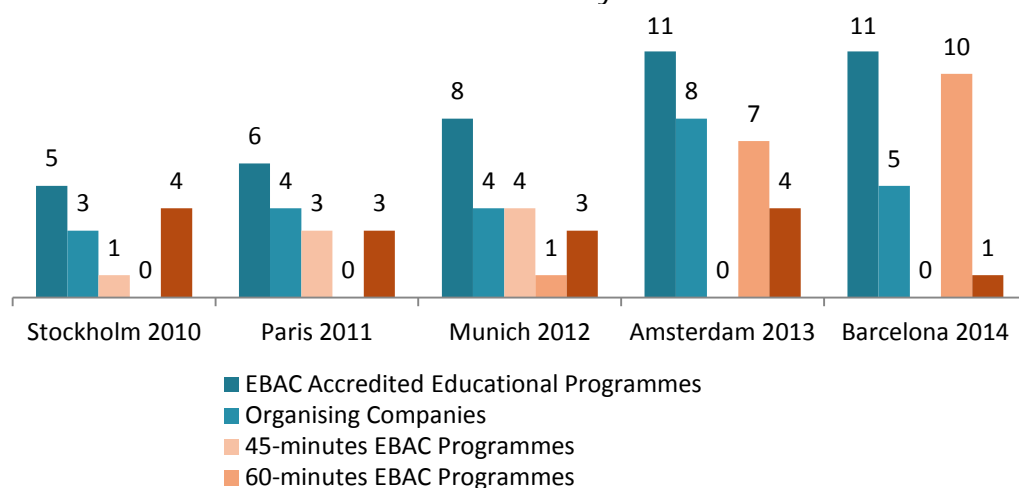
The European Board for Accreditation in Cardiology provides accreditation to educational programme such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation is officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from Company X"

- 11 EBAC Accredited Educational Programmes were sponsored by an educational grant by 5 different industries:

AstraZeneca, Biosense Webster, Daiichi Sankyo, PACE and SERVIER.

- 60-minute session: 10 sessions Accredited by EBAC
- 90-minute sessions: 1 sessions Accredited by EBAC





## Satellite Symposia – Experts on the Spot

This is the first year that the ESC offered companies organising Satellite Symposia and EBAC Accredited Educational Programme the opportunity to extend for an extra 30 minutes what they had presented during their sponsored session. Experts on the Spot programmes had to be in-line with what had been presented during the Satellite Symposium. All Experts on the Spot sessions were assigned in The Hub rooms located in Central Village.

Experts on the Spot session gave the opportunity to delegates who had attended the first session a chance to question and exchange with the session faculty in a concise and interactive format.

As a first experience seven sponsors tried this new format: Actelion, Amgen, Boehringer Ingelheim, MSD, Novartis, Pfizer and Vifor.



*Experts on the Spot sponsored by MSD*

## Hands-On Tutorials

The ESC offered companies a means of associating with the educational requirements of delegates in an exclusive environment through the organisation of Hands-On Tutorials. These industry supported tutorials provided participants with an opportunity for hands-on and/or technical experts on specific areas of expertise. Tutorials were promoted as part of the scientific programme in the Final Programme, Mobile Application and on the ESC Congress 2014 Scientific Programme & Planner.

- 4 Hands-On Tutorials were organised by 4 different industries :
  - GE Healthcare
  - Philips Healthcare
  - Siemens AG, Healthcare Sector
  - Toshiba Medical Systems



*Hands-on session presented by Siemens AG, Healthcare Sector*



*Hands-on Tutorials registration desk*

## Sponsorship Products

A large number of Sponsorship/Advertising products and services were supported by our Industry Partners. There is still a growing interest in sponsoring online material such as Industry Sponsored Sessions Webcasts on ESC Congress 365 platform.

The list below details the Sponsorship/Advertising items taken by supporting companies:

Product	Sponsor
Badge Leads Management system	Siemens, GE healthcare, Philips Healthcare, Edwards Lifesciences, Novartis
Best of ESC	AstraZeneca, SERVIER
Best of ESC DVD	AstraZeneca
Congress News Advertisements	Actelion Pharmaceuticals, Boehringer Ingelheim, Cardiome, Daiichi-Sankyo, Fukuda, SERVIER
Content Licence agreement	Sanofi, Bayer, Novartis, Roche Diagnostics
Delegate Badge Holder	Amgen
eBlast	Abbott, Actelion, AstraZeneca, Cleveland Clinic Foundation, Daiichi, Takeda, Thrombosis research Institute, United Therapeutics, theHeart.org, Pfizer
ESC Congress review – Official Highlights Report	SERVIER
ESC Congress 365	AstraZeneca, Boehringer Ingelheim, Bayer HealthCare, Pfizer
ESC Congress review in Arrhythmia Edition	Daiichi
ESC TV Studio	SERVIER
Industry Sponsored Session Information Screen Advertisements	Abbott, Actelion, Amgen, AstraZeneca, Bayer, Daiichi Sankyo, Physicians Academy for Cardiovascular Education, Pfizer Ltd,
Information Screens	Amgen, SERVIER
Industry Programme	Takeda
Industry Advert in the Industry programme	Abbott, Actelion, AstraZeneca, Bayer HealthCare, Biosense Webster, Boehringer Ingelheim, Daiichi Sankyo, Diagnostica Stago, MSD, Novartis, theHeart.org, Pfizer, Physicians Academy for cardiovascular Education (PACE), Sanofi, ZS Pharma
Industry Welcome Desk	AstraZeneca, Bayer HealthCare, Biotronik, Boehringer Ingelheim, Daiichi Sankyo, Medtronic, MSD, Novartis, Pfizer, Sanofi, SERVIER, St Jude Medical
Final Programme bookmark	Actelion Pharmaceuticals
Mobile Application	SERVIER
Live Broadcasting of Industry Sponsored Session	Amgen, Abbott, Daiichi Sankyo
On-site advertising	Amgen, Abbott, Daiichi Sankyo, Novartis
Sitting Cubes	Amgen, Boehringer Ingelheim
Programme at-a-glance	Pfizer Ltd
Webcast	Abbott, Amgen, AstraZeneca, Actelion, Biosense Webster, Bayer HealthCare, Boehringer Ingelheim, Cleveland Clinic, Daiichi Sankyo, Ferrer International, Novartis, Physicians Academy for Cardiovascular Education (PACE) Foundation, Pfizer, ResMed,

Product	Sponsor
	SERVIER, Sanofi, Thrombosis Research Institute, Vifor, ZS Pharma
Weblink	Abbott, Bayer Healthcare, Boehringer Ingelheim, Daiichi Sankyo, Pfizer, Thrombosis Research Institute

- The sitting cubes were a success and set up in the registration area as well as the overhead express walkway.



Amgen Sitting cubes in registration



Boehringer Ingelheim Sitting Cubes in express walkway

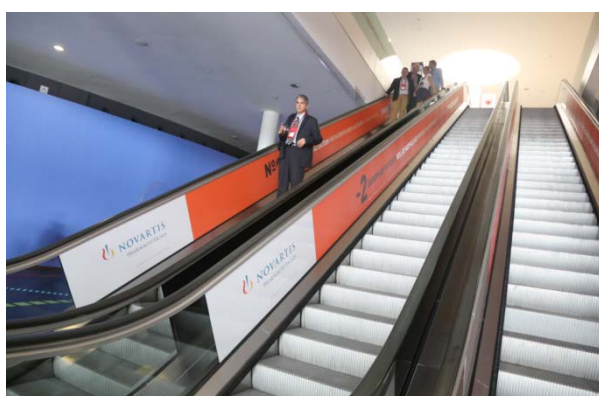
- Onsite advertising: The industries were encouraged to stamp their presence at ESC Congress 2014 and state their commitment in the cardiovascular arena. The companies had the possibility to communicate on their therapeutic areas of research & innovations, promoting Industry Sponsored Sessions and encouraging delegates to visit their stand activities.



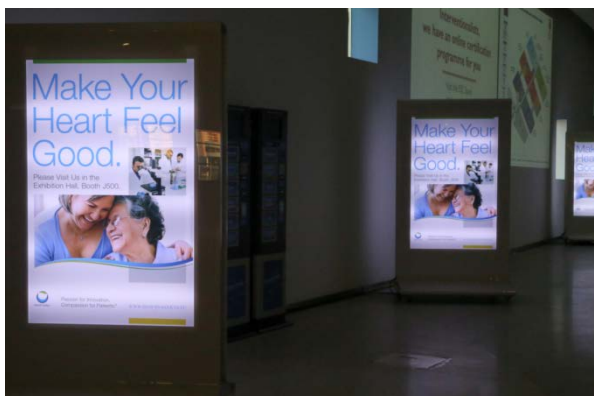
Daiichi Sankyo Totem in main entrance



Abbott Totem in main entrance



Novartis escalators in entrance

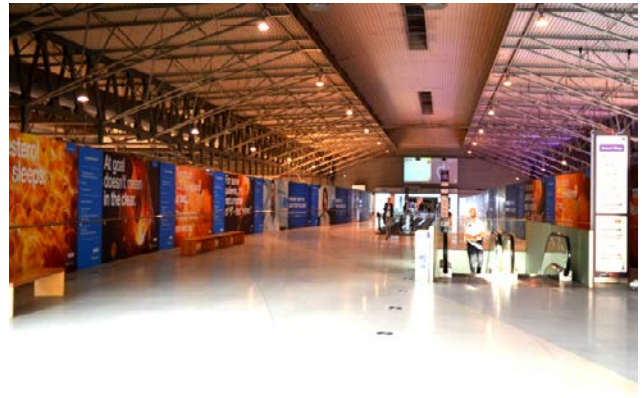


Daiichi Sankyo backlit ground boards in entrance





Novartis Vinyl on wall in overhead express walkway



Amgen express walkway vinyl stickers

## Industry & CRT Lounge

A dedicated lounge for General, Scientific & Diamond Exhibitors as well as CRT members allowed them to hold informal meetings and take a break from the Congress. The lounge was located in the Central Village and close to the Exhibition and Registration areas. The lounge was open from Saturday 30 August to Tuesday 2 September from 08:00 to 18:00.



## Industry Activities Promotion

### ➤ Industry Programme

The Industry Programme sponsored by the company Takeda highlights EBAC Programmes, Satellite Symposia, Hands-on Tutorials, Exhibitors floor plans, listing and product descriptions. Sponsored sessions' adverts were included in this very popular booklet. The Industry Programme was available for delegates in the Congress Bag.



Front cover Industry programme



Takeda back cover advert





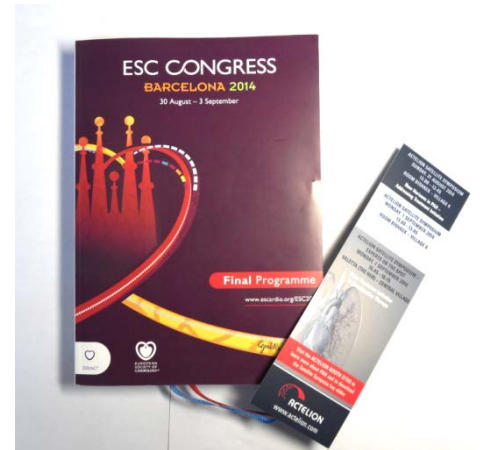
## ➤ Final Programme

A list of acknowledgments with all the names of our industry partners was published in the general section of the Final Programme.

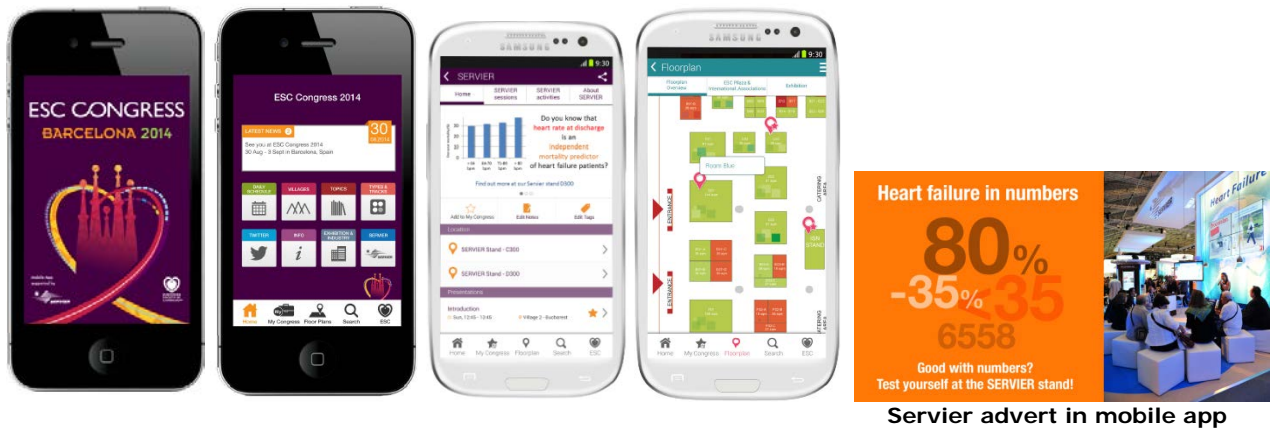
A list of exhibitors was also available in the annexes of the Final Programme. Each exhibitor had their contact details & stand number published in the Final Programme.

Satellite Symposia and EBAC Accredited Educational Programmes were included in the scientific part of the Final Programme. Hands-On Tutorial programmes were included also in the Final Programme but in a separate dedicated tab.

The Final Programme bookmark was sponsored by the company Actelion Pharmaceuticals.



## ➤ Mobile Application – App Stations



The Mobile app was sponsored by Servier. All industry information and programme were centralised in the "Industry" section of the ESC 2014 mobile application.

The exhibitors were listed by alphabetical order. Each exhibitor had their own company description including their stand number giving a direct access to the exhibition map. Short descriptions of the company and exhibited product(s) as well as the company contact details were available for each exhibitor. The sponsored session(s) were also listed.

The industry information was also available in the "Floor plan" section of the ESC 2014 mobile application. The exhibition floor plans of the "ESC Plaza & International Associations" as well as the "Commercial Exhibition" were available there.

Three customised, exclusively created emailings were mailed to ESC Congress 2014 pre-registered delegates.

➤ **E-mailing schedule:**

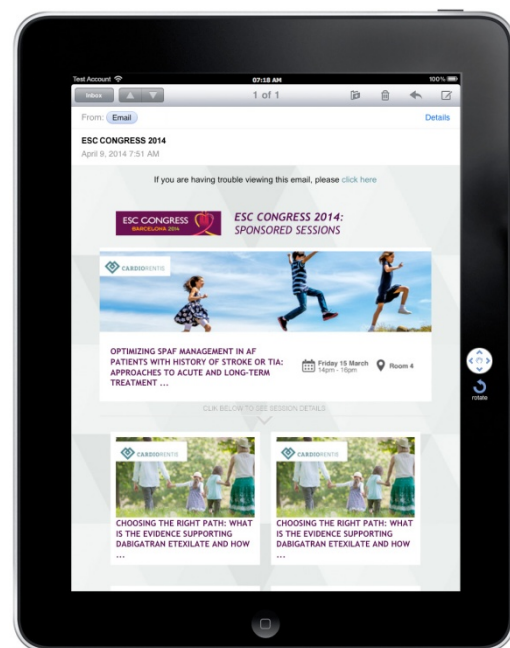
- 8 August – emailed to approximately 22 000 pre-registered delegates
- 22 August – emailed to approximately 22 000 pre-registered delegates
- 30 August – emailed to approximately 23 000 pre-registered delegates

E-Blast mailings were composed of visuals of Industry adverts. 10 visuals were aligned in the email content and included:

- Sponsor advert visual
- Sponsor corporate logo
- Session title

A carousel at the top of the mailing showed each sponsor's advert and corporate logo, session title, time and lecture room.

The delegate was able to open an enlarged pdf version of each of the sponsor advert by clicking on the advert visual or the session title.



The ESC offered the possibility to buy the rights to use and diffuse ESC Scientific presentations to industries. The video files were delivered within 4 hours by the IT department to provide the best service regarding ESC presentations. The rights to diffuse these sessions are in each relevant contract.

➤ Live Broadcasting of Industry Sponsored Sessions

**NEW**

The ESC offered to Sponsored Sessions organisers the ability to broadcast their session live from Barcelona during the congress.

The company CYIM, ESC official supplier, captured the sponsored session and sent out a live feed via a specific link for wide audience distribution.

Live Broadcasting of Satellite Symposia on the sponsor booth was allowed.

Live Broadcasting of EBAC Accredited Educational Programmes on the sponsor booth was not allowed.

The Industry Sponsored session organisers had to set up their own webpage to host the live broadcast.

The ESC did not host any Sponsored Session live broadcasting on the escardio.org website or Congress365 platform.

The live broadcastings were promoted on the ESC website under the tab "Live from ESC Congress".

# CONGRESS NEWS & PRESS

## *Congress Newspaper 2014*

From the 30<sup>th</sup> of August to the 3rd of September 2014, ESC Congress News 2014 was printed at 65 000 copies and distributed throughout the Congress.

The team consisted of:

- 2 editors in chief: Professor Michel Bertrand, Professor Freek Verheugt,
- 2 writers: Simon Brown, Janet Fricker, Sophie Goodchild,
- 1 photographer: Patrik Engstrom,
- 1 infographist: Denis Garcia
- 1 project coordinator: Romain Verdun

The newspaper was printed by Open Print (local printer).

### ➤ Content

All of the news content was decided after the Press Committee meeting in preparation of the ESC Congress, which takes place every year in May prior to the Congress.

The articles were written by Janet Fricker, Simon Brown and Sophie Goodchild and a selection of commissioned authors, most of whom are practicing cardiologists.

Advance work:

- 3 debate articles (pro & contra)
- 4 ESC Named Lectures
- 6 Guideline articles (including 1 overview)
- 1 Scientific Preview
- 1 Local article (Welcome to Barcelona)
- 4 Faces in the Crowd
- 2 Abstract-based stories
- 6 Press-Conference based stories
- 3 Symposium based articles
- 1 Clinical Seminar based article
- 5 Social Events articles
- 3 ESC Initiatives articles

On-site work:

- 1 Social Events article
- 16 Hot Lines articles
- 12 Faces in the Crowd

**In total, ESC Congress News 2014 comprised of 70 articles.**

### ➤ Logistics

#### Quantities

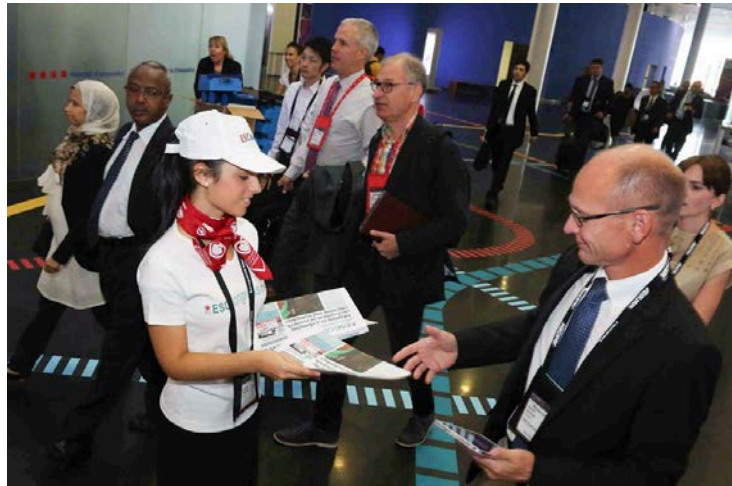
The following quantities were printed, and the leftovers were less than 10% each day:

- Saturday 11 000 copies
- Sunday 16 000 copies
- Monday 15 000 copies
- Tuesday 15 000 copies
- Wednesday 8 000 copies

In these quantities, we need to keep in mind that a number of newspapers are delivered to a selection of 11 hotels, which decreases the number of papers actually delivered to the Congress Centre.

## Hostesses

A total of 5 hostesses were contracted to distribute Congress News.



## ESC Congress 2014 – Press Office



The Press Centre is a major information hub for media from across the world, to report on the scientific presentations and outcomes of the ESC Congress. The international press conferences and press book with releases, covered approximately 100 scientific sessions, considered to be of particular media interest. The ESC Press Office also arranged and facilitated interviews with ESC spokespersons and presenters and provided an extensive working space for reporters.

## Journalists attending

- 721 (over 250 onsite registrations)
- From 53 countries
- Spain, France, Germany, USA and the UK sent the most reporters

## Press releases

- ➔ 3 media alerts + one translated in Spanish
- ➔ [Best of ESC Congress 2014](#) (this is a wrap up article summarising the highlights of the congress ie the most covered hotlines and other topics, it turned out to be the most clicked on newsletter link and first most clicked on press page during congress).
- ➔ **Presented in a press conference**
  - ✓ 16 studies ([Innovations in Cardiology](#); [Overweight under pressure](#); [Too young to die](#); [Atrial fibrillation & the risk of Stroke](#))
  - ✓ 5 hotline sessions = 28 hotline presentations
  - ✓ 1 clinical trial update session = 5 presentations (new this year)
- ➔ **Not presented but included in press book**
  - 5 registries
  - 5 guidelines
  - 5 additional lifestyle press releases (wine, tea, fruit, energy drinks...)
  - 7 « corporate » press releases (not abstract based)

## Local Media Activities

- A well attended Local Press Conference took place at the Ministry of Health.
- Local agency managed to secure local health minister as well as town hall representatives.
- 3 press briefings and 4 press conferences organised for the Spanish Media.
- 13 press releases in Spanish were issued during congress (not counting the media alerts sent during summer).

## Industry activities

- 8 Industry press conferences & 9 display units



- Industry press activities generated a total Budget of 60K€ vs original target of 30K€

## Press Conferences

- 1 Local Press Conference
- 1 Opening Press Conference
- 10 International Press Conferences (5 hotlines, 1 CTU, 4 themed press conferences)

## Other

- Press came third in the top five most visited sections of escardio.org during congress time.
- Press book on USB key with embargoed press releases and useful data and figures.
- ➔ Media training sessions: global brief + individual brief at the start of each press conference (chairpersons/speakers/spokespersons) + individual brief for specific issues handled by ESC Leadership (non cardiac surgery guidelines, ivabradine/SIGNIFY etc).
- ➔ Web pages featuring all releases including pictures from speakers and spokespersons, links to slides and webcasted press conferences.

## ➤ 2014 specific

- Crisis communications agency was brought in to handle potential “attacks” from journalists and media train ESC leadership to handle journalists in the best possible way – this proved useful and successful.
- Outstanding local press coverage thanks to excellent Spanish agency, used for third time (1 111 clippings including 47 TV, 35 Radio, 159 printed Media and 870 Online Media) reaching an audience of 196 million with a publicity value of € 2.7 million (very high due to TV at peak time).
- Outstanding international coverage: 4 198 articles reaching a publicity value of €2 million. The additional choice of lay materials (wine, tea, energy drinks, fruit etc) not presented in a press conference but added as stand-alone press releases proved very successful both in terms of coverage and website clicks. As expected hotlines got the most coverage overall and were the most clicked on links on escardio.org - the big stories being PARADIGM (No. 1 by far), ODYSSEY, NECTAR, FOCUS, SIGNIFY and CULPRIT.
- Hotline press release writing and obtaining data still difficult for the hotline writer, too many authors decline to cooperate or send industry press release in an attempt to get rid of ESC science writer but she managed her mission.
- Hotline slides very challenging to obtain for press office, all very last minute or on-site, lots of chasing needed.
- One more hotline press conference had to be added on Saturday lunchtime vs. the session held on Sunday morning as there was no other possible way to programme it later – this could have created embargo breaks, this unnecessarily penalised investigators whose studies were out in the public domain before the session was held and created confusion among journalists who were happy to have access to advance study results but failed to understand the rationale behind this decision and questioned it repetitively. We should have warned/explained this situation ahead of the congress. This together with the cancelled SIGNIFY press conference raised a lot of questions. We feel that ESC Press Office and scientific department/CPC should work closely on this important schedule and any drastic changes next year to ensure a smooth delivery of the press programme and any such changes should be communicated early to the media attending.
- Journals - simultaneous publishing issue – still difficult to get a hold of the info in advance, journalists still nervous about embargo breaks despite ESC press office repeated attempts to make things as clear as possible – need to work even closer with key publishers
- Press zone very well lit with natural day light, not quite enough seating space, good feedback on catering and press conference room overall.
- AV, IT and logistics overall worked well. A few wifi problems and 3 hostesses turned up 3 hours late on the most important registration day (Saturday).





- Registration increasingly difficult for hostess to handle – too many exceptions to standard rules, too many industry and hidden marketing or PR, impossible to carry out full investigation during congress - we would highly recommend to hire a trainee to follow this important part of the job closely all summer + follow up by the same person on site. Without a close look at each individual registration, errors occur, our work ethics are questioned and we lose our credibility among genuine press.

# ELECTRONIC COMMUNICATIONS

## ESC Congress 2014 Mobile App



An upgraded version of the ESC Congress Mobile App (for iPhones, Android Phones, & iPad & Android tablets) was made available to all Congress delegates to disseminate ESC Congress scientific programme and general information easily to participants.

The mobile app contained:

- The entire scientific programme of the Congress (Synchronisation of the mobile app with ESC internal scientific programme software (SPM) for up to date scientific content),
- Direct links from the presentations to their resources (slides, webcasts, abstracts and reports)
- Congress maps,
- Congress general information & resources,
- ESC corporate information,
- Information about the sponsor (SERVIER),
- Daily news and notifications

It offered various functionalities to congress delegates like daily notifications pushed on their mobile devices, interactive maps to locate exhibitors and sessions rooms, sessions objectives, possibility for the user to consult the resources of the presentations (slides, webcasts, reports via ESC Congress 365) directly from the app, powerful search functionality throughout the congress scientific content, personalised programme with notifications of elements added in personal programme 15 minutes before the event, to do lists, to take notes of specific sessions and share these with colleagues. It helped provide more visibility/recognition to the sponsor and helped broaden the access to social networking platforms (direct link to the #ESCCongress Twitter feed), so as to eventually decrease the need for paper programmes on-site.

The mobile app was available on the App Store and on Google Play ('ESC 2014').

7 Mobile app stations were available throughout the congress centre and allowed delegates who did not bring their mobile device to consult the app on iPads.

**NEW**

- **Download time optimisation:** In order to improve users' satisfaction, the development of the app (bundled data and resubmission to the app) was optimised to decrease the download time (objective: app download + data download < 1 minute).
- **Voting & interaction functionalities in the "mobile app interactive sessions"**  
A selection of sessions ("mobile app interactive sessions" track) were designed with interaction features through the mobile app:
  - o **"Ask a question"** allowed delegates to send session/topic related questions to the chairperson during the session.
  - o **"Voting"** allowed delegates to answer questions when prompted by the speaker during the session.
- **A tutorial video** was created to help users make the most of the ESC Congress app.  
The tutorial video was divided into 8 chapters.

The tutorial video was available before and during the Congress on the web page of the ESC 2014 mobile app, as well as on the ESC YouTube page and on the app stations throughout the congress centre in Barcelona.

## Number of views on YouTube as of 29 Sept 2014:

Chapter 1: Browse the Scientific Programme	1 723
Chapter 2: Add your favourites to "My Congress"	573
Chapter 3: Interactive sessions: vote and ask questions	461
Chapter 4: Search through the ESC Mobile app	301
Chapter 5: Locate lecture rooms & exhibition stands on map	301
Chapter 6: Browse the exhibition & industry section	278
Chapter 7: ESC Congress 365-Videos, slides, abstracts and reports	301
Chapter 8: Make the most of your app	277
<b>Total:</b>	<b>4 215</b>

The app was available in stores on 18 July 2014 (6 weeks prior to ESC Congress).

The mobile app was downloaded **19 558 times (as of 29 September)**  
**(+7% compared to 2013 with 18 263 downloads).**

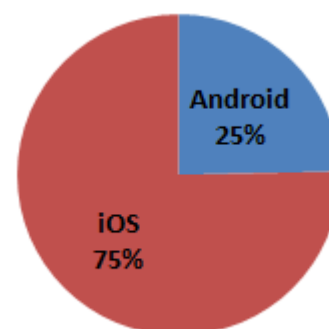
iPhones and iPads were largely used by our audience:

- **14 701 downloads (75%) on iOS devices,**
- **4 857 downloads (25%) on Android.**

19 558 downloads could represent 65% of all congress delegates (including press and exhibitors, 30 330 participants).

Thanks to intensive pre-marketing before the event, **57 %** (about 11 000) of the 19 558 downloads were performed before the Congress. This increased compared to last year: (44% in 2013 with 8 000 download before the congress)

Pre-congress downloads helped significantly reduce the strain on the WIFI network during the congress and allowed delegates to prepare their congress attendance.



### Users used the mobile app to:

- View a session, presentation, poster (85.5% of users)
- View the daily programme (80%)
- View topic, type, track or village (72.6%)
- Add items to 'My Congress' (71.1%)
- View floor plans (62%)
- Add items in "My Congress" (59 %)
- Add items in "My Programme" (53 %)
- Enter the search page (51%)
- View the ESC page (45.6%)
- Click on the SERVIER menu to view the SERVIER section (19 %)

### Also interesting to note:

- 43% of the users entered the list of announcements, and 28% clicked on an announcement, this is an important feature to maintain.
- After several years and with the tutorial video, more and more users now discover all the functionalities of the app with for example 994 users using the "My Notes" functionality.

ESC Congress 365 provides free access to ESC Congress content (all abstracts, reports, slides, and webcasts for which ESC received copyright from the speakers and/or presenters) all year long, with the objective to:

- Capitalise on ESC Congress content value
- Provide educational content from ESC Congress to a wider, global audience
- Sustain scientific debate and interaction throughout the year
- Disseminate the best science to increase awareness and ultimately improve practices



In 2014, ESC Congress 365 has been supported by 5 sponsors (AstraZeneca, Bayer HealthCare, Boehringer Ingelheim, the Bristol-Myers Squibb and Pfizer alliance, and SERVIER) in the form of an unrestricted educational grant.

### **ESC Congress 365 promotion:**

ESC Congress 365 is the ESC Congress derivative product that has been promoted the most for the past 2 years.

Intensive pre-marketing aimed at promoting ESC Congress 365 and making it the tool of reference for all ESC Congress resources all year long:

- Promotion on escardio
- Promotion via social media
- Promotion on the ESC stand (at worldwide meetings months before the Congress and on the ESC stand in ESC Plaza during ESC Congress 2014)
- ESC Congress 365 stations in the registration area of the Congress centre
- ESC Congress 365 tutorial video available online and on the 365 stations
- Access to the ESC Congress 365 content directly from the ESC 2014 mobile app

### **ESC Congress 365 results:**

During the 5 days of ESC congress 2014:

- 33 602 visits (compared to 28 787 visits in 2013)
- 25 178 users (unique visitors) (17 567 users in 2013)
- 189 245 page views (188 907 page views in 2013)
- 6min01s average visit duration (8min35s in 2013)

were recorded on the ESC Congress 365 platform.

Since the launch of the first full user version of the platform (on 18 January 2013), ESC Congress 365 has generated:

- 450 000+ visits
- 300 000+ unique visitors (160 000+ additional unique visitors since 1 January 2014)
- 1 900 000 pages views
- 5min average visit duration

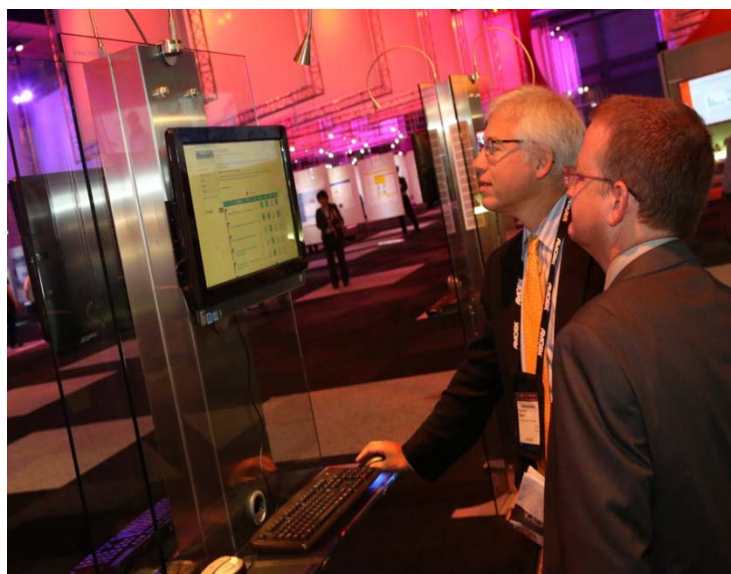
## Resources consulted on the ESC Congress 365 platform.

To access resources on ESC Congress 365, a log in to 'My ESC account' is required (except when delegates logged in on the ESC Congress 365 stations)

In total, during the 5 days of ESC Congress 2014, resources (webcasts, slide sets, reports and abstracts) were consulted more than 61 000 times.\*

During ESC Congress 2014, ESC Congress 365 resources could be accessed:

1. By logging-on the portal online: [www.escardio.org/365](http://www.escardio.org/365)
2. Through the ESC Congress 365 dedicated stations on-site in Barcelona (in registration area and in the Poster area).
3. Through the ESC 2014 Mobile app



ESC Congress 365 stations

This table presents the types of resources that professionals consulted during ESC Congress:

Resources consulted	Slidesets	Webcast	Abstract	Report	Total
From ESC Congress 365 website	31 925	9 299	6 026	3 812	51 062
From ESC Congress 365 stations	3 394	1 282	2 627	90	7 393
From ESC 2014 Mobile App	2 276	411	N/A*	N/A	N/A
<b>Total</b>	<b>37 595</b>	<b>10 992</b>	<b>N/A*</b>	<b>N/A</b>	

\* The abstracts were directly included in the ESC 2014 Mobile app without the need to access the ESC Congress 365 hence the consultation of abstracts from devices are not available.

Due to technical challenges, users were unable to consult reports from the ESC 2014 Mobile app.

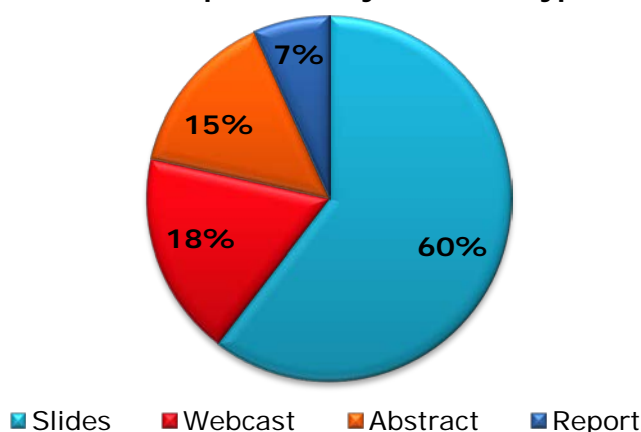
Please note that ESC Congress 365 only features resources for which the speakers and/or presenters have granted the European Society of Cardiology the rights to use for educational purposes. Hence:

- 3 541 slide sets were published in ESC Congress 365 this year. (2 349 last year)
- 1 980 webcasts were published in 2014 last year we had 1 562 webcast
- 3 651 abstracts presented in the ESC Congress 365 this year. (3 290 were published in 2013)
- 325 reports were published in 2014 (last year we published 348 reports)



The following graph only includes consultations from the ESC Congress 365 website and from the dedicated stations.

**Resources consulted during ESC Congress  
2014 repartition by resource type**



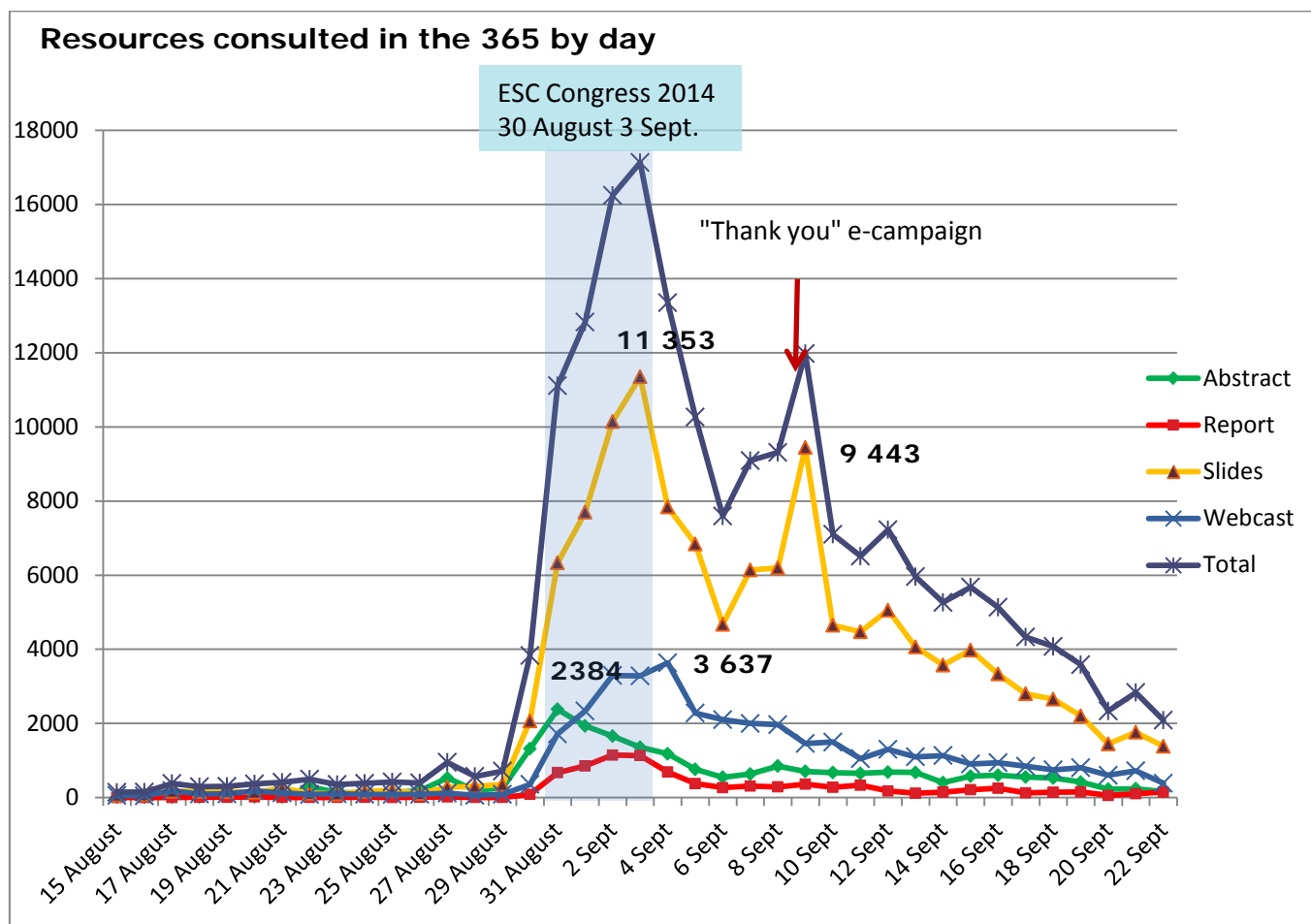
**Ressources consultées:**

- 60% were slide sets
- 18% were webcasts
- 15% were Abstracts
- 7% were reports

The offering in terms of scientific resources was more important this year and the use (consultation) of these resources keeps growing up year after year.

ESC Congress 365 benefits from an intensive promotion all year long leading to consultations all year long, however as one would expect there is a peak of consultations during ESC Congress when professionals look for hot scientific news. This high traffic on ESC Congress 365 continues for a few weeks post congress.

This is represented on the graph hereunder with a peak at the end of the Congress with more than 11 300 slide sets consulted. During ESC Congress, content is updated daily and new resources are added. The other peak on 10 September corresponds to the email campaign sent to thank ESC Congress attendees and to invite them to consult the ESC Congress 365 resources, Best of ESC Congress and other resources available.





ESC Congress 365 presents content since ESC Congress 2011. The table hereunder presents consultations during ESC Congress 2014. One can see that users consulted resources from previous editions:

ESC Congresses resources	Slides	Webcast	Abstract	Report	Total
ESC Congress 2011	536	64	181	21	802
ESC Congress 2012	951	411	166	33	1 561
ESC Congress 2013	1 237	624	433	68	2 362
ESC Congress 2014	34 871	9 893	7 873	3 780	56 417
<b>Grand Total</b>	<b>37 595</b>	<b>10 992</b>	<b>8 653</b>	<b>3 902</b>	<b>61 142</b>

2 362 resources from last year were consulted during the 5 days of ESC Congress.

Almost 8% of the resources consulted during ESC Congress were from previous editions, this is an important element as the ESC Congress 365 offers a longer visibility to ESC Congress content.

This is also key for the sponsored sessions.

In the table below, the figures show that the top 3 topics in number of resources consulted during the congress are:

1. Ischemia & Coronary Artery Disease with 10 126 consultations
2. Arrhythmias & Pacing with 10 022 times a resources have been consulted
3. Heart Failure with 8 798 times a resource has been consulted in the main topic

Main topic	Slides	Webcast	Abstract	Report	Total
Arrhythmias & Pacing	6 098	1 570	1 413	941	<b>10 022</b>
Basic Science	846	367	419	211	1 843
Cardiac Imaging	4 776	1 282	853	346	7 257
Heart Failure	5 579	1 774	1 056	389	<b>8 798</b>
Hypertension	3 810	834	700	287	5 631
Interventional Cardiology & Surgery	2 971	1 112	929	265	5 277
Ischemia & Coronary Artery Disease	5 874	1 695	1 631	926	<b>10 126</b>
Prevention & Rehabilitation	4 178	856	824	226	6 084
Valvular Disease and Interventions	3 463	1 502	828	311	6 104
<b>Grand Total</b>	<b>37 595</b>	<b>10 992</b>	<b>8 653</b>	<b>3 902</b>	<b>61 142</b>

All these figures highlight the increasing success of ESC Congress 365.

The Market research performed on-site and post Congress will suggest improvements to be implemented to better meet the growing needs and expectations of users.

## Daily e-Newsletter

5 editions of the Daily My ESC News were emailed to more than 90 000 people for each edition.


## CONTENT AND DESIGN

Each edition included:


- An edito
- 4 main sections : Hotline and Clinical Trial Updates, Selected Congress Reports, Congress News, Sessions Not To Miss
- Right column : Quick link access to important sections in the webpage + Adverts

A brand new template was used for the 2014 editions.

MY ESC NEWS  
CONGRESS EDITION



ESC CONGRESS  
BARCELONA 2014



FROM BARCELONA TO YOU • WHERE EVERYTHING COMES TOGETHER


## 31 August 2014

Dear Ms Rotellini,

Welcome to day two of ESC Congress 2014. Another busy day here at the Fira Gran Via saw 4 Hot Line sessions delivered to packed conference rooms, including results from PARADIGM-HF, ODYSSEY COMBO II, ODYSSEY FH I and FH II.

If you missed any of the action today you can access all the latest news and views from Barcelona below, including [Hot Lines](#), [Clinical Trials](#), [Congress Reports](#), [Congress News](#) and [Key Sessions](#) not to be missed.

[ESC Congress 2014 - Where everything comes together](#)





### HOT LINES AND CLINICAL TRIAL UPDATES

- **ODYSSEY COMBO II:** Efficacy and safety of alirocumab in high cardiovascular risk patients with inadequately controlled hypercholesterolaemia on maximally tolerated daily statin: results from the ODYSSEY COMBO II study  
[Press Release](#) | [Congress report](#)
- **ODYSSEY FH I and FH II:** Efficacy and safety of alirocumab in patients with heterozygous familial hypercholesterolaemia not adequately controlled with current lipid-lowering therapy: results of ODYSSEY FH I and FH II studies  
[Press Release](#) | [Congress report](#)
- **Solid-TIMI 52:** Darapladib disappoints again - Anti-inflammatory treatment fails to prevent cardiac events  
[Press Release](#) | [Congress report](#)
- **LISTEN:** The differences of the effects on lipid-lowering actions and glucose metabolisms between rosuvastatin and atorvastatin in Japanese diabetic patients with hyperlipidemia

### MORE CONGRESS RESOURCES

- [Final Programme](#)
- [Congress news](#)
- [Congress reports](#)
- [Press releases](#)
- [ESC Congress website](#)



Your free access to ESC Congress content all year long!

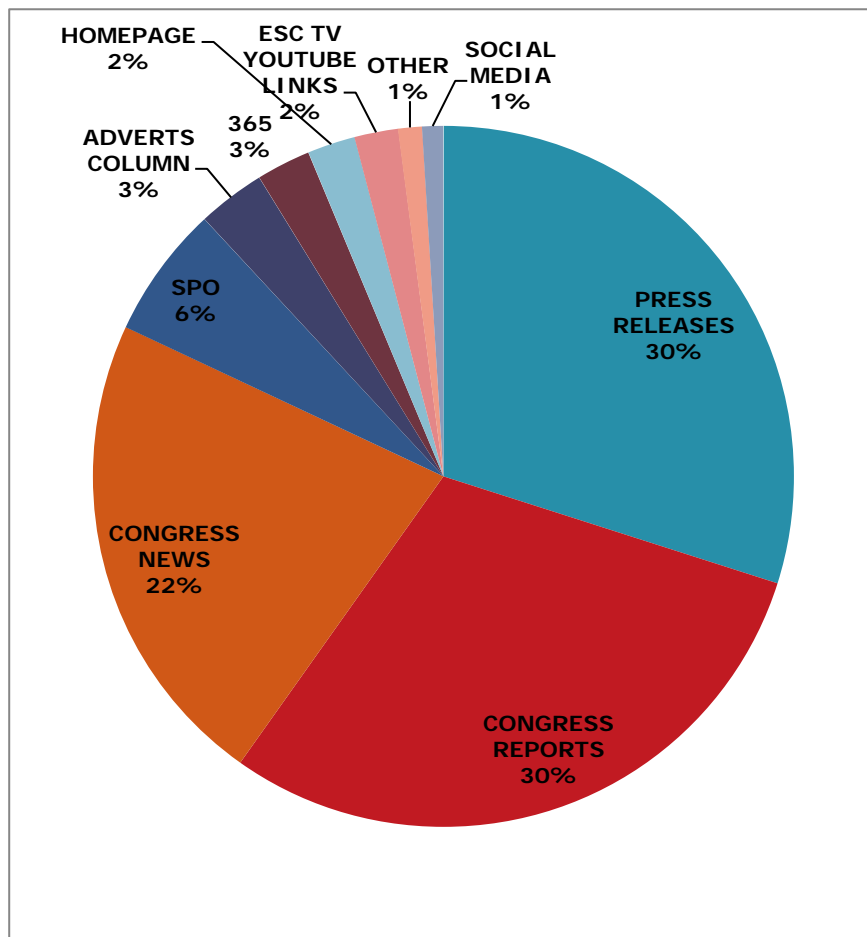
## STATISTICS

		Compared to 2013
Average open rate	25,10%	+ 3 points
Average click rate on opened emails	26,04%	Equal
Unique Click Through Rate	6,52%	+ 1 point

Name	Emails sent	Open Rate %	Open Rate %	Unique Click-Through Rate %	Click rate on opened emails %	Unsubscribes
DAY 1 Saturday-300814	90 976	26,2	26,2	5,9	22,34	13
DAY 2 Sunday-310814	91 087	26,1	26,1	6,7	25,76	14
DAY 3 Monday -010914	91 028	25,7	25,7	7,3	28,53	10
DAY 4 Tuesday -020914	91 289	23,9	23,9	5,9	24,73	15
DAY 5 Wednesday -030914	91 236	23,6	23,6	6,8	28,87	15
<b>AVERAGE</b>	<b>91 123,2</b>	<b>25,1</b>	<b>25,1</b>	<b>6,52</b>	<b>26,04</b>	

### Clicked links distribution

LINKS	UNIQUE CLICKS
PRESS RELEASES	18 831
CONGRESS REPORTS	18 795
CONGRESS NEWS	13 938
SPO	3 841
ADVERTS COLUMN	1 959
365	1 578
HOMEPAGE	1 390
ESC TV YOUTUBE LINKS	1 263
OTHER	691
SOCIAL MEDIA	609



ESC TV (Merge between ESC TV and ex-ESC Studio) with editors-in-chief Professor Jeroen J. Bax and Professor Steen D. Kristensen.

### ➤ Definition

- **ESC TV Cardio Talk:**

Interviews of cardiologists by cardiologists.

Cardio Talk was sub-contracted to *mediAVentures*. The videos were shot in real TV studio conditions by a full team of professionals.

In total, 49 interviews were filmed throughout 4 days, 22 of which were published during or straight after the ESC Congress, because the content was directly linked to the ESC Congress.

### **NEW**

- **ESC Congress Late Breaking Science** interviews filmed on a face-to-face format (previously “round-table” which proved inadequate) – the slots allocated to Late Breaking Science have gone from 3 to 10!
- Interviews with **ESC Affiliated Cardiac Societies**: Brazil, China and India. The presidents of our partner societies have been invited on the studio to be interviewed by ESC KOLs. The objective is to promote the joint activities of both associations: what are the current and future projects of collaboration? For better dissemination in its home country, the interview with the Brazilian Society of Cardiology was conducted in Portuguese, available also with English subtitles. The interviews with the Chinese and Indian societies were conducted in English with subtitles in option.
- Interview dedicated to the **ESC Registries**
- **Cardiologists of Tomorrow interviews** now focus on scientific topics of specific interest to their community (previously the format was: a COT interviews a KOL on their career).
- **Promotion of ESC Congress 2015**: the 2014 and 2015 topic coordinators discuss the biggest hits in their village and what is to be expected next year in London

- **ESC TV – Congress by Day**: 4 published videos

Video reports of what happened at the ESC Congress on the previous day. 4 Daily editions, published during the ESC Congress.

ESC Congress by day was sub-contracted to *Medical Productions*. The videos were shot by a team of professional video production. The team roamed throughout the congress centre, to get the real “look & feel” of the ESC Congress.

- **ESC TV – Congress by Topic**: 10 published videos

Video reports of what happened at the ESC Congress on the 10 editions by Topic, published one week after the ESC Congress

### **NEW**

In keeping with ESC Congress 365, ten editions of ESC Congress by Topic videos have been produced on the basis of the same topics.

## ➤ The objective

The aim is to bring cardiologists around the world the inside view on what happens behind the scenes of the ESC.

The objective is to use the ESC Congress (and the fact that our targeted speakers are physically present) as an opportunity to create video content related or not to the ESC Congress. ESC TV is also an opportunity for all of our constituent bodies to realise a promotional video for their activities or products.

## ➤ Quick facts and figures

- 113 interviews were scheduled in total for ESC TV
- 29 videos were released during ESC Congress
- 12 639 Views were tracked between 30<sup>th</sup> August and 11<sup>th</sup> September
- + 10 videos produced in comparison to ESC TV 2013
- + 41% increase in the number of views compared to ESC TV 2013

## ➤ ESC TV 2014 Statistics (from 24/08 to 06/10/2014)

ESC TV CARDIOTALK	Publication Date	Views 11/09/14	Views 06/10/14
ESC TV 2014 - New DES reassure over late thrombosis	30/08/2014	1 404	1 446
ESC TV 2014 - ESC Congress 2015, Bringing ExCellence to London	03/09/2014	1 149	1 251
ESC TV 2014 - HCM Guidelines: Individualising care	30/08/2014	667	828
ESC TV 2014 - What's new in interventions	30/08/2014	567	617
ESC TV 2014 - An overview of the ESC guidelines	01/09/2014	463	573
ESC TV 2014 - Colchicine effective against some post-op events	30/08/2014	420	473
ESC TV 2014 - Lead extraction safety in Europe	30/08/2014	420	493
ESC TV 2014 - No effect of statins on postop complications	01/09/2014	337	395
ESC TV 2014 - The European Observational Research Programme	02/09/2014	336	402
ESC TV 2014 - The ESC Presidency in 2014–2016	01/09/2014	305	362
ESC TV 2014 - Views from the Cardiological Society of India	01/09/2014	296	363
ESC TV 2014 - New myocardial revascularisation guidelines	31/08/2014	292	332
ESC TV 2014 - e-Health: A vital part of modern cardiology	30/08/2014	284	322
ESC TV 2014 - Matching the best in class in PCI	31/08/2014	259	306
ESC TV 2014 - Strengthening ties between Europe and China	30/08/2014	251	295
ESC TV 2014 - Questions remain over pacing choice in AV block	01/09/2014	227	289
ESC TV 2014 - FFR is safe, feasible and impactful in ACS	01/09/2014	226	265
ESC TV 2014 - Looking to the future of the ESC	31/08/2014	225	258
ESC TV 2014 - Key issues in the pulmonary embolism guidelines	01/09/2014	222	308
ESC TV 2014 - Cardiologists should see the entire aorta	01/09/2014	221	264
ESC TV 2014 - Cardiology Atlas maps healthcare realities	02/09/2014	193	235
ESC TV 2014 - EuroEco : Home monitoring pays off	01/09/2014	174	211
ESC TV 2014 - Cardiologia Brasileira na Europa	31/08/2014	130	207
ESC TV 2014 - Prevention, The eternal challenge	01/09/2014	117	132
ESC TV 2014 - Who is funding cardiovascular research?	01/09/2014	115	141

ESC TV CARDIOTALK	Publication Date	Views 11/09/14	Views 06/10/14
<b>Uploaded during ESC Congress 2014 - Total</b>		<b>9 300</b>	<b>10 768</b>
ESC TV 2014 - Young Thrombosis Researchers Group	12/09/2014	-	540
ESC TV 2014 - Recent CCNAP initiatives	12/09/2014	-	506
ESC TV 2014 - Rapid rule-out of MI: Present and future	12/09/2014	-	482
ESC TV 2014 - Exciting novelties in sports cardiology	10/09/2014	-	291
ESC TV 2014 - The ESC online learning platform is live	10/09/2014	-	186
ESC TV 2014 - New standards to assess cardiac chambers with echo	11/09/2014	-	183
ESC TV 2014 - A new platform for young electrophysiologists	12/09/2014	-	174
ESC TV 2014 - Wide complex tachycardia differential diagnosis	10/09/2014	-	125
ESC TV 2014 - The challenges of evaluating aortic stenosis	10/09/2014	-	121
ESC TV 2014 - Novelties in acute heart failure	10/09/2014	-	103
ESC TV 2014 - EHRA EUROPACE Cardiostim 2015	12/09/2014	-	78
ESC TV 2014 - The ACCA Toolkit – Building an app on success	10/09/2014	-	77
ESC TV 2014 - The EACVI Imaging Task Force – Scopes and plans	10/09/2014	-	74
ESC TV 2014 - Join the EAPCI Young Community	11/09/2014	-	53
ESC TV 2014 - A new integrated educational project	10/09/2014	-	46
ESC TV 2014 - Deepening collaboration with National Societies	10/09/2014	-	43
ESC TV 2014 - Future perspectives for the EAPCI	10/09/2014	-	31
ESC TV 2014 - Basic science the clinical practice of the future	30/09/2014	-	27
ESC TV 2014 - A clean bill for cardiovascular health	02/10/2014	-	20
ESC TV 2014 - Novelties in CRT	29/09/2014	-	11
ESC TV 2014 - The role of imaging in the future	30/09/2014	-	10
ESC TV 2014 - News in ischemia	30/08/2014	-	9
ESC TV 2014 - Novelties in valvular myocardial congenital and pulmonary diseases	30/09/2014	-	7
ESC TV 2014 - Following up on innovations in heart failure	30/09/2014	-	6
ESC TV 2014 - Heart Failure 2015: Submit your abstract	14/11/2014	-	-
ESC TV 2014 - 10th anniversary of the Basic CV Science council	10/10/2014	-	-
ESC TV 2014 - Council activities with a special focus on Private Practice	20/10/2014	-	-
ESC TV 2014 - Outstanding achievement Awards	February 2015	-	-
<b>Uploaded after ESC Congress 2014 - Total</b>		<b>-</b>	<b>3 209</b>

ESC TV CONGRESS BY DAY	Publication Date	Views 11/09/14	Views 06/10/14
ESC TV 2014 - ESC Congress by Day #3 (Monday)	01/09/2014	942	1 119
ESC TV 2014 - ESC Congress by Day #4 (Tuesday)	02/10/2014	851	1 371
ESC TV 2014 - ESC Congress by Day #1 (Saturday)	31/08/2014	816	917
ESC TV 2014 - ESC Congress by Day #2 (Sunday)	01/09/2014	730	842
<b>Total</b>		<b>3 339</b>	<b>4 249</b>



ESC TV CONGRESS BY TOPIC	Publication Date	Views 11/09/14	Views 06/10/14
ESC TV 2014 - ARRHYTHMIAS AND PACING	17/09/2014	-	70
ESC TV 2014 - ISCHEMIA AND CORONARY ARTERY DISEASE	17/09/2014	-	53
ESC TV 2014 - INTERVENTIONAL CARDIOLOGY AND SURGERY	17/09/2014	-	41
ESC TV 2014 - HEART FAILURE	17/09/2014	-	37
ESC TV 2014 - ACUTE CORONARY SYNDROME	17/09/2014	-	36
ESC TV 2014 - BASIC SCIENCE	17/09/2014	-	35
ESC TV 2014 - CARDIAC IMAGING		-	33
ESC TV 2014 - HYPERTENSION & AORTIC DISEASES	17/09/2014	-	21
ESC TV 2014 - VALVULAR DISEASE	17/09/2014	-	19
ESC TV 2014 – PREVENTION	17/09/2014	-	12
<b>Total</b>		<b>-</b>	<b>357</b>

	ESC TV 2013 03/10/2013	ESC TV 2014 06/10/2014
<b>ESC TV Congress By Day total views</b>	<b>2 610</b>	<b>4 249</b>
<b>ESC TV Cardio Talk total views</b>	<b>8 065</b>	<b>13 977</b>
<b>ESC TV Congress By Topic total views</b>	<b>189</b>	<b>357</b>
<b>ESC TV 2014 total views</b>	<b>10 864</b>	<b>18 583</b>



**+ 41%**

The number of views during and immediately after ESC Congress 2014 has increased by **41%** when comparing sensibly the totals at the same dates.

77 videos were produced vs. 67 last year (**+10**) although 4 videos are scheduled for a later publication.

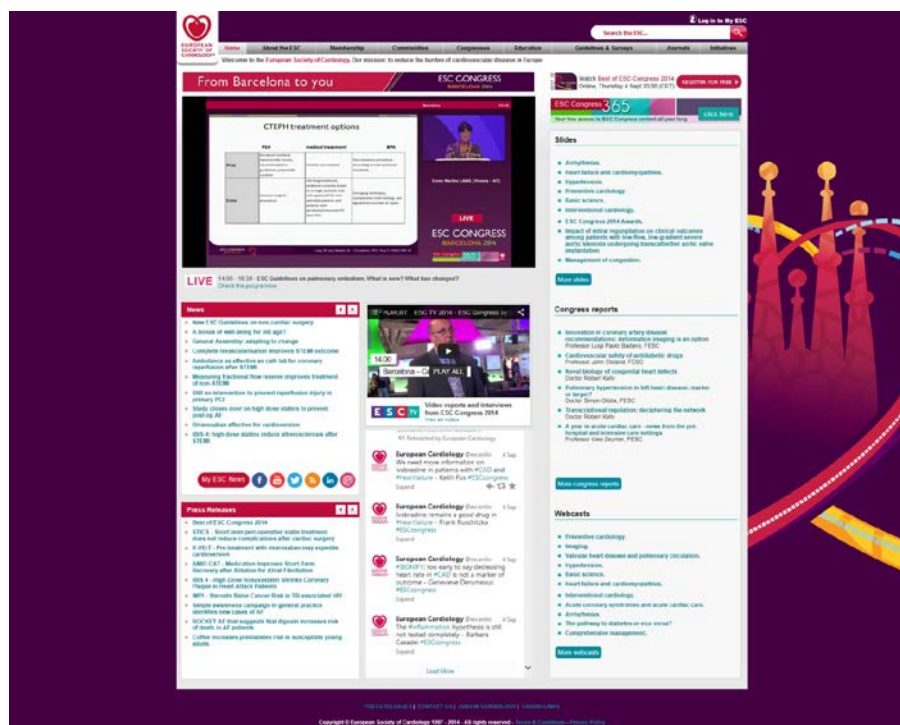
### ➤ Promotion

The videos are also embedded throughout the website on the pages they related to:

- ⇒ The ACCA Toolkit video available **on the [ACCA Home Page](#)**
- ⇒ CardioScape, Master Degree with LSE and Cardiology Atlast interviews available on the **[European Heart Agency webpage](#)**
- ⇒ Registries video available on the **[EORP home page](#)**
- ⇒ Registry Hot Line: interview on the **[ELECTRa webpage](#)**
- ⇒ ACCA YOUNG video **[on their website](#)**
- ⇒ “A new integrated educational project” on the **[home page of the ESC Working Groups](#)**
- ⇒ EHRA EUROPACE CARDIOSTIM video **[on the congress webpage](#)**
- ⇒ Young EAPCI interview on **[the group's dedicated page](#)**
- ⇒ EAPCI interview on the **[association home page](#)**
- ⇒ EACVI Task Force on Imaging on the **[EACVI home page](#)**
- ⇒ ESC Online learning platform on the **[Education home page](#)**
- ⇒ ESC Guidelines interviews on the **[Guidelines at ESC Congress 2014 webpage](#)**

### ➤ Dedicated home page

A dedicated and rethought web page was created with integration and easy access to Congress News, Congress Reports, ESC Press releases, Webcasts and videos.



### ➤ Online publications



### Live sessions:

Live from ESC Congress is the video channel from the ESC Congress on [escardio.org](http://escardio.org). This channel was composed of streamed live sessions and recorded videos from Saturday 30 August 16:00 to Wednesday 3 September 13:00.

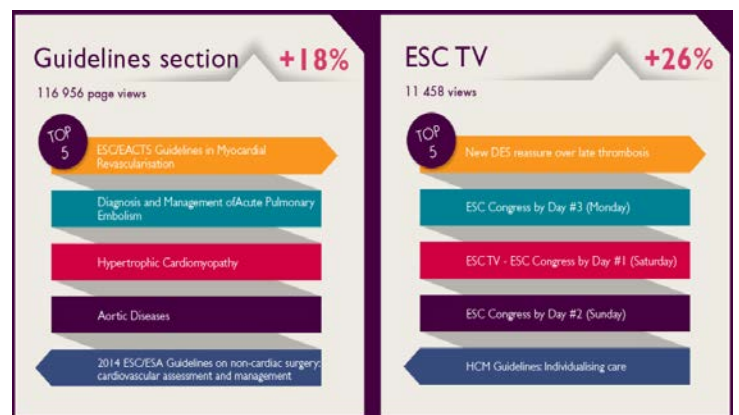
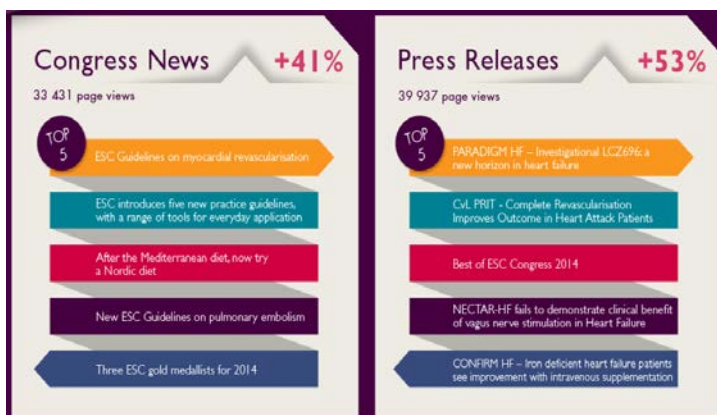
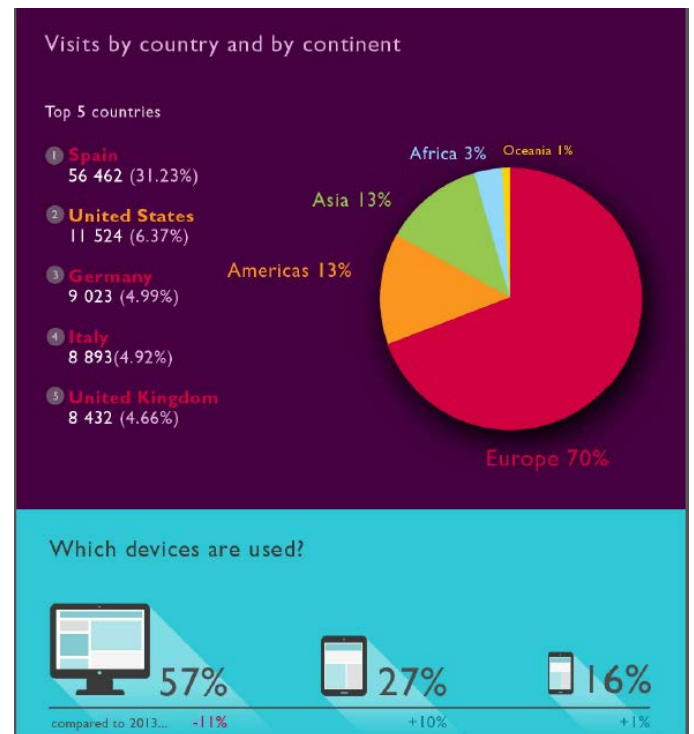
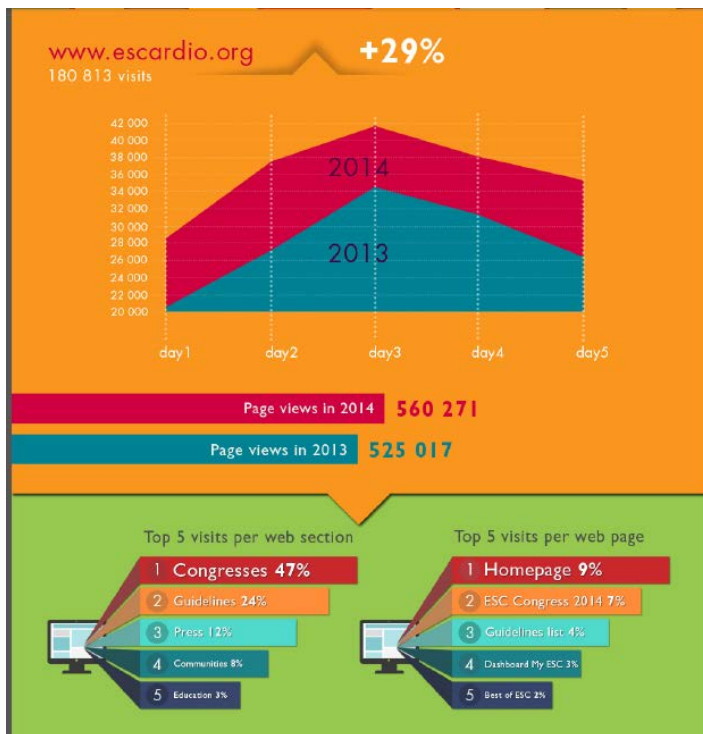
22 sessions were chosen by Keith Fox, Congress Programme Committee Chairperson, to be live streamed. Between these "live sessions" a mix of promotional videos, ESC TV and webcasts chosen by congress division was played.

Most of the sessions streamed live from 8:00 to 20:00 were also available from 20:00 to 08:00 as webcasts amongst other ACS joint sessions.

The "channel" was displayed on three different pages in [escardio.org](http://escardio.org):

- website homepage,
- "Live from ESC Congress" page.

The channel was accessible without any registration or blocked behind login.



## ➤ Congress Reports

On escardio.org, there was **39 556 views** (35 268 views in 2013) in the Congress Reports section since the ESC Congress. 107 reports were published (37 Hot line reports and 70 sessions congress reports).

### 5 top viewed:

- **Results from the ODYSSEY COMBO II study:** Efficacy and safety of alirocumab in high cardiovascular risk patients with inadequately controlled hypercholesterolaemia on maximally tolerated daily statin
- **NEural Cardiac TherApy foR Heart Failure (NECTAR-HF):** A randomized controlled trial of vagal stimulation for the treatment of systolic heart failure
- **The X-VERT Trial:** A comparison of oral rivaroxaban once daily with dose-adjusted Vitamin K Antagonists in patients with nonvalvular atrial fibrillation undergoing elective cardioversion
- **BB-meta-HF:** Efficacy of beta-blockers in heart failure patients with atrial fibrillation: Individual patient meta-analysis from the Beta-blockers in Heart Failure Collaborative Group
- Is heart failure treatment different in patients with diabetes? (L. Ryden)

## ➤ Videos

**77 videos** related to the ESC Congress were published.

The most successful video during congress was "ESC Congress 2014: The place to be". The most successful video after the congress was the recording of "Best of ESC Congress 2014".

The promotion of ESC TV on the website homepage, the Congress Home page, in ESC Congress 365, on Facebook, Twitter as well as in the Daily Congress News e-campaigns has resulted in a larger number than normal of views during the congress.

## ➤ Social Media

This year, the activity on Social Media was astonishingly high, especially due to an increase of the activity on Facebook compared to previous year.

We used Social Media to promote and broadcast information about new features, main sessions, ESC Congress 365, Congress reports, Best of ESC, ... For the first time, we also provided a better and larger visibility to all constituent bodies of the ESC, promoting their products and initiatives as well as their membership.

This year, we noted a lot more interaction with our delegates. They didn't hesitate to ask us direct questions and post comments about their congress experience.

During the congress (30 Aug to 4 Sept, including Best of Online Event)

- **955** messages were sent via our official accounts (ESC web team + live reporter)
- **22 400** unique users created **43 196** interactions with our official accounts
- Almost **30 millions of people** who potentially saw our postings and tweets, on our own profile and page or due to retweets and stories created on Facebook by our "fans".

## Statistics

Numbers in red highlight significant increases between 2013 and 2014.

From 24 Aug. to 6 Sept.	2014	2013	% difference
<b>Total messages sent during the ESC Congress</b>	<b>955</b>	<b>816</b>	<b>17</b>
<b>Tweets</b>	834	781	7
<b>Facebook posts</b>	<b>121</b>	<b>35</b>	246
<b>Published photos on facebook album</b>	673	344	96
<b>Unique users</b> <i>(The number of people who interacted with our Twitter profile or Facebook Page)</i>	<b>22 400</b>	<b>2 600</b>	<b>762</b>
<b>Twitter</b>	844	452	87
<b>Facebook</b>	<b>21 556</b>	<b>2 148</b>	904
<b>Interactions</b>	<b>43 196</b>	<b>12 248</b>	<b>253</b>
<b>Retweets</b>	4 447	3 341	33
<b>Twitter link clicks</b>	2 000	5 000	-60
<b>Twitter mentions</b>	<b>1 549</b>	<b>707</b>	119
<b>FB Stories created</b> <i>A story on Facebook is created when a user likes our FB page, likes or comments on / shares one of our page posts, post to our page's wall, answers a question, mentions our page or phototags our page.</i>	<b>35 200</b>	<b>32 00</b>	1 000
<b>Total reach (the total number of people that potentially saw our post, including with to stories created on Facebook and retweets)</b>	<b>29,7 M</b>	<b>15,1 M</b>	<b>97</b>
<b>Twitter reach</b>	28,4 M	14,9 M	91
<b>Facebook reach</b>	<b>1,3 M</b>	<b>200 K</b>	550
<b>New followers/FB page likes</b>	<b>10 096</b>	<b>1 487</b>	<b>579</b>
<b>New Twitter followers</b>	996	853	17
<b>New facebook page likes</b>	<b>9 100</b>	<b>634</b>	1335
<b>Pageviews on escardio.org</b> <i>(From 27 aug to 25 sept)</i>	<b>17 216</b>	<b>n/a</b>	<b>n/a</b>
<b>From Twitter</b>	2 045	n/a	n/a
<b>From Facebook</b>	15 171	n/a	n/a

## Key highlights

- Our **total reach is twice larger** than last year's
- Significant increase on Facebook activity this year : **2,5 times more postings, 10 times more stories created** from our audience (also due to a larger audience, 3,5 times larger in 2014 than in 2013)
- **+33% retweets, twice more mentions**
- We gained **5 times more new followers and new Facebook page likes** compared to last year
- Almost **8 times more unique users** on Facebook and twitter
- 96% of our unique users were on Facebook
- **86% of web traffic from social media came from Facebook.** This is also due to the fact that only few links were posted on twitter compared to Facebook. Twitter was mostly used for live tweeting and scientific information
- This year **2, 5% of the traffic on escardio.org came from Social Media**

## Activities

The two social media platforms, Facebook and Twitter, were used for different and specific purposes:

- Twitter: Mostly used to relay scientific information, including live tweeting, as well as press information. The idea was to digitally broadcast what was happening at the ESC Congress inside the session rooms and with a scientific perspective.
- Facebook: Mostly used to relay promotional and general information as well as pictures and messages about what was happening in the congress hallways. Tone of voice was much more informal and we saw many users engaged in, and even launched, conversations on postings.

Extensive promotion of the hashtag #ESCcongress was done ahead and during the Congress.



## Live tweeting

For the third year in a row, a reporter tweeted LIVE from the sessions. A group of Dutch medical students was also involved in this process and encouraged to retweet our messages and raise awareness about the Congress on Twitter.

## Users interactions

This year, we noted a lot more interaction with our delegates. They didn't hesitate to ask us direct questions and post comments about their congress experience.

As an example, here is the top 3 of Facebook postings in terms of interactions:



**44 comments** (mostly to congratulate Dr Hartmann)  
**415 likes** (including likes from shared post)



**European Society of Cardiology**  
September 3 at 10:38am · 🌐

10 Cardiologists by bike from Paris to Barcelona, fund raising Netherlands Heart Society and promoting Healthy Aging!!  
<https://www.nvvc.nl/english>



21,112 people reached Boost Post

Like · Comment · Share

Michelle Nederveen, B-Jay Punt Net, Anne van der Velde and 455 others like this.

73 shares

**Laane Shier** Thanks a lot!!!!!! Hartelijk bedankt!!!!  
See Translation  
September 3 at 11:41am · Like

**Žena Jetra Ivan Dikić** - eo. Budl kardiolog  
September 3 at 12:29pm · Like · 1


**Gabo Parra** well done! we need more people with your motivation  
September 3 at 1:50pm · Like

**Gabo Parra** Rodrigo Altamirano look at  
September 3 at 1:51pm · Like

**40 comments**  
**648 likes** (including likes from shared post)  
**73 Shares**

**European Society of Cardiology**  
Posted by Sprout Social | · August 30 at 12:10pm · 🌐

ESC Guidelines for the diagnosis and management of Acute Pulmonary Embolism Full-text are now available.



**ESC Guidelines | Acute Pulmonary Embolism (Diagnosis and Management of)**  
[HTTP://WWW.ESCARDIO.ORG/GUIDELINES-SURVE...](http://www.escardio.org/guidelines-surve...)

69,824 people reached Boost Post

Like · Comment · Share

メデカル・テクニカ, Eugene Lyan, Dragan Savkovic and 791 others like this.

311 shares

**Radu Serescu** Radu Brezeanu, sa nu uiti de cauza neoplazica!  
See Translation  
August 30 at 12:23pm · Like

**Mohammad Hassan Bassiouny** Wael Abd El-Fatah Othman  
August 30 at 4:32pm · Like

**Melek Moalla** B 30 euros  
August 30 at 4:50pm · Like

**Culdamos TU Corazon** Thank you very much...  
August 30 at 6:24pm · Like

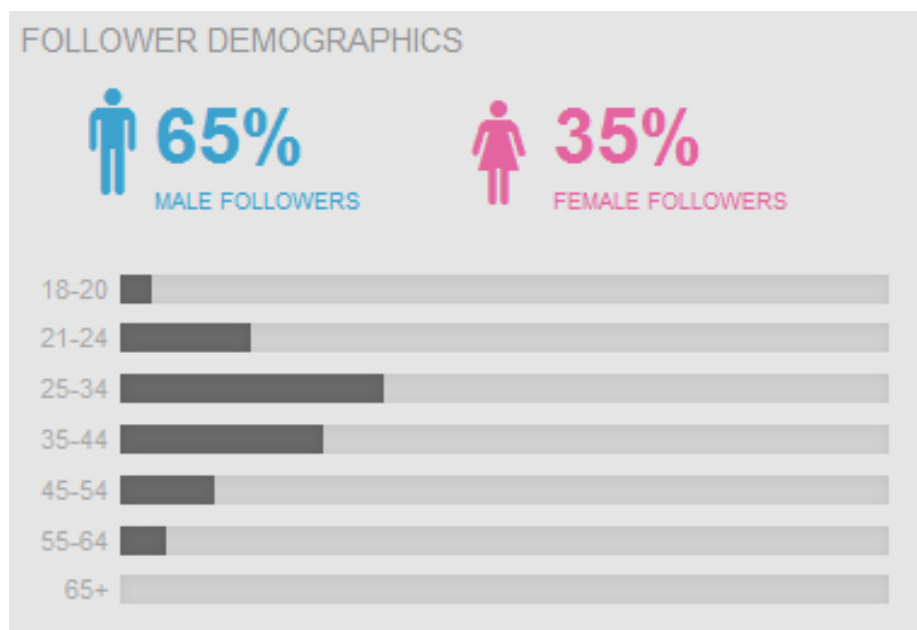
**Amado Ramirez Hernández** El documento esta libre (free) al menos Mexico, ya lo baje, gracias por compartir  
August 30 at 6:42pm · Like

**Ashot Hovhannesian** That was a great project!!!!!!  
August 30 at 7:41pm · Like

**33 comments**  
**1 000 likes** (including likes from shared post)  
**311 Shares**

## Demographics

### Gender



- A young community, the future of the ESC
- Majority of men, especially on twitter

### Country of origin

Who are the people who were driven from Social Media to Escardio.org? The results show that our audience reached on social media is not the same as the audience that was on site in Barcelona.

**Social Media activities offered the ESC Congress a much larger audience reach than the 30 000 delegates who attended the congress.** It allowed cardiologists and healthcare professionals from all around the world to benefit from the ESC Congress experience.

Rank	Country	% of total visits on escardio.org from social media
1	Mexico	8
2	Spain	5
3	Brazil	4
4	Italy	4
5	Greece	3
6	Thailand	3
7	United States	3
8	Romania	3
9	Germany	2
10	Colombia	2

# MARKETING INITIATIVES

Digital tools were largely used to promote ESC Congress (escardio.org but also videos on social media, electronic-publications, mobile app, etc).

## Videos

3 main promotional videos were released pre-ESC Congress 2014:

1. A general video promoting ESC Congress (at the end of 2013). A dynamic based on:
  - Key figures highlighting the large scale of ESC Congress
  - Short interviews of healthcare professionals at ESC Congress who explained why ESC Congress is the place to be(objectives of this video: increase awareness, save the dates, build interest before the opening of the online services in Dec. 2013)  
[http://www.youtube.com/watch?v=ZFe1oHDLxLs&index=55&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5](http://www.youtube.com/watch?v=ZFe1oHDLxLs&index=55&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5)
2. A video promoting abstract submission at ESC Congress (early Dec. 2013) highlighting the reasons why ESC Congress is the best place to submit abstracts: based on interview of professionals at ESC Congress who explained what presenting their work at ESC Congress made a difference  
[http://www.youtube.com/watch?v=R6ZluOvLk8w&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5&index=54](http://www.youtube.com/watch?v=R6ZluOvLk8w&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5&index=54)
3. A video promoting ESC Congress registration highlighting the scientific value & scientific content of the congress to come with the participation of the CPC members  
[http://www.youtube.com/watch?v=uUEI2mNmm5U&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5&index=50](http://www.youtube.com/watch?v=uUEI2mNmm5U&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5&index=50)

These videos were:

- Posted on the ESC Youtube page and other social media
- Posted on different parts of the ESC Web site
- Sent in targeted emailings throughout the year
- Inserted in PowerPoint presentations (for intersession slideshows or slideshow on the ESC stand) at various congresses worldwide

3 additional short videos were developed in national languages in collaboration with the Presidents of the Spanish, Russian and Japanese National Cardiac Societies for tailored messages to these key targeted audiences (via ESC emailings and for inclusion on their website or own emailings).

[http://www.youtube.com/watch?v=iYfnhXe1SHU&index=52&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5](http://www.youtube.com/watch?v=iYfnhXe1SHU&index=52&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5)

[http://www.youtube.com/watch?v=9OLhWmNAJZs&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5&index=51](http://www.youtube.com/watch?v=9OLhWmNAJZs&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5&index=51)

[http://www.youtube.com/watch?v=EULOy-BDVtE&index=53&list=PLN5RC1OF9yB64a\\_RLnQXAi8rI3BsUtm5](http://www.youtube.com/watch?v=EULOy-BDVtE&index=53&list=PLN5RC1OF9yB64a_RLnQXAi8rI3BsUtm5)

With about 19 000 views in total (+2 000 comparing to previous year), the promotional videos represented a very valuable additional communication tool.

ESC appears to be continuing to develop a reputation of innovation and excellence in this area.

In addition to these promotional videos, 2 tutorial videos were created for:

- The ESC 2014 mobile app
- ESC Congress 365

to promote these 2 ESC Congress derivative products and to provide information to better use them (please refer to the ESC 2014 mobile app and ESC Congress 365 section for figures on these videos).

**NEW**

## Number of views on Youtube as of 29 September 2014

<b>General video about ESC Congress (The place to be - 1001 reasons)</b> <i>Published on 8 Nov. 2013</i>	8 481
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<b>Short videos in national languages</b> <i>Published mid-December 2013</i>	
Video with the President of the Spanish Society of Cardiology	763
Video with the President of the Russian Society of Cardiology	347
Video with the President of the Japanese Society of Cardiology	301

<b>Call for abstract video</b> <i>Published on 3 December 2013 and promoted until 18 February</i>	1 922
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<b>Video to promote ESC Congress 2013 registration</b>	
<b>Register before 31 May &amp; save:</b> <i>Published on 30 April 2014 until 31 May 2014</i>	3 257
<b>Register :</b> <i>Published on 2 June and promoted until July 2014</i>	3 695
	6 952

TOTAL VIEWS

18 766

## e-Publications

Addressing the request for more programme availability online and with a sense of social responsibility and cost saving, all congress publications were made available online.

The Advance Programme was only available online and a flyer was produced to promote it.

The following table presents the traffic on the electronic versions of the ESC Congress publications (figures from Google Analytics):

	<b>Call for abstracts 2014</b>	<b>Advance Programme 2014</b>	<b>Final Programme 2014</b>
Online from	Mid-Dec. – 20 Feb	6 March – 21 July	22 July – 15 Sept.
Visits	<b>3 105</b>	<b>27 944</b>	<b>27 695</b>
Unique Visitors	2 386	20 907	18 542
Average Time	04:28	04:00	07:09
New visits	76.52%	74.13%	66.95%
Returning visitor	23.48%	25.87%	33.05%
Page views	12 831	419 160	1 849 228
Views on Desktop	<b>86.86%</b>	<b>97.61%</b>	<b>82.47%</b>
Views on Tablet	<b>7.57%</b>	<b>1.26%</b>	<b>9.76%</b>
Views on Mobile	<b>5.57%</b>	<b>1.14%</b>	<b>7.76%</b>

Comparison with the 2013 traffic:

- Call for abstracts: important increase (+439% visits & + 33% page views) compared to 2013.
- Advance Programme: increase in visits (+37%) & page views (+149%)
- Final Programme: small decrease (as there were many more paper copies printed this year) but still very good figures of the online version

## Promotion barter agreements

In order to extend the reach of ESC Congress promotion to new audiences, promotional barter agreements were set up with:

- Congress organisers/medical associations
- Medical & scientific Publishers (e.g. BIBA MEDICAL, DIEurope Ltd, European Hospital, Scientific American, KARGER, Radcliffe Cardiology, SCHATTAUER).

This led to:

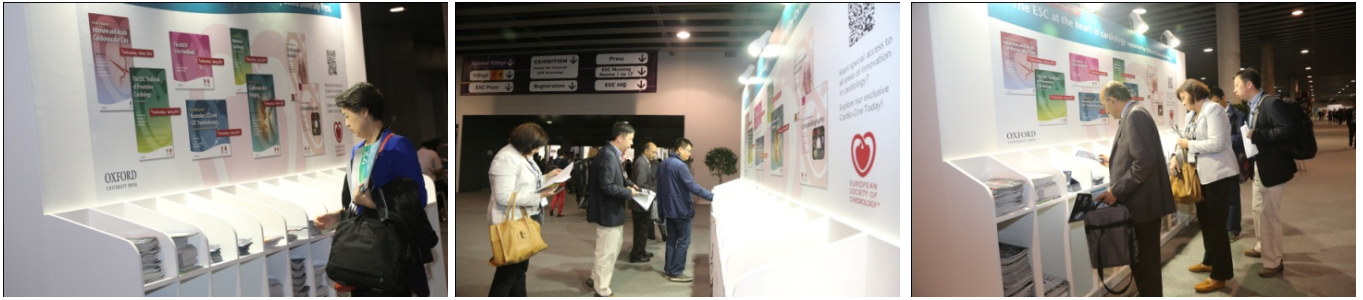
- The shipment of ESC promotional documents to 59 medical congresses (for insertion in the delegates' bags or display on the future meetings tables) in addition to the promotion that takes places at ESC Congresses & events and at ESC NCS & ACS meetings.
- The publication of 100 ESC Congress 2014 advertisements in 30 different journals (43 ads in non-ESC journals – 57 in ESC journals).

In addition, many congress organisers and publishers have displayed ESC Congress 2014 promotional banners on their web sites all year long.

In exchange, most of the publishers and congress organisers were offered free display of their journals/flyers on the future meetings table and/or on the premium publisher's information tables.

## Premium Publishers Information tables

Similar to 2013, in order to increase the number of free advertisements to promote ESC Congress 2014 all year long, selected publishers (13) were offered the opportunity to display their publications on the Premium Publishers Information tables. These tables were located at a high traffic location (in the sitting area, between the Exhibition hall and Villages 2-3-4-5-6-7 & 8, after a security check where congress badges are required versus the future meetings table) which improved their journals visibility while providing quality service to delegates (access to free marketing copies of medical journals in the cardiology fields which may be of interest to them).



This concept was very well perceived: more than 7 500 copies were distributed.

ESC journals were predominantly promoted at this key location with a large visual above all the brochures racks and a QR code linking to the ESC journal offering.

**NEW**

### Future Meetings table

The future meetings table was located at the entrance of the congress centre (no badge required). The objective of this table was to offer additional visibility to ESC Congress and ESC sub-specialty congresses while giving other congress organisers some visibility by displaying their brochures and posters. On their way out of the congress centre, healthcare professionals could collect all flyers of future medical congresses at one stop.

ESC Congress & events (ESC Congress, ESC sub-specialty congresses & GSA events) and the meeting of the Spanish Society of Cardiology were given more visibility with large posters directly printed on the wall above all the brochures.





From ESC Congress 2010 to 2013, a quantitative market research has been conducted on-site by an independent market research agency (Shift Learning), with the objective of measuring delegates' satisfaction with ESC Congress. This has allowed us to benchmark survey responses over a 3 year period, of which one of the valuable learnings has been that the results have been consistent. It was then determined that the scope of this year's market research be shifted to develop new learnings based on participant needs that would support the evolution of ESC Congress and ESC Congress derivative products and support their business objectives.

To achieve this, the following ESC Congress key stakeholders were interviewed:

- CEO / Acting Congress Director / Acting Scientific Affairs Director
- Congress Division: Congress Management, Scientific Programme, Industry Relations, Delegate Services, Congress Marketing and Communications
- Communications Division
- Current and Future Congress Programme Committee Chairpersons: Professors Keith Fox and Genevieve Derumeaux

As a result of these interviews, the Market research was designed to cover the following:

- To understand the ESC Congress delegates' experience, needs and perception of the value derived
- To understand the ESC derivative product user experience, needs and perception of the value derived from these products

To achieve these goals, the market research is being conducted in 2 phases:

**Phase 1: Congress participant qualitative in-depth interviews conducted on-site in Barcelona, covering the Congress experience and the interaction of derivative products in the Congress experience, the objectives being:**

- Understand delegates' value perception of ESC Congress (ROI)
- Understand the different target audiences and their needs relative to scientific content, information, learning and translation into practice
- Understand delegates' Congress experience and on-site special needs (professional and personal)
- Understand delegates' digital needs (before, during, and after the Congress)
- Understand delegates' need for Congress printed materials

**Phase 2: Congress participant and non-participant qualitative in-depth interviews conducted post-Congress by phone and quantitative survey covering derivative products with the objectives:**

- How do these products complement and enhance the value of Congress? How is used pre at and after Congress and when, and for how long after Congress and for what purpose? Do delegates expect or need a digital congress?
- Understand how the user obtains value from these products? (Why they use it) The purpose? Is it used for teaching, preparing a presentation, preparing a literature review? Is it shared with colleagues?
- How to improve the value that the user could receive from these products? (unique value compare to other competitive products)
- How can the user experience of these products be improved?
- Would you recommend the product/have you? Do they share it? How do they share it?

**Market research report timelines**

- Phase 1: available mid-October 2014
- Phase 2: to be conducted in October, available mid November 2014.

# BEST OF ESC CONGRESS

## Presentation

The Best of ESC Congress 2014 live interactive event is a TV talk show broadcast on internet one day after ESC Congress 2014: **Thursday 4 September 2014 from 20:00 to 21:00 (CET)**.

This programme, organised for the fourth year in a row, presented the main news with clinical relevance and latest updates from the congress through a series of short video reports, snapshots and panel discussion.

The live recording, run by a full team of professionals in real TV studio conditions, took place within the Entrance Hall of the Congress Venue 1 day post-congress as opposed to 8 days in the previous years.

The programme was hosted by Professor **Keith AA Fox, FESC** Chairperson of the ESC Congress Programme Committee 2012 - 2014 and Professor **Barbara Casadei, FESC**, who moderated the discussions with a panel of international experts:

<b>H. Bueno, FESC (ES)</b>	Thrombosis - Acute Coronary Artery Disease – Acute Cardiac Care
<b>G. Derumeaux, FESC (FR)</b>	Imaging
<b>S. Priori, FESC (IT)</b>	Arrhythmias - Genetics and Basic Science
<b>M. Roffi, FESC (CH)</b>	Interventions - Valve Disease
<b>F. Ruschitzka, FESC (CH)</b>	Hypertension - Heart Failure
<b>S. Sharma, FESC (GB)</b>	Cardiovascular Prevention

This panel was invited for the second year in a row, at the exception of Professor Clemmensen who was replaced by Professor Bueno.

## Accreditation



The live programme was accredited by the European Board for Accreditation in Cardiology (EBAC) and by the European Accreditation Council in CME (EACCME) for 1 CME Credit.

## Promotion

### ➤ Communication Plan

An extensive communication plan was put in place throughout the year to promote this event.

- Video Teaser
- ESC Web Site
  - Best of page
  - Homepage Escardio web site
  - Link from ESC Congress 365
- Social Media
  - Twitter
  - Facebook
  - LinkedIn
- Mobile App
- Intersession slideshow and info screens
- ESC TV Video
- E-blasts and newsletters
- Printed matters

### ➤ Translations (subtitles)

As the previous year, post-production subtitles are also available in the following languages:



United Kingdom



France



Spain



Italy



Germany

**New this year, to reach a wider audience and encourage the use of the programme at national levels throughout the year:**



Chinese



Japanese



Russia



Portuguese



Romanian

Plus Romanian Cardiac Society, who translated on demand for its own members

# HOTELS AND SOCIAL EVENTS

## Hotel Accommodation

Barceló Congressos was our Official Local Agent. We had a very good cooperation and collaboration during the preparation phase and onsite. The staff was very professional and we encountered no over bookings. We received no complaints from our industry partners regarding the management of their rooming lists once the process was taken over by our local agent. The European Federation for pharmaceutical companies (EFPIA) uses a traffic light system (coding green, orange or red) to advise their members on congress compliance in the matter of hospitality, scientific programme etc. They raised concern about the ESC offering of a 5\* hotel category to delegates which is discouraged under their code. No industry groups took this hotel category, the ESC kept this hotel category in its offer for individuals; no other complaints or concerns were raised.

Arts Hotel was our HQ hotel and accommodated the ESC Board, Past Presidents, Gold Medalists, Named Lectures and other VIPs. The hotel standards were appreciated by the delegates in spite of tough negotiations and a hard preparation phase.

A number of conference rooms were booked for ESC meetings mainly held on Friday. Our last minute changes and requests were handled in a timely manner.



Arts Hotel

The Porta Fira Hotel was our co-HQ hotel located opposite the Fira congress venue (2 minute walking distance) and accommodated the CPC members.

ESC Hotel Accommodation represented a total of **12 528 rooms** booked for the core period and generating a total of **61 816 room nights** divided as follows:

- 5\* : **1 838 rooms**
- 4\* : **9 053 rooms**
- 3\* : **1 571 rooms**
- 2\* : **66 rooms**

## Social Events

ESC Dinner: Friday 29 August at Drassanes Reials (Maritime Museum)

- 200 persons confirmed

President's Dinner: Sunday 31 August at Palau Albeniz

- 90 persons confirmed

Affiliates Dinner: Tuesday 2 September at Sant Pau

- 50 persons confirmed



Palau Albeniz



Sant Pau

## Catering

Gastro Fira was the official Caterer for the Congress. We experienced a very good collaboration with the staff in the preparation phase and during the event. They were very pro-active onsite and always managed to adjust to our last minute needs and requirements. We can also underline that the catering costs, when compared with some of our previous destinations, were very reasonable.

Some of the main areas of catering needs:

**Lounges:** VIP Lounge, Fellows Lounge, Industry & CRT Lounge, Focus Lounge, SSC Lounge. Adequate catering was ordered and no problems encountered.

**Inaugural Session – Networking Cocktail:** The new format put in place since last year again turned out to be effective. This cocktail was divided in two parts:

- First part prior to the Inaugural Session with only drinks served for 2 500 persons in the Exhibition halls and ESC Plaza.
- Second part after the Inaugural Session with drinks and canapés served for 1 000 persons only in the ESC Plaza. The quantity of drinks and canapés was sufficient.

**ESC General Assembly:** New format this year with a morning session instead of a “lunch session”. A coffee break station was placed at main entrance of the room. No problems encountered.

All quantities for our catering needs were sufficient except for the **Press** coffee breaks. The quantity was based on 200 persons per day for the 4 congress days: the quantity needed to be slightly adjusted onsite.

The quantity for lunches based on 200 persons was adequate. We received very positive feedbacks regarding the quality of the food and the regular cleaning of the catering area.

## Transport Ticket Sales

**Tickets sold prior to the Congress to groups:**

- **5 746** x 5 day passes

**Tickets sold prior to the Congress to individuals:**

- **3 987** X 5 days

**Tickets sold on-site:**

- **3 146** x 5 day passes
- **338** x 2 day passes

**Total transport tickets sold:**

- 5 days: **12 879** tickets
- 2 days: **338** tickets

# CITY MARKETING

The Barcelona Convention Bureau provided very valuable support prior and during the congress. They prepared a city marketing project to enhance the visibility of the ESC Congress 2014 for the delegates, for the local partners and for the general public. Various initiatives had been discussed and implemented as follows:

## At the Airport

Two dedicated welcome desks: one in Terminal 1 and one in Terminal 2 located in the Baggage Claim area



Direct bus transfer services from the airport to the Congress Center. This service was initiated together with the support of the Fira Gran Via and the hotels located near the congress venue area.



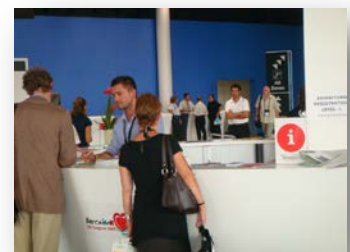
## In the City

An ESC branded city: City banners announcing the congress were placed on the main streets in the city



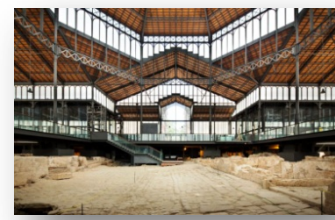
## At the congress centre

Tourism de Barcelona staff at Fira Gran Via: 2 persons manned the City Information desk providing general information on Barcelona, Restaurant booking service, city tours reservations....





Barcelona Convention Bureau supported the ESC by covering the related rental fees of venues used for some of the main social events: ESC Dinner, ESC President's Dinner, EHC Charity Dinner.



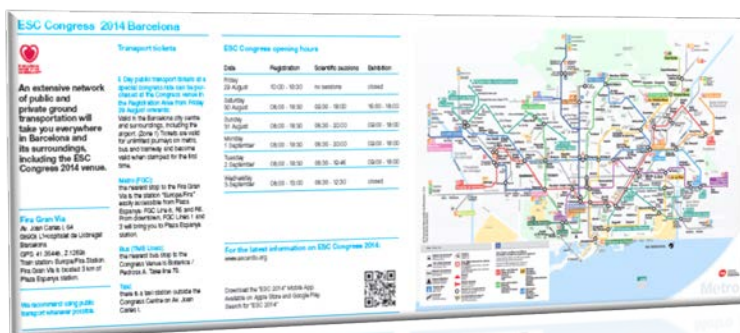
- **Public Transport**

Barcelona Convention Bureau carried out negotiations with the public transport authorities to produce congress transport tickets with flexible conditions and discounted rates.



- **City Map**

Production of customised city maps containing useful congress information and the ESC logo to identify the congress venue location on the map.



- **Taxis**

Prior to the congress, publication of an article in the TAXI Magazine providing information such as the congress dates, the venue, the expected number of delegates...

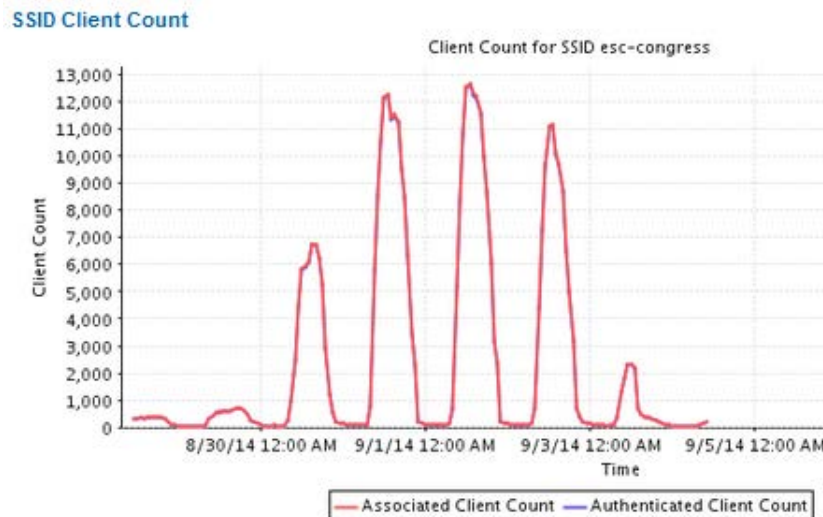


# IT HIGHLIGHT

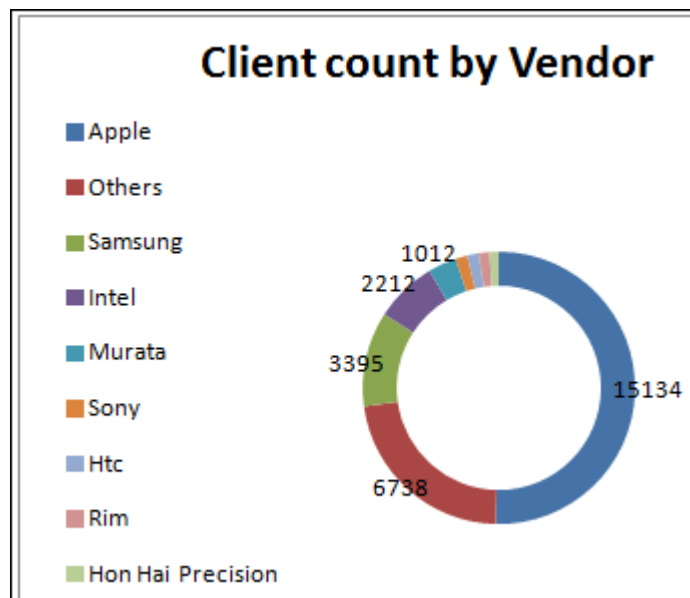
## Wi-Fi

Free Wi-Fi was provided all over the venue for participants, including an exhibition space (which was new this year). We used Fira Barcelona's permanent Wi-Fi infrastructure.

Maximum users peak was **12 644 users at a time** (Monday 3<sup>rd</sup> September at around 12h00) and max traffic peak was **332 Mbps** download and **170 Mbps** upload on SSID 'esc-congress':



There was a total of **30 064** unique devices connected over 5 days.  
For information, half of these devices were **iPhones/iPads** (15134):



### Wi-Fi for exhibitors:

Free Wi-Fi to participants was provided in the exhibition halls, which needed specific technical arrangements, but due to Wi-Fi radio technology limitations, we had essentially to focus on rules and communication to improve global availability in that area. We put in place several actions:

- A new Wi-Fi policy was written together with Fira Barcelona
- On Venue order form, exhibitors had to declare if they brought their own Wi-Fi network devices, and in such a case, they had to fill in specific "technical" fields;
- ESC reinforced the new Wi-Fi policy with dedicated communication to exhibitors;
- On-site inspection was put in place to apply the policy (dedicated channels, signal strength);

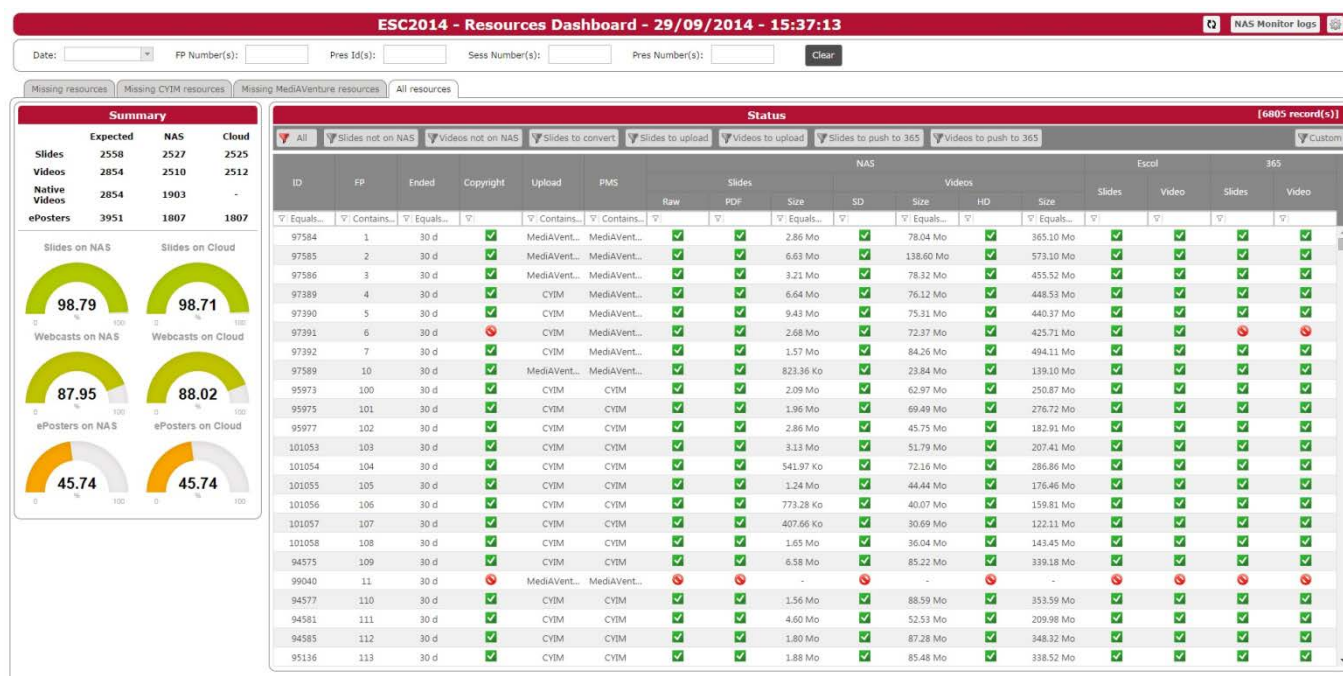
## Self Printing (badges and certificates) & Self Registration

This year again, participants had the possibility to self-register on site through **4** self registration stations at the main registration desk, and they could print their badge/certificate on site on **12** self badge/certificate printing stations by scanning their voucher (to print a badge) or their badge (to print a certificate) with a new “flat” scanner (‘Datalogic Magellan’):

	2013	2014
<b>Self Registration</b>	515	389
<b>Self Registration London 2015</b>		29
<b>Self Badge Printing</b>	8360	8 586
<b>Self Badge Certificate</b>	11 401	11 469

## Presentation Management system

Concerning the scientific sessions recording and automatic uploading into the Congress 365 platform, we develop and use on site a new dashboard in order to monitor in real time if a presentation or a webcast was correctly transferred from our Presentation Management System (PMS) supplier to Congress 365 website:



- More than 2 500 slides and 2 500 videos were uploaded on Congress 365 platform
- 5 live stream channels were implemented for diffusion on the ESC web site (Industry and ESC sessions).