



# Shift Learning

because learning  
keeps changing

**Report: ESC Barcelona Congress  
Research**

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## Executive Summary

### Decision to attend ESC Congress 2014

For many respondents the decision to attend is automatic and the Congress remained a solid fixture in their diaries. This was often more common for respondents working in more senior grades, with more control over their time and budgets for attending.

#### Recommendation

- The ESC may want to consider purchasing and pricing schemes that reward this loyalty, potentially through subscription packages enabling them to purchase Congress attendance over a number of years at a reduced rate.

Nearly a quarter of delegates interviewed indicated that they were attending the Congress for the first time. There was a strong feeling from many respondents that attending the ESC Congress was something that all those working in cardiology must do at least once in their career.

Most respondents considered registration an efficient process and many remarked that it was 'very easy', 'straightforward' or 'simple'. Nurses were the only exceptions to this, and the ESC may wish to consider greater support for this audience.

Around 58% of our sample indicated that they had registered themselves to attend, 12% were registered by their employer, 13% by the ESC and 17% by industry. It is important to note that many of the respondents

who were self-registering actually left the administration of registering to their PA's.

The majority of respondents indicated that they made the decision to attend independently – with 64% indicating that this was their decision, and 21% suggesting this was the decision of their supervisor or employer.

#### Recommendation

- It may be important that marketing materials contain strong messages in terms of the wider institutional benefits that might be conferred from an individual attending the congress.



## Motivations to attend ESC Congress 2014

Innovation and interactions with people appear to be the most pertinent motivations for respondents.

### Recommendations

- As pure informational benefits are potentially in decline through the online dissemination of content, the ESC needs to fully promote the benefits which are not purely information-based and involve connecting people with similar areas of interest and facilitating human interaction around research.
- Some suggestions for activities that the ESC could consider to further increase value include:
  - Finding 'new' knowledge
    - Highlighting sessions where as yet unpublished results or research are the focus
    - Creating industry sessions focused around technologies released this year only
  - Disseminating knowledge found at the congress to others
    - Sending attendees a full pack of abstracts and papers subsequent to the congress that can then be shared with others at their institution
  - Meeting the producers of 'new' knowledge
    - Enabling presenters to link with those who have attended their session, by giving attendees the option to have their details shared with presenters and vice versa.
    - Creating smaller scale Q&A sessions or workshops around highly attended events, giving a limited number of individuals a chance to meet top researchers 'in the flesh'.

## Areas of particular interest to delegates

The idea of 'newness' is key to interest, both meeting people and accessing high quality data are of high interest. Sessions regarding new or changing guidelines, trials and opportunities for interaction were particularly popular. Meeting and interacting with others was also a key area of interest: fellows and senior cardiologists wanted to network to promote their career and younger cardiologists wanted exposure to established figures and legends of cardiology.

For many respondents, the congress offered opportunities for inspiration and growth. This was the case for most job roles but was particularly the case for busy fellow and senior cardiologists. Many used the scale and breath of the Congress to get a broader overview of progress within the discipline more widely.

## Logistics

Logistically, respondents cited few complaints when organising their attendance at ESC 2014. Few accessed support from the ESC.

## Visas

Most found this straightforward and simply did not need support. Those that did receive support from the ESC found it helpful. No additional ESC support required.

## Travel

Problems relating to travel were few, usually occurring as a result of late approval or difficult flight routes. No additional ESC support required.



## In-city travel

This was the area with greatest dissatisfaction. Respondents found it difficult to navigate through new public transport systems and often cabs were difficult to find and expensive.

### Recommendation

- Many respondents asked for a shuttle bus to be provided by ESC from key hotels to the Congress centre.
- Shuttle bus services also appear to be provided by competing societies' events, and as such should be considered as an additional service.
- It may even be that delegates would be prepared to pay a small fee for this service. More visible support at the airport and key public transport hubs could also be beneficial

## Accommodation

Few sought support from the ESC and many suggested that the society did not provide enough low cost or basic options. This is something that the ESC should consider improving, particularly as it communicates an understanding that not all those working in Cardiology are in receipt of high salaries.

### Recommendations

- We would strongly suggest that the ESC includes in its listings some very cheap accommodation including hostels, even if this is not offered as accommodation bookable via the ESC.

## Overall impressions of the 2014 Congress

It was extremely common for respondents to refer to the size of the conference. This is both a strength and a potential weakness. Many other positive words were mentioned, most notably:

- Organised
- Interesting
- Comprehensive
- Excellent
- Exciting
- Innovative

Very few negative words were used, perhaps with the exception of the word 'busy'. However, it is notable that few respondents use particularly warm words regarding the congress.

## Liked aspects

Key areas enjoyed by respondents can be broken down as follows:

- Interactions with others
- Quality of scientific content
- Organisation, specifically praise for:
  - Good layout of rooms
  - Strong exhibition area and posters
  - A well-scheduled timetable of events
  - Facilitating networking events
  - Interactive sessions
  - Screens



- Large size, this contributes to:
  - A varied programme including general cardiology issues and sub-specialty
  - Renowned speakers
  - High quality general delegate audience (attractive for networking)
  - A truly international perspective
- The app

### ESC Congress areas for improvement

An interesting point to note is that, without direct questioning of specific elements of the Congress, least-liked aspects focused on physiological needs: air-conditioning, food, transport and the physical impact of attending a Congress of this size were cited, whilst their needs as cardiology professionals appear to be well met on the whole.

Dissatisfaction with the size of the Congress centred on a number of areas:

- Size of the venue (too much walking required and navigation difficult)
- Size of programme (too much overlap and too much to see)
- Length of Congress (3 days could feel more manageable)

The key challenge for ESC is to create an event which still attracts a high calibre professionals and a broad and engaging programme while taking measures to ensure that it is not too tiring or overwhelming for delegates.

### Recommendations

- Increasing awareness and implementing personalisation functionality within Congress 365 and ESC TV could satisfy delegates who are concerned about missing sessions of interest.
- For delegates who are dissatisfied with the length of Congress, there may be potential benefits in introducing a flexi-registration where delegates could attend for fewer days at a reduced cost.

### Scientific Content

Satisfaction with scientific content is high and the Congress was praised by many for the quality of speakers and sessions, the range of content and the strength of its organisation. Interactive sessions in particular are highly attractive and increased provision in these areas should be considered.

Format is important. With scientific content being so readily available online, for many there need to be additional benefits to warrant travelling to a face-to-face event. Delegates like to see:

- Interactivity
- Live Q&A
- Facilitated discussions
- Sessions imparting new knowledge

Respondents liked to see that smaller topics were heard, while they appreciated also being able to access a broader variety of topics. Only a small number of negative comments were made, these usually related to presentational aspects, although a few indicated that content did not





feel as fresh or current as it could be. With 'newness' being an important factor on attendance it is important for ESC to consider this feedback carefully.

### Lounge and seating areas

In contrast to previous quantitative work conducted at the ESC congress, most delegates considered the seating areas to be adequate.

#### Recommendation

- To better facilitate networking there could be benefits in providing some pop-up/open plan meetings spaces laid out accordingly.

### Device recharge areas

Most appeared satisfied with provision in this area.

### Food

Although not mentioned spontaneously by many, when asked specifically just over a fifth of respondents felt the food provided was inadequate.

Key complaints relating to this were:

- Too expensive
- Lack of choice
- Long queues
- Poor quality

Cost of catering is another important factor that many delegates must consider prior to attending, and a lack of affordable options may well be a barrier to some.

A common issue for delegates was finding catering that fitted in with their time schedule. For many, queuing for food is not an option.

#### Recommendation

- Whilst industry provide some lunchboxes, the ESC might want to consider a similar system where delegates can sign up to receive lunchboxes in advance before collecting and paying for these quickly to avoid long queues.

### Navigation

Just under a quarter of respondents experienced difficulties with navigating the Congress centre. Key areas of difficulty primarily related to signposting which was considered to be:

- Insufficient
- Too small
- Too high up to see clearly

App users did praise it for allowing ease of navigation.

The village layout was also praised for allowing respondents to quickly familiarise themselves with the layout and speed up navigation over the duration of the congress.



## Customer service

Nearly two thirds of respondents had spoken with a member of ESC staff at some point. This high level of contact with staff reinforces the need for a high level of customer service on the Congress floor.

ESC staff were frequently described as being friendly, helpful and nice, although in a few instances appeared not to be fully aware regarding changes to rooms or schedules.

## Use of online tools

### Prior to Congress

The ESC App was the online tool with the highest level of awareness. This represents a significant success for the ESC as previous surveys showed lower levels of awareness initially. For many respondents it was a crucial tool in planning their attendance to the Congress. Respondents were particularly keen to search by author and to make their own personal plans. These capabilities seem to be central in their use of the app for planning and an inability to find a specific author or speaker led to frustration.

### During Congress

The ESC app was also used a great deal during the congress, although ESC TV and Congress 365 were used by only 5% of respondents. The App was used for a variety of different purposes throughout the day, whereas ESC TV and ESC 365 were largely for recapping or catching up on missed content. With long days, it may be that use of both of these online tools is simply more valuable post-Congress (or for audiences unable to attend).

### Recommendations

- For the duration of the Congress it may be worthwhile for ESC to use a variation of the Congress 365 homepage that strongly highlights to both attendees and non-attendees the speed at which presentations and supporting documents are being uploaded and highlighting the latest additions.
- It may also potentially be beneficial to include, “trending now” or “most read” boxes on the homepage, which may help pique interest and connect audiences online with content that they may not have discovered otherwise.

## New digital tools

Few respondents could articulate ideas for new digital product development.

### Recommendations

- However using the needs articulated by respondents throughout the interviews we can recommend that the ESC consider digital development that focuses on increasing the personalisation of content to the needs of the individual.
- QR codes could potentially be used in a range of different ways to improve users’ experiences during and post-Congress. Some ideas that could be attractive to users (based on challenges and needs identified by respondents) are as follows:
  - QR codes scanned by respondents going into sessions could create a personalised portfolio containing the key deliverable documents or links to them for ease of access.
  - QR codes again scanned by respondents going into sessions could send individuals to a personalised page listing the sessions attended and the CME credits accumulated. While attendance at the ESC Congress automatically offers 25 hours’ worth of externally recognised CME credits, this could still be very valuable for respondents to show to employees or keep for their own personal records.



## Congress print materials

The majority of delegates reported using printed materials to support themselves during the congress, with 63.4% using ESC's materials during their visit. Non-users suggested that they believed print materials to be wasteful and not environmentally friendly.

### Recommendation

- Giving users an option to opt out of receiving the Congress print material could therefore be a valuable message for some of these respondents.

The daily newspaper was popular amongst print users, as it allowed them to quickly flick through the main events of the day and review the previous day; however the at-a-glance print programme was considered less successful, with respondents complaining that it did not provide enough detail and didn't hit a successful tone of being lighter and more accessible.

The majority of respondents felt that they did not need any more support through printed materials in the future – with many users and non-users commenting that they felt ESC should focus on migrating material online and printing fewer materials.

### Recommendation

- One option the ESC may wish to consider would be the development of a custom publishing solution, allowing respondents to create their own Congress book.

## Future attendance and perceived value

Just under 60% of respondents were definitely planning on attending ESC 2015, with just 1.8% (3 respondents) not planning on attending at all. It appears important that the location is both easily accessible and an attractive destination city. Respondents clearly valued being able to combine tourist activities alongside their Congress attendance. Off-putting locations were cities perceived to be expensive or used too regularly by the ESC.

### Recommendation

- ESC should strongly communicate the original locations for 2015 and 2016 as well as consider venues that offer greater value for attendees.

## Networking

Nearly all respondents were taking part in some form of networking activity during the congress, it was an important element of their attendance. The level of support provided by the ESC was considered to be adequate by most.

While many respondents did feel it was largely the responsibility of the individual to organise and facilitate their own networking, there were some areas where additional support from the ESC could be considered valuable (in order of citation):

- Providing meeting room access
- Speed-dating style events
- Better promotion of working groups
- Lounges specific to particular groups (Nurses)



## ESC Congress 2014 | Highly recommended

A very positive result for the ESC is the fact that a very high proportion of respondents indicated as a first perception that it would be an event that they would recommend. This is an incredibly powerful result and suggests that the ESC Congress would achieve strong results in terms of a Net Promoter score, which could form an attractive basis for future marketing communications.

### Recommendations

- The high levels of recommendation also suggests that word of mouth style marketing campaigns could work well in this space.
- The ESC may also want to consider potential rewards for delegates that refer colleagues or peers to attend the Congress, although these will need to be handled with care and sensitivity.

## Benefits for attendance

Key benefits to attending the ESC were seen as:

1. Networking
2. Learning new knowledge
3. Being up to date with the latest scientific knowledge

### Recommendations

- We believe this creates several strong themes that the team should consider when developing any new Congress (or supporting) products and communications:
- The Congress needs to keep its size but feel more manageable (enabling all delegates to connect with and contact individuals they want quickly and effectively)
- The release of cutting edge and previously unseen research gives the event an edge and extends value
- Human interactions are key (opportunities for delegates to engage with talks, presenters and each other are valued)
- Personalisation is an attractive component of all activities before, during and post-Congress.
- Attendance is aspirational and needs recognition.

## Suggested areas for improvement

Suggested areas where respondents sought improvement from the ESC, usually related to size and cost issues. A small number of respondents also indicated that they would prefer for the event to be scheduled slightly later in the year (approximately 2 weeks).

## Perceptions of ESC as an organisation

When asked to describe the ESC, respondents commented on its size most frequently. Key characteristics included:

- Large
- International
- Organisers of the ESC Congress
- Strong scientific focus



The ESC should consider ways in which it can use the premium brand equity of the Congress more effectively to boost awareness and engagement with other aspects of the society's work.

### **Impact on clinical practice**

Most respondents indicated that they had gained at least some important piece of learning that would impact on their day to day work or clinical practice. Much related specifically to the discoverability of new innovations or evidence-based improvements to their practice, highlighting the importance of currency on the impact of the Congress.

Respondents reported receiving between 2 and 4 big "takeaways" as a result of attending the Congress, but a much higher number of smaller discrete practical applications of knowledge. These granular pieces of knowledge were considered by many to be just as valuable and often more immediately implementable by respondents.

### **Future needs of the cardiology community**

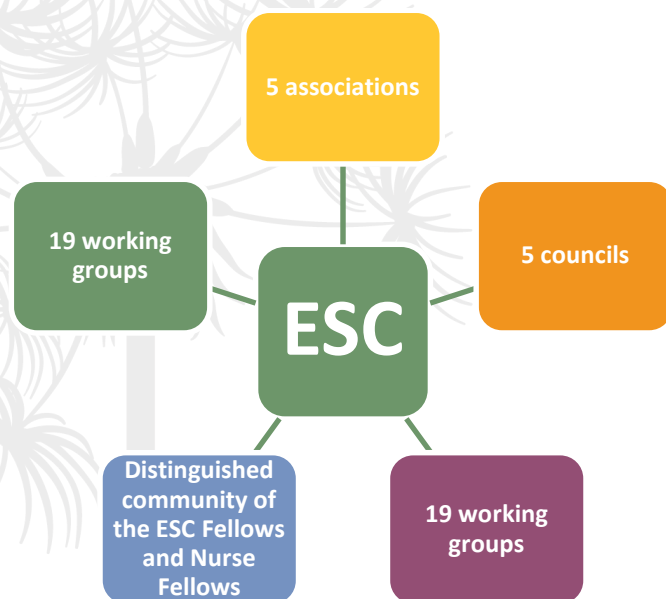
The big challenges faced by the cardiology community can be broadly split into three main areas;

- Changing populations
- Lack of funding (the effects of the recession, an aging population and increasing financial and regulatory constraints on the sector were all seen to be impacting on their ability to use new devices and drugs)
- Lack of research funding and support (as a result of above financial constraints)



## Background

The European Society of Cardiology (ESC) represents 68,000 cardiology professionals across Europe and the Mediterranean comprising of the following:



ESC edit and publish 7 of the world's leading journals on cardiology and hold an annual cardiology Congress bringing together cardiologists from ESC membership countries as well as those from non-ESC membership countries.

This year's ESC Congress ran from the 30<sup>th</sup> August – 3<sup>rd</sup> September in Barcelona, containing over 400 scientific sessions, 4597 abstract presentations and the presentation of new guidelines within cardiology. The annual Congress is currently the biggest cardiology event in the world with over 30,300 delegates attending in 2014, an increase from the 29,990 attendees in 2013.

During the Congress, Shift Learning undertook face-to-face interviews with delegates to help ESC better understand delegates' motivations for attending and their experiences of the Congress to help improve the Congress year on year.

## Research objectives

As in previous years, ESC wanted to better understand the membership needs and satisfaction of those attending the Congress. Traditionally, industry sponsors have been responsible for paying for around two thirds of the Congress delegates to attend. However, it is understood that this model of Congress payment will change in the next few years (although the timescale for this change is likely to vary from country to country). ESC are keen to prepare themselves for this shift by better understanding the needs, wants and desires of current Congress attendees as well as their awareness of the ESC more generally. The current research was therefore used to directly inform future Congress design and marketing activities.

New research objectives also emerged as part of wider engagement and strategic work that is ongoing. These objectives are as follows:

### Understand perception of the value from the Congress (ROI) in daily practice

- Did you learn something that will impact your daily practice?
- Would you attend the Congress again in the future? Why?
- How does the Congress benefit you personally?
- What else do you need?
- How do the Networking opportunities help you?
- Exchange with peers?

### Understand audience and behaviour

- Is registration done as part of a group or individually?
- Attitudes of Faculty/Poster presenters vs attendees
- Participation in ESC constituent bodies
- Understand their registration behaviour
- Do they perceive the ESC to be an exciting/engaging/inspiring event?
- What drives engagement?
- What is their Congress experience?

### Understand Congress experience and on-site special needs

- Understand their registration experience (before and to prepare)
- Understand their feelings relating to logistics
  - Overall feeling – Congress spirit
  - Comfort & convenience: lounges, device recharge areas, wifi, rest areas
  - Food
  - Signage/can they find their way around?
  - Customer service & information from staff & hostesses
  - Visa arrangements
  - City / transport / hotel arrangements
- Identify future needs:
  - Scientific needs
  - ESC Engagement





### Understand the role of digital (before during and after the Congress)

- What role does digital media play in their Congress experience?
- How does it help them to prepare for the Congress?
- What digital tools do they need to get the most out of their Congress experience on-site?
- What digital tools will help them to optimise the value of their experience after the Congress?

### Understand the need for Congress print materials

- What role do print materials play in their Congress experience?
- How does it help them to prepare and be aware for the Congress?
- What print materials do they need to get the most out of their Congress experience on-site?
- What print materials will help them to optimise the value of the Congress after the Congress?
- Do they find all the different print materials throughout the Congress useful? Can they find what they need?
  - Programme at a glance
  - Final Programme
  - Loose brochures on stands
  - Journals – are these connected with the Congress?

## Methodology

There were a wide variety of ways that this research could have been approached. Given the budget restrictions, 3 different research designs were suggested to investigate the objectives:

#### 1. Quantitative field work (2050 completed surveys)

- 10 contextual interviews to cover objectives relating to key ESC digital products.
- Simple eSurvey to capture satisfaction with Best of ESC

#### 2. Qualitative interviews held at the Congress (200 interviews)

- 10 contextual interviews to cover objectives relating to key ESC digital products.

#### 3. Qualitative and Quantitative mix (100 interviews)

- eSurvey sent out post congress in English
- 10 contextual interviews to cover objectives relating to key ESC digital products

ESC decided to opt for option two, qualitative interviews conducted at the Congress.

This qualitative methodology allowed for ESC to really investigate delegates' experiences at the Congress and their drivers to attend. It allowed for engagement in greater detail and provides a full depth of understanding. To achieve this depth, interviewers conducted 30 minute interviews with delegates attending the event using open ended



questions. These were written on paper forms and audio recorded to allow for full detail to be captured<sup>1</sup>.

To capture different delegate journeys, the audience was segmented with quotas of interviews as follows:

<b>Fellows</b>	•ESC - 10 •Non ESC - 10
<b>Young Cardiologists</b>	•ESC - 10 •Non ESC - 10
<b>Abstract/Poster Presenters</b>	•ESC - 5 •Non ESC - 5
<b>Press</b>	•ESC - 5 •Non ESC - 5
<b>Industry</b>	•ESC - 5 •Non ESC - 5
<b>Scientific</b>	•ESC - 10 •Non ESC - 10
<b>Cardiologists</b>	•ESC - 20 •Non ESC - 20
<b>Speciality Cardiologists</b>	•ESC - 20 •Non ESC - 20
<b>Nurses</b>	•ESC - 10 •Non ESC - 10

This gave ESC a total of 190 qualitative interviews to be conducted whilst at the Congress.

<sup>1</sup> Contextual interviews have been reported on separately

A total of 211 interviews were conducted with delegates whilst at the congress. It was found that many delegates actually fell into multiple categories and so were counted in all of the sub-categories that they fell into. It was found to be particularly difficult to fill the quota of interviews with Nurses, as these only constituted a small proportion of attendees of the congress (1.7%), and so it was decided that it was not needed to achieve an even split between ESC and Non-ESC countries in this category. A breakdown of the number of interviews with each respondent type can be found below<sup>2</sup>:

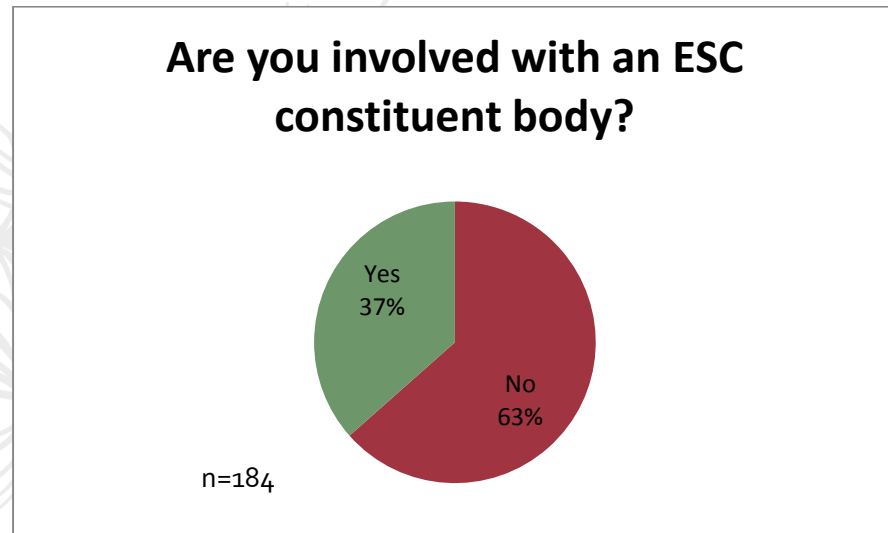
<b>Fellows</b>	•ESC - 22 •Non ESC - 12
<b>Young Cardiologists</b>	•ESC - 11 •Non ESC - 11
<b>Abstract/Poster Presenters</b>	•ESC - 16 •Non ESC - 10
<b>Press</b>	•ESC - 9 •Non ESC - 4
<b>Industry</b>	•ESC - 9 •Non ESC - 5
<b>Scientific</b>	•ESC - 21 •Non ESC - 20
<b>Cardiologists</b>	•ESC - 18 •Non ESC - 23
<b>Speciality Cardiologists</b>	•ESC - 15 •Non ESC - 14
<b>Nurses</b>	•ESC - 18 •Non ESC - 4

<sup>2</sup> A full profile of respondents is included in the appendix



## Involvement in constituent bodies

When asked about involvement with ESC constituent bodies, just over a third of respondents cited an involvement;



Key ESC working groups, councils and committees cited by respondents were as follows:

Working groups	Committees	Councils	Communities
<ul style="list-style-type: none"><li>• Hypertension and the heart</li><li>• Scientific committee of acute cardiovascular care association</li><li>• Intervention association</li></ul>	<ul style="list-style-type: none"><li>• Clinical guidelines committee</li></ul>	<ul style="list-style-type: none"><li>• Atherosclerosis council</li><li>• Basic cardiovascular science</li></ul>	<ul style="list-style-type: none"><li>• EHRA</li><li>• EACPR</li><li>• EACVI</li><li>• ACCA</li><li>• EAPCI</li><li>• HFA</li><li>• Cardiologists of Tomorrow</li></ul>

Roles played by respondents on the constituent bodies ranged from:

- Chair
- Ordinary nucleus member
- Role in translations / on a translations committee
- Judging posters and presentations
- Board member as representative for the committee
- Suggesting topics for sub-specialty events
- Attending meetings and writing papers

Around half of respondents who were not already involved in a constituent body expressed an interest in being more involved in the future.

### Recommendation

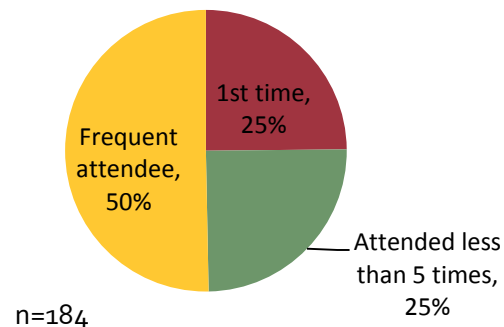
- This may offer ESC a useful opportunity to increase engagement from delegates with the society. Respondents saw personal value in taking part in these bodies, and felt that their contribution would allow them to gain prominence as well as valuable contacts. This allows ESC to build on elements of its aspirational brand values.
- There are currently stands for this purpose, inviting delegates to meet with constituent bodies via email prior to the Congress.
- Organising open meet and greets during the Congress could be a highly popular and engaging way of attracting new cardiologists not only to the constituent groups, but as a means of advertising and connecting delegates to the important work they are doing while also potentially increasing engagement with the society more generally.

## Decision to attend ESC Congress 2014

### Frequency of attendance

Whilst this is not a piece of quantitative research, and numbers should be treated with caution, delegate responses were coded according to whether they were a first time attendee, an infrequent attendee (either someone who had attended less than 5 times, someone who had only recently started attending or someone who attended infrequently) or a frequent attendee (someone who had attended every year for at least 5 Congresses).

### Frequency of attendance amongst respondents



As indicated above, nearly a quarter of delegates interviewed indicated they were attending the ESC Congress for the first time. The majority of

delegates interviewed were repeat attendees. Previous research, and data analytics from ESC revealed just over a third of delegates at ESC 2013 were first time attendees, which indicates our sample slightly under-represents first-time attendees (assuming figures are consistent with last year). It is likely that first time attendees may feel less comfortable being interviewed about their experiences.

Amongst frequent attendee delegates, for many attending, the ESC Congress was an annual event.

*No, this is my 7th or 8th. It's the most important event in the cardiology calendar. I come annually and will continue to do so.*

MB, Fellow, ESC

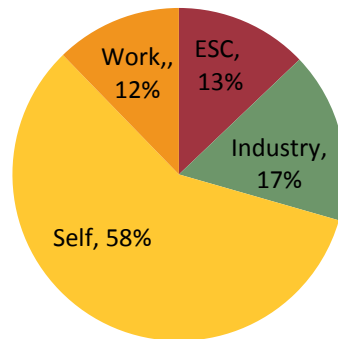
Infrequent attendees (those attending fewer than 5 times) had, in around half of cases, only recently made the decision to start attending the Congress, and had now begun to attend every year. The remaining had different motivations for attending, such as waiting to be invited to speak, alternating between conferences or were more junior cardiologists or nurses who were quite specifically obtaining permission from a supervisor or more senior staff.



## The registration process

Over half of all delegates we interviewed completed their own registration.

### Who completed your registration?

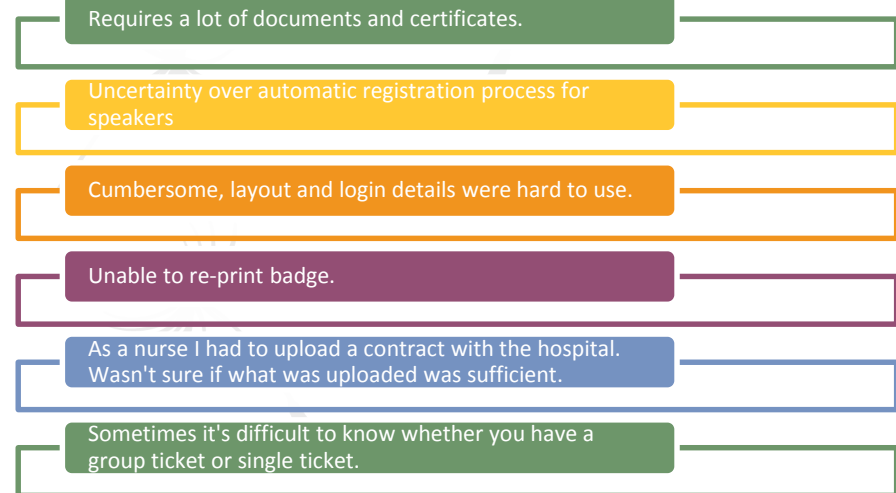


n=184

This was typically an efficient process and many remarked that it was 'very easy', 'straightforward' or 'simple'. Although not always specified, these remarks appear to be mainly relating to online registration. Some respondents indicated that online registration was improved from previous years.

Online registration was very common with our respondents and one respondent indicated that they had registered online as registration at the Congress itself involved a 'terrible' queue.

Only 6 of our respondents did have problems related to registration. Complaints were as shown:



However, none of these problems were mentioned more than once.

Nurses attending for the first time may have found the process more difficult than others. Three nurses found the process difficult, with the key issue being the need to upload documents and not receiving confirmation once done:

*I registered 1.5 months ago individually. Easy but as a nurse I had to upload a contract with the hospital. A little difficult as I wasn't sure if what I uploaded was enough or not.*

CF, nurse, ESC

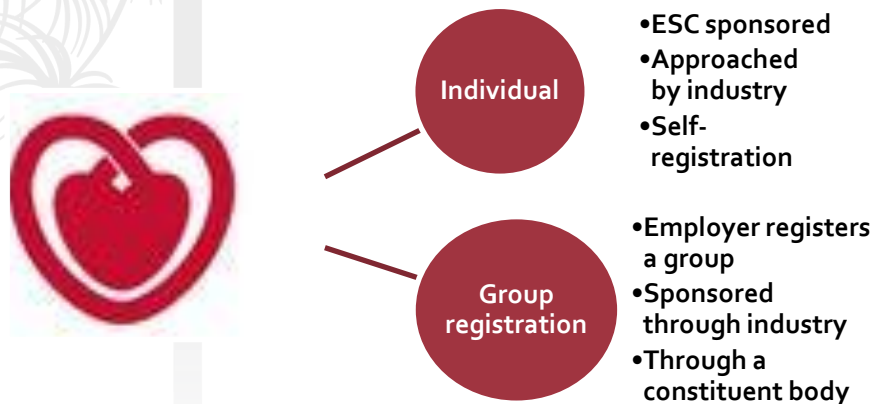
This audience may feel less assured within the processes for attendance, as well as simply having less experience.

### Recommendations

- A clear checklist of the required documents and a prompt email to confirm they have been accepted could improve the perception of this registration process amongst nurses.

## Type of registration

Registration was reported as being completed in a variety of ways, either individually or as a group as shown below:



It is important to note however, that in just under half of cases of self-registration, most of this activity appears to be completed by assistants

or a PA. It is possible, therefore, that there may be some underreporting here for difficulties around online registration as individuals in these roles have not been interviewed as part of this project and our respondents would not necessarily be made aware of any difficulties.

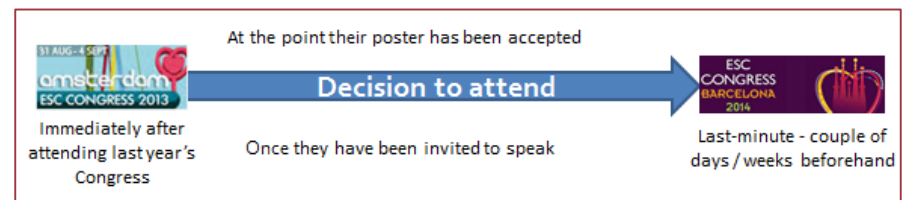
## Self-registration

Equally likely to be carried out by both ESC and non-ESC respondents, self-registration was most common amongst nurses, where all cited completing the process themselves. It was least common amongst scientific respondents who were more often registered through industry or work (if working in industry).

All respondents self-registering indicated that they chose to do this online ahead of the Congress as a means to avoid the lengthy queues that were perceived to occur during the first day of the Congress.

## When the decision to attend is made

Respondents indicated that decisions are made throughout the year, with many repeat attendees deciding immediately after the previous congress to attend again.



## Decisions immediately after congress

16% of delegates made the decision to attend immediately after last year's Congress. Just over a third of these respondents were fellows who have attendance at the congress included in their membership fee. They were also the audience most likely to feel they were making decisions around attendance themselves, without reference to others.

*I made the decision myself – I attend without fail every year and book well in advance to secure a place.*

DR, Fellow, ESC

In contrast, only 3 young cardiologists made the decision to attend the Congress immediately after ESC 2013. Even when deciding early, young cardiologists' final decisions to attend is based upon discussion with colleagues, agreement by senior management, being invited by industry or having research accepted.

*When my abstract was accepted I applied straight away. I had to get approval from my boss but this was easy when the paper was accepted.*

VDT, Young Cardiologist, Non-ESC

However, there were a large number of respondents outside fellows & nurse fellows, who came to the congress each year.

### Recommendation

- ESC might want to consider schemes which reward this loyalty, perhaps through subscription packages enabling them to purchase Congress attendance over a number of years at a reduced rate.

## Decisions made during the year

Many of those who made decisions during the year were waiting to be invited to speak, for industry sponsorship, or for their abstract to be accepted before making the decision to attend, which appeared to occur from January but most often in April / May. This was more prevalent amongst young cardiologists interviewed, than with more experienced colleagues. A huge number of respondents were at the congress for specific purposes – meetings, presentations or special invitations.

### Recommendation

- There is a decision-point here, when a paper is rejected, which marketing might be able to address through tactful communications.

## Decisions made at the last minute

Very few decisions to come appeared to be made at the last minute, though a few decided in July. This may be due to the nature of potential



delegates' jobs, where cover needs to be organised way in advance of any time away. The exception to this was press, who often indicated booking at the last minute, or registering at the Congress. This is covered in a separate report on these groups.

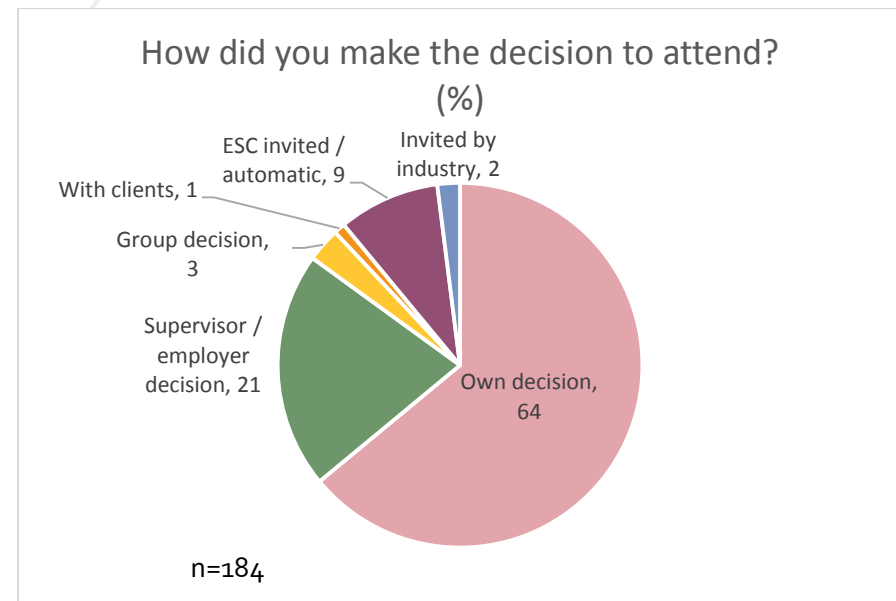
### Implications for the timing of marketing

This potentially indicates three times where recruitment drives should be focused:

Immediately after the end of Congress	During	Last minute
<p><b>•RECOMMENDATIONS:</b></p> <ul style="list-style-type: none"> <li>•ESC may want to offer many opportunities to sign up at the current Congress.</li> <li>•ESC may want to consider a subscription model for repeat attendees who are not yet fellows.</li> <li>•Other rewards for repeated attendance, for example, recognition in the conference programme, might also be considered.</li> </ul>	<p><b>•RECOMMENDATIONS:</b></p> <ul style="list-style-type: none"> <li>•Create many opportunities for involvement with the Congress at many levels and across job roles.</li> <li>•Communicate the benefits of still attending the Congress to those who may have had papers rejected in the Spring.</li> <li>•Focus marketing activity over this period.</li> </ul>	<p><b>•RECOMMENDATIONS:</b></p> <ul style="list-style-type: none"> <li>•Lack of last minute bookings suggests that marketing efforts need to be invested earlier in the year.</li> <li>•This finding needs to be validated against booking patterns.</li> </ul>

### Who makes the decision to attend?

The majority of respondents indicated that they made the decision to attend independently, as shown below. The small number deciding as a group were discussing attendance with their research institute or centre.



It is worth mentioning that respondents in this kind of research are most likely to exaggerate the degree of independence they have in their decision-making.

However, it appears that focussing marketing mainly on the individual is the correct communications strategy. At the same time, as employers



and supervisors appear to have a strong role in at least 21% of cases, it may be important that marketing materials contain strong messages in terms of the wider institutional benefits that might confer from an individual attending the congress.

### Motivations for attending congress

Respondents gave a number of key motivations for attending the congress. As can be seen clearly in the word cloud below, the idea of experiencing 'newness' is key to respondents.

As one respondent indicates, pure informational benefits may be in decline due to the impact of new technology:

*(My motivation is) to learn, but not as important as in the past as so much is online. Chance to get feedback from others. Meet people.*

---

FF, Cardiologist, ESC

*(What are you hoping to achieve?) To meet people - in person –*

Respondents gave a number of key motivations for attending the congress. As can be seen clearly in the word cloud below, the idea of experiencing 'newness' is key to respondents.

*(My motivation is) to learn, but not as important as in the past as so much is online. Chance to get feedback from others. Meet people.*

*(What are you hoping to achieve?) To meet people - in person – particularly researchers who did trials. It's different to just reading about new info.*

This makes it crucial that the ESC fully facilitates these benefits which are not purely information-based but involve connecting people with similar areas of interest and facilitating human interaction around research. There are a number of ways in which this might be achieved, we discuss this in more detail later in this report.

As already discussed, attendance involves benefits which could be said to be both informational and social or networking-based as well as to perform specific tasks (e.g. meetings or presentations) which relate to their own areas of interest.





These can be broadly categorised as shown below:

#### To improve knowledge

- To keep abreast of latest updates in cardiology
- Keep up to date with guidelines and how they are used in practice
- To explore new technologies and approaches
- To see what new research and clinical trials are happening in the field
- To gather information for later dissemination to others
- To gain accredited knowledge

#### Networking

- To meet with friends and peers from other countries
- To explore opportunities for collaboration
- To understand how peers approach cardiology in their practice

#### Task-specific

- To attend meetings
- To present and disseminate own research
- To explore opportunities for future research

## Motivations by respondent group

Motivations varied by respondent type, as might be expected, with more senior individuals more likely to be motivated by networking opportunities than their more junior colleagues.



### Poster / abstract presenters

- To present their research
- To educate others on their findings



### Fellows

- Networking, both personal and professional
- Exploring opportunities for collaboration



### Nurses

- Often sent by superiors
- To learn and disseminate knowledge to colleagues



### Young cardiologists

- To learn
- Accreditation
- Attending with superior / mentor



### Scientific

- Promote company / product / society
- Networking with collaborators



## Implications for the ESC Congress

ESC should consider focussing on how they are able to increase the value given to delegates with each of these different motivations. We have given some suggestions below for ways in which ESC could achieve this.

## Finding 'new' knowledge

- **RECOMMENDATIONS:**
- Highlighting sessions where, as yet ,unpublished results or research are the focus
- Creating industry sessions focussed around technologies released this year only

### Disseminating knowledge found at the congress to others

- **RECOMMENDATION:**
- **Sending attendees a full pack of abstracts and papers subsequent to the Congress that can then be shared with others at their institution**

## Meeting the producers of 'new' knowledge

- **RECOMMENDATIONS:**
- Enabling presenters to link with those who have attended their session, by giving attendees the option to have their details shared with presenters and vice versa
- Creating smaller scale Q&A sessions or workshops around highly attended events, giving a limited number of individuals a chance to meet top researchers 'in the flesh'

More recommendations around promoting networking between delegates are given later in this report.

## Areas of particular interest to delegates

We asked our delegate respondents what particularly interested them in the Congress that year. The infographic below gives a visual indication of the answers given overall.



Again it is interesting to see that the idea of 'newness' is key to their interest. It is also interesting to note that while a small number of respondents indicated that being in Barcelona was key, most were strongly focussed on the content of the congress itself. Again, both people and information are of interest.

## Guidelines

Sessions regarding new or changing guidelines are of particular interest to cardiologists, particularly where these might be controversial.

*New trials of heart failure, new very important guidelines which were introduced yesterday. The guidelines are on a very controversial issue which clarifies many questions left open from the previous one in 2008 and shows huge progress on the way we treat patients.*

SM, Specialist, Non-ESC

ESC sessions around guidelines appear to be clearly signposted for delegates currently and this should continue.

## Trials

Delegate respondents were also highly interested in trials, particularly where these were very new and where they had opportunities to interact with those involved.

*That you can meet the people that did the trials and get their first-hand opinions about info*

AG, Cardiologist, Presenter, ESC

*Introductions of new sessions, the participation of the audience in discussions is great, there is immediate query of clinical trials, very interactive. Its good this year, it was not interactive in previous congress*

AK, Fellow, ESC

## Recommendations

- ESC should continue to offer opportunities for this kind of interaction with trialists which appear to have been highly successful this year.
- We would suggest that they should encourage communication between trialists and delegates both at the Congress and beyond, to enable delegates to extract the maximum value out of their attendance.

## Interacting with others

Interacting with others was a key area of interest, particularly for fellows, who wanted to network:

*The best part of the meeting is the networking. Meeting new people triggers new ideas. You can find all the information on the internet but talking to people you find out more.*

WA, Fellow, Non-ESC



*Each year something is different. This year I find it interesting to go to talks and meet people in fields of research that have been practicing for a long time. You get more charged when you see how much the science is evolving. This year the guidelines become involved in everything which has made it easier to involve it in my practice and day to day decisions.*

---

YI, Cardiologist, Non-ESC

Younger cardiologists in particular were also interested in meeting the 'legends' of cardiology.

### **Inspiration and space to think**

For many respondents, the Congress offered opportunities for inspiration and growth. This was the case for most job roles but particularly the case for busy fellow and senior cardiologists.

*I don't get time to study at home - this gives the space to learn. I wanted to see the highlights this year with research and international affairs.*

---

SH, Fellow, Non-ESC

*The inspiring sessions, how cardiology is developing worldwide and how to improve.*

---

MVG, Nurse, ESC

Related to this, many delegates used the scale of the Congress not only to investigate their own specialist areas, but also to get a broader view of progress within the discipline more widely and obtain a sense of future developments in the field.

*My field of interest is interventional cardiology but I am trying to get interests in other areas whilst I am here as there is so much on offer.*

---

IA, Young Cardiologist, Presenter, Non-ESC

ESC should continue to ensure that it is possible for delegates to navigate not only round their own specialisms, but more broadly.



## Logistics

Logistically, respondents cited few complaints organising their attendance at ESC 2014. For most, ESC was not involved in supporting them to arrange travel and accommodation. In many cases this was because they didn't feel they needed the support. For this reason, many had not sought out support and may not be aware it exists. Where respondents did struggle, these issues have been highlighted below.

### Arranging visas

Most respondents interviewed did not need a visa, or personally completed the visa application process with no issues. Only a small number of respondents (7) cited the visa process as being difficult. Countries citing problems included Kosovo, Saudi Arabia, South Africa, Japan, Uruguay and Nigeria.

A small number of respondents also cited support from ESC with the application process.

*ESC made it very easy for me by paying and booking for my ticket and travel and visa - very kind of them to do so.*

LR, Scientific, ESC

There were no complaints with the level of support being provided by ESC. Problems with visas were perceived to be largely beyond the control of ESC.

## Travel from home country to Barcelona

8 respondents found this process difficult. Reasons for struggling with travel included:

Late approval from  
supervisors to  
attend

Length of flight

Number of  
connections

These issues were not related to the organisation of the Congress itself and nor were they perceived to be.

## Travel from hotel to Congress centre

More respondents were dissatisfied with travel arrangements between their hotel and the Congress centre, compared to other logistical arrangements. Specific complaints were as shown in the diagram below:

### The metro system

- Considered "crowded and unpleasant" or unsafe
- Better than Paris

### Taxis

- Not enough taxis / esp. difficult to find on a Sunday
- Expensive
- Long queues

### ESC support

- Website directions unclear - not just directions are required but also details of how to get tickets etc.
- Most difficult on the first day and for those outside Europe

A key suggestion for improvement being made by respondents was to provide a shuttle bus service from key hotels.

*Hotel is 20 minutes via taxi from here. It's been fine. To walk it would be about an hour. It would be great to have a solution like at American congresses i.e. a shuttle service.*

MB, Fellow, ESC

### Recommendation

- With ESC 2015 taking place in the ExCeL Centre in London, where access by public transport is primarily by the DLR, public transport is likely to be highly congested. Providing a shuttle bus service directly between the main hotels and the Congress centre would be an excellent service for ESC to provide for their delegates.

*Travel was pretty straightforward, I got a taxi. They could benefit from introducing a shuttle bus system that goes around the official hotels and picks everyone up. They already have this at other conferences such as ACC and DST.*

AKB, Cardiologist, Non-ESC

Shuttle bus services also appear to be provided by competing societies' events, and as such should be considered as an additional service. It may even be that delegates would be prepared to pay a small fee for this service.

In addition, ESC might want to consider involving more private taxi firms in providing taxis at key times of day, if this is not already the case.



## Arranging accommodation in Barcelona

Most respondents had booked accommodation themselves. Most did not find this difficult and those that did mentioned only issues around the cost of accommodation in the city.

Where accommodation was booked via the ESC website, a number of suggestions for improvement were made<sup>3</sup>:

Change listing on ESC website from alphabetical order to proximity or price (a map was provided however)

Improve usability of website, to improve ease of online booking

Include more basic options

Improve flexibility of booking – fewer costs incurred with changes

Not having more affordable options is likely to impact on the ability for younger cardiologists and other cardiology professionals to attend. A lack of affordable options is an issue that has come up in previous research, and impacts on the perception of ESC as an understanding and accessible organisation.

<sup>3</sup> Suggestions made once

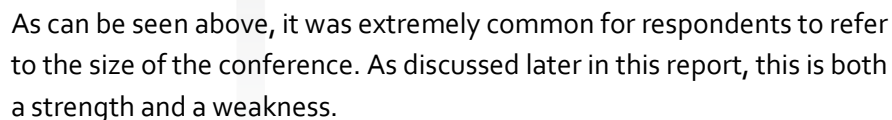
### Recommendation

- We would strongly suggest that ESC includes in its listings some very cheap accommodation including that of hostels, even if this is not offered as accommodation bookable via ESC.





We asked delegate respondents to give us 3 words which described the congress for them. These are shown in the word cloud below.



In addition, many other positive words were mentioned, most notably: organised, interesting, comprehensive, excellent, exciting and innovative.

Very few negative words are used, perhaps with the exception of the word 'busy'. However, it is notable that few respondents use particularly warm words regarding the Congress. For example, only two respondents used the word friendly as one of their three descriptors.

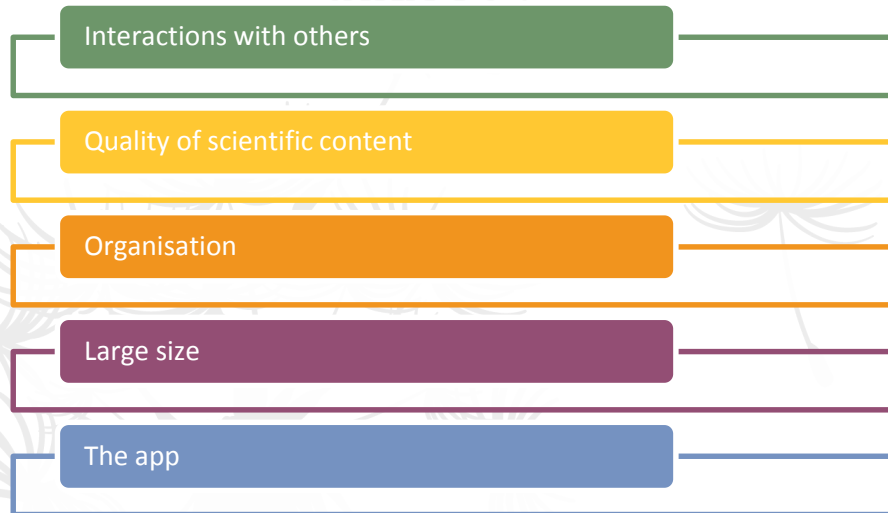
Words used to describe the Congress were very consistent across respondent types.

We also asked respondents what they had enjoyed most so far at ESC 2014, as shown in the word cloud below:





Key areas enjoyed by respondents can be broken down as follows:



### Interactions with others

Again, it is clear that while the sessions and presentations are appreciated, as is the location, interactions with people are a crucial element of what is appreciated about the congress.

*Seeing in person the people that are involved in the latest studies, meeting people in speciality learning.*

DG, Fellow, ESC

*Meeting people from around the world with similar jobs to me.*

MR, Scientific, Non-ESC

*My presentation - people asking about it.*

HA, Cardiologist, Non-ESC

This last quote illustrates the importance for presenters in obtaining feedback and interacting with others around their work.

Discussion opportunities were also often mentioned by many who had been in the audience of sessions.

*Hub discussions - because it's interactive and interactive with iPhones in particular. There were questions to answer throughout.*

GB, Fellow, Scientific, ESC

Networking opportunities were highly regarded by cardiology professionals, both from a professional point of view and also in terms of being able to socialise with people they considered their friends. As such,



for a number of respondents, the social elements were the aspects they were enjoying the most.

Networking opportunities appears to be a key component of the Congress offer and one that it is important for ESC to get right. More recommendations around this are given later in this report.

### Scientific content, sessions and presentations

Covered in more detail later in this report. Scientific content was spontaneously cited as the aspect of the Congress many had enjoyed most so far. This is clearly a strength for ESC, and something that has continuously come out as strong in the Congress research conducted over the last four years.

#### Recommendation

- The reputation of the Congress as a leading event for quality scientific content is clearly a remarkable asset for the society. This should be considered a key message for all membership engagement campaigns.

Interactivity in sessions was highly appreciated as discussed earlier.

### Organisation

Respondents indicated that they were impressed by the quality of the organisation of the event. This allowed them to maximise the benefits of the scientific content and networking opportunities and helped contribute to a strong visitor experience.

*It's well organised. Everything runs on time. It's easy to find your way around. Arrangements for sessions are good; for example the screens are very visible for all to see.*

AF, Presenter, Specialist, ESC

Respondents understood the high level of organisation it takes for a successful congress. Specifically, the 2014 Congress was praised for:

- Good layout of rooms, exhibition area and posters
- A well scheduled timetable of events
- Facilitating networking events
- Interactive sessions
- Screens

Organisation around the registration process was also specifically praised by many for being an improvement from last year.

An improved poster setup in particular was highlighted by a number of respondents. The use of strong colours to demarcate specific zones and the generous amount of physical space and prominent positioning both at the event itself, as well as within supporting literature, was considered

appropriate, particularly by those poster presenters (although not exclusively limited to) who saw this element of the Congress as one of the most important aspects of the event.

Hubs and live presentation spaces were also mentioned for their spaciousness and general effectiveness.

*I like the posters –there is lots of interaction. The setup is better, it's better lit, and more spacious. I also liked the live presentations and that the hubs are open and attractive.*

PS, Scientific, Specialist, ESC

### Congress size

The size of the Congress was cited repeatedly as a strength. It is clearly perceived by the majority of delegates as the biggest event in the cardiology calendar and this offers a range of significant benefits to attendees:

- A varied programme including general cardiology issues and sub-specialties
- Renowned speakers
- High quality general delegate audience (attractive for networking)
- A truly international perspective

These attributes (but particularly the international high quality delegate audience) made the ESC Congress a far more important and beneficial event to attend for some than those run by American Heart Societies:

*Because it's well attended there is a chance to connect with almost everybody. It is becoming less so for the North American meetings. This is the most important to attend to connect with people from the EU and UK.*

LG, Fellow, Non-ESC

### Recommendations

- It is interesting to note the benefits that being a large conference offers this audience, and ESC should consider how it could apply these benefits within key messages for engagement outside of the Congress.
- The ESC Congress has a strong identity and is powerfully recognised as big, international and significant.
- These are characteristics and brand messages that ESC could more widely benefit from.

This is not to say that the large size was universally liked. A small minority of respondents suggested that the size and length of Congress was too extensive.

## The app

The app received high praise throughout the interviews. Although specific feedback on the app was sought alongside feedback on digital tools (see later in this report), many also spontaneously cited the use of the app as a key strength of the ESC congress.

*The App is FANTASTIC! So easy to use as well as all the online tools.*

AO, Scientific, ESC

In particular, respondents noted improved functionality from the previous year's app. Specific features that were liked included:

**Interactivity  
through voting  
functionality**

**Ease of use**

**Maps  
improved  
navigation**



## ESC Congress areas for improvement

### Areas of complaint

An interesting point to note is that, without direct questioning of specific elements of the Congress, least-liked aspects focused on physiological needs; air-conditioning, food, transport and the physical impact of attending a Congress of this size were cited, whilst their needs as a cardiology professional appear on the whole to be well met.

#### Air conditioning

The air conditioning was felt by some to be too cold. This was cited as an issue by 11 respondents, and was specific to air conditioning within lecture rooms.

#### Food

There was felt to be a lack of variety by 4 respondents. Complaints over lunch boxes were also made. Food is covered in more detail later in this report.

#### Transport

Getting to and from the conference centre was considered difficult by some. This was addressed earlier in the interview, but was again cited as an area of weakness of the Congress this year.

Public transport was considered hot, congested and confusing. Delegates cited a desire for more alternative options to be provided.

### Audio

Sound quality within rooms was sometimes cited as being poor. This was considered an issue particularly for interactive sessions, or Q &A sessions. Open lecture theatres were cited as having poorer sound quality. Other complaints made were that air-conditioning was too noisy and a small number felt that the music was too loud. Improving audio quality in interactive sessions and hosting these sessions in closed lecture rooms could improve satisfaction in this area.

*Rapid fire sessions - too small and noisy interaction. Villages transfer noise.*

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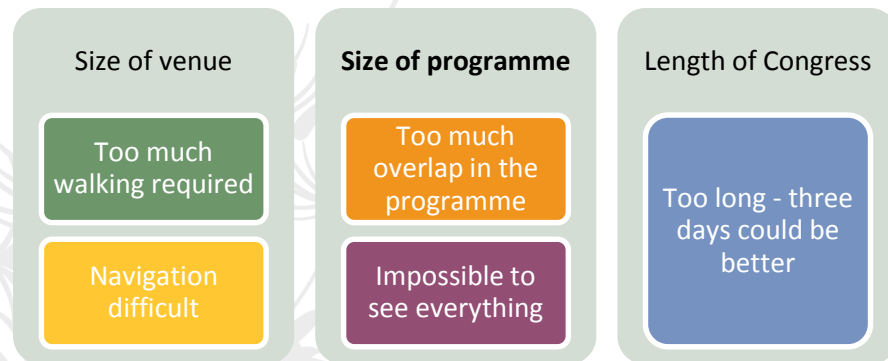
EM, Fellow, Cardiologist, ESC

However, it should be noted that the number of complaints was not substantial.



## Size

Dissatisfaction with the size of the Congress centred around a number of areas:



Whilst around 14% of respondents cited an aspect of the Congress scale as their least enjoyable aspect, many other delegates find the scale of the congress one of its key strength. Clearly, size is an area where it is difficult to satisfy all delegates.

The key challenge for the ESC over the coming years will be to create an event which still attracts a high calibre of cardiology professionals, which in turn will draw in others who aspire to talk with these peers, whilst offering a programme and physical space which isn't too tiring or overwhelming for delegates.

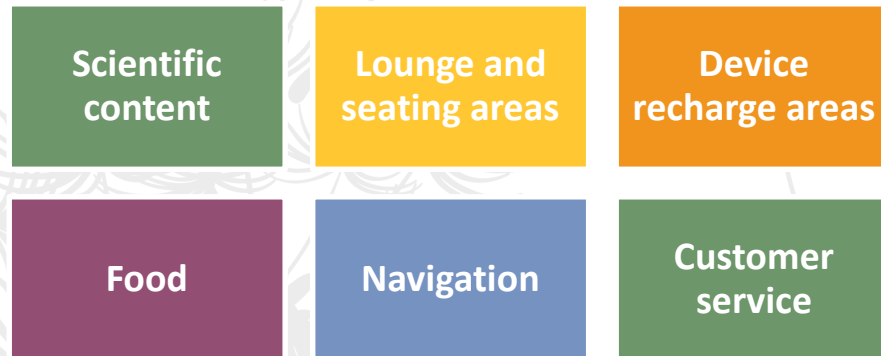
## Recommendations

- ESC already employs solutions to address the issue of size; a village layout reduces walking for those interested in a specific specialty, tracks allow delegates to schedule a day of sessions of interest and Congress 365 allows access of sessions post-Congress.
- Better communicating these features to delegates could allow them to better plan their Congress attendance to reduce walking.
- Increasing awareness of Congress 365 could satisfy delegates who are concerned about missing sessions of interest.
- For delegates who are dissatisfied with the length of Congress, scheduling the programme so that broad themes and specialties fit within particular days, and introducing a flexi-registration where delegates could attend for fewer days at a reduced cost could be of interest. In particular, nurses and allied health professionals who may have a more limited budget for attendance may be attracted to attend if the majority of sessions of interest took place on one day.



## Feedback on specific elements of delegate experience

Feedback was sought directly on the following areas:



Responses were given qualitatively, then post coded to categorise broadly as being adequate provision, inadequate provision, or n/a where a respondent had no need for that particular aspect.

### Scientific content

Satisfaction with scientific content is high and praised by many for the quality of the speakers and sessions, the range of content and strength of its organisation.

Strengths cited relate both to content and the format in which it is delivered.

*Extraordinary, absolutely. It's brilliant and will be tough to improve. It has been getting better year after year. Focus sessions and the poster sessions this year have been absolutely brilliant. The Hub means you can discuss during a live presentation, you can interact with the presenter and they are closer to you.*

SM, Specialist, ESC

Interactive sessions appear to be highly attractive and ESC should consider increasing these.

Format is important. With scientific content being so readily available online, for many there needs to be additional benefits to warrant travelling to a face-to-face event. Delegates like to see:





*Very good, although nowadays information is so easy to get on the internet, we should stimulate excitement the speakers as much as possible. Speakers should not discuss what they have published, but focus on what is new, not yet published, behind the scenes, and things they have planned for the future. At least some of the information should be brand new. We do not have to travel all the way to find out about what is already published and accessible. I got a lot of insight when combining information I already had with others.*

CO, Specialist, Non-ESC

Some praised the opportunities this allowed for smaller topics to be heard. Having such a broad variety of topics represented was also well liked.

Only a small number (11) of negative comments were made. This is consistent with previous quantitative research conducted at the Congress where satisfaction with scientific content is very high. Of these, four comments related to issues with presentations; variable quality of presentations, lack of interactivity, the standard of speakers and level of English spoken were all barriers to satisfaction for some.

Specific concerns with the scientific content included both requests for more specialised content (i.e. in nursing) and for more non-clinical basic science content.

### Too generalist

- Not enough depth
- Not enough for their specialism

Not enough basic  
(i.e. non-clinical)  
science

There does appear to be a small level of demand from some delegates that ESC provides more basic science to match the quantity and quality of the clinical sciences being offered.

*Really great clinical content, lots of clinical but not so much basic science, they could improve by having more of that in the future.  
Hypertension and heart failure are my areas of interest*

KD, Scientific, Presenter, Non-ESC

In addition, there was one complaint around the quality of posters being accepted.

*Good for Hot Line topics, disappointing in the posters, not sure how some abstracts got through the review process.*

CS, Fellow, Cardiologist, ESC



Another perception this year is that content is not as fresh, or current, as it could be. Whilst there were only a small number of specific complaints about scientific content, a number of respondents also felt that content was not particularly inspiring.

*Good. In all science meetings the new things are not accepted. Old stuff gets presented more easily. Some of the presentations are on stuff that's already been published, and a meeting should be about stuff that has not yet been published. That should be the rule. Compared to previous years, it's average in content. I've heard nothing inspiring or insightful this year.*

LB, Fellow, ESC

As mentioned previously, the idea of newness was very important here:

*Very good, although nowadays information is so easy to get on the internet, we should stimulate excitement the speakers as much as possible. Speakers should not discuss what they have published, but focus on what is new, not yet published, behind the scenes, and things they have planned for the future. At least some the information should be brand new. We do not have to*

*travel all the way to find out about what is already published and accessible. Got a lot of insight when combining information he already had with others.*

CO, Specialist, Non-ESC

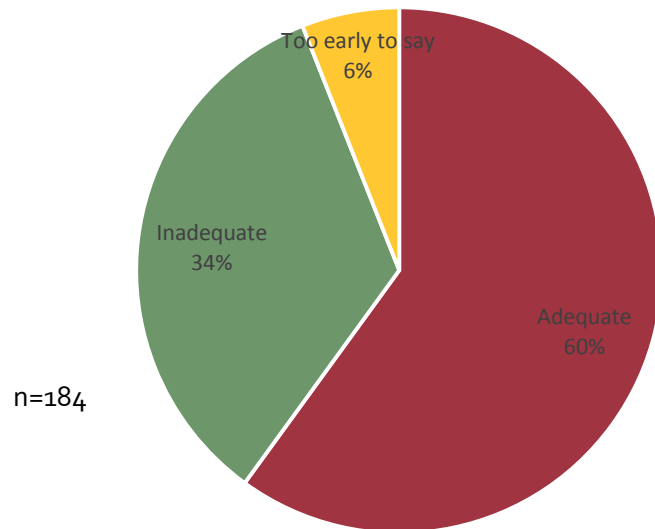
#### Recommendation

- ESC should work hard to highlight where information is unpublished and encourage researchers to bring research quickly to congress (whilst maintaining rigour).

## Lounge and seating areas

In contrast to previous quantitative work conducted at ESC Congress, most delegates considered the seating areas to be adequate. Fellows in particular, who had access to their own lounges, were satisfied with arrangements.

Perceptions of lounge and seating areas (%)



Those who were dissatisfied mentioned 4 key areas of dissatisfaction with seating:

Insufficient quiet space for small meetings

Fellows room too small

Insufficient space in popular lectures

Lack of computers

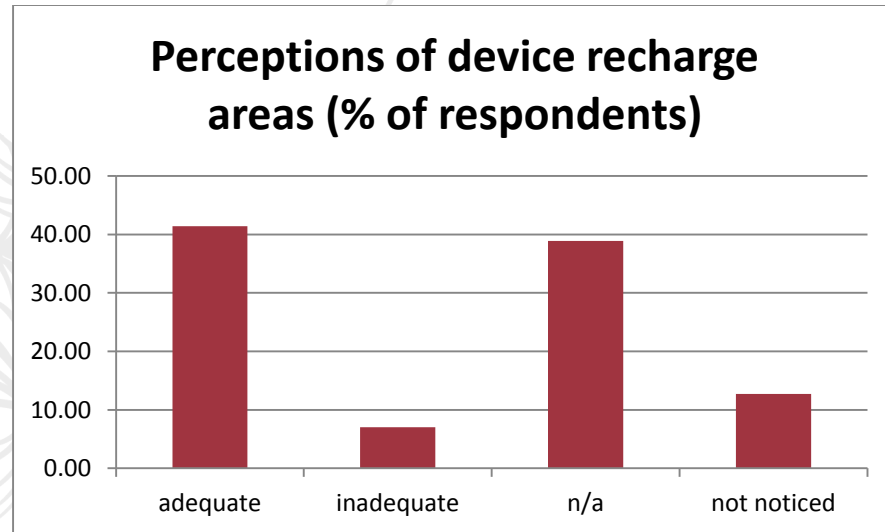
This quote was typical:

*Not many areas where people can meet. The fellows' lounge is too crowded. Not enough computer positions. There are more at US congresses, actual computers with printers along the wall. Should be an area where non-fellows can sit and talk.*

LB, Fellow, ESC

## Device recharge areas

When asked directly, just over 7% of respondents felt there were not adequate spaces for device recharging.



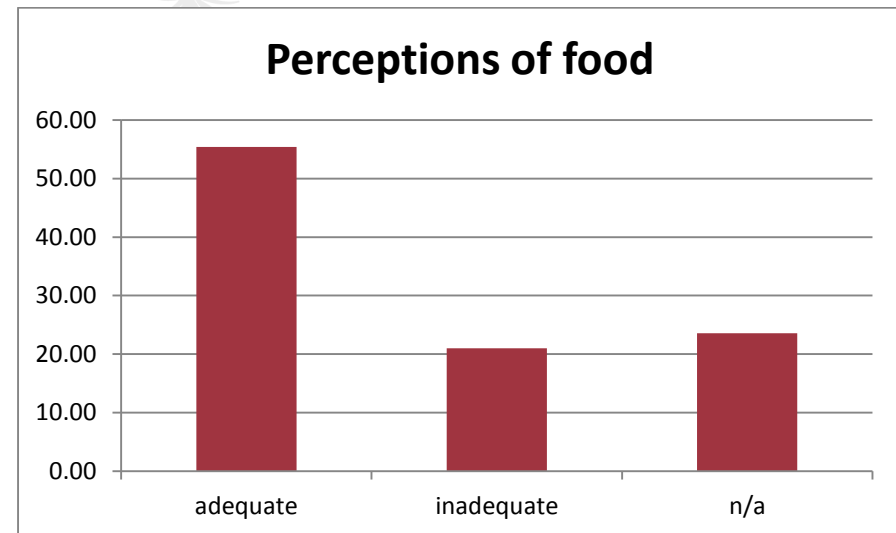
Complaints centred on:

- Inadequate seating in proximity to recharge areas
- Insufficient recharge points within an area
- Broken recharge points
- Poor signposting of areas

Those responding n/a had no need for such a service.

## Food

Although not mentioned spontaneously by many, when asked specifically, just over a fifth of respondents felt the food provided was inadequate. Amongst respondents who describe provision as being adequate, there were still a number of areas of dissatisfaction being mentioned. Catering is clearly a challenge for ESC, as it is difficult to improve when dependent on the venue. However ESC should consider whether there are any solutions they can offer to improve this.



Key complaints relating to catering were:

Expensive

Lack of  
choice

Long  
queues

Poor  
quality

A number of respondents commented that issues with catering were experienced every year. Some also brought their own food to the congress centre.

*No, the same every year, not enough variety, big queues, too expensive. Companies should be more active in providing food, not a matter of money but it is a matter of time.*

MB, Specialist, Non-ESC

Cost of catering is another important factor that many delegates must consider prior to attending, and a lack of affordable options may well be a barrier to some.

A common issue for delegates was finding catering that fit in with their time schedule. For many, queuing for food is not an option.

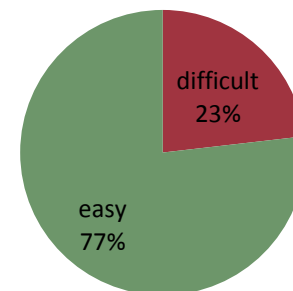
#### Recommendation

- Whilst industry provided some lunch boxes, ESC might want to consider a similar system where lunchboxes can be provided which can be collected and paid for quickly to avoid long queues.

## Navigation

Just under a quarter of respondents struggled with navigating the Congress centre.

### Ease of navigation



n=184

Issues with navigation were similar across all respondent groups.

Key areas of difficulty primarily related to signposting which was considered to be:

Insufficient

Too small

Too high up  
to see clearly

Of those using the app, respondents did praise it for allowing ease of navigation. The village layout was also praised for allowing respondents to quickly familiarise themselves with the layout and speed up navigation over the duration of the congress.

This is clearly a successful approach and one that has really begun to embed itself within the audience.

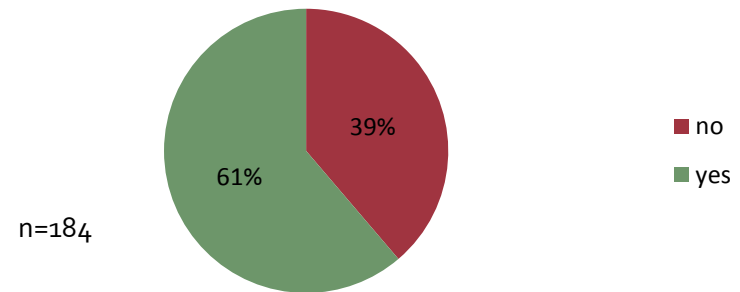
## Customer service

Nearly two thirds of respondents had spoken with a member of ESC staff at some point. This high level of contact with staff reinforces the need for a high level of customer service on the Congress floor. Contact with ESC staff is likely to impact on impressions of the organisation as a whole.

## Recommendation

- ESC should ensure all staff are brand ambassadors; clear, polite and knowledgeable on the Congress programme and layout.

## Have you spoken with any ESC staff?



Points of contact with ESC staff included;

- At the information desk
- At the registration desk
- On the Congress floor

In almost all circumstances, delegates were asking staff for directions.



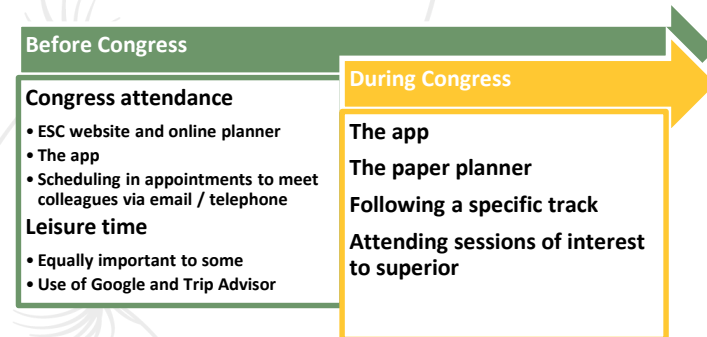
ESC staff were frequently described as being friendly, helpful and nice.



The only criticism mentioned here was that sometimes staff weren't fully appraised of changes to rooms or schedule. ESC needs to ensure this is the case.

## Planning attendance at the Congress

## Common planning methods



The vast majority of respondents had made careful plans in advance of the congress in terms of identifying particular sessions they wished to attend. They used either the app or the online planner on the ESC website to do this. Often this pre-planning was focussed both on their areas of interest but also in identifying the contributions, colleagues or other known researchers.

During the Congress, respondents made further use of the app in addition to the paper programme.

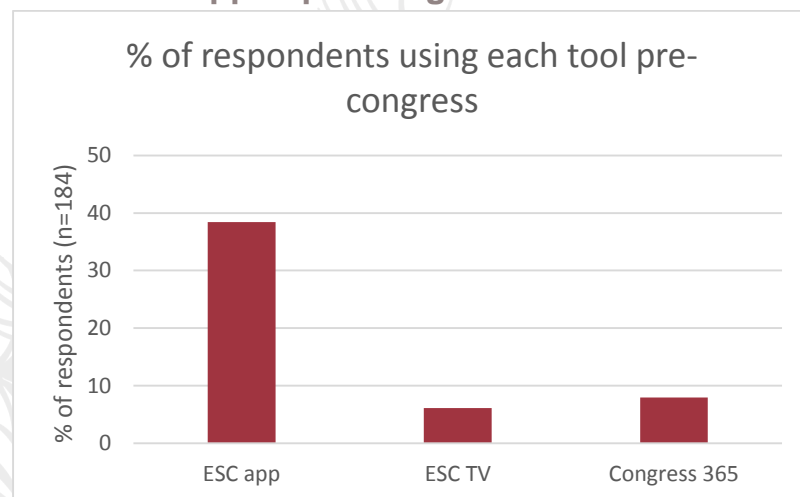
More detail on use of each of these tools is given in the sections below.







## Use of the app in planning



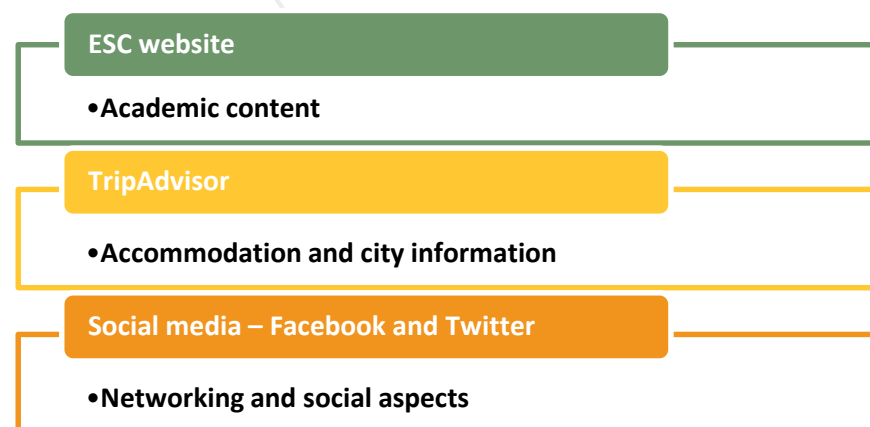
The app was highly popular and used by many respondents to plan their trip. The following uses were mentioned in particular:



Respondents were particularly keen to search by author and to make their own personal plans. These capabilities seem to be at the centre of their use of the app for planning, and an inability to find a specific author or speaker led to frustration.

## Use of websites in planning

Many respondents talked of using the internet generally in their planning process. When prompted, they were usually talking about a number of specific sites:



Of these, the ESC website was far most likely to be used. Many were using the personal planner on the website, with a large minority also downloading the programme in pdf format:

App, website to see activities, downloaded programme from the website.

AO, young cardiologist, Spain)

It appeared to be common to plan attendance quite some time in advance, often scheduling in meetings with colleagues at the same time.

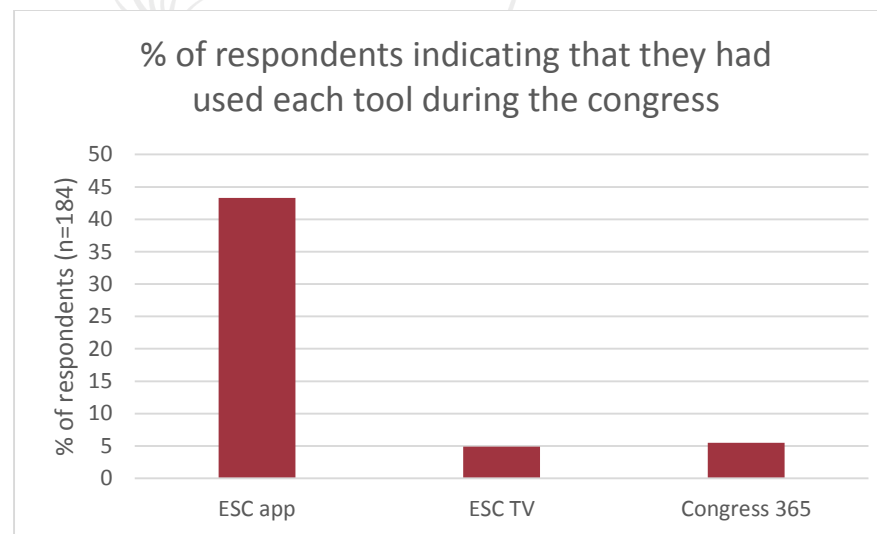
Use of social media for planning was mentioned by a small number of respondents. A small number mentioned using groups personally set up on Facebook to identify people to meet or socialise with during the congress.

#### Recommendation

- There may be opportunities for ESC to improve the support it provides for networking and socialising opportunities through these channels.

## Use of online tools during the congress

The ESC app was also used a great deal during the Congress, whilst ESC TV and Congress 365 were used by only 5% of respondents.

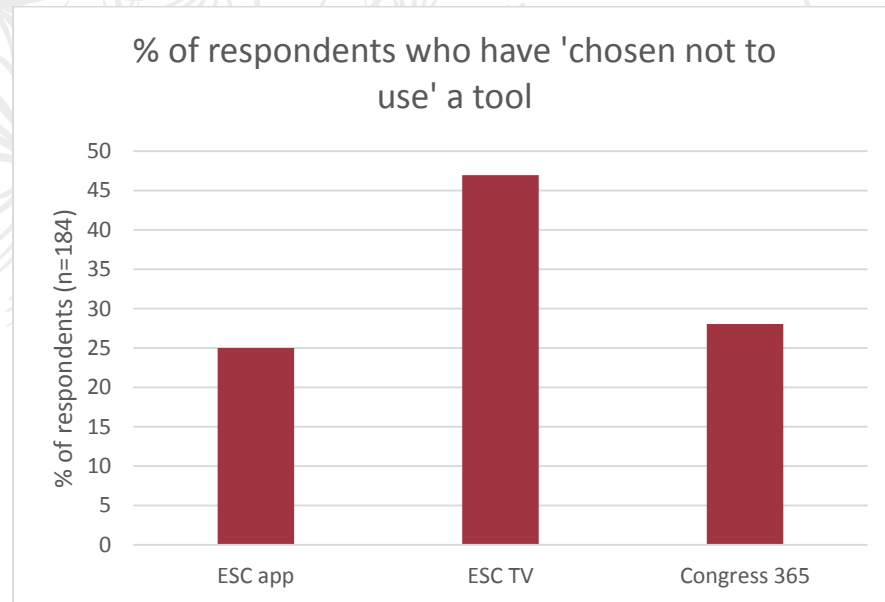


Congress 365 and ESC TV were not used very much during the congress according to our respondents. Congress 365 was often strongly identified as a tool to be used post-Congress due to the fact that there was not enough time, and respondents often didn't feel as though they had enough energy to engage with more content after a busy day at the Congress.

Those who were using Congress 365 were using it to catch up on sessions which they were unable to attend because they were full. It may be that

it is quite a small proposition of respondents who have this need during the Congress, though subsequent intended usage was higher.

Reasons around the lack of use for ESC TV may be somewhat different. Interestingly, a large number of respondents indicated that they had 'chosen not to use' ESC TV. It may be that its appeal is more limited and also suggests problems of awareness and understanding (this is described in more detail in Congress 2014 Contextual Interviews report.)



It may also be that hotel bandwidth issues limit its use during the congress:

*Last year tried to get highlights on ESC TV, but internet slow*

(SH, ESC fellow, Pakistan)

However intended levels of use for ESC TV post-Congress are also not high, as shown in the next section.

### Uses to which each tool is put during the congress

Respondents use the various tools differently when using each at the Congress as shown below:

The app	ESC TV	Congress 365
<ul style="list-style-type: none"><li>•Planning the day</li><li>•Searching for particular authors or topics</li><li>•Navigation</li><li>•Checking for schedule changes</li><li>•Finding colleagues or friends</li><li>•Alarms and reminders</li><li>•Making notes</li></ul>	<ul style="list-style-type: none"><li>•Recap at the end of each day</li></ul>	<ul style="list-style-type: none"><li>•To catch up when there are schedule conflicts between seminars</li></ul>

The app was clearly very popular at the conference and felt to be extremely useful:

*Been helpful. Can load it quickly and see where to go and when session starts. Used app on iPad to add notes.*

(CT, Nurse, Netherlands)

Across all audience groups it offered support for a range of activities, rewarding delegates who took the time to engage and familiarise themselves with the tool. Unlike previous years, few respondents made complaints regarding the stability and speed of the App, suggesting that improvements in this area have been successful.

As we see in the next section, Congress 365 is well used and considered as a tool for use post-Congress. Given that delegates' time and energy levels are under considerable demand during the Congress programme, it may be unrealistic to assume that it is possible to make delegates use this tool more while attending the Congress. However, there are likely to be strong benefits for non-attendees to have content updated within such a short timeframe post presentation.

#### Recommendation

- Focusing marketing communications on those non-attendees during the Congress and potentially targeting very specific mail campaigns based on their areas of interest could be beneficial.

ESC TV again may find that the key audience is those not attending but those that are unable to attend Congress.

#### Recommendation

- Potentially linking up the ESC TV schedule within the app could help respondents bookmark and save scheduled programmes that would allow respondents to catch up on specifically missed sessions.

## Use of online tools after the congress

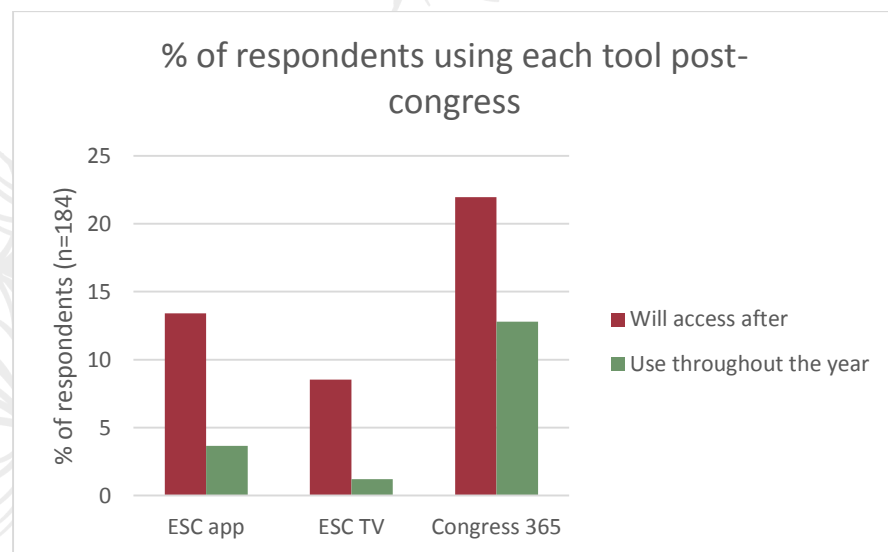
Respondents predicted that after the Congress, Congress 365 would really come into its own and many respondents both praised it and indicated that they would use it.

*Congress 365 - Absolutely fantastic- you download slides and webcasts for yourself and for colleagues. Uses throughout the year.*

(SI, Russia, specialty cardiologist)



As the graphic below shows, respondents used it at the congress itself and predicted high use subsequently.



However, although usage of Congress 365 was far higher post-Congress, it was still predicted to be used by less than one quarter of our respondents.

## Uses to which each tool would be put after the congress

Respondents thought they would use the various tools differently when using each after the congress as shown below:

The app	ESC TV	Congress 365
<ul style="list-style-type: none"> <li>•Retreiving own notes</li> <li>•Finding journal reviewers</li> <li>•Reminders of topics or speakers</li> </ul>	<ul style="list-style-type: none"> <li>•To catch up on things you've missed</li> <li>•To get deeper information than the content in 365</li> <li>•Teach young cardiologists</li> </ul>	<ul style="list-style-type: none"> <li>•Access topics you can't attend</li> <li>•Access bibliography</li> <li>•Use material in own presentations</li> <li>•Show interesting material to young cardiologists</li> <li>•Show to colleagues who can't attend</li> <li>•To recap or remind</li> </ul>

A more detailed look at the awareness, use, perceptions and attitudes towards ESC derivative and online products is covered within the ESC Contextual Interviews report.

## Online tools wanted

The vast majority of our delegate respondents either felt that no more digital tools were required or that they couldn't think of any more that they might need. There was a huge amount of praise for the digital tools that the ESC has already created. In this respect, respondents do appear

to look to the ESC as a leader in this field. It may also be that as a total group this audience are not strongly engaged with digital publishing and tools, and therefore do not feel equipped to generate new product ideas that could be valuable.

*The app solves everything.*

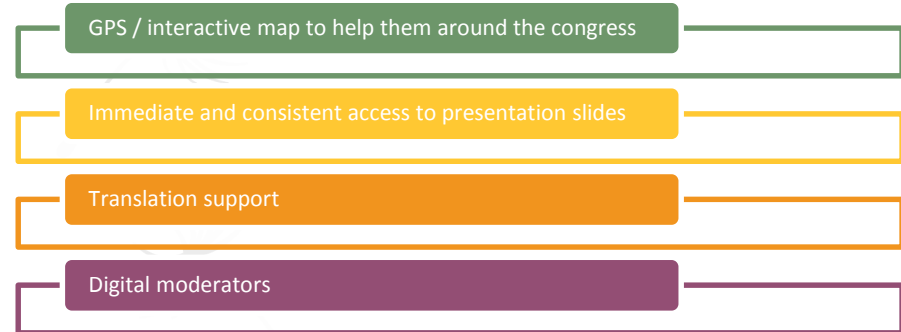
(SM, Scientific, ESC)

*Can't imagine what other tools they could invent, the app is sufficient.*

(YF, Scientific, Non-ESC)

Indeed a small number of respondents indicated that the ESC was already moving ahead of its audience. No specific suggestions were made by delegates for new digital tools in relation to **planning before the congress**.

In relation to new tools which would enhance their experience of the event **during the congress**, respondents mentioned several key services as shown below:



The idea of GPS services to navigate was particularly popular and mentioned by many. This may be difficult to achieve in actuality due to the relatively small surface area to be covered which could impact on the accuracy of results. This may be a suggestion that reveals a more basic need for more signage and support in navigating around the Congress, particularly in the first few days.

The ESC already make available presentation files in a short timeframe. For respondents indicating greater speed of publication this was largely influenced by a single experience where the slides or presentation materials they sought were not available when they attempted to retrieve them. Such an experience often led to an association that the files were uploaded on a much longer turnaround. There were also a few

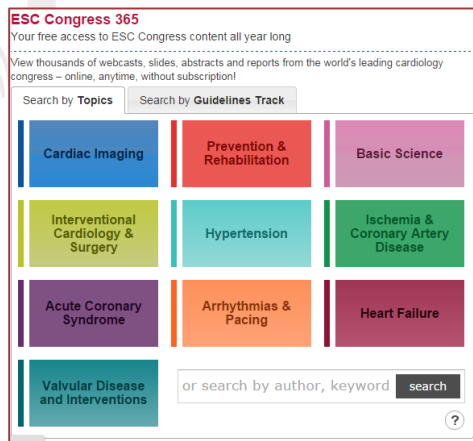


instances where respondents indicated that they wanted more consistency in terms of the files available to accompany presentations.

This may be difficult for the ESC to control, given that the final deliverables are likely to change depending on the speaker and nature of the presentation.

#### Recommendation

- For the duration of the Congress it may be worthwhile for ESC to use a variation of the Congress 365 homepage that strongly highlights to both attendees and non-attendees the speed at which presentation and supporting documents are being uploaded and the highlighting latest additions.
- Also including a “trending now” or “most read” box on the homepage may help pique interest and connect audiences online with content that they may not have discovered otherwise.



One respondent also mentioned the provision of translation services for those who could not speak sufficiently good English, whilst another suggested the provision of audio files for each session. Another mentioned having digital moderators during the congress:

*A digital moderator, as the session is going on people can submit their questions to the digital moderator who will send key questions to the speaker, this is already happening in other conferences*

(AKB, Cardiologist, ESC)

Respondents really value interactivity and the opportunity to engage fully in the sessions and presentations.

#### Recommendation

- Voting functionality is well liked and digital moderators could be an interesting extension of this principle. Consider trialling during a sub-specialty Congress or on a small selection of appropriate sessions at next year's Congress.



When talking of digital tools which might help them **after the Congress**, many respondents clearly saw ESC365 as the tool which fulfilled their needs in this respect and was at least 'sufficient':

*365 covers everything. You see the sessions and its scientific content, you don't need anything else.*

(TW, Cardiologist, ESC)

However, there were a number of respondents who appeared to be unaware of the facility to look at presentations and slides subsequent to the congress, who suggested this as a potential new tool. It may be that ESC365 needs stronger promotion to increase awareness.

In addition delegates mentioned a number of tools which might support them **after the congress**, as shown below:

#### More personalisation

- USB stick with the presentations they have attended
- A link to the slides only of the presentations they have attended (apparently done at a Heart Rhythm conference).

#### More full text versions of presentations

#### Access data and presentations for free

#### Content uploaded to the website

- Science highlights - mentioned by one respondent
- Raw data

Although it was a small number of respondents indicating a desire to access presentation data for free, this again suggests a lack of awareness regarding the quality and accessibility of content available through Congress 365. There were no strong trends per audience, suggesting that this is a general issue of awareness across a range of audience types.

### Recommendations

- QR codes could potentially be used in a range of different ways to improve experience for users during and post-Congress. Some ideas that could be attractive to users (based on challenges and needs identified by respondents) are as follows:
  - QR codes scanned by respondents when going into sessions. These could then send a personalised portfolio containing the key deliverable documents or links to them for ease of access.
  - QR codes again scanned by respondents when going into sessions, delivering or sending individuals to a personalised page listing the sessions attended and CME credits accumulated. While attendance at the ESC Congress automatically offers 25 hours' worth of externally recognised CME credits, this could still be very valuable for respondents to show to employees or keep for their own personal records.

Personalisation is clearly a strong theme that is emerging, and potentially should be the focus of any new digital product or amends to existing product development.

A small number of respondents did make suggestions for new digital products that could be produced by the ESC more widely and made suggestions for improvements to the existing tools. These are discussed in the next few sections of this report.

## New digital products more generally

A very small number of suggestions were made as shown below, but each was made only once.

An app for the  
ESC in general

A PDF of the  
programme

Better apps for  
the journals

A separate app  
to keep track  
of clinical trials

More online  
education

The suggestion for more online education was made by a delegate from Iraq who was keen to stress how important online education was in the developing world.

### Recommendations

- Creating short modules for CME around a specific subject area could be a useful tool for ESC to develop and could potentially offer an additional revenue stream.
- We recommend investigating short granular modules of content in specific topic areas.
- This could use key elements of Congress content, but involve opportunities for assimilation and testing of content through multiple choice questions and other assessment devices.



## Suggestions for improvements to current tools

Many suggestions were also made for improvements to the current tools (asterisks denote most frequent responses):

### App

- GPS to show where you are within the congress - most popular suggestion
- More information on local travel\*
- Facility to synch app with PC\* - particularly the calendar\*
- Use offline\*
- Better instructions for voting\*
- App function to locate people from searched hospital
- Abstracts to be included
- More links to social aspects e.g. restaurants
- Speakers CVs to be made available
- Listing co-writers for better searching

### ESC 365

- To be available offline – hotel room internet access was expensive
- Integrate a feedback feature into 365 - after reading an abstract in Congress 365 allowing users to send an automatic message to the author or include their email address

### Website

- Interactive planner – to be available offline as a PDF

## Other suggestions

A small number also mentioned being able to hire pens, papers and laptops at the conference.

### Recommendation

- Providing a tablet hire facility with the app pre-loaded would allow previous non-users the chance to access and use it, which could be a useful facility.

Anecdotally, it has been noted that more respondents are using the app this year, perhaps due to issues receiving the paper planner last year. A number of new adopters don't typically fit the profile of an app user, suggesting that penetration of the app has greatly increased.

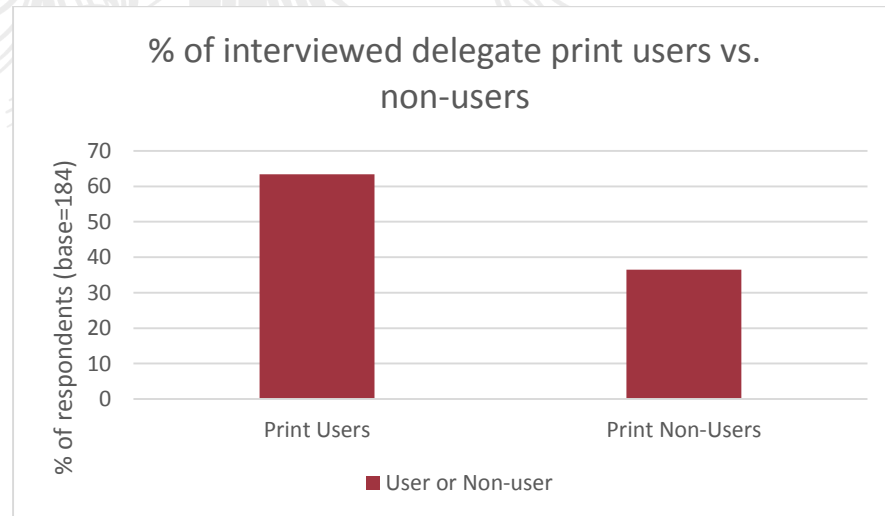
### Recommendation

- There may be a need for ESC to continue providing app support to new users in future congresses to support them in getting the most out of it.

## Congress Print Materials

### Current overall use of print materials

The majority of delegates reported using printed materials to support themselves during the congress, with 63.4% using ESC's materials during their visit. However, 36.5% of interviewees said they did not use any printed materials at the congress – suggesting that over a third of delegates may be unengaged in printed materials. This contrasts starkly with previous congress research, where respondents were reluctant to lose their paper planner, and could perhaps be indicative of a broader change where uptake of smartphones and apps are occurring even amongst the most reluctant users of technology.



### Recommendations

- While this suggests potential change, we do advise that ESC act in this area with significant caution.
- Given the difficulties and upset experienced as a result of not enough printed programmes provided during the 2013 Congress, it is important for the ESC to recognise that even if delegates indicated a lower usage or preference for print materials it may still be important for them to receive hardcopies.
- For this reason we strongly recommend reviewing usage statistics of these print materials.

### Reasons for non-usage

We asked all non-users why they had chosen not to engage with the printed materials that ESC had provided to support them while at the congress. Many expressed a preference for the ESC app and digital support as they felt that printed materials were wasteful in comparison. Some of the words they used to describe printed materials included:

Inconvenient  
Time-consuming Wasteful Heavy  
Not environmentally friendly  
Slow Prefer digital



Several non-users particularly compared the programme book to the app, citing its main convenience as its lighter weight and quicker interface:

*We should have option at registration for digital or paper.*

(MN, Nurse, Netherlands)

#### Recommendation

- ESC could offer a digital-only package at registration to give delegates the choice of printed materials or online alternatives

### Most popular print materials

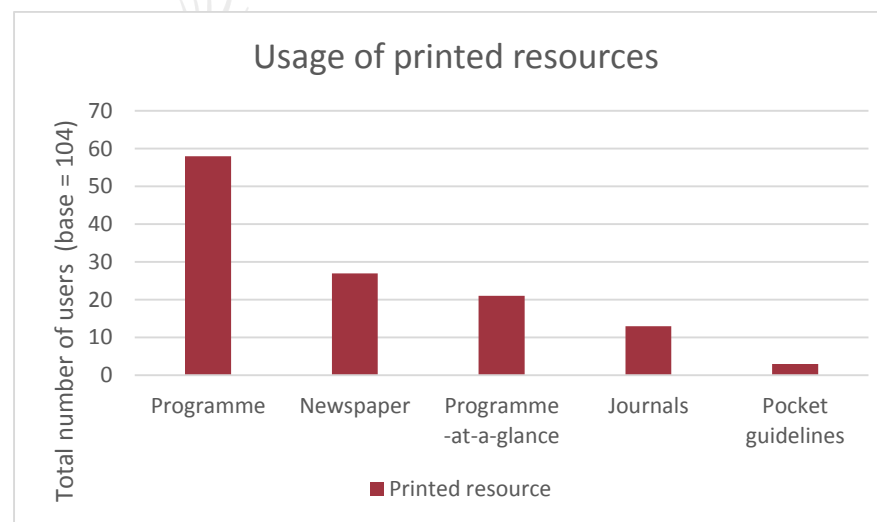
The printed programme was by far the most popular printed resource, as over half of the respondents who were using print materials had referred to it. Popular reasons for using the programme included planning their schedules for the day and using the map for navigation.

The daily newspaper was also popular amongst print users, as it allowed them to quickly flick through the main events of the day and review the previous day.

Interestingly the shortened programme-at-a-glance was less popular with respondents than the full printed programme. Some respondents felt that its information was too scarce and did not provide enough information on the abstracts. This suggests that although visitors would welcome a lighter, more convenient programme style, the current

programme-at-a-glance may have too little information to meet the needs of users during and after the event.

Some users also identified one of the key advantages of printed materials being the constant availability, as they could refer to them when their phone battery died or their Wi Fi cut out. Several also mentioned that they would be able to take printed materials such as the newspaper back to their home country to allow colleagues to read articles and understand new advances in the field.



## Future print needs

The majority of respondents felt that they did not need any more support through printed materials in the future – with many users and non-users commenting that they felt ESC should focus on migrating material online and printing fewer materials. As discussed, several felt that the ESC should allow them to choose an “online-only” version of the congress with no printed materials at all. Some suggested complementing this by having printers on-site to allow users to print their own materials whenever they wish.

However, many respondents were able to identify future print materials that ESC could provide to improve their experience at the conference:

**Notebooks** – Several respondents thought that ESC should provide physical notebooks on-site to allow them to record relevant information during sessions. ESC currently supports this through the app, however a physical version of this feature would be welcomed.

**Abstracts** – Some respondents commented that the printed information on abstracts is currently inadequate and that they would like to see more in this area.

### Recommendations

- This could include a short “abstract booklet” for each day, providing more insight into the content of a talk than the title.
- Speakers could also be encouraged to provide hand-outs during their presentations

**Pocket guidelines** – Several respondents commented that they would like more copies of the pocket guidelines to be made available on-site. This could be for their own personal reference during the congress or to distribute to colleagues upon their return.

**Information about the ESC** – Several interviewees (Non-ESC and ESC) commented that they would like more information about the make-up of the ESC to be available in print. This included information on the operating model of the society and information on how chairpersons are selected.

### Recommendations

- The ESC have a wide range of documentation within their stand, but it may be worthwhile creating a short one page filer which offers a complete overview to the ESC as an organisation as well as provide specific calls to action and routes for engagement.

**Working group schedule** – Some respondents felt that the current printed materials did not give adequate details on the locations and times of working groups, which they would like to see in future.



Many of the articulated future print needs/suggestions could be easily supported digitally. Desires for future print can be broadly categorised as follows:



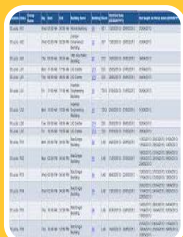
#### Souvenirs

Attendance is aspirational and respondents liked to be able to demonstrate their attendance as well as have a personal memento  
Currently fulfilled by: Final programme.  
Potentially fulfilled by: Notebooks.



#### Share insight with colleagues at home

Many respondents indicated that they wanted (or were required as part of their attendance) to share learnings with colleagues that stayed at home.  
Currently fulfilled by: Final programme.  
Potentially fulfilled by: Pocket guideline books, Custom publication 'My ESC'



#### Help with timetabling (specifically working groups)

This could potentially be better handled through digital displays throughout the event, as well as advertised in daily news handouts.

Currently fulfilled by: Final programme, at-a-glance programme,  
Potentially fulfilled by: consider offering distinct section listing this content, highlight more explicitly in daily news and on digital signage.

### Recommendations

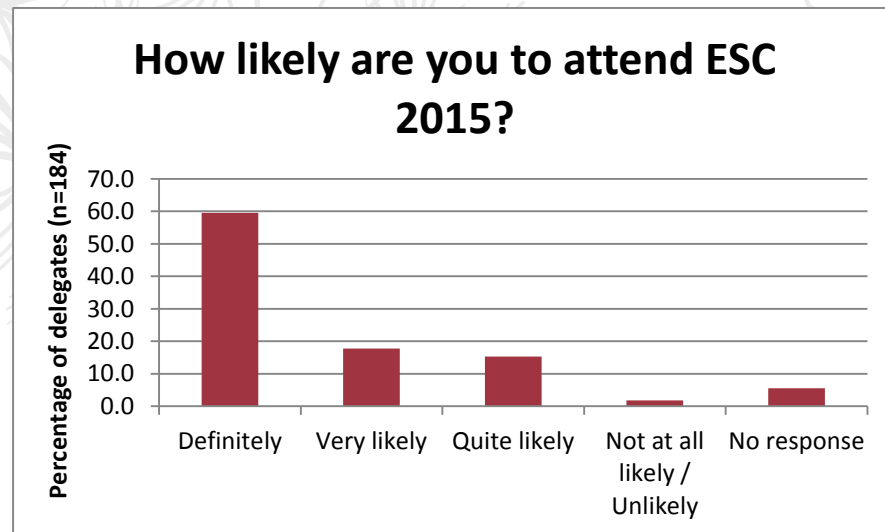
- Taking the idea of personalisation into potential print output, there may be real value (as well as an opportunity for revenue) in custom publishing solutions being available at the Congress and post-Congress.
- This could allow respondents to create their own Congress book, containing key abstracts and presentation slides for the events they attended and which interested them.
- This could not only create a useful memento and reminder of their attendance, but could also allow colleagues to create a hardcopy information booklet to share and discuss with colleagues that were unable to attend this year





## Future attendance and perceived value

Just under 60% of respondents were definitely planning on attending ESC Congress 2015, with just 1.8% (3 respondents) not planning on attending at all.



Reasons for not attending were that the Congress was too expensive to self-fund every year, and where respondents would not have attended at all they were self-funding. This is to be expected, given the cost not only

for Congress entry but all the surrounding elements (such as travel and accommodation) which make the event a once in a lifetime opportunity for some.

For those definitely attending, many always attended. Specific factors such as location and having their research accepted were also highly important:

*Yes, I will, because the next one's in London. Location is always vital and American one fell behind because the conferences are always in the middle of nowhere.*

RS, Scientific, ESC

It appears important that the location must be both easily accessible, and an attractive destination city. Respondents clearly valued being able to combine tourist activities alongside their Congress attendance. Many respondents saw the 2014 location of Barcelona as an attractive factor (and often key strength) of the Congress and a desirable factor for attendance in London 2015. For some this was due to travelling with families and combining the event with their broader vacation, for others it simply made attending the event even more enjoyable.

Some respondents indicated that location could also act as a barrier, particularly if they are perceived to be expensive or if the event has been perceived to have been in a city too regularly – Stockholm was cited by



respondents as an example of both of these issues. The ESC need to be careful to demonstrate an understanding that the cost of attendance is more than simply the ticket, but relates to the cost of living in the city during the Congress duration. ESC may wish to highlight cities where the Congress has not been in recent history. Both London and Rome represent cities that have not hosted the conference for a significant amount of time. While a press release issued in January 2014 does indicate this originality:

#### **Rome to host ESC Congress for the first time**

The ESC Congress 2016 will take place from 27 to 31 August 2016 at the Fiera di Roma

Date: 23 Jan 2014

30,000 cardiovascular medical professionals are expected in the Italian capital for the 5 day event

*Sophia Antipolis, 23 Jan 2014.* The European Society of Cardiology (ESC) announced today that Rome has been chosen as the venue for the ESC Congress 2016. The ESC Congress is the largest cardiology meeting in the world. This will be the first time it comes to Rome. 30,000 cardiovascular medical professionals are expected in the Italian capital for the 5 day event from 27 to 31 August 2016.

The announcement was made today by Isabel Bardinet, CEO of the ESC:

"Italy is a strong contributor to the ESC and its activities and Rome is a very attractive destination, not to mention its history and the culture. This should make it an unforgettable venue for our delegates."

#### **Recommendations**

- Marketing communications could perhaps highlight the originality of host cities even more strongly. Potentially providing must-see checklists for the cities themselves might encourage excitement and attendance.
- It may also be worthwhile for the Congress committee to consider European cities that may offer more cost-effective accommodation and food costs but also provide an attractive backdrop.

As seen earlier in the report, senior fellows are more likely to definitely attend whilst young cardiologists are dependent on whether their abstracts are accepted and whether they are allowed to attend by their supervisors.



## Networking

Nearly all respondents were taking part in some form of networking activity during the congress, it was an important element of their attendance:

*Big thing important for this is a lobby with other physicians.*

*These events should have a good area for us all to meet and chat.*

*You can read all you want on the web and I certainly do, but face to face contact is so important.*

PC, Young Cardiologist, Non-ESC

*Networking is very important – it's the key to this whole convention, meeting others*

JG, Fellow, Non-ESC

Networking opportunities were highly valued by cardiology professionals, and seen as an important and distinguishing component of face-to-face attendance.

Respondents' activities in relations to networking can be split into the following elements:



Older respondents were most likely to already have an extensive address book and therefore felt less need for support from the ESC in networking. Similarly, Fellows were keen to indicate that they already felt comfortable with their established networks so the majority of their activity during the Congress would be simple meeting face-to-face with existing contacts.

All other groups (including industry and press) however indicated that they sought to find and generate new contacts as a result of their attendance. Many were looking specifically to find contacts and potential collaborators outside of their own country (although occasionally in similar territory groups where working conditions or epidemiology may be similar).

It was important for many cardiologists (not limited to scientist respondents) to be able to foster stronger relationships with industry in particular during the event. The exhibition offered them a useful opportunity to review first-hand the technological and pharmaceutical innovations available, but also provided a means for making valuable contacts who may be able to offer or support future research funding opportunities.

### The role of the ESC in supporting networking

ESC was seen as already adequately facilitating networking by attracting cardiologists worldwide and providing an opportunity for them to all meet in one space. In this sense, it will be important for the ESC to still provide the best cardiology conference globally. A strong scientific programme will be essential. Ensuring that the event also provides spaces for education more broadly, breaking news and advocacy will ensure it attracts a high calibre of cardiologist – which will maintain its reputation as the best event.

#### Recommendations

- The international audience and flavour of the event also gives it a strong advantage over the American Congresses, and should form a key component of future communication strategies, not just relating to the Congress but to the ESC's activities more generally.
- Future communications must emphasise that through involvement with the ESC, cardiologists are connecting to the world of cardiology.

The following were all important supporting factors that ESC currently offers to facilitate respondents' networking objectives:

- Opening ceremony
- Organised meet-ups for international research groups
- Arranged meetings and advocacy groups
- Specific journals arranged meet and greets (often attributed to the ESC)

There is potential for the ESC to increase the focus and resources it provides to networking activities, particularly given that this is an aspect of attendance that it is not easily replicated online.

While many respondents did feel it was largely the responsibility of the individual to organise and facilitate their own networking, there were some areas where additional support from the ESC could be considered valuable (in order of citation):

Providing  
meeting room  
access

Speed-dating  
style events

Better  
promotion of  
working groups

Lounges specific  
to particular  
groups (Nurses)



The most common suggestion for improvements to networking was to improve the availability of meeting rooms and spaces. Clearly space will always be at a premium during Congress, however some Congress venues may be sufficiently sized to accommodate an open plan meeting space which allows for a range of meeting activities to be accommodated.

#### Recommendations

- Some respondents that had attended American Congresses also indicated that there would be significant benefit in the ESC hosting a type of speed networking event (within specialist subject areas or fields of interest).
- Such events appeared to be very successfully executed at the ACC, allowing delegates to quickly meet a wide variety of contacts in a short timeframe and follow up with more significant face-to-face meetings during the remainder of the Congress.
- Facilitating a range of events for this aim would be a strong way for the ESC to communicate that it understands the importance of networking as a key component of Congress attendance for many.

Around a sixth of respondents indicated that they wanted to become more involved with the ESC as an organisation, particularly to find out more about joining a working group.

#### Recommendations

- Providing meet and greet events for a range of ESC working groups and committees and clearly signposting these to delegates could be a useful opportunity for the ESC to promote the wider society, as well as fulfilling delegates' needs to become more engaged and aware of the process of becoming involved in these groups

While most audiences interviewed felt that the ESC catered for their networking needs adequately, one group didn't feel as well supported. Nurses found it difficult to find other nurses at the event, and many requested for a specific area or lounge to be made available where they could meet other nurses attending the Congress.

#### Recommendation

- With nurses not being a sizable audience and potentially less comfortable with this activity, the ESC may wish to consider ways in which it could support and help this audience to connect with one another more effectively.



## Perceptions of ESC 2014

We asked respondents to give us a general overview of their general perceptions of the congress by encouraging them to briefly describe it. This provided a range of unprompted responses on a range of different areas:



Comments like the following were common:

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*Most influential cardiovascular meeting in the world*

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*I have been educated by the conference. It's great, it's nice, especially for those who can't afford to go to every small conference this can sum things up for them. I would recommend it. I have been successful in getting people to come.*

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*You have to attend at least once.*

---

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*It's a great experience, it can be intimidating at some points due to the number of attendees and sessions happening but I would recommend it*

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*The biggest conference on the subject in the world in 7 excellent sections. I always recommend it.*

---

---

*You have to be there to experience it. A must visit of your career.*

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### Recommendations

- Interesting is the high number of respondents that indicated that it should be a must in any cardiologists' career. Around a third of responses suggested this in some manner.
- This could be an interesting consideration for any future communications regarding the value and motivations of Congress attendance, potentially playing around themes of 'make it this year' / 'make this your year'.
- In addition the ESC should consider ways in which they can strongly support individuals' demonstration of attending.

## Highly recommended

A very positive result for the ESC is the fact that a very high proportion of respondents indicated as a first perception that it would be an event that they would recommend. Around two fifths said this without any prompting from the interviewer. This is an incredibly powerful result and suggests that the ESC Congress would achieve strong results in terms of a Net Promoter score, which could form an attractive basis of future marketing communications and is used successfully for some clinical products like Uptodate:



### Medical Professionals

98% of individual subscribers surveyed said they would recommend UpToDate to a colleague

[Learn more »](#)



### Residents, Fellows and Students

95% of internal medicine residents said UpToDate was the most effective resource for learning

[Learn more »](#)

*Uptodate homepage messaging*





The high levels of recommendation also suggests that word of mouth style marketing campaigns could work well in this space.

#### Recommendation

- The ESC may also want to consider potential rewards for delegates that refer colleagues or peers to attend the Congress, although these will need to be handled with care and sensitivity.

### Big (size and scope)

One of the most common comments about the conference was its size which was described variously as “big”, “huge” and “massive”. Many respondents associated this with quality, describing the congress as the “biggest and best” in the field due to the high volume of topics discussed.

However, others felt that the large size was actually a disadvantage of the congress as they found it an overwhelming and exhausting experience which was less specialised than other smaller conferences.

Several respondents thought that advance planning was central to their enjoyment of the congress as they needed to identify the specialised sessions which would be most applicable to them before arriving.

The use of specialist tracks has clearly been impactful in improving the experiences for those Delegates that felt a little lost in the vastness of the event previously.

#### Recommendation

- The ESC should continue to investigate ways in which they can help support the discoverability of content and suitable sessions and make the Congress feel manageable.
- This could potentially be supported through functionality within the App which could create a personalised plan based on other users with similar profiles and presentation attendance.

### The best

For many, the ESC Congress simply was the best. It offered the most international, diverse and cutting edge insight (see later) combined with an attractive location and strong organisation.

### Expensive

Several respondents thought that the cost of registration was high although they mostly agreed that it was worth the money. Some explained that they would be unable to attend again without sponsorship from a university or private company and that this could form a barrier for attracting some cardiology professionals and students.



Other costs could also impact on attendance: food, accommodation and transport were all commented on as being too pricey. Location was also a consideration for some as there can be high costs in travelling.

ESC need to be mindful of choosing cities where accommodation and food costs are expensive. This is covered in some detail in the previous membership values report.

## Diverse / International

Overall respondents were impressed by the diversity of the congress, particularly citing the international scope as one of its key advantages over smaller national conferences. They enjoyed being able to network with professionals from across the world while learning about new clinical trials from a wide cross-section of countries. However, some noted that the emphasis on the English language will naturally form a barrier for some in the profession.

This perception of diversity also extended to the topics which were discussed at the congress, with several enjoying the wide variety of different specialist talks on offer.

## Balanced

A small number of respondents commented that they felt that the congress was more concerned with discussing clinical knowledge than the basic science of cardiology. This was divisive amongst respondents: some felt that this balance was more appropriate for a high-level congress, whilst others commented that this could alienate students or young cardiologists who are still learning the principles.

### Recommendation

- While generally respondents did consider the Congress well balanced, there could be improvements that could be made to indicate the potential level of knowledge and specialisation required for each of the sessions through a simple traffic light indicator system.

## Cutting edge

A widely-held perception was that the ESC congress was a very up-to-date forum, bringing together clinical knowledge from the cutting edge of the profession. Respondents enjoyed the opportunity to learn about pioneering trials and findings at the forefront of their profession.

With content becoming increasingly available online ahead of such events, it will be important for the ESC to ensure that it can offer the latest unseen research during the Congress event.

### Recommendation

- Strongly demarcating content that is unseen prior to the event could be extremely valuable and help further foster this impression of a cutting edge and new event for the Cardiology community worldwide.

## Organised

Several respondents also commented that they felt the conference had been well organised and that they were able to find the practical information that they were looking for most of the time.



## Benefits of Attendance

Key benefits to attending the ESC were seen as:

1. Networking
2. Learning new knowledge
3. Being up to date with the latest scientific knowledge



As we have discussed elsewhere in this report, there are clearly some strong themes around Congress perceptions and value for respondents which make it important for delegates to attend a face-to-face event rather than simply catch up online.

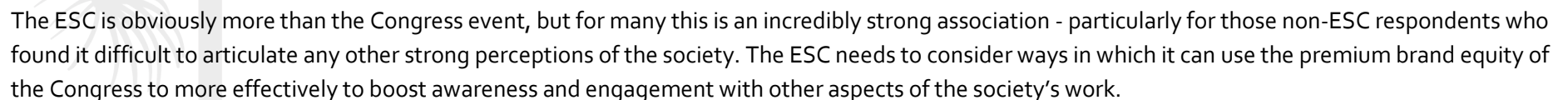
#### Recommendations

- We believe this creates several strong themes that the team should consider when developing any new Congress (or supporting) products and communications:
- The Congress needs to keep its size but feel more manageable (Enabling all delegates to connect with or contact individuals they want quickly and effectively)
- The release of cutting edge and previously unseen research gives the event an edge and extends value.
- Human interactions are key (opportunities for delegates to engage with talks, presenters and each other are valued)
- Personalisation is an attractive component of all activities before, during and after Congress.
- Attendance is aspirational and needs recognition.

Value lies in connecting people to the content they want (through personalised plans, networking support and facilitation). If the ESC is successful, this should prevent delegates from feeling overwhelmed by the size of the event, and appreciate more the benefits of being connected through attendance to the worldwide cardiology community.



When asked to describe the ESC, most frequently respondents commented on its size. Associated with this characteristic is also the perception of it being the organiser of a highly comprehensive event which attracts cardiology professionals worldwide. Its strong scientific content was also praised.



- The Congress needs to work harder to further highlight and engage delegates (and even non-delegates) with the wider activities of the society.
- This is potentially achieved through a greater commitment to the idea of Congress 365, not only as a digital platform but as a reflection of the ESC's attitudes towards the event itself: That this isn't something that simply begins and ends at the end of summer, but is associated with a year of content, breakthroughs, learning and networking opportunities. It takes new content and ideas and supports the acceleration of knowledge assimilation and innovation within the field.



## Areas for improvement

Perhaps unsurprisingly given the context of the interviews taking place within the Congress centre, most suggestions for improvement centred on suggestions for improvement to the Congress rather than the ESC more generally. It could also be indicative of delegates being more disengaged with the society as a whole.

### Cost

The majority of suggestions for improvement related to the cost of registration. This suggestion came from respondents across the board, but often related to reducing costs for specific groups of delegates. In particular, it was felt that the ESC should do more to facilitate participation from young cardiologists and those from developing countries. Many respondents wanted to see more grants and financial support to be made available for these audiences.

#### Recommendations

- It may be worthwhile to more strongly communicate the availability of grants and financial support as well as highlight the numbers of participants that this has enabled to attend.
- There may also be value in the ESC facilitating the sponsorship and support of respondents from low income groups by more financially secure delegates, potentially through a twinning, or crowdfunding style platform. This may also be a way to encourage future networking and engagement for these groups.

### Size

The size of the Congress is a difficult issue to approach. There is some demand from respondents for the duration of the Congress to be condensed. However, equally, there are issues with respondents missing key events due to timetable clash.

Logistically, many respondents didn't consider it to be feasible for the ESC to grow anymore: many already had strong opinions about which venues and cities were able to support an event of this size.

Whilst there was little demand for more digital products, further development of these resources seems a logical way for ESC to continue growing in influence whilst maintaining a manageable size of the Congress event.

Much of the desire for the Congress to be condensed related to both shortening days, as well as reducing the number of days. There are clear indications that delegates are simply finding the length of the Congress too tiring.

#### Recommendations

- ESC should consider whether some material should be removed from the programme and moved entirely online or into smaller more manageable events.
- Any changes such as this should be approached with extreme caution, as size is equally a strength and a weakness.

### Timing

There were a small number of suggestions that the congress should be pushed back to a slightly later time of year. This was felt to be more convenient for both fitting in around work requirements and summer holidays. Where this was suggested, delegates expected only a slight move of around 2 weeks.





## Impact of attendance on clinical practice

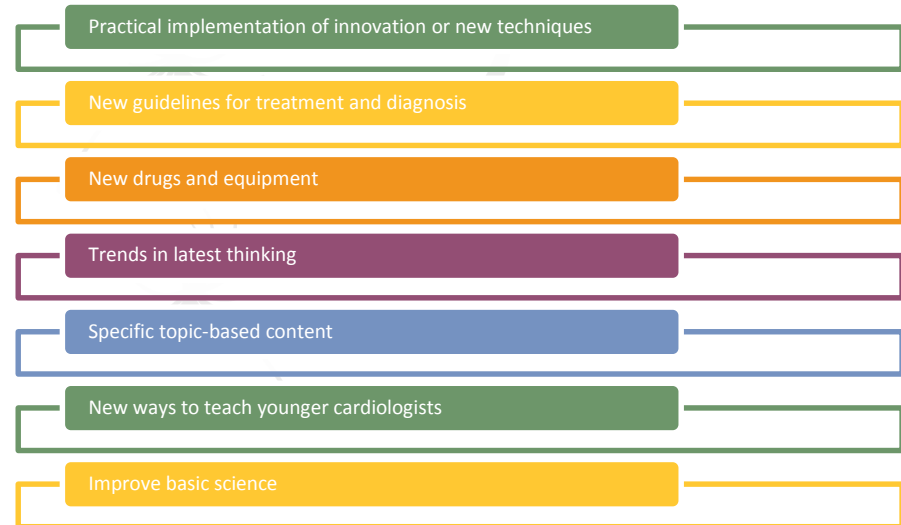
Most respondents indicated that they were able to take away some important piece of learning that would be likely to impact on their day to day work or clinical practice. Much of the impact of attendance related specifically to the discoverability of new innovations or evidence-based improvements to their practice. This again highlights the importance of currency on the impact of the Congress.

Individuals often reported receiving between 2 and 4 big “takeaways” as a result of attending the Congress, but a far higher number of smaller, discrete and very practical applications of new knowledge – for example a better way of looking at data, doing an existing procedure, structuring diagnoses or considering prevention. These smaller granular elements of learning were often considered to be just as valuable, and sometimes even more valuable than the larger discoveries as they were immediately implementable on return. It is important to be aware that the scale and type of learning varies in each individual learning encounter. This creates a rich and nuanced learning experience that offers real value for delegates at a variety of different levels.

*Yes – I learn with every session. Often small but these are what make the difference.*

SJ, Fellow, ESC

Specific learning elements that were cited as delivering value included the following:



### New guidelines for treatment and diagnosis

One of the most commonly cited impacts that attendance at the congress was expected to have on clinical practice was in areas where there were new guidelines. The guidelines produced by the ESC were considered by many to be the best in the world.

Cardiology professionals were interested in meeting with their peers and discussing what the practical implications of changes would be as well as understanding how different hospitals and professionals in other





countries applied guidelines in practice. These appear to be through less structured informal meetings.

*Yes, when there is a change in practical guidelines, new drugs of clinical approvals I can see if they are relevant to my country*

---

AKB, Cardiologist, ESC

*I did learn a lot of things, from the guidelines and how they were constructed and produced. New trials presented but we still have two more days to come – new registries participating. Producing not only clinical data, but biological and prevention data is very important, as is connecting with other specialties.*

---

SM, Specialist, Non-ESC

Having an opportunity to discover, review and discuss new guidelines, as well as identifying paths for practical implementation were all considered to be core learning activities that would be able to impact on their activity and clinical practice in the future.

While this was less applicable for scientist respondents, it is important to note that many found similar value in discovering and debating new research methodologies that were announced and presented.

## New drugs and equipment

Some respondents had taken away important knowledge about new treatments, drugs or interventions which they intended on adopting and using in their clinical practice, or presenting to committees for investment. In particular a lot of respondents did mention the “paradigm shift” in heart failure treatment due to be launched in 2015 which appears to relate to the availability of new drugs for this purpose.

## Trends in latest thinking

Results from clinical trials presented at the Congress were expected by some respondents to have an eventual impact on clinical practice. Being in an environment where the greatest minds and the latest evidence and research all come together was considered by many to be an invaluable aspect of attendance.

In addition to all the specific ways in which respondents indicated that attendance would impact on their clinical practice, respondents’ also clearly felt that attendance offers them inspiration to take back into their daily practice and work.



## Future needs of the cardiology community

### The challenges

The big challenges faced by the cardiology community can be broadly split into three main areas:



### Population

Cardiology professionals recognise they are facing a changing society, as lifestyle issues and an aging population impact on the types of cardiology problems they commonly have to deal with.

*A social trend of aging population and an increase in the numbers of patients with chronic diseases which is a huge burden on the healthcare system in every country*

SM, Specialist, Non-ESC

This growing issue is likely to have an increasing impact on cardiology. The difficulties faced by the field of cardiology in driving the societal change needed for effective prevention are starkly contrasted by an industry which finances research for more invasive procedures. For long-term sustainable treatments to be developed, an increasingly political role will need to be taken by professional bodies such as the ESC.

*Prevention, prevention, prevention. Life expectancy increases will lead to more demand. Especially with epidemics, junk food etc. and little exercise. The medical curriculum for students, all over the world, makes no mention of exercise. Students are not taught about exercise, which could help prevention.*

CO, Specialist, Non-ESC

## Economy

The effects of the recession, an aging population and increasing financial constraints on the sector were all seen to be impacting on the ability to use new devices and drugs:

*1. Imperative to control costs of care. 2. Difficulty in introducing new devices and drugs when there have been fiscal constraints. 3. Clinical demands are growing all the time and so it's harder to find time for research. ESC - recognising that they are important and that they have an advocacy role politically. Getting involved at legislative level.*

LG, Fellow, Non-ESC

In addition to impacting on clinical decisions, lack of finance within the industry and a stricter regulatory environment meant that many felt there was a lack of scientific research being conducted. This was particularly the case where respondents felt pharmaceutical industries had too strong a bearing on the direction that scientific research was taking, with a greater focus on high cost invasive treatments or novel drug approaches and less research being conducted in the field of prevention and cures. These findings are mirrored in the qualitative findings of the membership value research previously conducted.

## Research

Some felt there was a lack of research, or that the pharmaceutical industry was such that research was not being conducted in the most important areas:

*Research of new drug developments, clinical trials are being done but you need the basic research on the disease itself underneath it which there is a lack of. The ESC could help to promote this research and the need for it to be done. They're already doing this but could do more.*

KD, Scientific, Presenter, Non-ESC

There is a role and a desire for the ESC to be involved in shaping the future of cardiology in all these areas.

### Recommendations

- Driving forward research for societal and scientific benefits rather than being motivated by profit is an area where a more impartial body could take a role.
- Partly this could be though financing research projects in areas that are important to cardiology but not necessarily of interest to pharmaceutical or medical equipment companies.
- Another role the ESC could take is to be more involved politically in lobbying to increase understanding of the issues faced by the sector and to gain governmental support to bring about change.

## Conclusion

The ESC Congress is renowned and considered by many to be the biggest, best and most impactful event in the cardiology calendar. This was a consistently expressed perception of the event regardless of audience, nationality, seniority or attendance at other conferences. The breadth and depth of the content covered at the event and the international focus enables the Congress to attract the biggest and best cardiologists from all over the world. It is a must attend event, one that all those working in the field of cardiology should go to at least once in their lifetime. To this end it is aspirational and important: two valuable qualities in any professional face-to-face event.

The value and benefits for attending are related around networking and learning, these should be core values through which the ESC tries to support the cardiology community not only through the Congress event itself, but in its wider engagement activities. These are two areas where the size, scope and international outlook of the organisation offer unique benefits over other societies and genuine value for its members.

Personalisation should be another key theme which is taken from this research. Including means by which the individual's attendance can be personally recognised could be valuable. With perceptions of less time, and more information filling their inboxes, it is valuable to be able target communications and content specifically towards individuals.

### Recommendations

- There are many areas which could benefit from greater levels of personalisation, outside and within Congress activity including:
  - Custom publishing
  - Adaptive learning
  - Automatically generated timetables for attendance
  - Automatically generated ESC TV schedule
  - Automatically generated portfolio containing presentation slides and abstracts that were attended during Congress
  - Suggestions for networking

Through greater use of personalisation technology, the ESC can seek to make the size and scale of the Congress and indeed of the society itself feel more friendly and manageable. It helps to connect people to the content that they will find most valuable.

Hearing the latest and most current research was also a valuable factor in the decision to attend. Being able to hear first-hand the most recent research (and crucially previously unpublished content) is a significant reason for face-to-face attendance.

## Recommendations

- This is an important key marketing message around Congress and future communication campaigns should attempt to increase excitement around the latest developments in the field that will be revealed at the Congress.
- There is something interesting in the idea of ESC 365 becoming an important component of the general engagement strategy for the society – not just as a digital support tool, but also as an ethos that demonstrates the yearlong 24/7 support and activities that the society provides for the cardiology community through learning, networking facilitation, advocacy, guideline development, research and much more.
- The Congress (and sub association congresses) become points of focus, but delegates' and non-delegates' journeys continue past planning and attendance, into something that is intrinsically built into their workflow and consciousness.

## Profile of respondents

<b>JS</b>	<b>Cardiologist, Presenter</b>	<b>ESC</b>	<b>Germany</b>
<b>TW</b>	Cardiologist	ESC	Austria
<b>FF</b>	Cardiologist	ESC	Germany
<b>RG</b>	Cardiologist	ESC	France
<b>AM</b>	Cardiologist	ESC	France
<b>AKB</b>	Cardiologist	ESC	India
<b>AG</b>	Cardiologist	ESC	Greece
<b>IA</b>	Cardiologist	ESC	Armenia
<b>TV</b>	Cardiologist	ESC	Slovenia
<b>SV</b>	Cardiologist	ESC	UK
<b>AK</b>	Cardiologist	ESC	Israel
<b>RP</b>	Cardiologist	ESC	Spain
<b>VB</b>	Cardiologist	ESC	Cyprus
<b>PR</b>	Cardiologist	ESC	Poland
<b>AG</b>	Cardiologist, Presenter	ESC	Germany
<b>DR</b>	Fellow	ESC	Greece
<b>DG</b>	Fellow	ESC	Israel
<b>JB</b>	Fellow	ESC	Luxembourg
<b>LB</b>	Fellow	ESC	Italy
<b>MB</b>	Fellow	ESC	Poland
<b>PK</b>	Fellow	ESC	Belgium
<b>SJ</b>	Fellow	ESC	Denmark
<b>JG</b>	Fellow	ESC	Uruguay

<b>MD</b>	Fellow	ESC	Poland
<b>GT</b>	Fellow	ESC	Italy
<b>ED</b>	Fellow	ESC	France
<b>IM</b>	Fellow	ESC	Latvia
<b>AE</b>	Fellow	ESC	Latvia
<b>GR</b>	Fellow, Cardiologist	ESC	Germany
<b>EM</b>	Fellow, Cardiologist	ESC	France
<b>CS</b>	Fellow, Cardiologist	ESC	France
<b>KY</b>	Fellow, Cardiologist	ESC	Cyprus
<b>BS</b>	Fellow, Presenter, Scientific, Cardiologist	ESC	Belgium
<b>GB</b>	Fellow, Scientific	ESC	Kosovo
<b>DD</b>	Fellow, Scientific	ESC	France
<b>GM</b>	Fellow, Specialist	ESC	Belgium
<b>WK</b>	Fellow, Specialist	ESC	Germany
<b>LT</b>	Industry	ESC	Italy
<b>SH</b>	Industry	ESC	UK
<b>FM</b>	Industry	ESC	Germany
<b>EE</b>	Industry	ESC	Germany
<b>BI</b>	Industry	ESC	Germany
<b>BH</b>	Industry	ESC	Germany
<b>JP</b>	Industry	ESC	Germany
<b>FM</b>	industry	ESC	Germany
<b>FM</b>	Industry	ESC	Germany
<b>PJ</b>	Nurse	ESC	Denmark
<b>NE</b>	Nurse	ESC	Denmark
<b>KP</b>	Nurse	ESC	Netherlands



<b>SV</b>	Nurse	ESC	Netherlands
<b>MK</b>	Nurse	ESC	Netherlands
<b>VM</b>	Nurse	ESC	Netherlands
<b>NV</b>	Nurse	ESC	Netherlands
<b>MVG</b>	Nurse	ESC	Netherlands
<b>ML</b>	Nurse	ESC	Sweden
<b>MN</b>	Nurse	ESC	UK
<b>CD</b>	Nurse	ESC	UK
<b>CA</b>	Nurse	ESC	Denmark
<b>CM</b>	Nurse	ESC	Denmark
<b>LRP</b>	Nurse	ESC	Denmark
<b>CF</b>	Nurse	ESC	Netherlands
<b>JH</b>	Nurse	ESC	UK
<b>KC</b>	Nurse	ESC	UK
<b>MS</b>	Nurse	ESC	Netherlands
<b>RM</b>	Presenter	ESC	Italy
<b>AE</b>	Presenter	ESC	Germany
<b>DL</b>	Presenter	ESC	Germany
<b>JB</b>	Presenter	ESC	Czech Republic
<b>OS</b>	Presenter	ESC	Spain
<b>WG</b>	Presenter	ESC	Austria
<b>IT</b>	Presenter	ESC	Turkey
<b>PX</b>	Presenter, Young Cardiologist	ESC	Greece
<b>CM</b>	Presenter, scientific	ESC	Spain
<b>CB</b>	Presenter, specialist	ESC	Spain

<b>AF</b>	Presenter ,specialist	ESC	Sweden
<b>AV</b>	Press	ESC	Germany
<b>GD</b>	Press	ESC	Spain
<b>GG</b>	Press	ESC	France
<b>AB</b>	Press	ESC	Switzerland
<b>TD</b>	Press	ESC	France
<b>KW</b>	Press	ESC	UK
<b>PM</b>	Press	ESC	Belgium
<b>EO</b>	Press	ESC	Spain
<b>NBA</b>	Press	ESC	Germany
<b>LR</b>	Scientific	ESC	Sweden
<b>RS</b>	Scientific	ESC	Italy
<b>GJ</b>	Scientific	ESC	Belgium
<b>SM</b>	Scientific	ESC	Netherlands
<b>AO</b>	Scientific	ESC	UK
<b>CS</b>	Scientific	ESC	Germany
<b>IS</b>	Scientific	ESC	Switzerland
<b>JT</b>	Scientific	ESC	Finland, Spain, Austria
<b>OB</b>	Scientific	ESC	Ukraine
<b>BH</b>	Scientific	ESC	Turkey
<b>GV</b>	Scientific	ESC	Spain
<b>PS</b>	Scientific	ESC	Denmark
<b>PF</b>	Scientific	ESC	Hungary
<b>MB</b>	Scientific	ESC	Poland
<b>PP</b>	Scientific, Fellow	ESC	Finland
<b>PS</b>	Scientific, Specialist	ESC	Belgium






<b>NB</b>	Specialist	ESC	Austria
<b>KF</b>	Specialist	ESC	Hungary
<b>MS</b>	Specialist	ESC	Netherlands
<b>FC</b>	Specialist	ESC	Italy
<b>AS</b>	Specialist	ESC	Ukraine
<b>TK</b>	Specialist	ESC	Austria
<b>DZ</b>	Specialist	ESC	Romania
<b>FH</b>	Specialist	ESC	Germany
<b>CH</b>	Specialist	ESC	Sweden
<b>MS</b>	Specialist	ESC	Germany
<b>JA</b>	Speciality cardiologist	ESC	Slovenia
<b>AC</b>	Young Cardiologist	ESC	Spain
<b>FG</b>	Young Cardiologist	ESC	Denmark
<b>LB</b>	Young Cardiologist	ESC	Italy
<b>JG</b>	Young Cardiologist	ESC	UK
<b>CS</b>	Young Cardiologist	ESC	France
<b>SC</b>	Young Cardiologist	ESC	Italy
<b>AW</b>	Young cardiologist	ESC	Poland
<b>AG</b>	Young cardiologist	ESC	Romania
<b>HF</b>	Young cardiologist, Presenter	ESC	Germany
<b>OK</b>	Young Cardiologist, Presenter, Scientific	ESC	Ukraine

Initials	Job role	ESC/Non-ESC	Country
SP	Cardiologist	Non-ESC	Argentina
IT	Cardiologist	Non-ESC	New Zealand
RD	Cardiologist	Non-ESC	New Zealand
HA	Cardiologist	Non-ESC	Japan
YI	Cardiologist	Non-ESC	Canada
MR	Cardiologist	Non-ESC	Australia
RB	Cardiologist	Non-ESC	Argentina
JC	Cardiologist	Non-ESC	China
LM	Cardiologist	Non-ESC	Brazil
MB	Cardiologist	Non-ESC	Saudi Arabia
TD	Cardiologist	Non-ESC	Australia
AV	Cardiologist	Non-ESC	Australia
JF	Cardiologist	Non-ESC	USA
DF	Cardiologist	Non-ESC	USA
SM	Cardiologist	Non-ESC	Iraq
CM	Cardiologist	Non-ESC	Argentina
TT	Cardiologist, Presenter	Non-ESC	Japan
JT	Cardiologist, Presenter	Non-ESC	Japan
CC	Cardiologist, Presenter	Non-ESC	Greece
JG	Cardiologist, Scientific	Non-ESC	USA
SB	Cardiologist, Scientific	Non-ESC	UAE
MHA	Fellow	Non-ESC	Dubai
XCJ	Fellow	Non-ESC	Non-ESC
HY	Fellow	Non-ESC	Taiwan
WA	Fellow	Non-ESC	Egypt



HH	Fellow	Non-ESC	Armenia	JW	Scientific	Non-ESC	USA
SH	Fellow	Non-ESC	Pakistan	MM	Scientific	Non-ESC	USA
AA	Fellow	Non-ESC	Saudi Arabia	MN	Scientific	Non-ESC	Japan
BMM	Fellow	Non-ESC	South Africa	RP	Scientific	Non-ESC	USA
LG	Fellow	Non-ESC	USA	GS	Scientific	Non-ESC	China
BK	Fellow	Non-ESC	New Zealand	CY	Scientific	Non-ESC	China
MB	Fellow, Cardiologist	Non-ESC	India	XY	Scientific	Non-ESC	Australia
JLJ	Fellow, Cardiologist	Non-ESC	USA	ED	Scientific	Non-ESC	South Africa
JA	Industry	Non-ESC	USA	SY	Scientific	Non-ESC	Japan
EL	Industry	Non-ESC	Singapore	MR	Scientific	Non-ESC	USA
MY	Industry	Non-ESC	Singapore	YF	Scientific	Non-ESC	Japan
HM	Industry	Non-ESC	Singapore	HL	Scientific	Non-ESC	USA
CS	Industry	Non-ESC	Hong Kong	DS	Scientific	Non-ESC	Japan
IB	Nurse	Non-ESC	Canada	SM	Scientific	Non-ESC	India
YNW	Nurse	Non-ESC	Hong Kong	MB	Specialist	Non-ESC	Palestine
YW	Nurse	Non-ESC	China	WM	Specialist	Non-ESC	Canada
DY	Nurse	Non-ESC	New Zealand	TY	Specialist	Non-ESC	Japan
SF	Presenter	Non-ESC	Japan	AA	Specialist	Non-ESC	Brazil
KD	Presenter, Scientific	Non-ESC	USA	CO	Specialist	Non-ESC	Brazil
AB	Press	Non-ESC	Brazil	JK	Specialist	Non-ESC	Australia
SM	Press	Non-ESC	New Zealand	LB	Specialist	Non-ESC	Brazil
BE	Press	Non-ESC	USA	SM	Specialist	Non-ESC	Russia
MG	Press	Non-ESC	USA/Japan	IO	Specialist	Non-ESC	Nigeria
CC	Scientific	Non-ESC	Taiwan	EE	Specialist	Non-ESC	Chile
SM	Scientific	Non-ESC	India	LS	Specialist	Non-ESC	Brazil
LS	Scientific	Non-ESC	USA	IO	Specialist	Non-ESC	Nigeria

SM	Specialist, Presenter	Non-ESC	Argentina
YM	Speciality cardiologist	Non-ESC	Japan
PC	Young Cardiologist	Non-ESC	Argentina
YY	Young Cardiologist	Non-ESC	Japan
EF	Young Cardiologist	Non-ESC	USA
ST	Young Cardiologist	Non-ESC	Japan
MK	Young Cardiologist	Non-ESC	Korea
MS	Young Cardiologist	Non-ESC	Japan
VDT	Young Cardiologist	Non-ESC	Vietnam
YRK	Young Cardiologist, Presenter	Non-ESC	Korea
YY	Young Cardiologist, Presenter	Non-ESC	Japan
IA	Young Cardiologist, Presenter	Non-ESC	Canada
MH	Young Cardiologist, Presenter	Non-ESC	Egypt




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