

**Industry Debrief – Executive Summary
ESC Congress 2019 – ESC Meeting room 1
03/09/2019**

Key figures & Congress highlights – Nata Nambatingué (Congress & Event Operations Associate Director)

- Registration Figures (as of 03/09/2019): 33 485
- 151 participating countries

Scientific update – Christine Gouillard (Scientific Programme Team Manager)

- 248 Abstract Sessions
- 28 “Global Exchange” Sessions
- 36 Late Breaking Science Sessions
- 334 Scientific & Education Sessions
- 5 278 contributors in the Programme
- Hotlines: Clinical Trial updates & Registries

Industry key Figures & Innovation – Malek Lebsir (Industry Relations Team Manager)

- Exhibition: 9 190m²
- Digital Health area: 343m² + 36 stations
- 89 Satellite Symposium, 27 Expert on the Spot, 9 Practical Tutorials

Industry Feedback

Medicines Company:

Congratulations on organisation: Meeting Rooms were great (soundproofing in particular) but more rooms would be appreciated. A Business Centre for Industry would also be ideal if possible. Social Media & Twitter was a focus and success particularly with Ambassadors. Suggested that more industry Ambassadors should get involved.

Alnylam:

Felt that there was an empty space on left hand side of Exhibition 7.2, would have liked a seating area to create more delegate flow.

Menarini:

Lecture Rooms had sound issues. Representative suggests using transparent panels to limit overlapping/sound interference between lecture rooms (lost 10mins of presentation)

Medtronic:

Thankful for the organisation to the team. Liked the venue and layout on different levels as well as the open session rooms. Only negative was the introduction of lunchboxes with coolers, very poor ecologically speaking, a lot of waste / no visible recycling of the coolers.

Catering representative provided reassurances regarding the lunchbox issue: Lunchboxes need to be kept fresh from morning until session which means that coolers are required. However, coolers were retrieved in dedicated

boxes outside lecture rooms. They estimate that only 10% were lost in general waste. Remaining lunchboxes will be reused as planned.

Novo Nordisk:

Felt that hostesses needed to be available earlier (15/30 minutes before timeslots). Also, time management used with current AV solution for presenters needs to be improved.

SERVIER:

Thankful to the ESC team. Venue was easy to access (metro & transportation) and is well located. Special mention to partners Studio Arancio and Mediaventures for their flexibility. Only comment: Hall 7 Level 3 Lecture Rooms were not so easy to find (signage by room name not evident throughout the congress centre).

Nata Nambatingue indicated that signage is not something we underestimate (6 months of full-time work) but sometimes it is difficult to have perspective until you are onsite. Feedback acknowledged and will be used to improve for next year.

Sanofi:

Thankful for delivery, preparation and help in achieving their goals as well as help from suppliers. One concern in 7.2 (West wing): flow was significantly lower. Compact layout on 3 levels was very convenient but structure on levels should be taken into consideration for future editions.

WeHealth:

First time exhibitor in the dedicated Digital Health area, attractive zone (600 people per day visited the area). 1st Symposium in the area which was full as well as sessions during Practical Tutorials. The only element that remains to be done is awareness regarding the area and sessions taking place. Special thanks to Julia for her flexibility. Onsite advertising items (Banners + Split Flap) were deemed a success.

Closing Comments

Isabel Bardinnet, ESC CEO:

One word that stands out at the end of this event and it is **recognition** – recognition from record number of countries, attendees, sessions, trials present at the congress. This is also thanks to industry partners who recognise that the ESC is the place to present innovations. We were happy to accommodate the recognition from company CEOs present at the event adding further legitimacy to the considerable work by all partners. This helps us to move forward together & achieve our mission together. Next year we will focus on Green initiatives + Digital will continue to grow. We will continue to widen our scope and bring in new input from institutions, EU, research, investors & patients.

Next meeting: Industry site visit for ESC Congress 2020 - Amsterdam is **30 October 2019**.