

ESC CONGRESS 2021

THE DIGITAL EXPERIENCE

INDUSTRY DEBRIEF

1 OCTOBER 2021

● #ESCCongress ●

Agenda

- **Journey**
- **Key Figures & Highlights**
- **Industry Feedback**
- **ESC Congress 2022**

Our journey...



ESC Congress 2019

Onsite



August 2020

Our first ever digital experience comes to an end with key learnings for future online events



October 2020

ESC made an early decision to move ahead Online



Along the way...

We embraced the challenge to build an exceptional ESC Congress in a challenging environment focused on exceptional science & online engagement



August 2021


ESC Congress 2021
The Digital Experience



The Challenge(s)

Evolving HCP
behaviour

Build an exceptional ESC Congress in an uncertain environment



Appetite for Science **but**
Online fatigue



Requirement for
innovation / New
formats



Opportunity for **diversity**
Gender, Young, Global



The **value** in our offer: need
to attract paying audiences





Volunteer Leadership & Vision



ESC CONGRESS 2021



The Success of Science

NEW ESC GUIDELINES

- Diagnosis and treatment of **acute and chronic heart failure**
- Management of **valvular heart disease**
- **Cardiac pacing** and cardiac resynchronisation therapy
- Cardiovascular disease **prevention** in clinical practice

HOT LINES

- ACST-2
- Amulet IDE
- APAF-CRT
- DECAAF II
- LOOP Study

HOT LINES

- EMPEROR-Preserved
- EMPEROR-Pooled
- FIGARO-DKD
- FIDELITY Analysis
- GUIDE-HF

HOT LINES

- IAMI
- MASTER DAPT
- PRONOUNCE
- RIPCORD 2
- SMART-MI

HOT LINES

- SSaSS
- STEP Study
- STOPDAPT-2 ACS
- TOMAHAWK

Building Together with Industry Partners



- Broadcast
- Research Gateway
- Exhibition
- Our global community
- Member Home
- Congress News



Schedule overview Search in the programme My Programme

25 August



- LIVE** 10:30 Advances in science on big data
CHANNEL 1 - ADVANCES IN SCIENCE
- LIVE** 10:30 Cardiac remuscularization: which is the best approach?
CHANNEL 2 - CARDIOVASCULAR PHARMACOLOGY
- LIVE** 10:30 Sudden cardiac death: from prevention to early intervention!
Joint with the Canadian Cardiovascular Society (CCS)
CHANNEL 3 - ARRHYTHMIAS AND DEVICE THERAPY
- LIVE** 10:30 Heart failure: a disease of the blood or blood vessels?
CHANNEL 4 - BASIC SCIENCE
- LIVE** 10:30 Cardiac arrest and CPR 2021: hot topics
Joint with the European Resuscitation Council (ERC)
CHANNEL 5 - CORONARY ARTERY DISEASE - ACUTE CARDIAC CARE
- LIVE** 10:30 Optimising heart failure management



ESC CONGRESS 2021
Daily Highlights
ESC science by your country's experts



Happening now Coming next On Demand

Channel 1	Channel 2	Channel 3	Channel 4
Advances in science on big data (45mn)	Cardiac remuscularization: which is the best approach? (45mn)	Sudden cardiac death: from prevention to early intervention! Joint with the Canadian Cardiovascular Society (CCS) (45mn)	Heart failure: a disease of the blood or blood vessels? (45mn)
Channel 5	Channel 6	Channel 7	Channel 8

Support chat

ESC CONGRESS 2021
THE DIGITAL EXPERIENCE

A journey of creativity, vision & application

ESC Congress 2020 The Digital Experience

Industry Consultation

- Surveys, Interviews, Industry Wrap-up



DIGITAL EVENTS

Industry Consultation

Collaboration with Industry Consultation Group

ESC Congress 2021 The Digital Experience

TODAY: Industry Consultation

- Post Congress Survey
- Telephone Interviews
- Industry Debrief



ONSITE & ONLINE



ESC Congress 2022 Onsite & Online

ESC Congress 2022 Barcelona

ONSITE & ONLINE,
26-29 AUGUST



- **ESC Key Figures**
- **Highlights**



Comparison 2019-2021

	2019	2020	2021
Registered (Active)	33,510	125,008	32,329
Connected	n/a	77,350	25,295
Countries	151	213	169
% under 40	36%	53%	36%
Gender Balance Female/Male	F: 33% M: 67%	F: 44% M: 56%	F: 38% M: 62%



Top 10 Countries

2021

Country	Registered	% of total
Germany	2,294	7.7%
UK	1,449	4.8%
USA	1,270	4.2%
Brazil	1,230	4.1%
Spain	933	3.1%
Italy	892	3.0%
Philippines	859	2.9%
Mexico	850	2.8%
France	838	2.8%
Switzerland	780	2.6%

2020

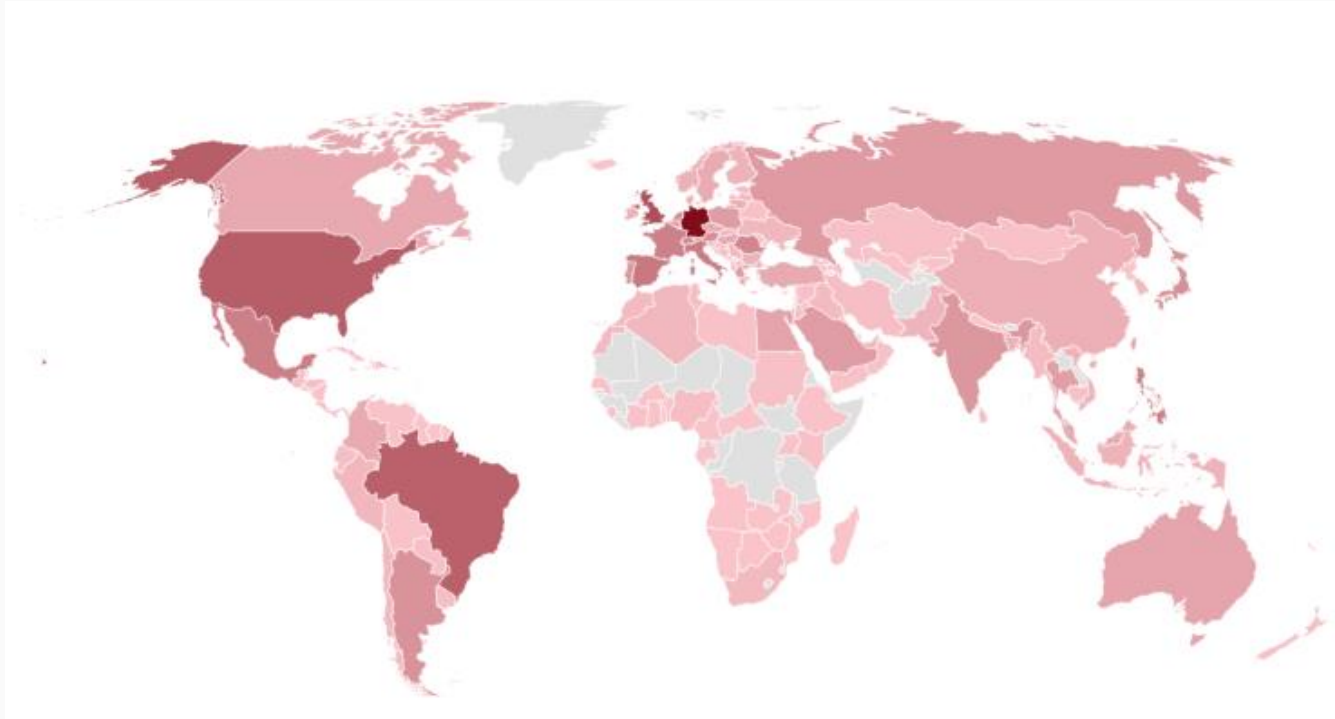
Country
Mexico
Brazil
USA
Germany
UK
Italy
Ecuador
Argentina
Colombia
India

2019

Country
Germany
France
Italy
USA
Japan
Brazil
Spain
Netherlands
China
UK

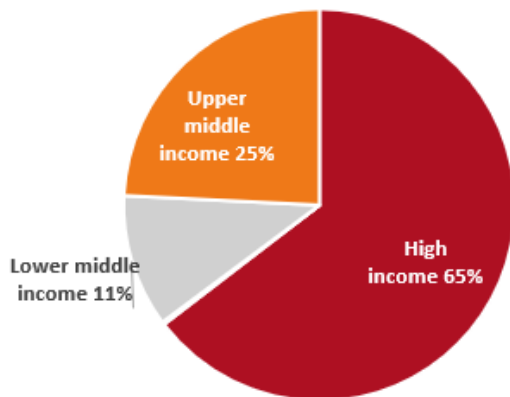


Global Reach

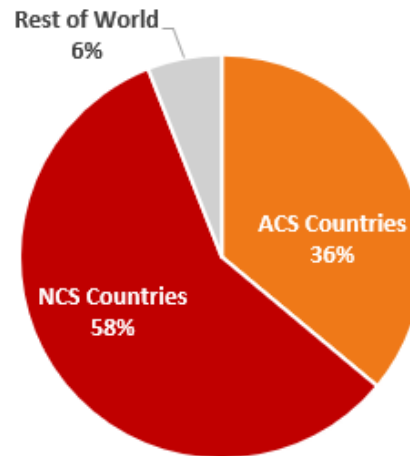


Delegate Profile

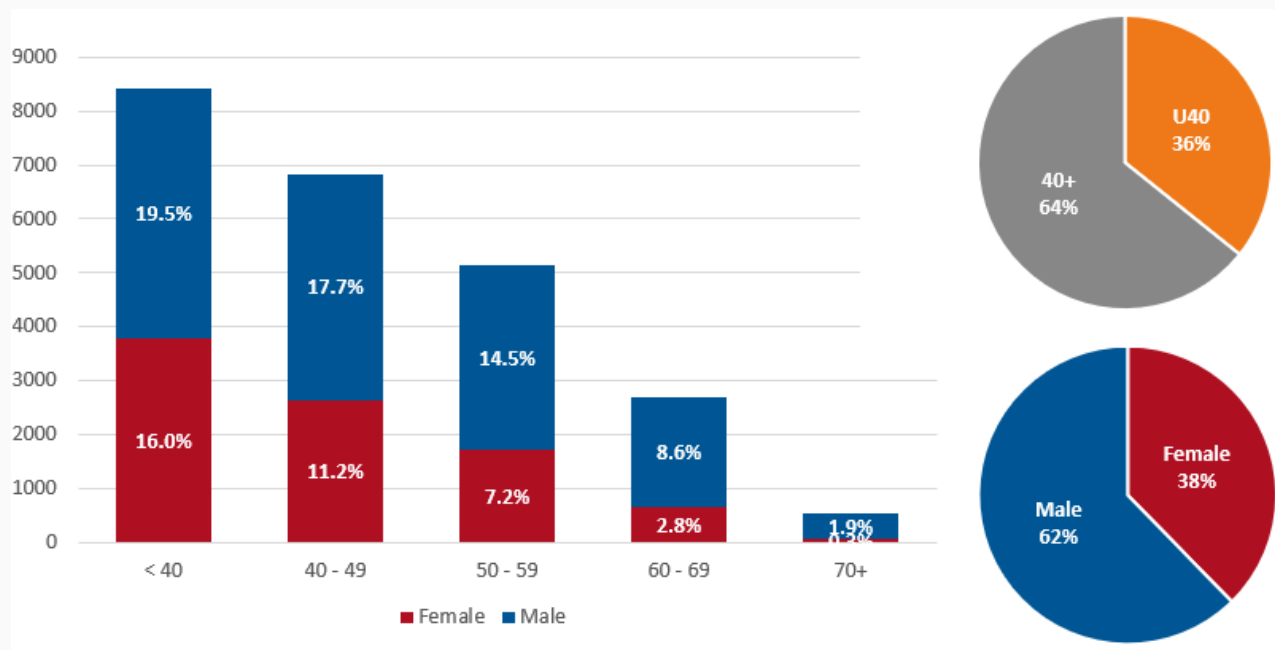
Delegates by country income level



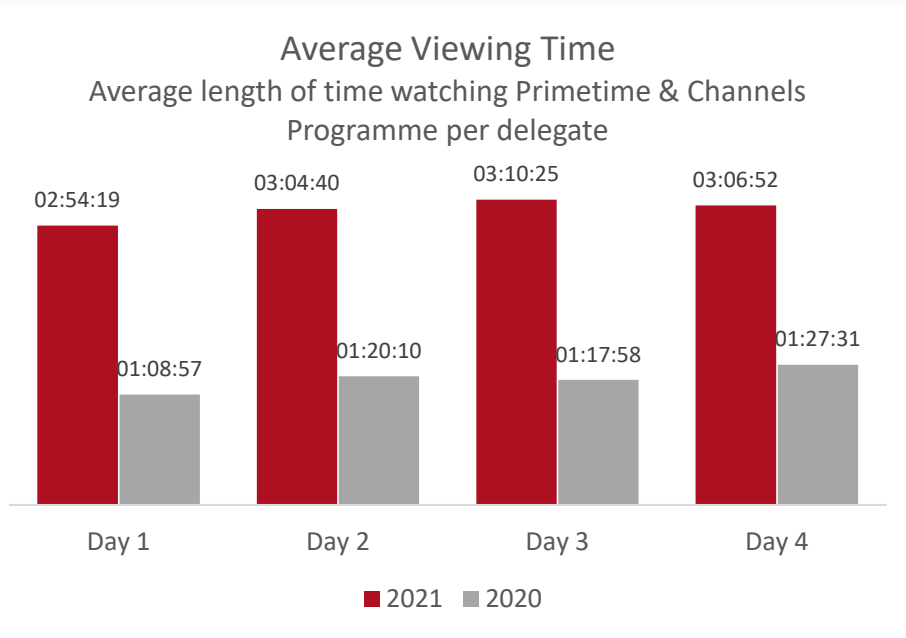
Delegates by ESC region



Delegate Profile



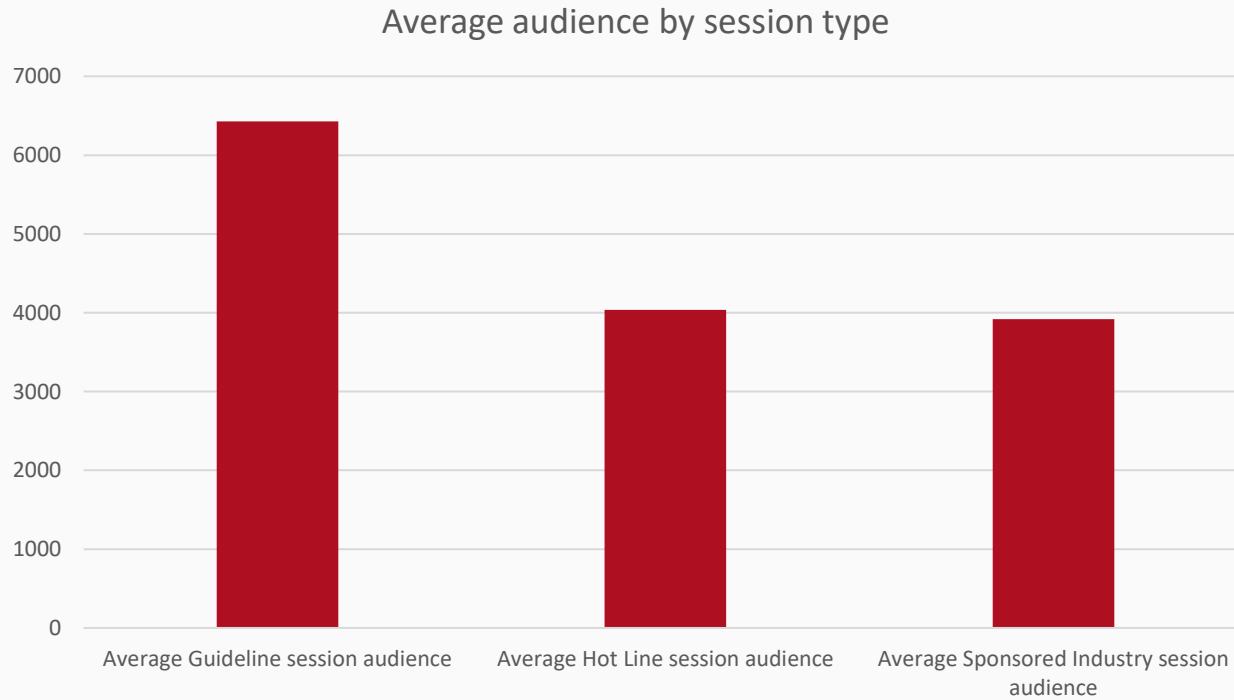
Average viewing time



Much higher engagement than last year, with **3:04 hours daily** average time delegates spent watching **Primetime & Channels Programme**, versus **1:17** of total connection time last year.

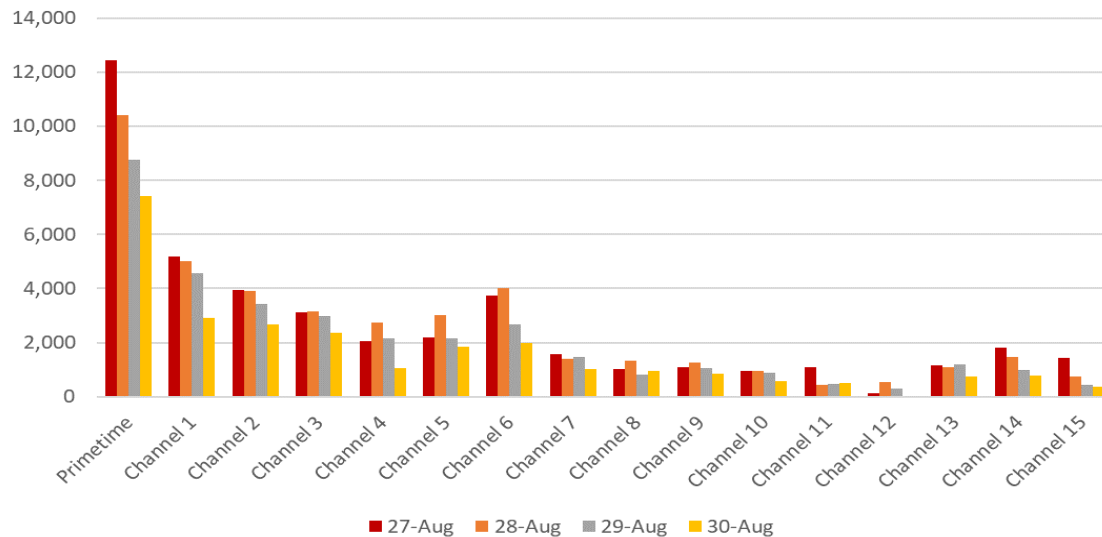
On-demand content similar to last year, with **42 mins** on daily average, versus **45 mins** last year.

Focus on Primetime Programme

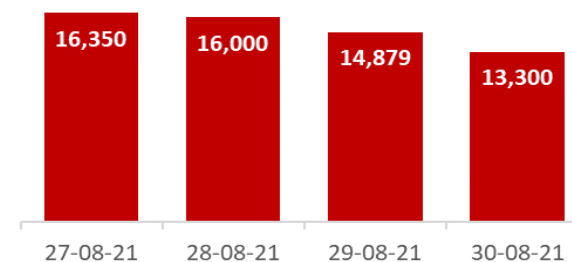


Daily viewers

Daily Unique Viewers
By Channel



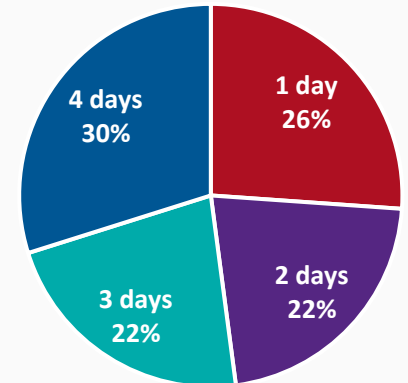
Daily viewers



- **Most popular: The 'Primetime' with 9,761 daily viewers**
- **Connections pre, during and post-congress**
 - **4,371** pre-congress (Abstracts released on 23 August)
 - **25,295** during congress (27 to 30 August)
 - **9,591** post-congress (31 August to 13 September)
- **Focus post-congress**
 - **968** out of 9,591 connected only post-congress

- Delegates who attended 1 day versus more than 1 day
 - **73.9%** of delegates attended **more than 1 day** of the live event
 - **29.9%** of delegates attended **all 4 days** of the live event

Repeat attendace by delegates

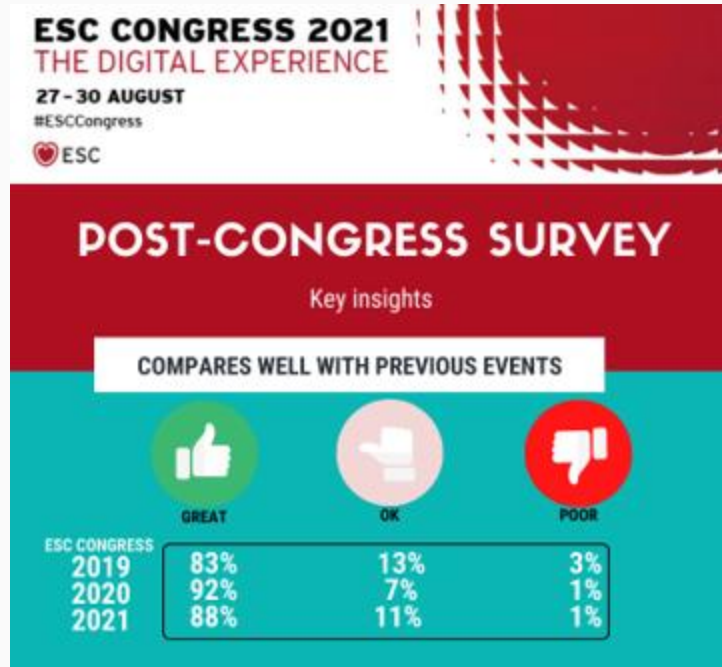


Traffic by congress section



	Pre-Congress (23-26 Aug)		During Congress (27-30 Aug)		Post-Congress (31 Aug-13 Sept)	
Section	Users	Page Views	Users	Page Views	Users	Page Views
Broadcast	4,095	15,750	25,018	423,028	9,394	105,186
Exhibition	441	1,410	7,949	16,373	498	1,645
Our Global Community	518	1,025	7,190	13,586	1,403	1,977
Research Gateway	1,231	5,809	6,085	17,716	1,815	4,439
Member Home	147	285	3,473	6,648	889	1,335
Congress News	251	347	2,856	6,626	778	1,408

Post-congress survey



- **Industry Key Metrics**
- **Experience analysis**
...building the future






Satellite Symposia

79 Satellite Symposia organised

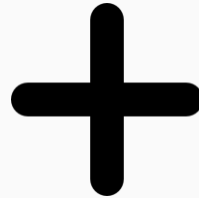
Additional slots (7/day)

Exclusive Slot (4/day)

Non Exclusive slots with only 6 Satellite Symposia in parallel

- 16 Exclusive Satellite Symposia
 - Average Live Unique Viewers: **~4,000**=> 12.3% of Registered Delegates  vs 6% in 2020
 - Median time spent: **77%** (~35' of a 45' Satellite Symposium)
- 63 Non-Exclusive Satellite Symposia
 - Average Live Unique Viewers: **856**  +60% vs 2020
 - Median time spent: **63%** (28' of a 45' Session)  +17% vs 2020

Experience analysis ...building the future



STRENGTHS

- + Improvement on last year
- + Good experience overall
- + Sessions format and duration + look & feel of studio
- + Easier timelines to work from vs last year

WEAKNESSES

- Real-time analytics/data
- Product descriptions complex
- Channels & sessions allocations
- Late assignment of products
- Poor traffic & engagement exhibition
- Reduced industry sponsorship visibility
- Tutorials hard to replicate online

OPPORTUNITIES

- Longer Exposure Exhibition & Research
- More opportunities branding&advertising
- Driving traffic to the Exhibition

THREATS

- French Anti-Gift Law
- Compliance obligations for partners (GDPR, off-label discussion on Q&A etc...)
- Congress dates not ideal (speaker coordination/internal validations)

Experience analysis ...building the future

TOP 5 areas for improvement



Real-time / faster analytics



Simplify product specifications



Offer more branding opportunities



Programme assignment with channel names



Early planning & product allocations to align with French Anti-Gift requirements

MORE FEEDBACK
MORE PROPOSALS

Key items of interest for new format



Onsite & Online Satellite Symposia



Onsite Exhibition – Online webpage sufficient



Onsite & Online Sponsorship



Onsite Tutorials when applicable – No online version



Group Registration for both audiences

Industry Launch



9 November 2021



10:00 - 15:00



Fira Barcelona Gran Via

AGENDA

10:30 – 12:00

Welcome & Vision

Prof. S. Achenbach, ESC President

I. Bardinet, ESC Chief Executive Office

Fira Gran Via & Barcelona Convention Bureau

- **ESC Congress 2022 Scientific Programme**
Prof. S. Windecker, ESC Congress 2022 CPC Chair

- **Venue & Online Overview**
N. Nambatingue, ESC Congress & Event Director

- **Industry Offer**
A. Delmas, ESC Chief Development Officer

12:00 – 13:00 Tour Congress Centre

13:00 – 15:00 Network & Lunch

Contact: industry@escardio.org