



ESC

European Society
of Cardiology

ESC Asia with APSC & AFC



ESC Asia 2019 with APSC and AFC Industry Debrief
Raffles City Convention Centre, Singapore

8-10 November 2019

Agenda & Meeting Notes

Participant list

ESC Participants

Nata Nambatingué – Associate Director, Congress & Event Operations

Olga Kruger – Industry Relations

Abir Ghorab – Industry Services

Christine Gouillard – Congress Scientific Programs

Carlotta Fornari – Congress Lead

Congress center

Raffles City Convention Centre

Partners

Samantha Shoo – The Meeting Lab

Sunny Chee – AFC

Sayoko Watanabe - APSC

Industry Partners

Astrazeneca

Medscape

Merck Sharp & Dohme

Novartis

Servier

Aenda

Agenda & Presentation

- Introduction – Account Manager
- Welcome – Nata Nambatingué
- ESC Asia 2019 with APSC and AFC key figures and congress highlights
- Industry Participation – Olga Kruger
- Industry Feedback – General Round
- ESC Asia 2019 with APSC and AFC & wrap-up Olga Kruger

Objective of the meeting

To present key figures of the congress and innovations, share congress experience and collect feedback.

Presentation

The slideware presented during the Industry Debrief is available [here](#).

Industry Feedback

Exhibition

- Exhibition not visible & central enough, it should have been in the Atrium however the issue with the Atrium is the low height of the ceiling.
- Flow was best on Friday and generally better in the main square / Atrium (where organizer booth was located).
- Catering should be located strategically (in the exhibition for example) in order to improve delegate flow and gather crowd.
- Some interferences between the Moderated e-posters and the stand presentations were mentioned.
- ESC should provide proactive advice to industries on where to place their activities in order to avoid these situations.
- AZ was satisfied with their booth activities, the flow and interactions with delegates in exhibition although they did also order an eBlast advertising their activities.

Industry Sponsored Sessions

- Lunch time satellite symposia were scheduled at the same time as the lunch buffet opened outside the lecture rooms. Most of the participants arrived 15 – 20 minutes late.
- Having the lunch buffet simultaneously with symposia wasn't optimal.
- Evening sessions do not work if they're scheduled too late (after 5 pm) and should be avoided in the next edition.

Events

The networking event on Friday evening was not well attended.

The cocktail was distributed throughout the congress centre and did not concentrate around one special area & the waiters were walking around the venue giving drinks and food to delegates. We suggest having one central point for the distribution of food and beverages to gather the crowd and make it interesting and exclusive. The cocktail was served at 6:15 pm just after an industry satellite symposium. Most delegates left the building after the session.

The communication on social events to delegates will be improved and their location will be reviewed for a more strategic approach.

General Organisation

The feedback was very positive nevertheless ESC Standards do not apply to Asian habits and customs and the Industry Offer should be adapted.

Venue

Nice venue but not compact enough. Too many entrances, the meeting rooms and the Members lounge are a bit far from the main congress activities (lecture rooms, SSC and exhibition). Layout to be reviewed for the 2020 edition.

City

- Singapore is a good HUB in Asia, expensive but stable.
- People appreciate it from a touristic point of view and like to travel to this location.
- Infrastructures & English-speaking signage are well developed.

Miscellaneous

Additional notes for improvement:

- 2020 Communication activities on the event should be harmonised and developed for international audiences.
- Potential to increase the size of the Exhibition & add a stage for presentations
- Suggestion to include bento boxes for lunchtime Satellite Symposia & avoid evening sessions
- Lecture rooms are too big (500pax + 300pax) for this congress size