



# Welcome Industry Wrap-Up


**ESC Congress 2020**  
The Digital Experience

 **ESC**  
European Society  
of Cardiology


# The Challenge

**Make the ESC Congress happen in the midst of COVID-19 restrictions**

**4 x 10 hour days of physical congress to turn into a Digital Event with:**

-  Clinical relevance – Late-breaking science

-  Exchange – Interactivity

-  Anticipation – Excitement

-  Community – Engagement

-  Opinion – Discussants

-  Relevant industry offer

**Exceptionally offered free of charge to global cardiology professionals**

# The Plan

A committed and creative group of experts working together on delivery innovation.

The core team led by Barbara Casadei, Silvia Priori and Marco Roffi took one month of definition, discussions and agreements to conceive and define the Digital Experience through:

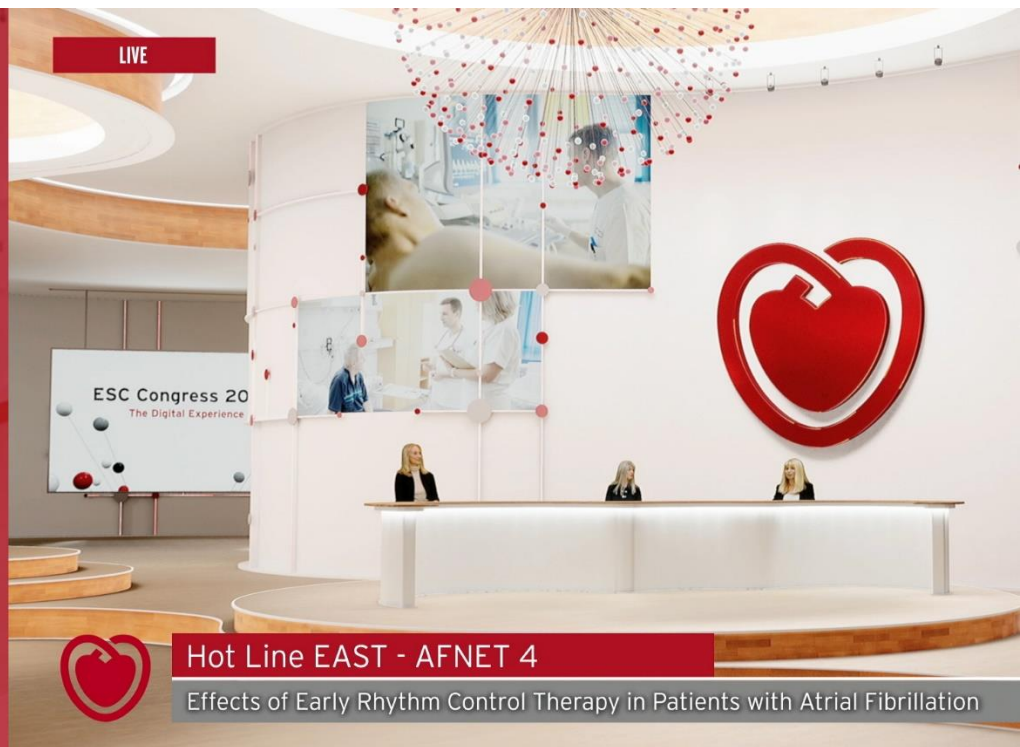
- **Submission of industry thoughts & priorities**
- **Discussion on common themes/choices**
- **Ongoing consultation framework**
- **Search for alternative suppliers & solutions**
- **Validation of offer for ESC Congress 2020**

The project entered its implementation and delivery phase in early June.



# The Organisation

- Live Sessions with TV broadcast criteria
- Channels by Topic, content scheduled daily
- Content On Demand available throughout
- ESC Community visibility



# The Delivery



- Key faculty came together at the recording studio in Amsterdam

- Live show TV Broadcast setting gave the necessary spotlight to scientific highlights

- Expert delivery in a professional studio enabled additional audience engagement



# The Delivery



- **Live TV Commentary made the science more engaging**

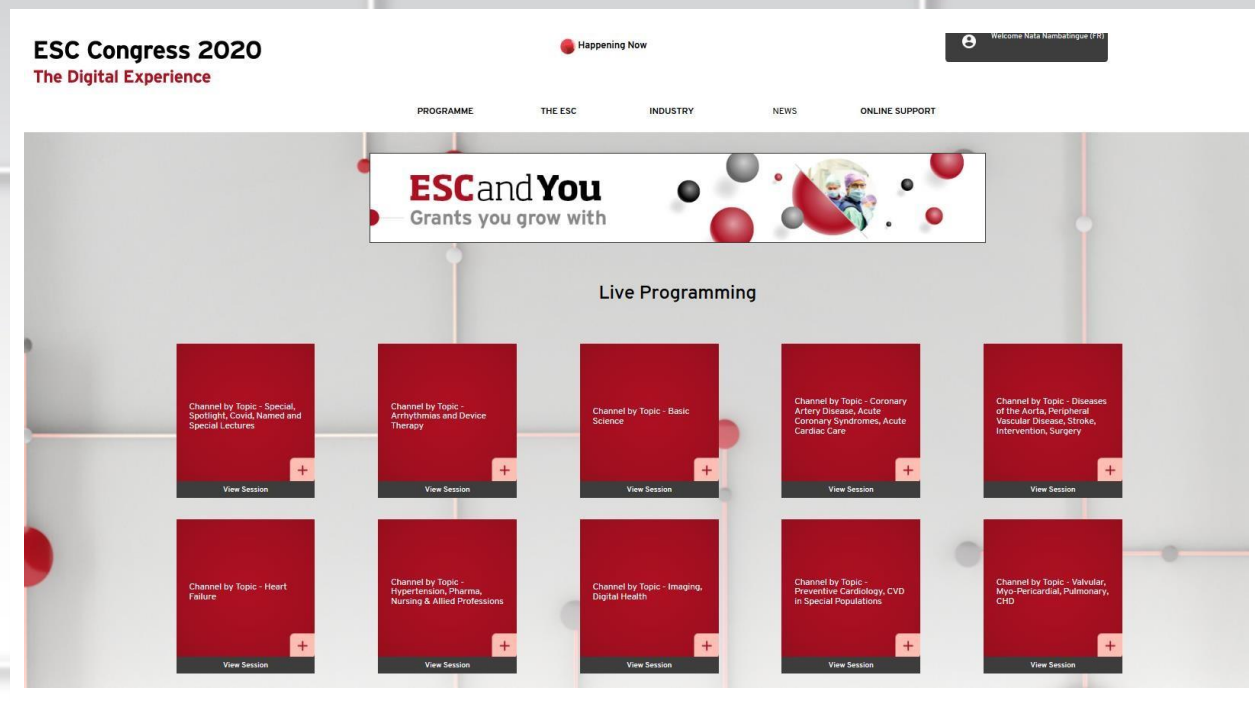
- **Speakers shot in a professional manner from their home cities around the world**

- **The buzz of the live event was felt onsite - fun, exchange & interaction**

# The Experience

**Key objective :**  
Offer a platform which was  
user friendly, very intuitive,  
easy to navigate

**Support Chatbot available  
to users for all platform  
issues**



**ESC Congress 2020**  
The Digital Experience

Happening Now

Welcome Nata Nambalingue (19/11)

PROGRAMME THE ESC INDUSTRY NEWS ONLINE SUPPORT

**ESC and You**  
Grants you grow with

**Live Programming**

Channel by Topic - Special, Spotlight, Covid, Named and Special Lectures View Session	Channel by Topic - Arrhythmias and Device Therapy View Session	Channel by Topic - Basic Science View Session	Channel by Topic - Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care View Session	Channel by Topic - Diseases of the Aorta, Peripheral Vascular Disease, Strokes, Intervention, Surgery View Session
Channel by Topic - Heart Failure View Session	Channel by Topic - Hypertension, Pharma, Nursing & Allied Professions View Session	Channel by Topic - Imaging, Digital Health View Session	Channel by Topic - Preventive Cardiology, CVD in Special Populations View Session	Channel by Topic - Valvular, Myo-Pericardial, Pulmonary, CTD View Session

# The Experience

Social media very active  
underlying global participation  
and the flexibility which digital  
offers

Interactivity offered with Q&A sessions





# The Verdict

*"It was 3 days of high up-to-date ,  
knowledgeable, educational, problem solving  
courses ...Your work was fantastic....*

**Mahmood Tabandeh M. D. FEACVI**  
Kowsar Hospital Shiraz . Iran



Sincere recognition to @escardio  
for a remarkable job bringing  
#ESCcongress  
to a complete digital format and open  
access  
for everyone.



**A record breaking event:**  
**125,000** healthcare  
professionals from  
**213** countries

*"The sessions were well organised and informative.  
The conference gave us a good chance to learn  
what is new in cardiology.*

**Dr Mohamed Aamer Clinic, Egypt**



I'm impressed with the simplicity of  
logging into the #ESCcongress from any  
device, the user friendly interface and  
the seamless streaming.

*"It was a really great experience! It was my  
first webinar by ESC and I'm really thankful  
that I found this congress and I joined it. I'm  
going to put into practice what I've learnt  
these past 4 days for my medical professional  
practices."*

**Alva Deseano**  
Universidad Anahuac, Mexico

# A record-breaking ESC Congress



**125k** registrations and **77k** participants



**62k** new **My ESC** accounts created by delegates



**53%** of registrations came in the **7 days prior** and once Congress was underway



A digital format enabled an improved **balance of age** (57% this year were under 40 years old) **and gender** (percentage of females increased from 33% to 46% from last year's in-person event)



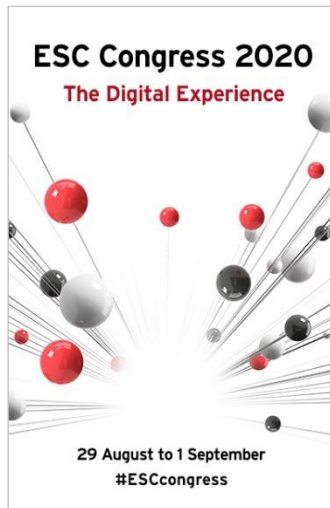
Science disseminated around the globe: **registrations from 213 countries**








**On Demand** - and therefore the **Congress platform** - continues to be accessed throughout September

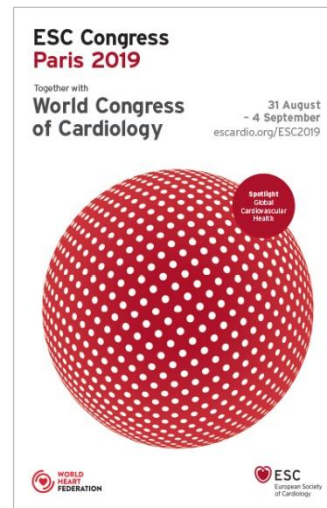


# Compared with our most successful live event to date (Paris 2019)








## The Digital Experience 2020

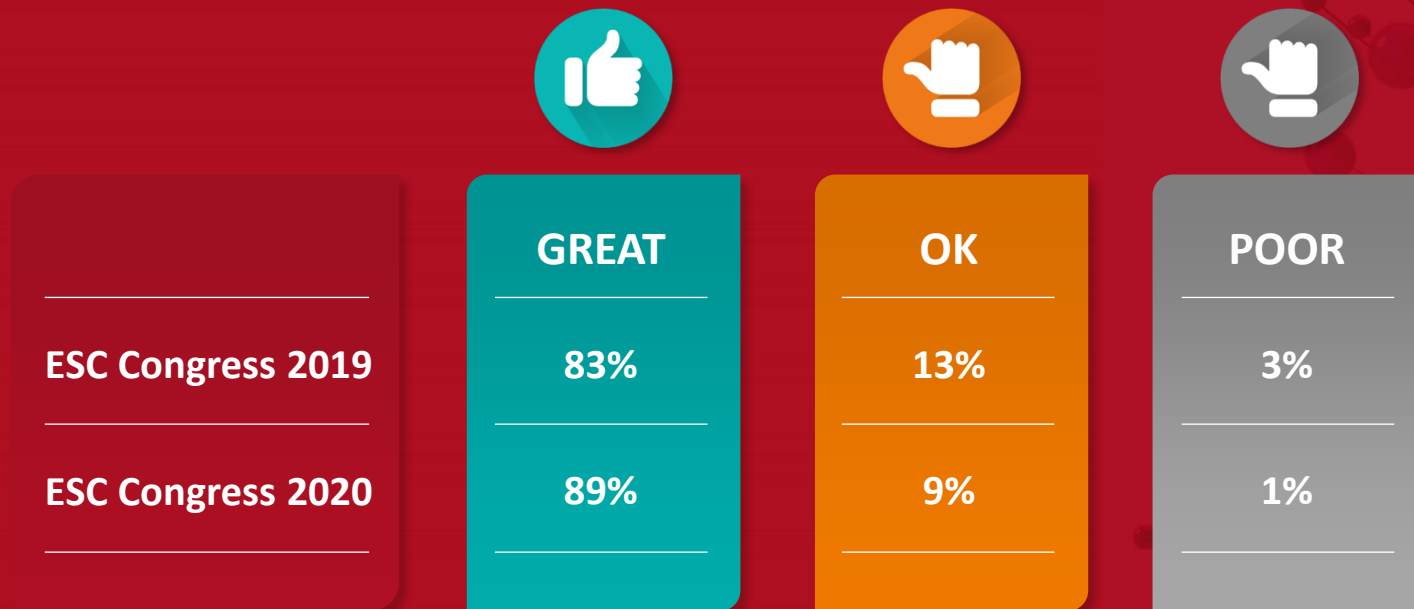
	Registered	125,300
	Delegates	77,350 (logged on during Congress dates)
	Countries	213
	% under 40	57%
	Gender balance Female: Male	F:46% M:54%



## Paris 2019

	Registered	33,510
	Delegates	27,946
	Countries	151
	% under 40	25%
	Gender balance Female: Male	F:33% M:67%

# Compares well with our best live event



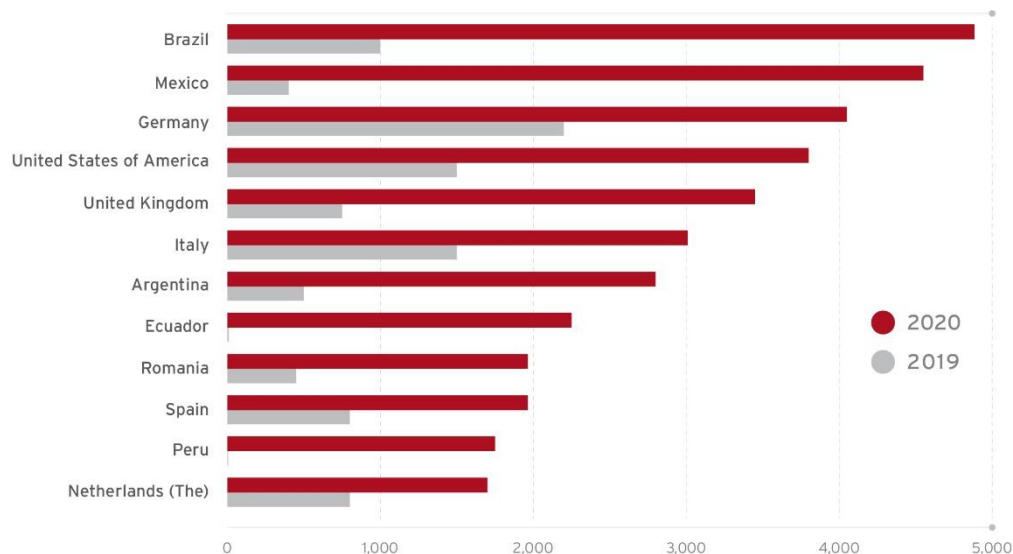
# Very positive delegate feedback

- 89% of participants overall said **“It was great”!**
- 60% thought the **quality of speakers and presentations was ‘excellent’**
- 61% would **prefer the digital version** of a hybrid ESC Congress 2021 if they had to choose between in-person and digital attendance
- **First timers especially positive** (those who had never attended an ESC Congress before)



# A very different mix of nationalities from our usual Congress audience

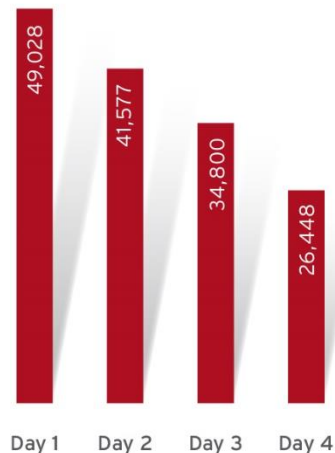
Top 10 Delegate Countries



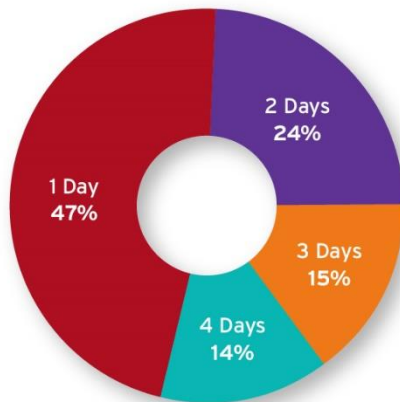
- **213** countries represented vs. 151 in 2019
- Huge increase in delegates from **South/Central America**
- Countries such as **Ecuador** and **Peru** (73<sup>rd</sup> and 81<sup>st</sup> most common countries in 2019) now in top 10.

# Interesting habits observed during the four days of Congress (1/2)

Daily Attendance



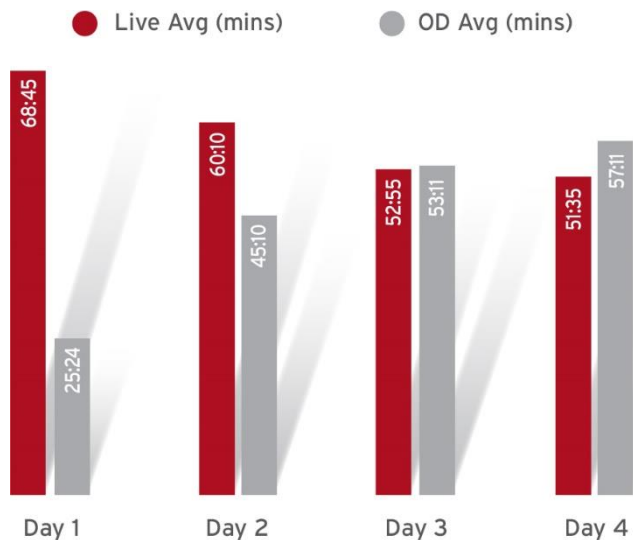
Attendance Frequency



- **77,350** delegates logged in between 29<sup>th</sup> August and 1<sup>st</sup> September
- **53%** of delegates logged in on more than 1 day
- **63%** of total delegates logged in on Saturday 29<sup>th</sup> August

# Interesting habits observed during the four days of Congress (2/2)

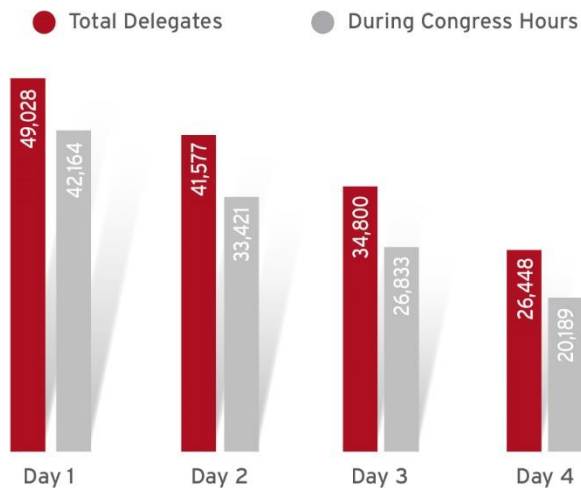
## Average View Duration Live sessions vs. On-demand



- During the Congress dates, delegates spent an average **58 minutes 20 seconds** watching 'live' content
- With an average **45 minutes 14 seconds** watching on-demand content

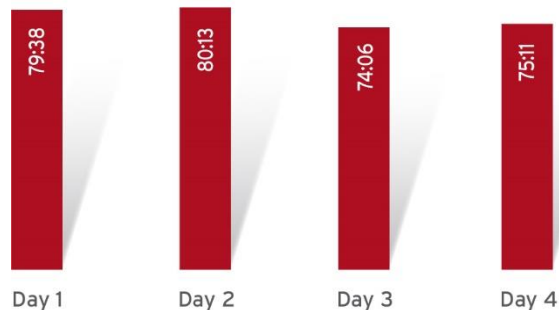
# Attendance - 'opening hours' of Congress (08h30-19h30)

## Total Daily Delegates vs. Delegates Logged in during Congress Hours



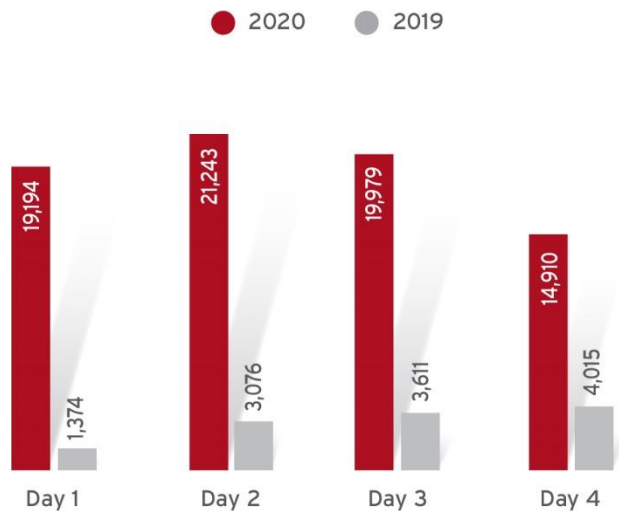
- On average, **80%** of total daily delegates logged in during congress hours
- Users spent an average of **77 minutes, 18 seconds** using the platform during congress hours

## Average Delegate Connection Time (during Congress open hours)



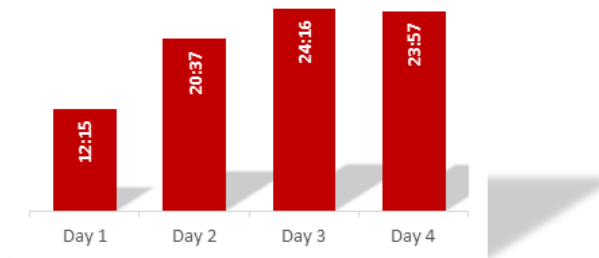
# Attendance - 'Out of hours' (19h30-08h30)

## No. of Delegates Viewing On-Demand Content 'Out of Hours'



- There was a huge amount of 'on-demand' activity during the congress dates.
- The chart shows the number of users accessing on-demand content out of hours in 2020, and the corresponding daily users of ESC 365 in 2019.
- Users on average spent **20 minutes 16 seconds** using the platform 'out of hours'

## Average Delegate Connection Time (during 'Out of hours')





# Delegates are still regularly accessing on-demand content

- **115k** views of on-demand video content via the congress platform.
- Average 2,300 users per day watching 6,160 videos – **2.7 VOD views per viewer**.
- From 1<sup>st</sup> October all content moves to **ESC 365** as a member benefit.
- Promotional campaigns will commence to promote the content on ESC 365.

 **ESC 365**

# Industry Activity

## Q&A



**2 daily Q&A slots:**  
Afternoon and Evening (60 mins each)



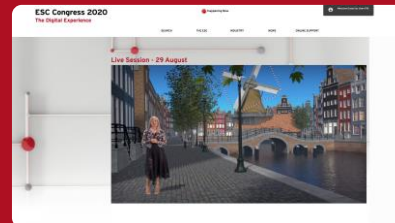
**55 Q&A sessions**



**15,348** delegates watched Industry Q&As live during the Congress



Average viewer duration:  
**33 minutes 51 seconds**



**2 daily afternoon Live Session slots**  
(30 and 45 mins)



**8 Live Industry Sessions**



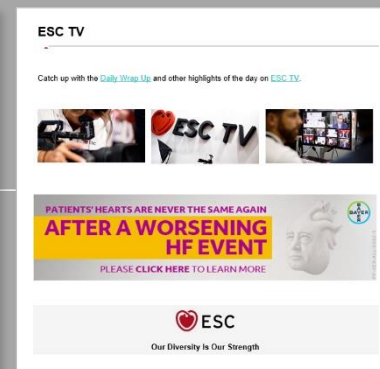
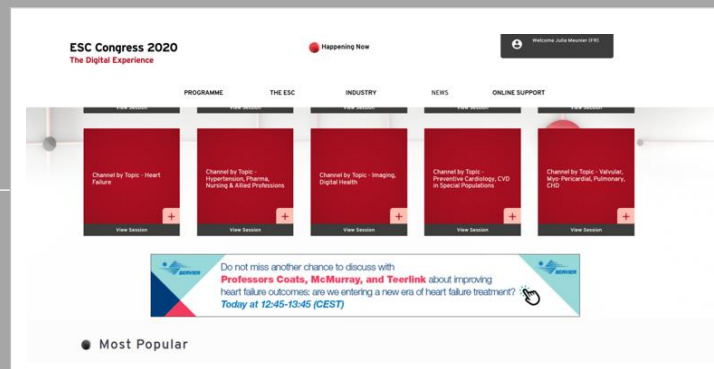
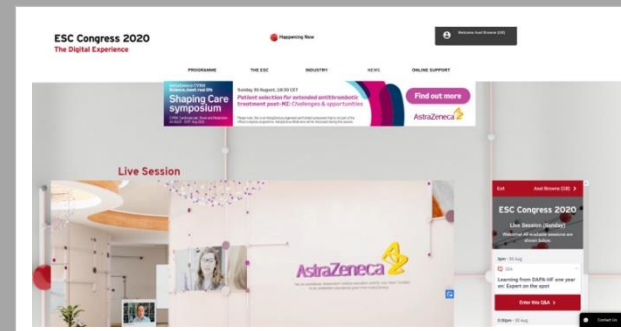
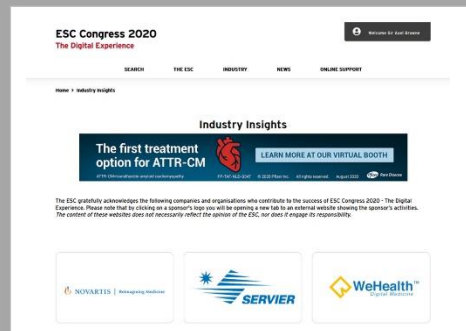
**26,697** delegates watched Industry Live sessions



Average viewer duration:  
**25 minutes 56 seconds**

# Industry Activity

## Brand Exposure



# Key Lessons for future planning

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- A digital congress allows us to **reach healthcare professionals who might not otherwise be able to attend** a physical congress. Barriers such as cost, time, travel and childcare are removed
- A virtual congress allows us to collect **much more** data - quantitative and qualitative information through real-time forums, chat facilities and feedback
- **There is no going back** – a new level of expectation has been set by this Digital Experience which we must deliver against in future

# Moving forward

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- September: Quantitative & Qualitative Surveys
- Start October: Review of findings & work methodology
- Mid October: Congress Formats 2021
- Mid October: Relevant Industry Offers

*Thank You*