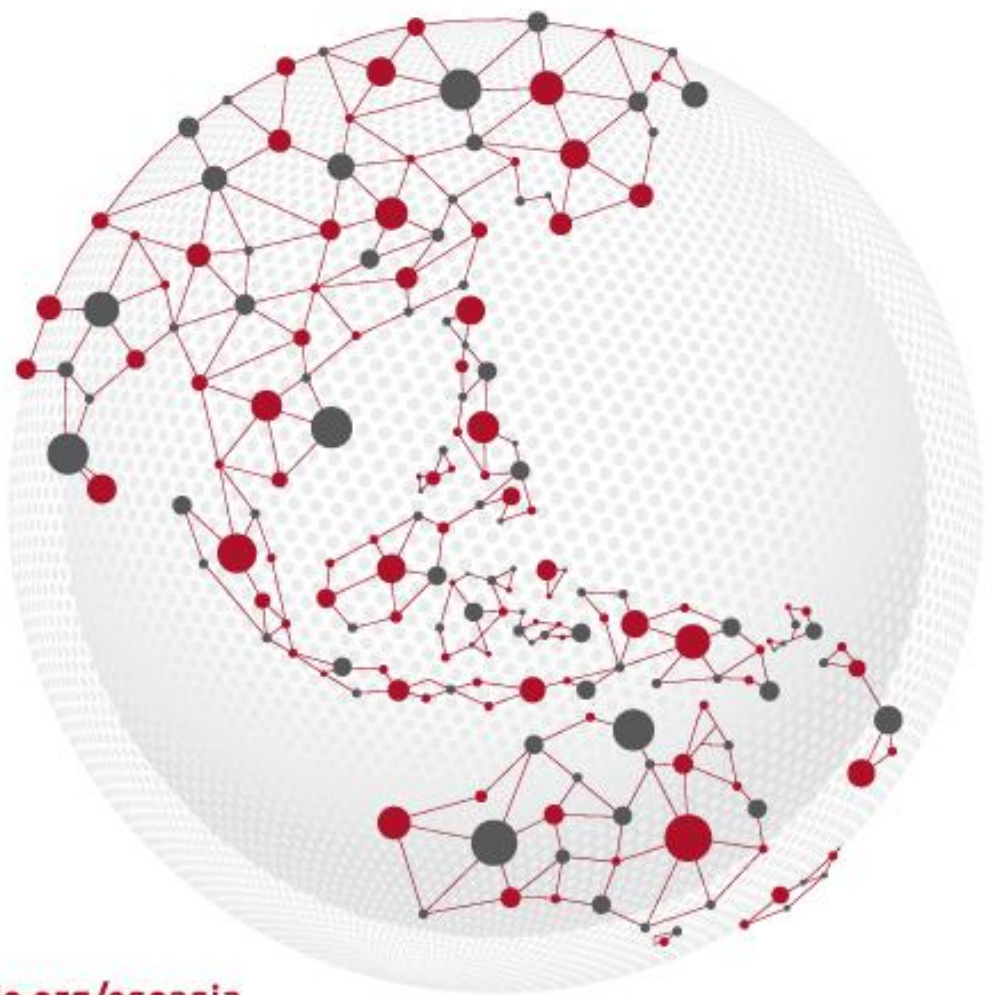


# ESC Asia

with APSC & AFC

4-5 December 2020



[www.escardio.org/escasia](http://www.escardio.org/escasia)  
#ESCAudioAsia



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# 1. General Information

## 1.1 Key Figures

### 4,664 Participants Registered

- 107 participating countries
- 56% of registrations from those under age 40
- 16,6% of registrations were new contacts

### 1,580 Logged-In Users

From 4 to 5 December (congress days)

- 1,487 delegates logged-in

From 6 December to 5 January 2021 (post congress)

- 430 delegates logged-in (congress platform & ESC 365) to watched 1,179 resources
- 1,214 watched on APSC & AFC channel

### Scientific Contribution

- 15 Scientific and Educational Programme Sessions
- 42 faculties in the Programme
- 239 abstracts selected
- 58 clinical cases submitted / 4 accepted

### 6 Industry Sessions

### Analytics

- 33% of delegates attended both days of the event
- Delegates spent **100:30 min** watching live content
- Delegates spent **10:27 min** watching on demand content

## 1.2 Platform and Functionalities

### Interactivity

Each session was programmed with times, in the corresponding day of the event.

Pigeonhole allowed us to create two types of interaction:

- The Chat that we used for pre-recorded sessions. During the presentations, participants were able to ask questions and share comments with the entire audience. For some sessions, speakers were connected to answer and bring their expertise.
- The Q&A, which was set up for the live sessions, gave participants the opportunity to ask their questions to the speakers. These questions, only visible by their authors, were later forwarded to the host of the session. These were then addressed during the discussion part of the presentation.

During the event, the role of the ESC staff in charge of this tool was to make sure the programming times in the system were coherent with what was going on on the event platform. Thus, if the presentation lasted longer or shorter than expected, the tool allowed us to change chat or Q&A start or end time of a relevant session.

## During the Live Q&A

Saturday 4 December	
Name	Questions
2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	8
Trial Focus - EMPEROR-Reduced	10
AstraZeneca - Submit your questions	7
2020 ESC Guidelines on Atrial Fibrillation	12
BI SPAF Symposia Q and A	3
Servier Symposium : Ask your questions	12

Sunday 5 December	
Name	Questions
2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	7
Trial Focus - DAPA-CKD	6
Boehringer Ingelheim Symposium	8
Trial Focus - Explorer HCM	9
AstraZeneca - Submit your questions	5
Servier Symposium - Ask your questions now	8

## During the Forum

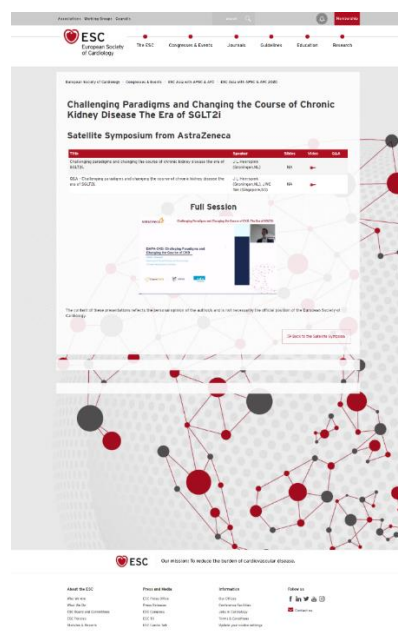
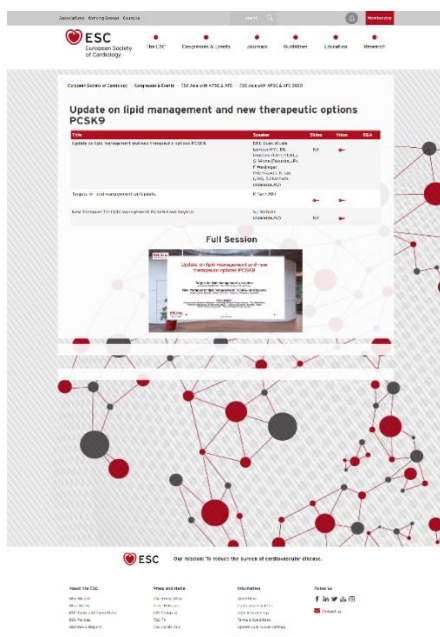
Saturday 4 December	
Name	Questions
COVID and Cardiovascular Diseases	6
Should we give colchicine to all coronary patients?	3
Update on lipid management and new therapeutic options PCSK9	6

Sunday 5 December	
Name	Questions
Latest Trials in Asia	4
New therapies in heart failure with reduced ejection fraction: For whom and When?	8
Young Cardiologists Clinical Case Competition	6

## Platform


Here are a few screenshots which were taken during the event.



## Top of the Platform

European Society of Cardiology > Congresses & Events > ESC Asia with APSC & AFC > ESC Asia with APSC & AFC 2020

# ESC Asia with APSC & AFC 2020



## Expanding the boundaries of cardiovascular medicine

Thank you for joining us for ESC Asia with APSC & AFC 2020.  
All content will be available to all registered delegates on this platform until 5 January 2021.

<a href="#">Sessions on Demand</a>	<a href="#">Programme</a>	<a href="#">Satellite Symposia</a>	<a href="#">Abstracts</a>
<a href="#">Clinical Cases</a>	<a href="#">For members</a>	<a href="#">#ESCAsia</a>	<a href="#">FAQ</a>

**Save 10%**  
**Become an ESC Professional Member today**  
Use code: **ESCASIA2020**  
[Join now](#)





## Session on Demand

### Sessions on Demand

Access to the sessions on-demand is exclusively for registered attendees.

**Sessions on Demand**

*Please note subtitles are available and be activated in the bottom right of the video player*

	<a href="#">Welcome Session</a>
	<a href="#">2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes</a>
	<a href="#">Should we give colchicine to all coronary patients?</a>
	<a href="#">Trial Focus - EMPEROR-Reduced</a>



## Programme

### Programme

All sessions are listed in Singapore Time (SGT)

[Download the programme at a glance \(PDF\)](#)



**ESC Asia 2021**  
with APSC & AFC

3-4 December

ESC  
European Society  
of Cardiology



**APSC 2021**

1 TO 3 OCTOBER 2021  
CON SIAM, BANGKOK, THAILAND



**AFC 2021**

25<sup>TH</sup> ASEAN FEDERATION OF  
CARDIOLOGY CONGRESS

Siem Reap, Cambodia 12-14 November 2021

*Towards Cardiovascular Health: Goals of Life*

Satellite Symposia

## Satellite Symposia

Satellite Symposia	
Title	Industry
Challenging Paradigms and Changing the Course of Chronic Kidney Disease The Era of SGLT2i	AstraZeneca
Atrial Fibrillation (AF) Management: from clinical evidence to real world practice	Boehringer Ingelheim
Single-pill combinations in the management of hypertension: evidence from new guidelines, practical benefits for both physicians and patients	Servier
What Have We Learned from SGLT-2 Inhibitors in Heart Failure?	Boehringer Ingelheim
Paradigm Shifts in HFrEF Management: SGLT2-Inhibitors	AstraZeneca
Ischaemic Disease: the Importance of Choosing the Right Time and the Right Therapeutic Approach	Servier

## Abstracts

**Abstracts**

Interact and exchange with the authors using the feature "Ask a question" which will direct your question automatically to the author.

Topic:

Sub-topic:

Keywords:

Title	Presenter	Abstract	Slides	Voiceover presentation	Ask a question
Visceral fat accumulation and left atrial phasic function in the general population	N Sawada (Tokyo,JP)		NA		NA
Utility of scoring system including relative apical sparing pattern for screening cardiac amyloidosis in patients with left ventricular hypertrophy	Y Nakao (Ehime,JP)		NA		

## Clinical Cases

**Clinical Cases**

Date	Title / Author(s)	Topic(s)
Dec 2020	<a href="#">A Case of Immune Checkpoint Inhibitor Myocarditis / Simran Shergill</a>	Echocardiography
Dec 2020	<a href="#">A late complication of ASD closure presenting as chest pain / Syed Rizwan Ali</a>	Computed Tomography
Dec 2020	<a href="#">A mediastinal mass in a female patient presenting with severe pulmonary hypertension and right ventricular failure: a case report / Julie Ann Stephanie Miralles</a>	Chronic Heart Failure - Clinical
Dec 2020	<a href="#">An interesting case of 3<sup>rd</sup>Ps - Primary Pericardial Primitive neuroectodermal tumor in an infant : A case report / Vikas Reddy</a>	Tumors of the Heart - Clinical
Dec 2020	<a href="#">An unusual case of left main coronary artery aneurysm complicated with aortic regurgitation / John Joel Javier</a>	Coronary Artery Disease - Clinical
Dec 2020	<a href="#">Case of Restrictive cardiomyopathy in a child / Sravan Kumar Gaddamedi</a>	Pediatric Cardiology
Dec 2020	<a href="#">EMBOLIZATION OF HIGH-OUTPUT IDIOPATHIC RENAL ARTERIOVENOUS FISTULA PRIMARILY USING VASCULAR PLUG / Senthil Raj Thangasami</a>	Peripheral Vascular and Cerebrovascular Disease - Clinical
Dec 2020	<a href="#">Pyopneumopericarditis Manifesting As A Novel Murmur; A Case Report / John Lee</a>	Pericardial Disease - Clinical
Dec 2020	<a href="#">Recurrent Infective Endocarditis after Transcatheter Aortic Valve Implantation (TAVI) / Suchapa Arayakarnkul</a>	Infective Endocarditis - Clinical
Dec 2020	<a href="#">Successful Ascending Aortic Replacement and Aortic Valve Repair under Deep Hypothermia in a 52 Year-Old Male with Chronic Type A Dissection: A Rare Case / Katherine Rose Acosta</a>	Cardiovascular Surgery - Aorta

## Social Media wall



 **#ESCardioAsia**

Share these resources with the community  
Tweet your favourite ones  
Discuss the latest science

 Tee Joo YEO  
@TJ\_Yeo

**#ESCardioAsia**  
Missed the conference last week  
[@keithachanmd](#) has got you covered with a fantastic #t  
...[Read More](#)

7 Dec 2020

 European Society of Cardiology  
@escardio

Thank you so much to our fantastic Twitter Ambassadors  
who covered **#ESCardioAsia** live! Amazing team ...[Read  
More](#)

1/17  
A tweetorial infographic recap of **#ESCardioAsia 2020**  
that was held on 4-5 Dec, compiled by the ...[Read More](#)

**#ESCardioAsia**

A Tweetorial on ESC Asia 2020's Event





## 2. Scientific Programmes

### 2.1. Scientific Programme Overview

#### Educational and Scientific Programme - Session Type

*Does not include Industry Sessions (N=6)*

<b>Session types / Session Titles</b>	<b>Total</b>
<b>Debate Session</b>	<b>2</b>
New therapies in heart failure with reduced ejection fraction: For whom and when?	
Should we give colchicine to all coronary patients?	
<b>Guidelines in Practice</b>	<b>3</b>
2020 ESC Guidelines on Atrial Fibrillation	
2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	
2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	
<b>Late-Breaking Science</b>	<b>1</b>
Latest Trials in Asia	
<b>Abstract Programme</b>	<b>1</b>
Abstracts from Asia-Pacific from ESC Congress: The Digital Experience	
<b>Special Event</b>	<b>2</b>
Closing Session	
Welcome address	
<b>Award Session</b>	<b>1</b>
Young Cardiologists Clinical Case Competition	
<b>Special Session</b>	<b>2</b>
COVID and Cardiovascular Diseases	
Update on lipid management and new therapeutic options PCSK9	
<b>Trial Focus</b>	<b>3</b>
Trial Focus - DAPA-CKD	
Trial Focus - EMPEROR-Reduced	
Trial Focus - Explorer HCM	
<b>Grand Total</b>	<b>15</b>

#### Session Content Management (Content Capture)

<b>Session Format</b>	<b>Total</b>
<b>Pre-Recorded</b>	<b>7</b>
Welcome address	
New therapies in heart failure with reduced ejection fraction: For whom and when?	
Should we give colchicine to all coronary patients?	
Young Cardiologists Clinical Case Competition	
COVID and Cardiovascular Diseases	
Update on lipid management and new therapeutic options PCSK9	
Latest Trials in Asia	

<b>Live Sessions</b>	<b>7</b>
2020 ESC Guidelines on Atrial Fibrillation	
2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	
2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	
Trial Focus - DAPA-CKD	
Trial Focus - EMPEROR-Reduced	
Trial Focus - Explorer HCM	
Closing Session	
On Demand Platform - Abstract Programme	1
Abstracts from Asia-Pacific from ESC Congress	
<b>Grand Total</b>	<b>15</b>

### Abstract and Clinical Case Programme Composition

- Abstract Programme

Based on Scientific Merit and Regional Origin, a selection of the top score abstracts presented during ESC Congress 2020 – The Digital Experience were selected to be featured as “encore” presentations during ESC ASIA with APSC & AFC.

A total of 239 abstracts were selected. Abstracts were featured on the online congress platform.

### Overview per country represented

Country	Number of abstract selected
China	40
Japan	36
Korea (Republic of)	29
Taiwan	28
Australia	24
Thailand	15
New Zealand	10
India	10
Singapore	9
Iran (Islamic Republic of)	7
Saudi Arabia	6
Indonesia	6

Country	Number of abstract selected
Malaysia	4
Hong Kong	4
Philippines	3
Jordan	2
Uzbekistan	1
United States of America	1
United Arab Emirates	1
Pakistan	1
Mongolia	1
Kazakhstan	1
<b>Grand Total</b>	<b>239</b>

- Clinical Cases

A Call for Clinical Cases was launched – open to young clinicians BELOW 40.

58 Submissions were received, 4 cases were selected for presentation in the Young Cardiologists Clinical Case Competition.

The 4 finalists received an award certificate. The Winner, Dr John Lee (Chadstone, Australia), will receive a FREE Registration for ESC Congress 2021. The 1<sup>st</sup> Runner Up, Dr Senthil Raj Thangasami (Chennai, India) will receive a Free Registration for ESC Asia with APSC & AFC 2021.

Only 1 session during the event but 13 cases have been selected to be featured on the online congress platform and published on the ESC Clinical Case Gallery.

1 case amongst the top rated will be offered a free publication in the European Heart Journal-Case Reports.

#### Overview of submitted Clinical Cases by Country

Country	Number of case submissions
Australia	2
Brunei Darussalam	1
Cambodia	2
China	3
India	14
Indonesia	7
Malaysia	4
Myanmar	1
Pakistan	2
Philippines	11
Portugal	2
Singapore	1
Thailand	2
United Kingdom of Great Britain and Northern Ireland	6
<b>Grand Total</b>	<b>58</b>

## 2.2. Schedule Overview

Schedule / Session Title	Start Time (SGT)
Thursday 02 December	
Abstract Programme available	
Friday 04 December	
Welcome address	15:00:00
2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	15:15:00
Should we give colchicine to all coronary patients?	15:50:00
Trial Focus - EMPEROR-Reduced	16:25:00
2020 ESC Guidelines on Atrial Fibrillation	17:35:00
Update on lipid management and new therapeutic options PCSK9	18:45:00
COVID and Cardiovascular Diseases	20:10:00

Saturday 05 December	
2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	15:05:00
New therapies in heart failure with reduced ejection fraction: For whom and when?	15:40:00
Trial Focus - DAPA-CKD	16:15:00
Trial Focus - Explorer HCM	17:25:00
Latest Trials in Asia	18:35:00
Young Cardiologists Clinical Case Competition	20:00:00
Closing Session	20:45:00

### 2.3. Contributors Overview

There was a total of 260 active participants in the programme – 31 countries represented with 303 roles.

Role	Number of Contributor Roles	Number of Faculty
Chairperson	14	42
Discussant	6	
Judge Abstract	3	
Speaker	37	
Oral Abstract Presenter	4	
Presenter	239	
<b>Grand Total</b>	<b>303</b>	

*The Discussant role in the above table represents faculty who were officially included in the session as discussants – but both the Host and Speakers were active contributors in the discussion panel.*

#### Country representation for the Abstract Presenters

Country	# Abstract Presenters
<b>Australia</b>	<b>23</b>
<b>China</b>	<b>34</b>
Hong Kong	4
India	11
Indonesia	6
Iran (Islamic Republic of)	5
<b>Japan</b>	<b>35</b>
Jordan	2
Kazakhstan	1
<b>Korea (Republic of)</b>	<b>25</b>
Malaysia	4
Mongolia	1

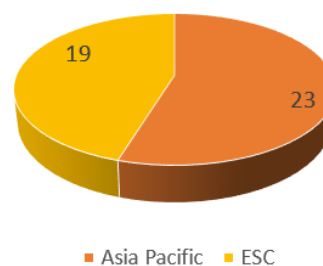
Myanmar	1
New Zealand	7
Pakistan	1
Philippines	3
Saudi Arabia	5
Singapore	9
<b>Taiwan</b>	<b>22</b>
Thailand	16
United Arab Emirates	1
United States of America	1
Uzbekistan	1
<b>Grand Total</b>	<b>218</b>

*Include best abstracts from ESC Congress: The Digital Experience, invited to present again at ESC ASIA for additional visibility and recognition of the excellence of their presentation (N=239)*

### Country and Region representation for Faculty Members

<b>Country</b>	<b># Faculty</b>
Australia	2
Brunei Darussalam	1
France	5
Germany	3
Hong Kong	1
Indonesia	1
Italy	1
Japan	4
Korea (Republic of)	1
Malaysia	2
Netherlands (The)	3
Serbia	1
Singapore	9
Switzerland	1
Thailand	1
United Arab Emirates	1
United Kingdom of Great Britain & Northern Ireland	5
<b>Grand Total</b>	<b>42</b>

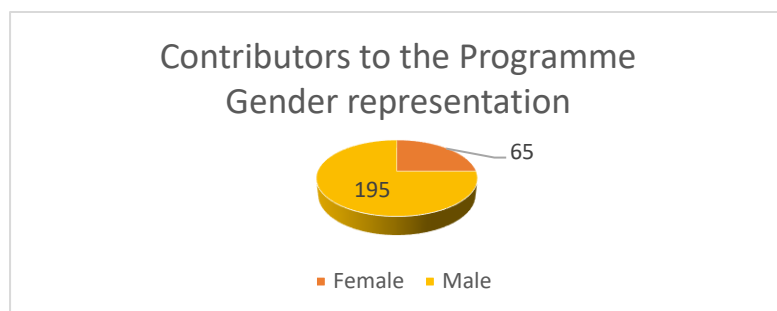
Faculty representation per ESC Region





## Contributors to the Programme - Gender representation

Female (Faculty and Abstract presenters included) only represents 25% of the contributors to the programme



## 2.4. Online Programme Attendance

Attendance – Sessions listed by the number of Unique Viewers

Date	Session Title	Unique Viewers
04-Dec	Single-pill combinations in the management of hypertension - Sponsored by Servier	467
05-Dec	Trial Focus - DAPA-CKD	441
05-Dec	New therapies in heart failure with reduced ejection fraction: For whom and When?	430
05-Dec	Ischemic disease: the importance of choosing the right time and the right therapeutic approach - Sponsored by Servier	414
04-Dec	Challenging Paradigms and Changing the Course of Chronic Kidney Disease The Era of SGLT2i - Sponsored by AstraZeneca	405
05-Dec	What have we learned from SGLT-2 inhibitors in heart failure? Sponsored by Behringer Ingelheim	404
05-Dec	Trial Focus - Explorer HCM	399
04-Dec	Trial Focus - EMPEROR-Reduced	391
05-Dec	Paradigm shifts in HFrEF management: SGLT2-Inhibitors -Sponsored by AstraZeneca	388
04-Dec	2020 ESC Guidelines on Atrial Fibrillation	385
05-Dec	Latest Trials in Asia	376
04-Dec	Atrial Fibrillation (AF) Management: from clinical evidence to real world practice - Sponsored by Behringer Ingelheim	372
04-Dec	Should we give colchicine to all coronary patients? 34 minutes	356
04-Dec	"Update on lipid management and new therapeutic options PCSK9	351
05-Dec	2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	343
05-Dec	Young Cardiologists Clinical Case Competition	314
04-Dec	COVID and Cardiovascular Diseases	305
04-Dec	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	301
04-Dec	Welcome address	216
05-Dec	Closing Session	200

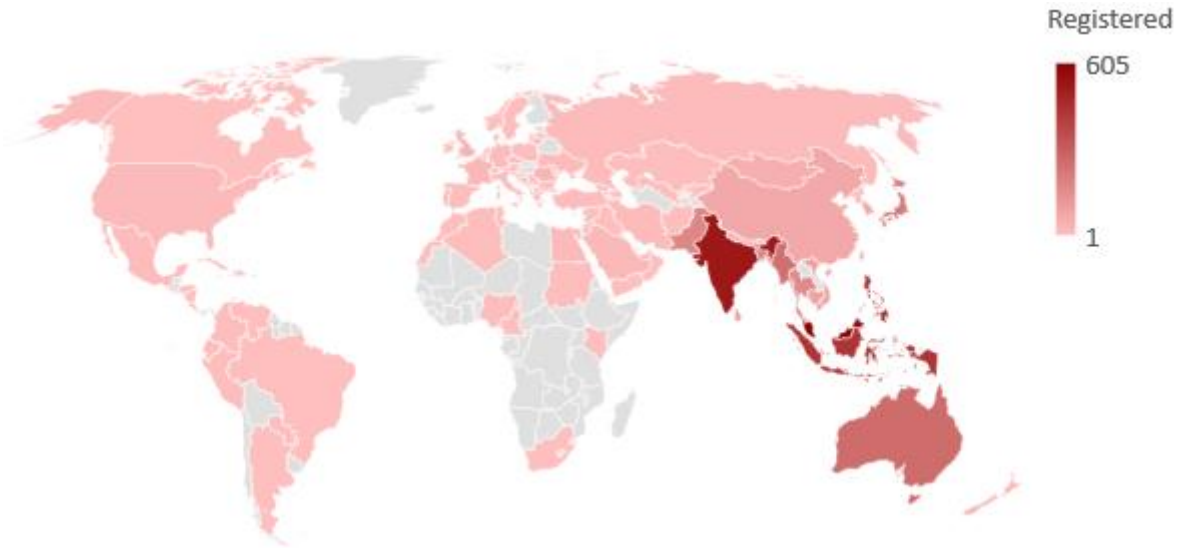
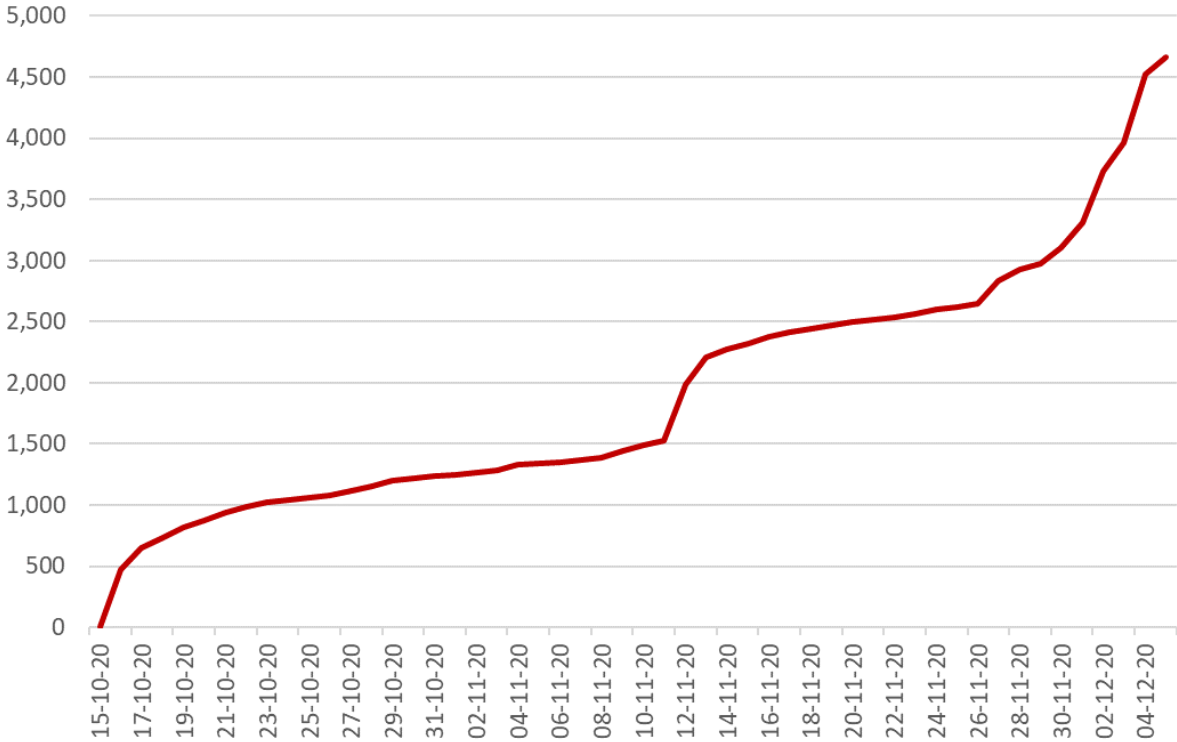
# 3. Attendance & Participation Statistics

## 3.1. Registered delegates

It was compulsory to register through a My ESC account to attend the 'live' events, and to access content on demand throughout the congress and until 5 January 2021. Users registered via their existing My ESC account or were required to create a new one.

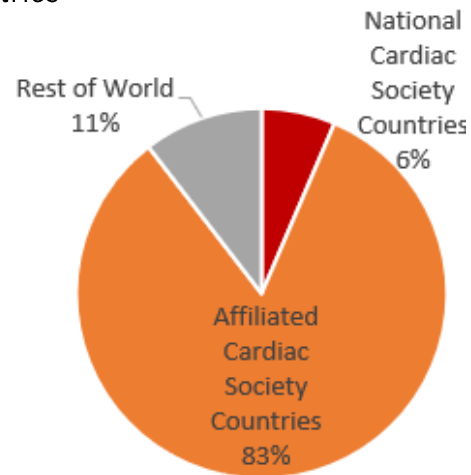
Registration was free and opened on 15 October. It remained open until 5 December.

There were **4,664** registrations from **107** countries. 696 of these registered during the congress dates.

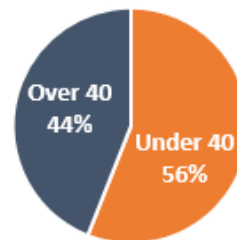
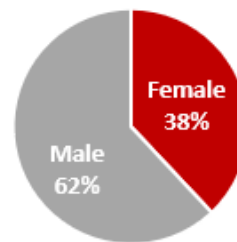
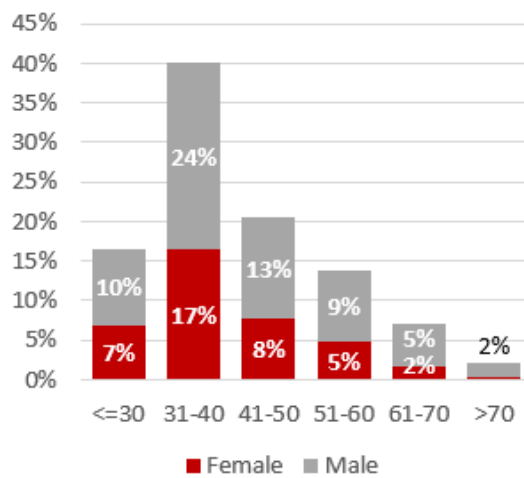


Country	Registered	% of total
Malaysia	605	13.0%
India	528	11.3%
Philippines	467	10.0%
Indonesia	439	9.4%
Singapore	271	5.8%
Australia	260	5.6%
Myanmar	250	5.4%
Japan	215	4.6%
Bangladesh	189	4.1%
Pakistan	177	3.8%

The top 10 countries of registered delegates below account for 72.9% of all delegate countries

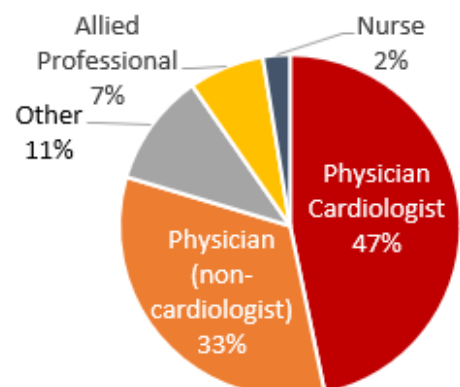


Age and gender of registered delegates



The table below shows the main profession of registered delegates

Profession	Delegates	% of total
Physician Cardiologist	2175	46.6%
Physician (non-cardiologist)	1531	32.8%
Other	497	10.7%
Allied Professional	333	7.1%
Nurse	119	2.6%

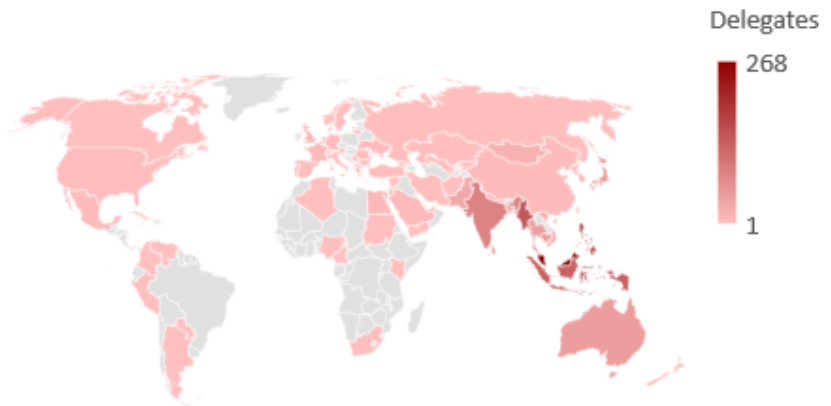


### 3.2. Event attendees

**1,487** delegates (31.8% of total registered delegates) from 82 countries logged on to the congress platform during the congress dates and watched live and/or on-demand sessions.

- 4 December: **997** delegates
- 5 December: **988** delegates

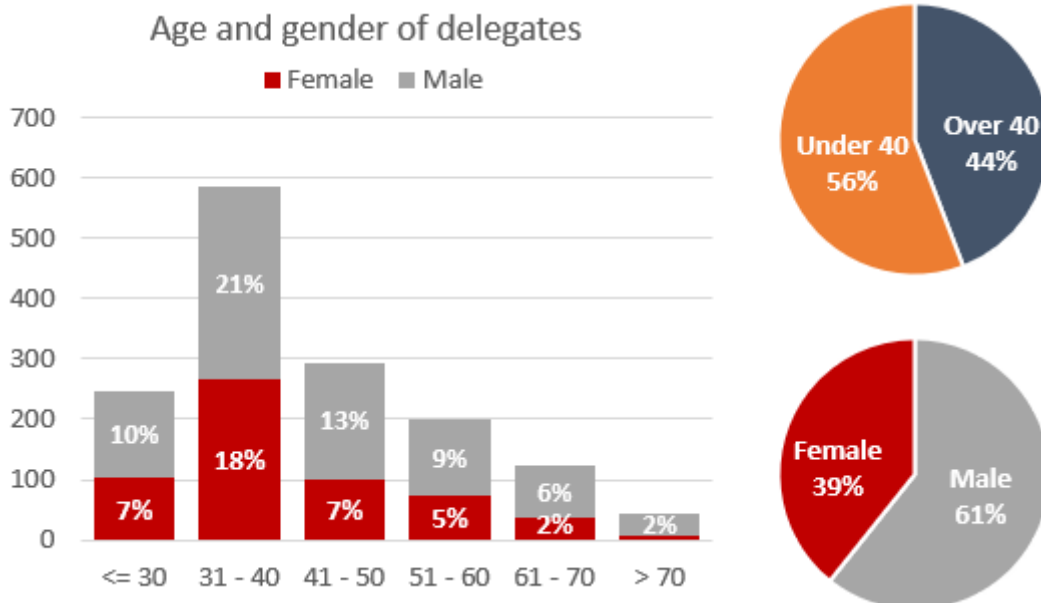
Country	Delegates	% of total
Malaysia	268	18.0%
Philippines	165	11.1%
Myanmar	145	9.8%
Indonesia	133	8.9%
Singapore	120	8.1%
India	85	5.7%
Japan	52	3.5%
Cambodia	47	3.2%
Australia	47	3.2%
Thailand	46	3.1%



These top 10 countries account for **74.5%** of all event attendees

**76.4%** of delegates came from ACS countries, with **7.8%** of delegates coming from NCS countries.

The profile of attendees is essentially the same as those who registered, with **56%** of attendees under 40 years of age, and **61%** male



The table below shows the profession and stage in career of event attendees

	Student	In training	Practicing	Retired	Grand Total	
Physician Cardiologist	17	119	503	10	649	43.7%
Physician (non-cardiologist)	25	87	395	7	514	34.6%
Other	67	31	92	3	193	13.0%
Allied Professional	7	11	89		107	7.2%
Nurse	2	1	19		22	1.5%
Grand Total	118	249	1098	20		
	7.9%	16.8%	73.9%	1.3%		

The table below shows the place of work of event attendees. Note: an attendee can have more than one place of work.

Place of work	Delegates	% of total
Healthcare - Hospital	995	66.9%
Healthcare - Private Practice	386	26.0%
Research Institution - University	218	14.7%
Industry	173	11.6%
Administration and Government	110	7.4%
Research Institution - Non-University	52	3.5%
Insurance	8	0.5%

## 4. Analytics

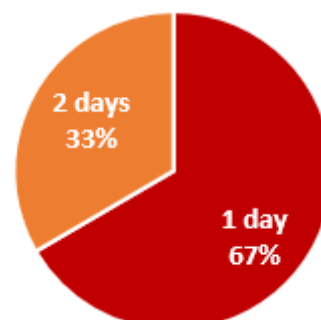
### 4.1. Live Event

**1,487** delegates logged onto the platform on the 4<sup>th</sup> and 5<sup>th</sup> December 2020 to watch live and/or on demand content.

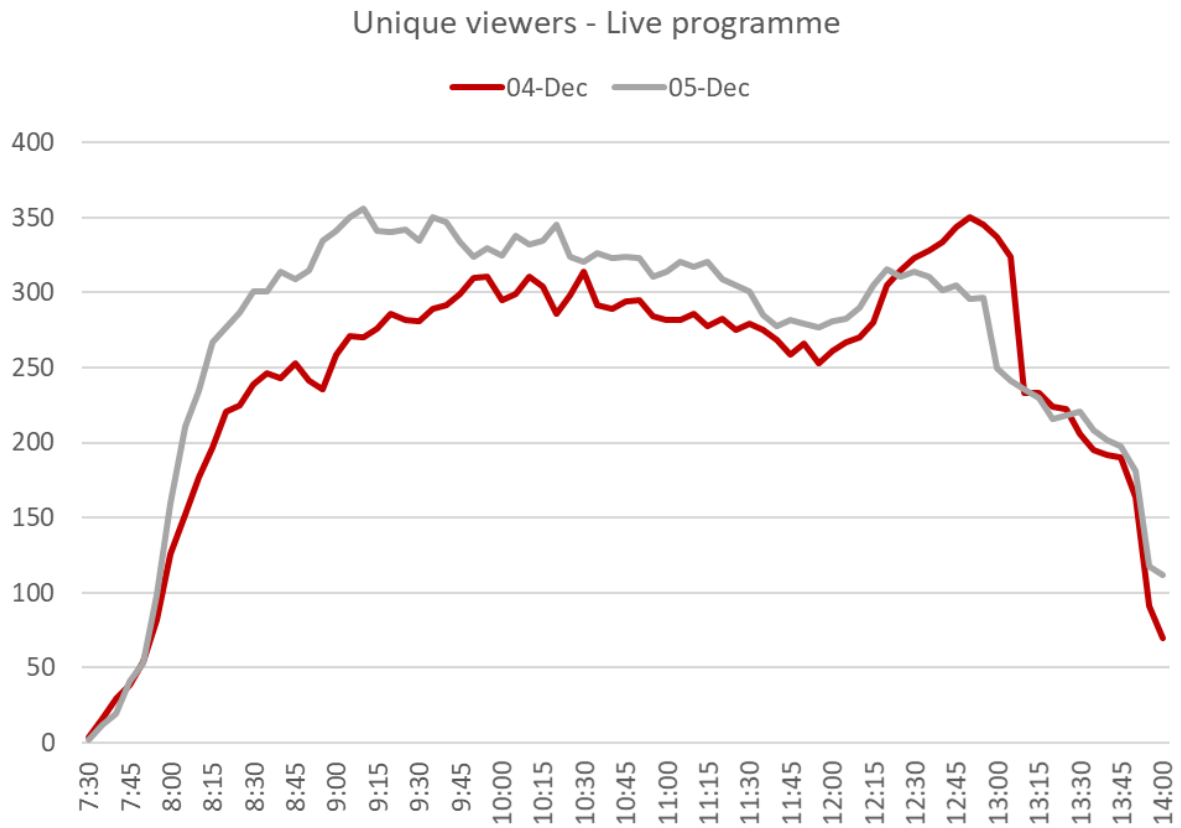
**1,422** delegates watched live content across the 2 days of the Congress

**33%** of delegates attended both days of the event.

	4th December	5th December
Total live event attendees	960	938
Peak simultaneous viewers	350	356

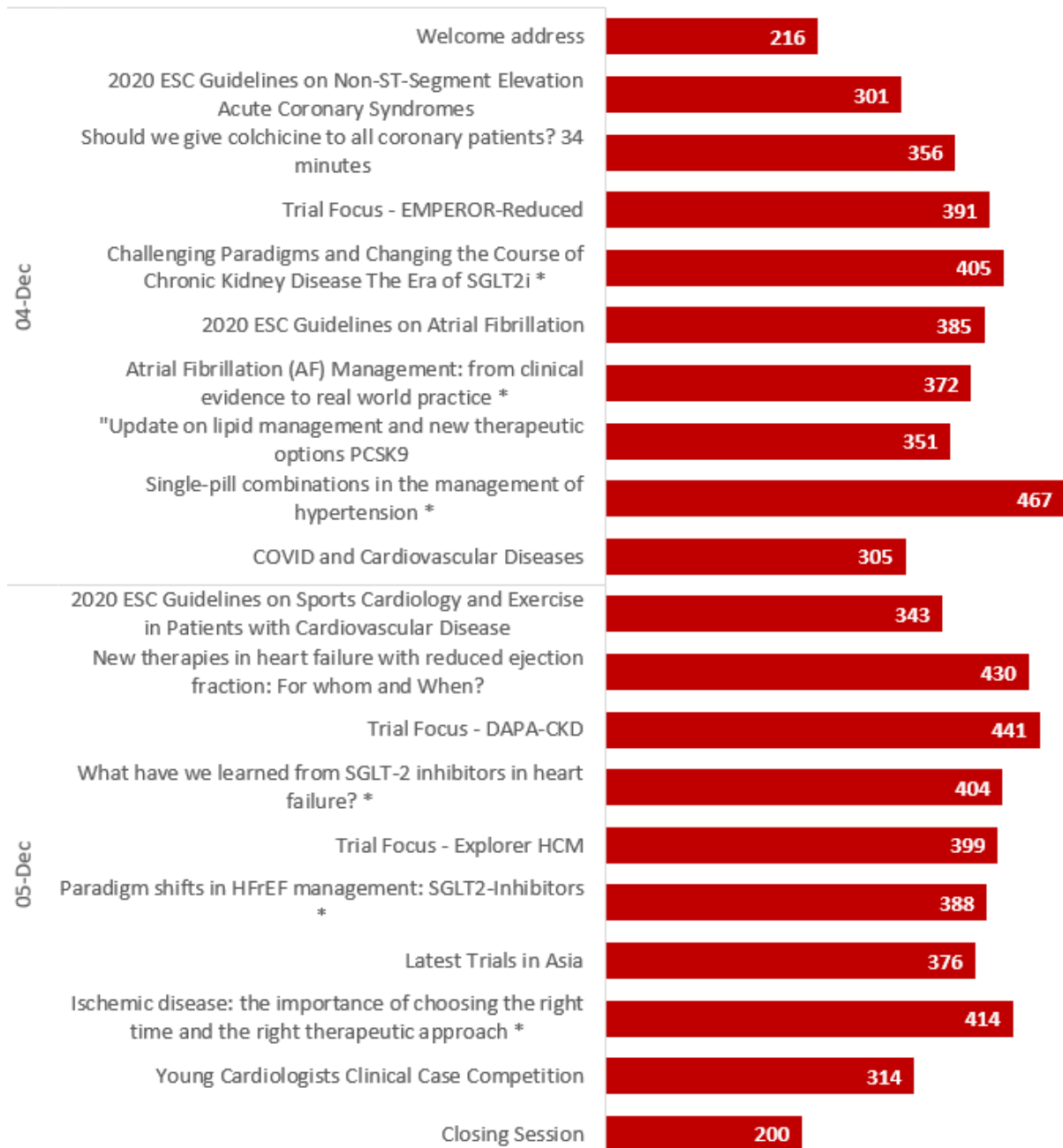






*'Single-pill combinations in the management of hypertension'* had the highest number of live attendees with **467 delegates** logging on to watch during the course of the broadcast.

## Session attendees

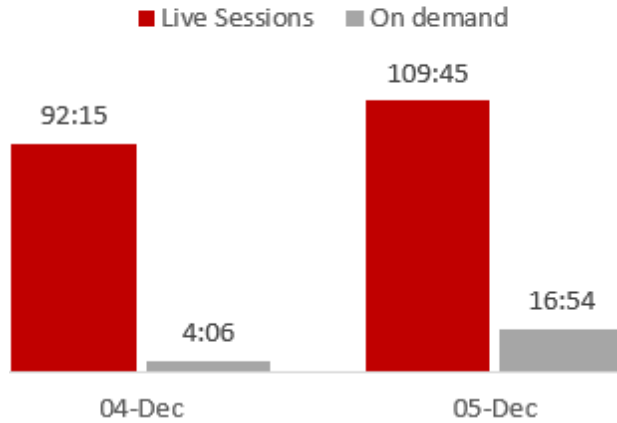


*Note: Sessions with an asterisk (\*) above are industry sponsored sessions*

**100m 30s** - The average time delegates spent watching live content

**21 mins** – the average amount of time delegates spent watching on-demand content (on the congress days)

Average length of time viewing content  
Average view duration / delegate (mins)



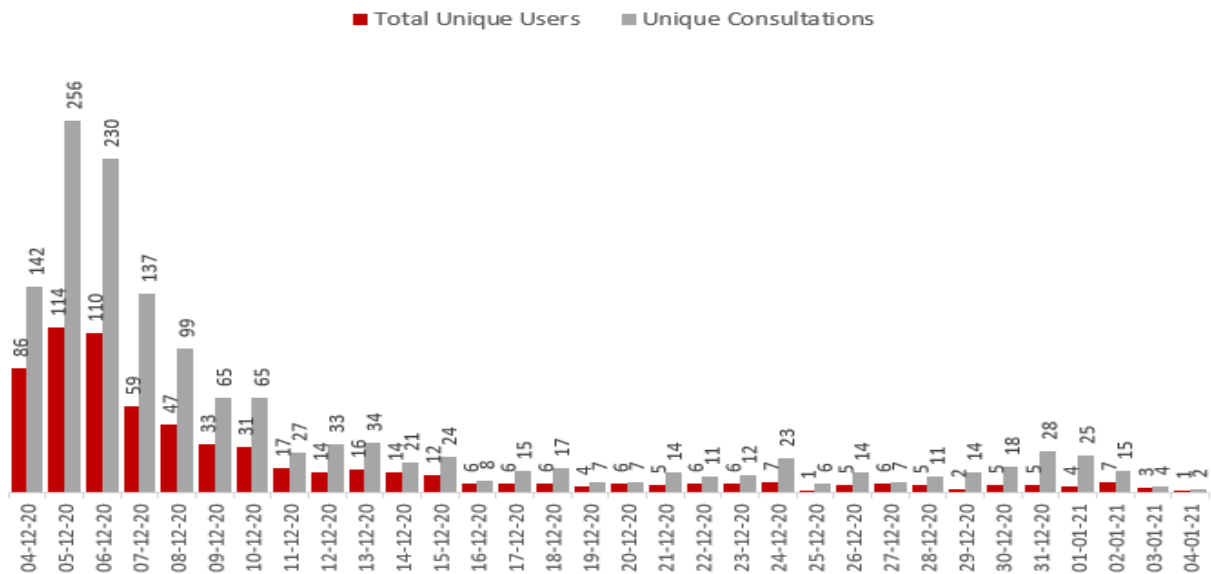
## 4.2. On demand

### Congress Platform & ESC 365

From 4<sup>th</sup> December 2020 to 4<sup>th</sup> January 2021 content was available for on-demand access on both the Congress platform and ESC 365.

In total, **430** delegates accessed **1,179** resources on the Congress platform and/or ESC 365.

VOD Activity

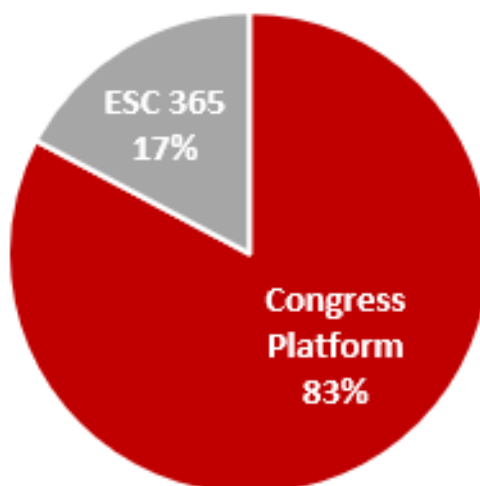


Congress platform: **372** users consulted **1,113** resources on the congress platform.

ESC 365: **79** users accessed **232** resources on ESC 365

83% of all on-demand consultations for ESC Asia were made on the Congress platform.

The average time spent viewing on-demand content was **10:27**



APSC & AFC Channel

**1,214** total views (**481** Youtube / **733** Facebook)

	Date	Topic	Youtube views	Facebook Views
1	December 4, 2020	Welcome Address	32	166
2	December 4, 2020	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	106	28
3	December 4, 2020	2020 ESC Guidelines on Atrial Fibrillation	128	133
4	December 5, 2020	New Therapies in Heart Failure with Reduced Ejection Fraction: for whom? when?	61	92
5	December 5, 2020	ESC Asia 2020 Award Session	19	22
6	December 5, 2020	COVID and Cardiovascular Diseases	41	191
7	December 5, 2020	Latest Late-Breaking Trials in Asia	26	23
8	December 5, 2020	2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease.	49	48
9	December 5, 2020	ESC Asia 2020 Closing Session	19	30

## 5. Industry

### 5.1. Industry Participation 2020

<b>AstraZeneca Singapore</b>	Satellite Symposia 30' Friday 10:00 - 10:30 CET (17:00 - 17:30 SGT)
	Satellite Symposia 30' Saturday 11:00 - 11:30 CET (18:00 - 18:30 SGT)
<b>Boehringer Ingelheim Singapore</b>	Package "Silver" 30' (Satellite 30' + Banner position 3 + event eBlast)
	Satellite Symposia 30' Friday 11:10 - 11:40 CET (18:10 - 18:40 SGT)
<b>Servier Affaires Medicales</b>	Package "Silver" 45' (Satellite 45' + Interlude + event eBlast)
	Package "Silver" 45' (Satellite 45' + Interlude + event eBlast)

### 5.2. Industry participation 2020 edition compared to 2019

<b>ESC Asia with APSC &amp; AFC 2020</b>	<b>6</b>
Sponsored Session	3
Package	3

<b>ESC Asia with APSC &amp; AFC 2019</b>	<b>15</b>
Exhibition	7
Sponsored Session	4
Sponsorship	3
Package	1

## 6. Communication & Marketing

### 6.1. Launching ESC Asia with APSC & AFC 2020

The official communication cycle began mid-October once it was decided that the congress would be online and free.

The first objective was to create awareness in the region around the congress and have participants save the date.

The first phase of communication was then to deploy promotional elements on ESC, APSC and AFC websites, the launch of the first e campaign supported by a promotional video disseminated through our social media website.





- Dedicated e campaign: 16 October - [Save the Dates](#)
- My ESC News feature: 21 October – [Save the dates](#)
- Promotion on ESC website and on [APSC & AFC websites](#)
- Production and dissemination of [promotional video](#)
- At the end of October 2020 it was decided to add open a call for science for the young presenter competition. Dedicated communications were launched to get submitters for this call and indirectly new registrations.
- E campaign: 22 October – [Young presenters competition](#)
- Promotion campaign on the partners social media channels

## 6.2. Promoting ESC ASIA with APSC & AFC 2020

Phase two of the communication plan was focused on a registration call across all our communication channels.

- Dedicated e campaigns:
  - 22 October – [Young presenters competition](#)
  - 12 November - [Highlights of the programme, dates and times](#)
  - 27 November - [One week to go](#)
  - 3 December – [It starts tomorrow](#)
- Feature in ACS newsletter:
  - 30 October ACS Presidents NL
- My ESC News feature: 25 November - [Promotion](#)
- Features in the APSC and AFC members [communication channels](#)

## 6.3. During Congress: Driving Participation

A series of dedicated e campaign were planned to support the momentum of the event and were backed with a social media team of Twitter Ambassadors.

- Dedicated e campaigns:
  - 4 December - [Registered](#)
  - 4 December - [Non Registered](#)
  - 5 December – [Connect now - Registered](#)
  - 5 December – [Thank you for Joining - Registered](#)

## 6.4. Social Media: Engaging Community

Some campaign on Facebook, Twitter, LinkedIn, Instagram (except in China) with #ESCARDIOASIA– official hashtag supported by official Twitter Ambassadors.

- **Step 1: promotion and call for registration**

All the monitoring data are as of 14 December 2020

### Facebook

- **Reach:** The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

- **Engagement:** The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)

### LinkedIn


- **Impressions** (Views when the update is at least 50% on screen for at least 300ms or when it is clicked, whichever comes first)
- **Reactions** (total number of reactions on all your updates)

### Twitter

- **Impressions** (nb of times users saw the tweet)
- **Engagement** (total nb of times users interacted with the tweet, click on links, #, visuals, replies, like, RT)

### 23 October


The promotional video has been used to have a strong impact in Social Media.

	<p><b>Facebook</b>          Reach: 7,837 / Engagement: 166          Link Click: 12 / Views: 1,278</p>
	<p><b>LinkedIn</b>          Impressions: 4,917 / Reactions: 33          Clicks: 32 / Views: 940</p>
	<p><b>Twitter</b>          Impressions: 11,550 / Engagements: 221          Link clicks: 19 / Views: 1,591</p>
	<p><b>Instagram</b>          Impressions 10,033 / Website clicks 6          Profile visit 24</p>

### 26 November


Use of the animated logo and engage the community with the programme available. 2 links in one post to inform for scientific purpose but to keep promoting registration.

	<p><b>Facebook</b>          Reach: 6,597 / Engagement: 251          Link Click : 115 / Views: 1,269</p>
	<p><b>LinkedIn</b>          Impressions: 4,524 / Reactions: 31          Clicks: 59 : Views: 622</p>

	<p><b>Twitter</b>          Impressions: 23,610 / Engagements: 166          Link clicks: 31 : Views: 1,915</p>
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**2 December**

Social Media Ambassador announcement on Twitter and call for registration

	<p><b>Twitter</b>          Impressions: 45,388          Engagements: 406          Link clicks: 28          Views: 3,418</p>
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**3 December**

Just the day before the event, last promotional post. As Facebook and Twitter are the main channels, we focus our attention on these 2

	<p><b>Facebook</b>          Reach: 6,246          Engagement: 94          Link Click: 27          Views: 1,028</p> <p><b>Twitter</b>          Impressions: 11,549          Engagements: 223          Link clicks: 38          Views: 665</p>
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On the same day, starting to engage with the community on the content of the programme and trigger the attention

**European Society of Cardiology**  
@escardio

What are you most looking forward to learning and discussing about during #ESCAsia?

#cardiotwitter #medtwitter

Comment on your specific highlights below

Topic	Percentage
#ESCGuidelines	38.5%
Trials from Asia Pacific	30.8%
Latest major LBT's	10.3%
Clinical cases	20.5%

39 votes · Final results

10:53 AM · Dec 3, 2020 · Twitter Web App

**Twitter**

Impressions: 9,701

Engagements: 91

### Support from dedicated Social Media Ambassadors to call for registration before the event

European Society of Cardiology Retweeted

**Keith Andrew Chan** @keithachanmd · 2h

#CardioTwitter #MedTwitter  
@escardio @ESC\_Lavinia @TJ\_Yeo @ChhHeart @PhilHeartAssoc

Everyone excited for #ESCAsia?  
Take a peek at the jam-packed 2-day schedule happening on 4-5 Dec!

Registration link: [escardio.org/Congresses-&E...](https://escardio.org/Congresses-&E...)

**Aaysha Cader** @aayshacader · 23 Oct

#ESCAsia - the #ESC Congress for the region. I'm registered ✓  
Are you?

#Cardiotwitter  
@Sonalinamdar21 @Ankurdikadoc @DrAnkushG @Selkrish98  
@ZainabDakhil2 @mirvatalasrag @inghaanMD @TJ\_Yeo @HamidSKhan5  
@ZainabASamad @kamalcardiodoc1 @tutirlh @samikhano

European Society of Cardiology @escardio · 23 Oct  
Friends,

#ESCAsia is a unique event tailored for Asia-Pacific #cardiotwitter community. Join us online 4-5 Dec to discuss implementation of 2020 #ESC Guidelines & new trials in the region [escardio.org/Congresses-&E...](https://escardio.org/Congresses-&E...)

@lamcardio @AnastasiaSMihai @aayshacader @HanCardiomd @TJ\_Yeo

**Henry Han, MBBS, MD** @HanCardiomd · 23 Oct

Replying to @escardio @lamcardio and 3 others

I've done registration ✓. Time to register now. Welcome to ESC Asia .  
#ESCAsia @escardio @ESC\_Journals @lamcardio @ESC\_Lavinia @ESC\_Camille @agamard\_esc @ESCAvocacy @datsunian @aayshacader @AnastasiaSMihai

Be part of #ESCAsia

Your registration is confirmed

Dear Doctor Han Naung Tun,

We are delighted to confirm your registration to ESC Asia with APSC and AFC – 2020 Online edition, set to take place on 4 and 5 December



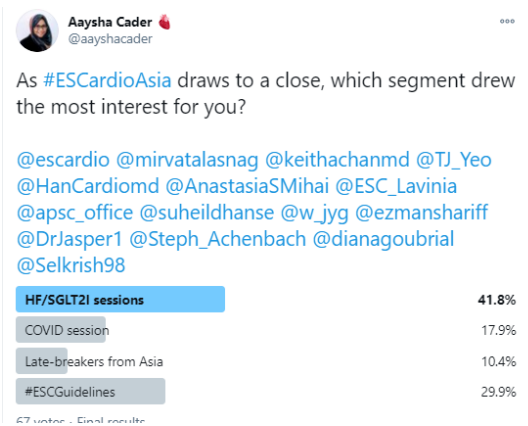


- **Step 2: Live coverage of #ESCardioAsia**

As mentioned by the Social Media Ambassadors, Facebook is an important platform still widely used in Asia for scientific content dissemination. To tailor our activities to the local practice, the ambassadors also spread the science in Facebook:



Till the end, the Social Media Ambassadors did their best to provide a unique live coverage of this event by providing attractive tweets using thread, polls. They did a massive job and team effort.



On the ESC side, the priorities were to moderate the Social Media wall and retweet the Ambassadors to expand the reach of their posts whenever relevant.



## 6.5. ESC Media

A media alert was published on the 20 November across usual press channels and tweeted on @Escardionews [ESC Asia with APSC & AFC: the hottest cardiovascular science from an Asian perspective](#)

## 6.6. Interludes

Between scientific sessions and at the beginning and at the end of the programme, promotional videos (or transition slides) were used to entertain the audience.

Code	Video title	Video duration	Friday	Saturday	TOTAL views
INT_ESC1	Pocket Guideline App	00:00:54		282	<b>282</b>
INT_ESC2	ESC Journal family	00:00:47		581	<b>581</b>
INT_ESC3	EORP	00:01:01	411	432	<b>843</b>
INT_ESC4	ESC – Here to help	00:00:37	396	515	<b>911</b>
INT_ESC5	ESC Pro membership (join)	00:00:46	408	580	<b>988</b>
INT_ESC6	Education (webinar, elearning,...)	00:00:44	234	528	<b>762</b>
INT_ESC7	ESC 365	00:00:39	511	417	<b>928</b>
INT_ESC8	Community	00:02:07	291	303	<b>594</b>
INT_ESC9	Young	00:00:38	248	492	<b>740</b>
INT_PART1	APSC CME Webinar	00:00:34		434	<b>434</b>
INT_PART2	APSC Congresses	00:00:34	416		<b>416</b>
INT_PART3	APSC Consensus Meetings	00:00:34	421	432	<b>853</b>
INT_PART4	APSC Emerging Leaders	00:00:34		295	<b>295</b>
INT_PART5	AFC	00:01:14	412	541	<b>953</b>
INT_IND1	SERVIER - Friday	00:03:36	259		<b>259</b>
INT_IND2	SERVIER - Saturday	00:03:36		345	<b>345</b>
COUNTD	D-Day count down	00:05:00	90	167	<b>257</b>
INTRO1	Welcome to ESC Asia with APSC & AFC	00:00:35	89		<b>89</b>
INTRO2	Guidelines in Practice	00:00:43	351	152	<b>503</b>
INTRO3	Special Session	00:00:27	499	535	<b>1,034</b>
INTRO4	Award Session	00:00:37		226	<b>226</b>
OUTRO1	ESC Asia Promo Closing Animation	00:00:14	603	595	<b>1,198</b>
OUTRO2	Award Results	00:00:23		195	<b>195</b>
DISC1	INDUSTRY CLOSE disclaimer_v2_0013	00:00:13	530	517	<b>1,047</b>
TranS1	ESCAsia-2020 Visual Slide	N/A	617	630	<b>1,247</b>
TranS2	ESCAsia-2020 Join tomorrow	N/A	201		<b>201</b>
TranS3	ESCAsia-2020 THANK YOU + Access resources	N/A		127	<b>127</b>
TranS4	ESC Asia-2020 - Promo 2021 congress	N/A		192	<b>192</b>

End of the Report