

# ESC Digital Health Week 2020



● 30 November - 3 December

● #ESCDigitalWeek

# The Project

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Digital health has emerged as a crucial component of the healthcare landscape during the worldwide Covid-19 pandemic.

Following this unprecedented situation, the ESC Digital Health Committee has decided to revamp the ESC Digital Summit 2020 Edition into a new, innovative online event open to all HCPs: the **ESC Digital Health Week**.

This event will be the first of its kind in terms of format and content and will include pre-recorded & live programmes. It will deliver concise and relevant content to cardiology professionals around the world.



# Format

## Format

- A series of 4 shows over 4 days will offer deep insights on specific digital health topics from renowned experts. Each slot will be structured around 2 or 3 cases illustrated by concise videos. Experts will also be on hand via Twitter to engage the audience in real time and react to the topic of the day.
- On the final day, 2 live discussions will be organised covering the role of Digital Health during Covid-19 and the key take-home message for the ESC Digital Health Week. The audience will have the possibility to interact directly with the speakers through a live chat.

## Calendar

The ESC Digital Health webpage will launch on **Monday 30 November**. Participants will have to **pre-register online at no charge**; registration to open in November.



# ESC Digital Health Week – Preliminary Schedule

Time (CET)	Duration	Monday 30 Nov.	Tuesday 1 Dec.	Wednesday 2 Dec.
18:05	25min	Devices and mobile applications in cardiology	AI in cardiology: present and future	Remote consultation and monitoring in 2020
18:30	5min	Interlude	Interlude	Interlude
18:35	30min	Satellite Symposia (30')	Satellite Symposia (30')	Satellite Symposia (30')

Time (CET)	Duration	Thursday 3 Dec.
17:30	40min	ESC Live 1 - Teleconsultation and monitoring in the covid19 era
18:10	5min	Interlude
18:15	30min	Satellite Symposia (30')
18:45	5min	Interlude
18:50	40min	ESC Live 2 – Key highlights & take-home messages

# Target Audience

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ESC Digital Health Week is designed for cardiology professionals interested in digital health in practice.



# On Demand platform: access and lifecycle

All content from the programme will be made available to registered delegates as video on demand on the platform until 31 December. Content will include:



VOD content and live discussions on hot topics in the field



Industry Sessions (latest resources from industry partners in the field)



Any other scientific content identified by the ESC Digital Health committee



Social Media Wall



Live chat



Press articles

Following this restricted access period, ESC Digital Health Week resources will be uploaded and archived on the renowned **ESC 365** platform (over 3.73 million resources consulted by 95,000 unique users of the ESC 365 platform since launch).

Content will be available to ESC Professional members with the exception of Industry Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).





# Industry Products

Sessions	Prices per unit	Availability
Satellite Symposia 30'* (with Live Q&A)	€15,000	4

Sponsorship	Prices per unit	Availability
Homepage Banner with Hyperlink (Exclusive sponsorship)	€15,000	1
eBlast**	€5,000	6
Interlude between sessions 5'	€5,000	5

## A unique opportunity for Industry

- **Condensed programme with optimal visibility for Industry partners**
- **Global reach / audience during live programme as well as VOD resources**
- **Interaction and engagement with online audience**
- **Genuine, quality lead generation with beginners and experts with an interest in the field**

All prices are exclusive of VAT

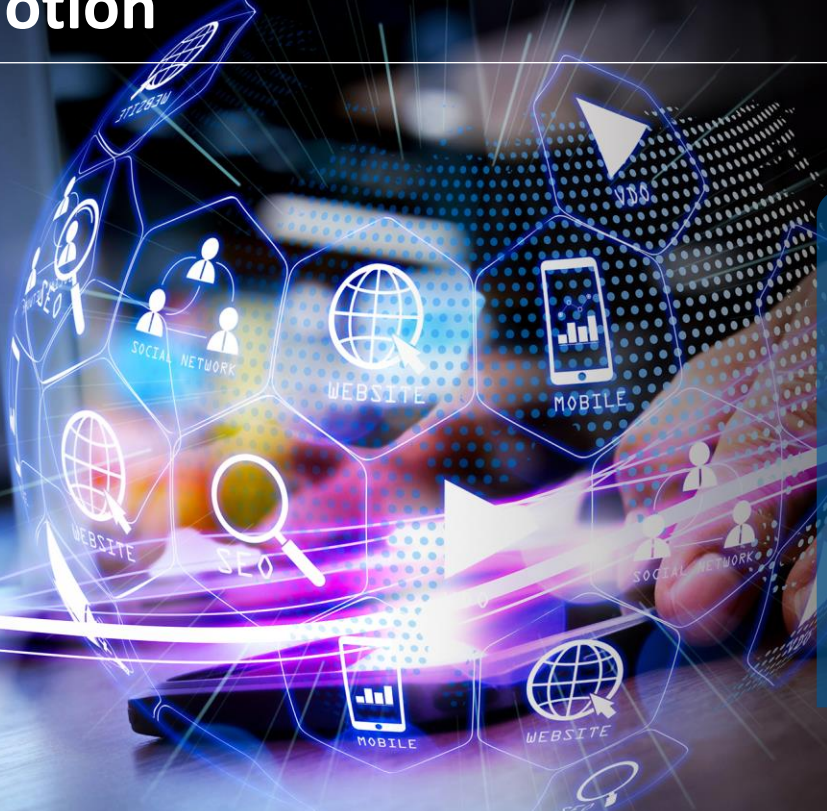
The video file production is not included in the price of the satellite.

\*Live broadcast during which real-time interactions with experts will be possible through panellists chosen by the sponsors who will have to be available at the time and date of the sessions. Experts will be required to moderate the live chat during the broadcasted session, in which the audience will be able to ask questions or express themselves on the chat interface.

\*\*Pre-event: 12 November & 24 November / Event: 30 November & 2 December / Post-event: 9 December & 16 December



# Promotion

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- **Dedicated E-campaigns**
  - **Feature in My ESC News Newsletter – 89,900 subscribers**
  - **Feature in ESC Associations bulletins and newsletters**
  - **Feature in some NCS presidents' letters (sent to 57 cardiac societies)**
  - **Dedicated webpage on the ESC Website**
  - **Social media campaign**
  - **Google adwords campaign**



# Sponsor value

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## Sponsors are entitled to the following benefits:

- Full report including live broadcast and VOD statistics including viewership insights (subject to availability in MyESC accounts) will be sent to the sponsor(s)
- Global reach / audience during live programme as well as VOD resources
- Live interaction with audience via the live chat and live interaction with panellists (for live broadcast sessions only). Q&A form for on demand content.
- Opportunity for sponsor to promote the platform and their related content on the platform

Items ordered before **30 September 2020** will be assigned in line with the Digital Health accrued point ranking

After the deadline, remaining slots will be distributed on a first come, first served basis

**For more information on our industry opportunities at the ESC Digital Health Week 2020, please contact us at [industry@escardio.org](mailto:industry@escardio.org)**