



because learning keeps changing

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ESC Congress Research Munich 2012

First draft report prepared by Jane Powell,
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Shift Learning

Research objectives

- ESC wanted to better understand the needs of those attending the congress, with this research being used to directly inform future congress design and marketing activities.
- This research was a partial repetition of the field research exercise that was conducted by Shift Learning last summer (2011) at the Paris congress.
- As the objectives of this research remained static, a small number of key questions from the previous interview guide were re-used to allow ESC to compare and benchmark the results.
- Other areas of the interview guide were reworked to shorten the questionnaire script and reduce the time taken to complete. Thus there were fewer open-ended questions within this year's survey.

Number of responses

- A total of 2214 satisfactory interviews were completed with respondents from 111 different countries.



Executive summary

Executive summary

- The results of this survey are extremely positive. The society appears to have put on an even more successful congress than in the previous year, maintaining the appeal of the scientific and educational aspects of the congress whilst enhancing attendees' enjoyment of the location, venue and general level of organisation.
- This continues what attendees see as a history of improvement of the congress, with particular improvements in the quality of the organisation and the level of electronic resources and services available to delegates.
- The quality of the scientific programme and range of topics remain highly popular as do the choice of speakers and the chairs of sessions. However, there are some indications that for some, the society needed “fresher faces” for chairs of sessions.
- Respondents were strongly in favour of more practical sessions (particularly younger respondents). There was also support for the inclusion of more results from clinical trials, more coverage of hot topics and more electronic content.

Executive summary

- Happiness with symposiums and exhibition content was one of the few areas where satisfaction dropped, though only very slightly. As seen in previous years, there are more neutral responses to this question, perhaps indicating less involvement with or interest in this area. One respondent volunteered that there was “nothing new” in the exhibition area.
- Respondents were moderately keen on the idea of having a clearer overview of which activities are on each exhibition stand and having a schedule of scientific experts present on the stands.
- Levels of happiness with the print-based content declined slightly compared to last year with some complaints around the weight of the print. We would recommend that the ESC gives attendees the option to go electronic-only at the next congress.
- This year attendees were particularly happy with the electronic content provided and this was one of the most popular elements of the congress. The ESC appears to be developing a reputation for excellence in this area on which it can build in the development of further services for members and non-members.

Executive summary

- The venue was extremely well liked, as was the choice of Munich. The city was considered more accessible from the venue, which was appealing. However, there were a small number of complaints, particularly around the price, quality and range of food available. Providing a variety of food for such an international audience appears to be important.
- Other complaints focussed on the desire for more access to free water, the availability of payphones and of shuttle buses from hotels, the size of venue and walks between villages, the Wi-Fi connection, better sound insulation and the perceived lack of a prayer room.
- The themed villages were welcomed as an idea, though some felt that the distance between each of the villages was too great.

Executive summary

- Only 15% of our respondents did not own a “smart” mobile device with over 46% owning an iPhone and bringing it with them to the conference. This may be one reason why the demands on the ESC’s wireless system were so high.
- The app has been a great success, with very high levels of awareness and satisfaction from respondents. Mobile services in general look to have great appeal to young cardiologists in particular and the high level of smartphone ownership points towards this as a promising future direction for more products and services.
- There are a number of opportunities to improve the app suggested by our enthusiastic respondents including most notably the facility to sync with outlook or with their phone’s calendar. In addition, there would be demand for the app in a format compatible with Blackberry and this would be a great service in particular for North American and South and Central American attendees.
- The ESC may be able to replace some of the paper programmes with an electronic version. They could ask delegates about their preferences in this regard during online registration to ensure that enough paper programmes are provided for the delegates who require them.

Executive summary

- 55% of our respondents indicated that they would use some sort of social media to share their congress experiences. This compares with 28% last year (NB: not an identical question). Facebook was the most popular social media service by far.
- There was demand for the online content from the congress both during the congress and after it. Respondents were most interested in abstract texts and session webcasts with over 60% indicating an interest in the latter. Industry webcasts provoked more mixed feelings.
- Most respondents learned about the congress from the ESC. However, information from friends / colleagues and from industry is also highly important. Information from peers and colleagues was particularly important for younger respondents and this sharing of information should be encouraged by the ESC to attract younger attendees, perhaps via social media.
- Attendees from both North America and South and Central America were more likely to hear about the congress through being informed by someone in industry which is a more important route to the congress for this group.

Executive summary

- Despite potential issues around funding and the global downturn, respondents did not see themselves attending any fewer conferences next year. In fact, nearly a third saw themselves likely to attend more. 86% saw themselves as quite or very likely to come back to the ESC congress in 2013.
- Funding streams did not seem to have changed substantially since last year. Even if respondents were to have to pay for themselves 60% said that they would still be quite likely or very likely to attend. The impact of changes to the funding environment are not yet clear.
- Attendees preferred to receive monthly communication about next year's congress and the use of email for this correspondence was a strong preference.

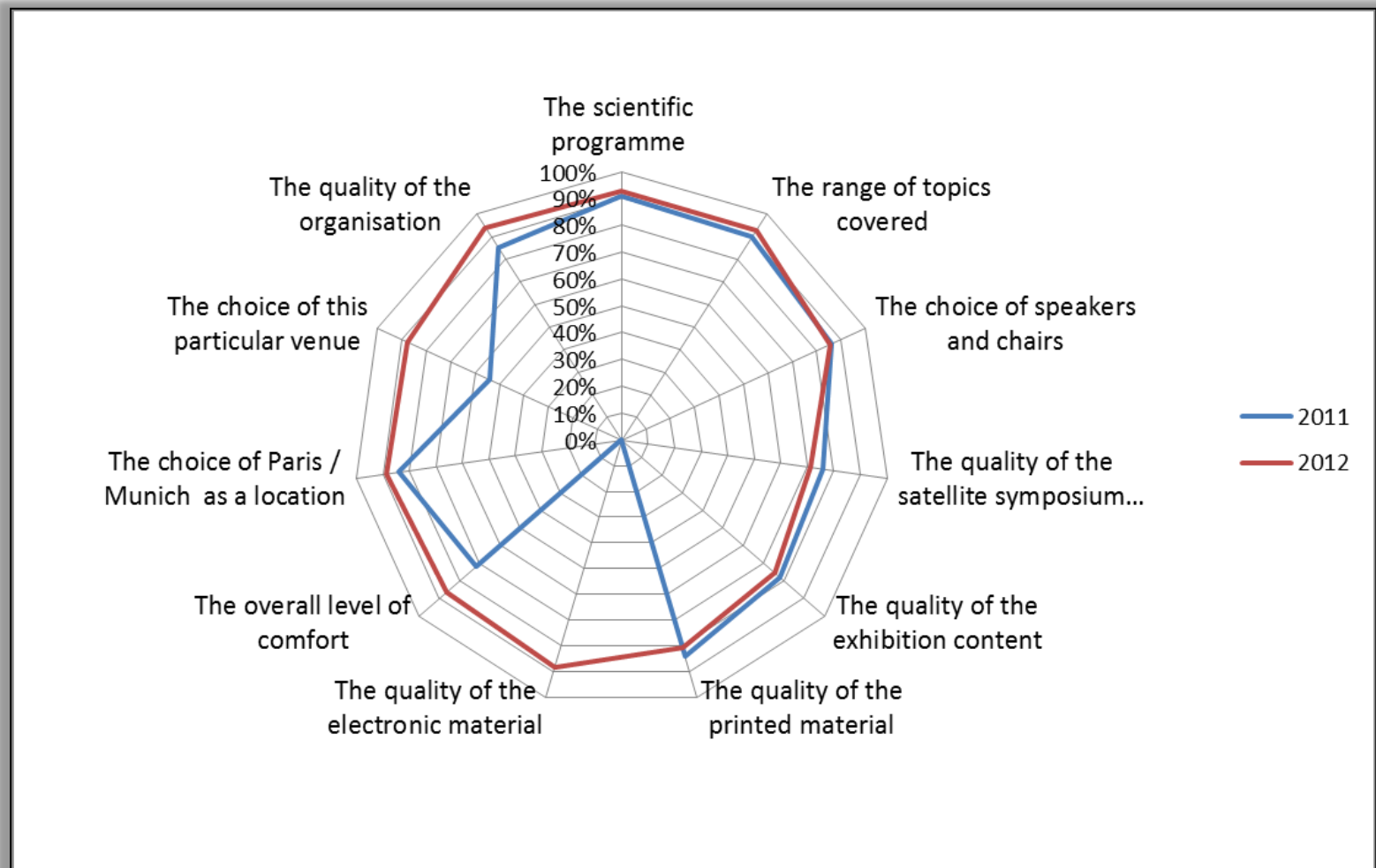
Results





Responses to key aspects of the congress

Overall comparison with Paris 2011 -% stating that they were very happy or happy



Areas in which respondents said that they had noticed improvements

Electronic programme is improved – it's easier to search for right sessions. Easy access venue compared to last year too.

Better focussing on the science vs. practice.

Better organisation, comfortable congress venue. Munich is convenient. Paris was much too far from the city/hotels.

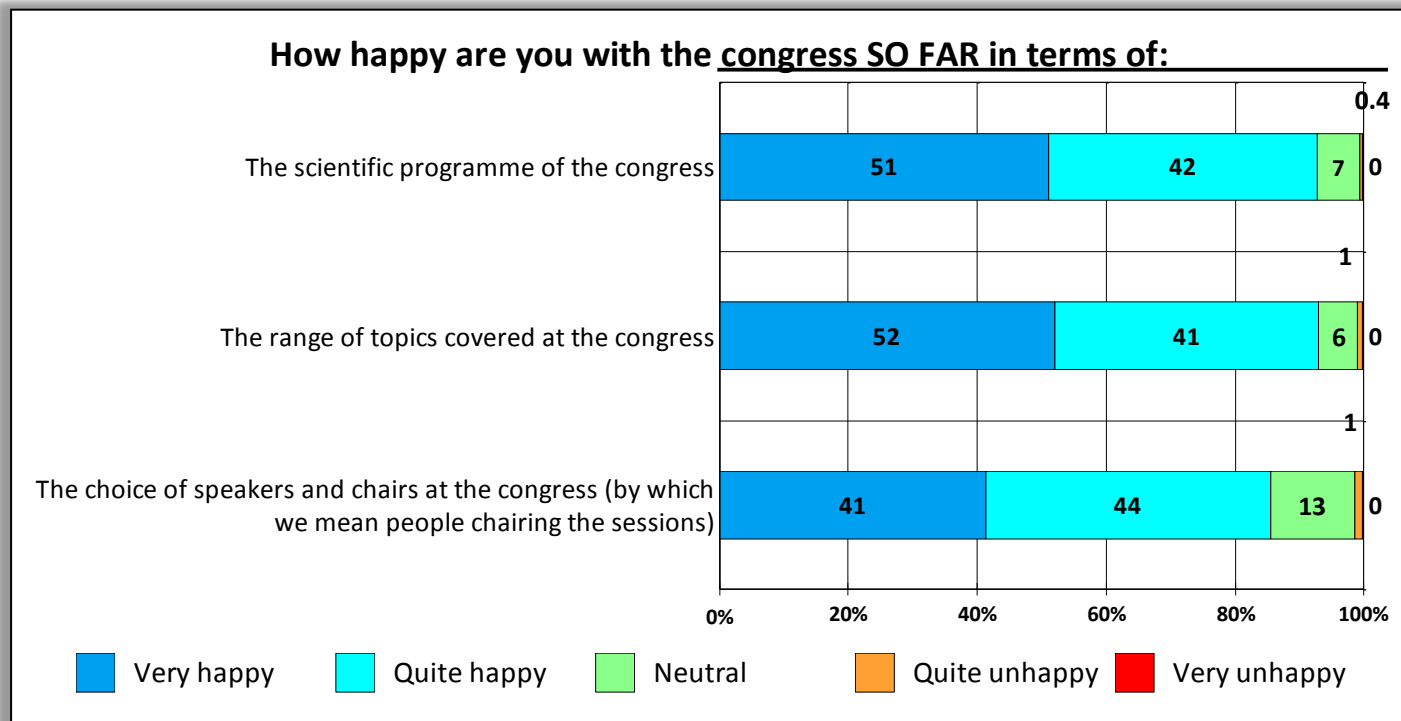
More organised. Maintain clinical focus - attracting diversified international group.

Better organisation. Much greater and more use of electronic learning aids.

Better organisation of the programme.

Quality of the scientific content, range of topics and choice of speakers

- Respondents appeared very satisfied with the quality of the scientific content and the range of topics covered.
- No one in our survey said that they were very unhappy with these aspects of the congress.



Quality of the scientific content, range of topics and choice of speakers

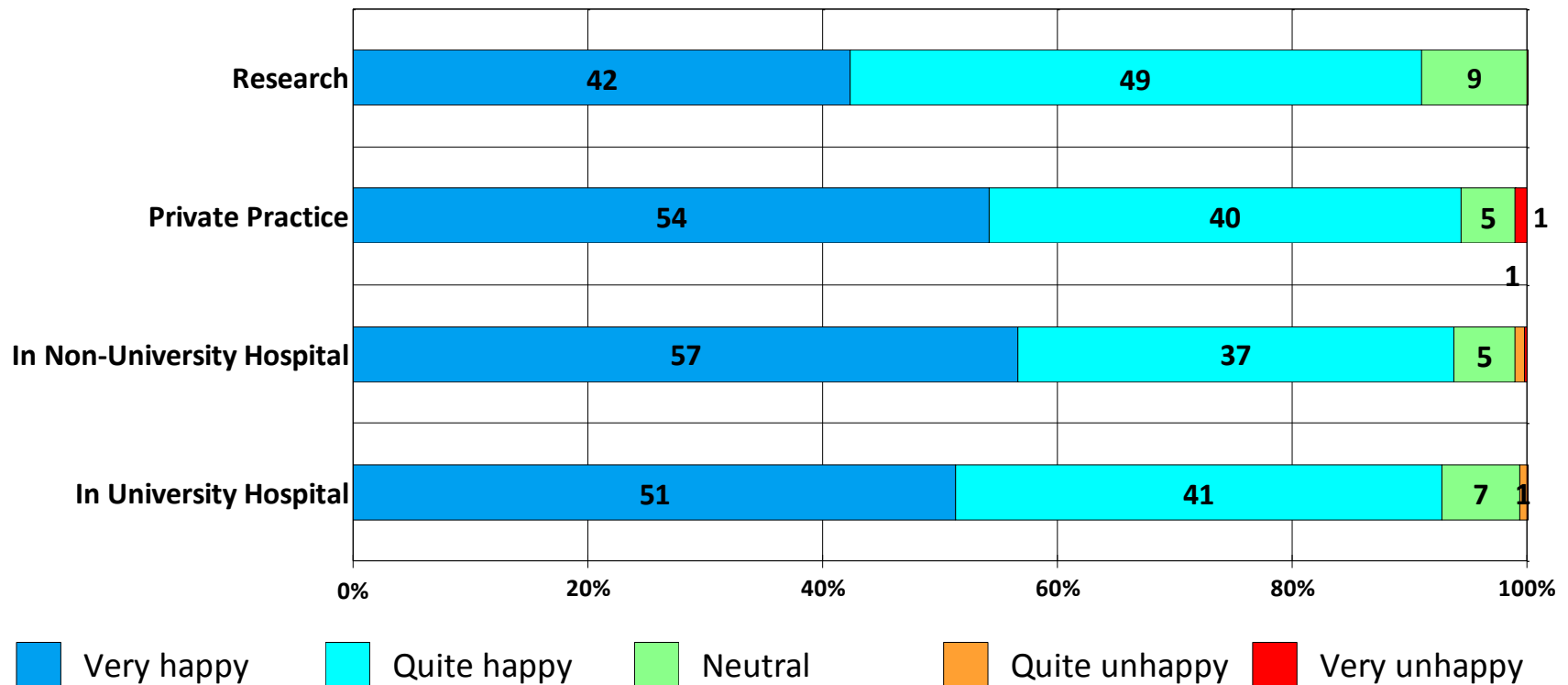
- 93% indicated that they were happy with the quality of the scientific content. 93% suggested that they were happy with the range of topics covered but only 86% with the choice of speakers or chairs.
- This is an incredibly positive result, and suggests that the ESC are meeting delegates' needs in terms of the content they provide.
- Satisfaction levels in all of these areas were almost identical to the figures from last year, showing that the ESC have maintained the high quality levels established in previous years.
- Respondents were more likely to say that they were very happy with these aspects the later into the congress they were surveyed, which again is highly positive.

Quality of the scientific content

- Only 13 of our respondents were unhappy or very unhappy about this aspect of the congress.
- Attendees from South and Central America were most likely to be very happy with this aspect when compared to Northern Europeans though respondents from across all territories were happy with the scientific content.
- Those in the 55-64 age range were more likely to say that they were very happy with the programme (58% said this) than any other group. Younger attendees were less likely to say this; however, still nearly 48% were very happy.
- Researchers were least likely to say that they were happy with the scientific programme. It may be that they have a more critical perspective. Again overall, even within this group, no respondents stated that they were either quite unhappy or very unhappy with the quality of the academic content.

Happiness with the scientific programme by place of work

How happy would you say you are with ...The scientific programme of the congress
(by place of work)



The range of topics covered

- Very few respondents were unhappy about this aspect of the congress (only two in our entire sample were unhappy with the range).
- Variations to responses by key segments were similar to responses regarding the quality of the scientific content, i.e. :
 - Attendees from South and Central America were most likely to be very happy with this aspect when compared to North Europeans.
 - Women were somewhat more likely to be very happy with these aspects than men.
 - Researchers were less likely to say that they were happy with the scientific programme than non-university hospital doctors.

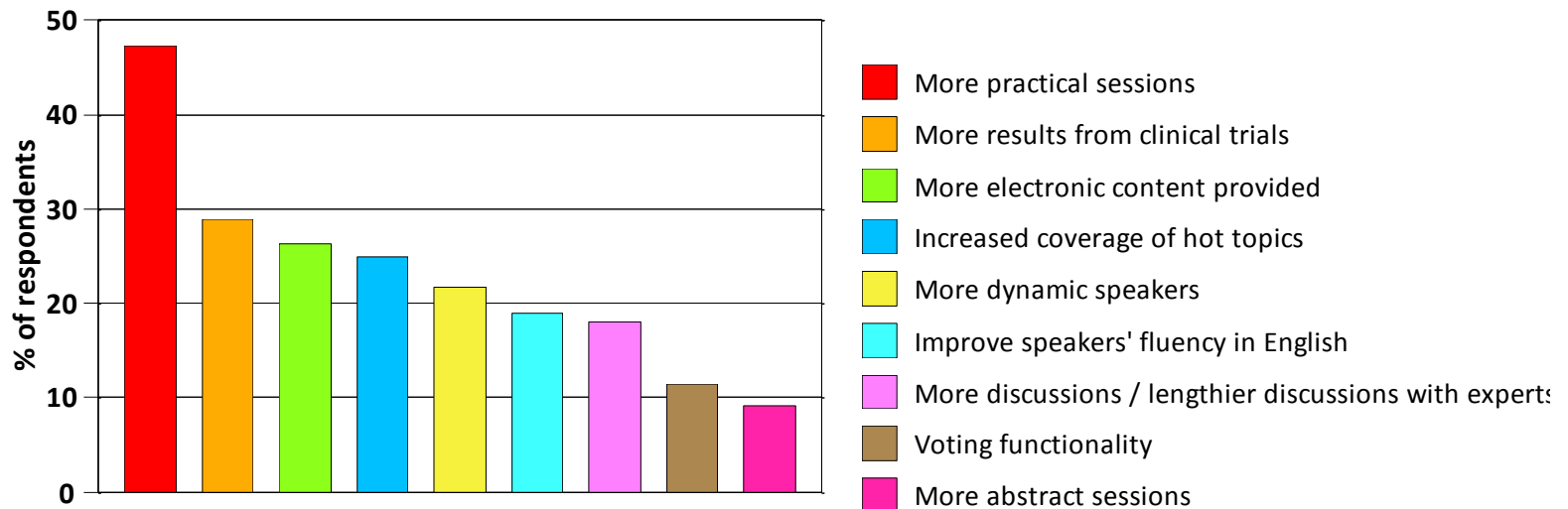
The choice of speakers and chairs

- Again, very few respondents were unhappy about this aspect of the congress (four in our entire sample were very unhappy with range and only 27 in total expressed any unhappiness).
- Respondents who had not attended the conference before were much more likely to say that they were very happy with the choice of speakers and chairs: 46% compared to 38% of those who had been previously.
- Younger attendees and those over 65, were most likely to be very happy with the choice of speakers.
- South and Central American respondents were most often very happy (53%), with North Europe (36%) and Asian Pacific (35%) the least likely to be very happy with the choice of speakers and chairs.
- In open-ended questions around the scientific and educational content, some respondents mentioned that the society needed “fresher faces” for chairs of sessions.

Responses to suggested areas for improvement – scientific content and education

- There was clear demand from respondents for more practical sessions.

How do you think the scientific content or educational elements of the congress could be improved?



Responses to suggested areas for improvement – scientific content and education

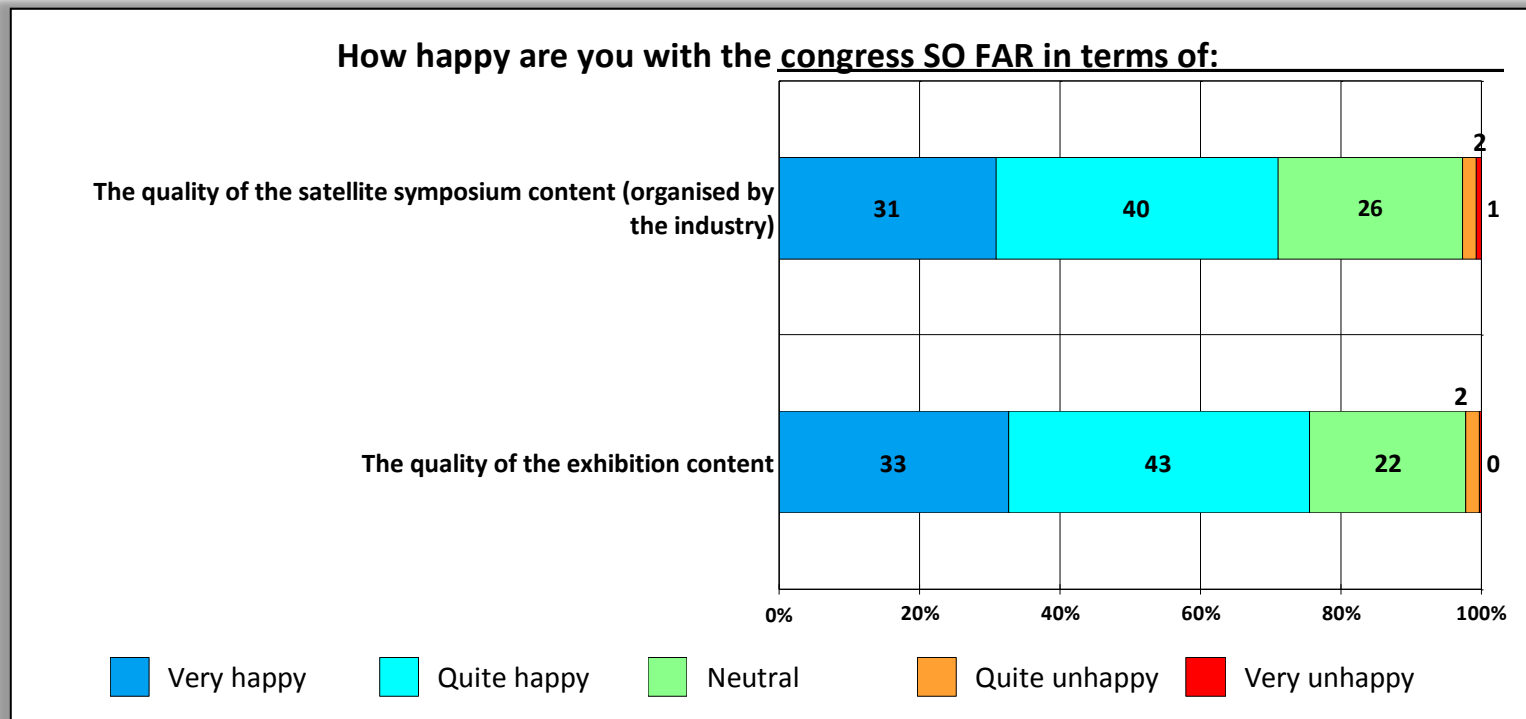
- A number of other areas were also popular including more results from clinical trials, more coverage of hot topics and more electronic content.
- The idea of having more practical sessions was particularly appealing to younger respondents; it also had appeal for those in private practice and in non-university hospitals for whom access to such practical education might be more limited. Unsurprisingly, it had less appeal to researchers.
- The idea of having more results from clinical trials was more appealing to those later in their career, as was the idea of increased coverage of hot topics.
- Having more electronic content was popular across most age ranges.

Responses to suggested areas for improvement – scientific content and education

- Many of those who wrote “other” in the questionnaire indicated that they would like to see either more basic science or translational research.
- There were also many requests for more clinical cases including live case transmissions. There were indications that they wanted these to be discussions of clinical cases rather than presentations and there appeared to be some appetite for interactivity and debate in general.
- Some French and Spanish attendees wanted some sessions in their own language. Others wanted English subtitles to help them to understand some of the speakers.
- Other suggestions included: more time for each speaker, nursing-specific sessions, larger rooms for some sessions and thoroughly avoiding topic overlaps in the sessions; however, none of these suggestions were mentioned by many individuals.

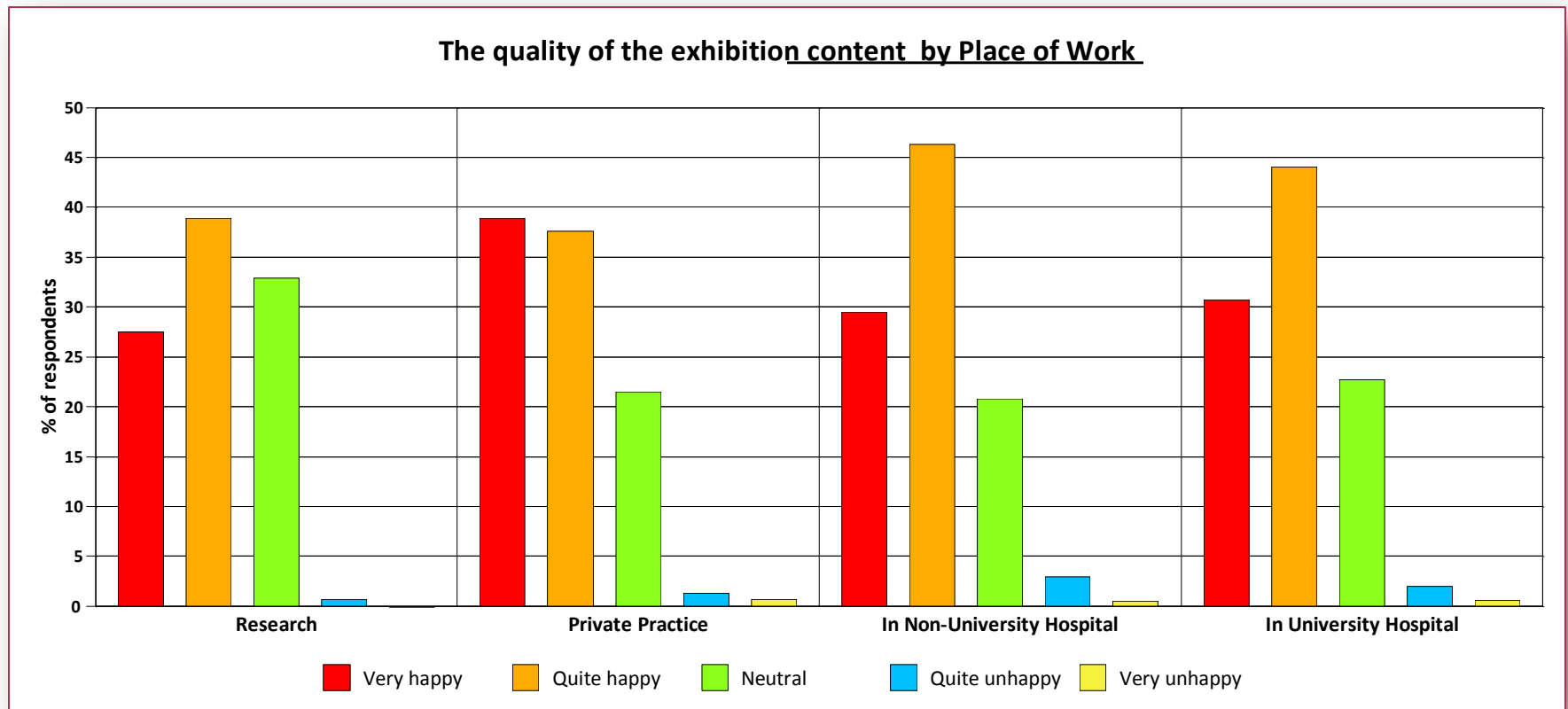
The quality of symposiums and exhibition content

- Happiness with symposiums and exhibition content was one of the few areas where satisfaction dropped slightly. As seen in previous years, there are more neutral responses to this question. One respondent volunteered that there was “nothing new” in the exhibition area.



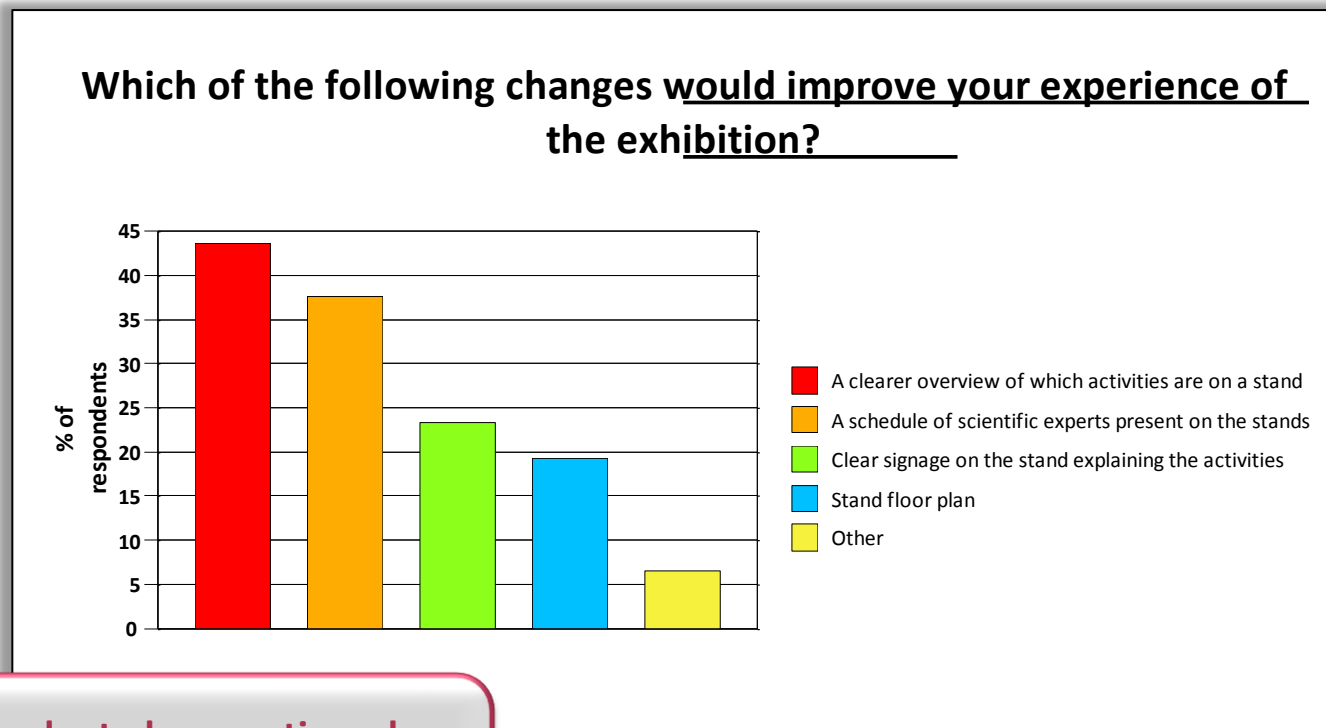
The quality of the exhibition content

- Doctors in private practice were most likely to be very happy with the exhibition content. This may be because they have more control over their budgets and therefore higher engagement with this area.



Responses to suggested areas for improvement - exhibitions

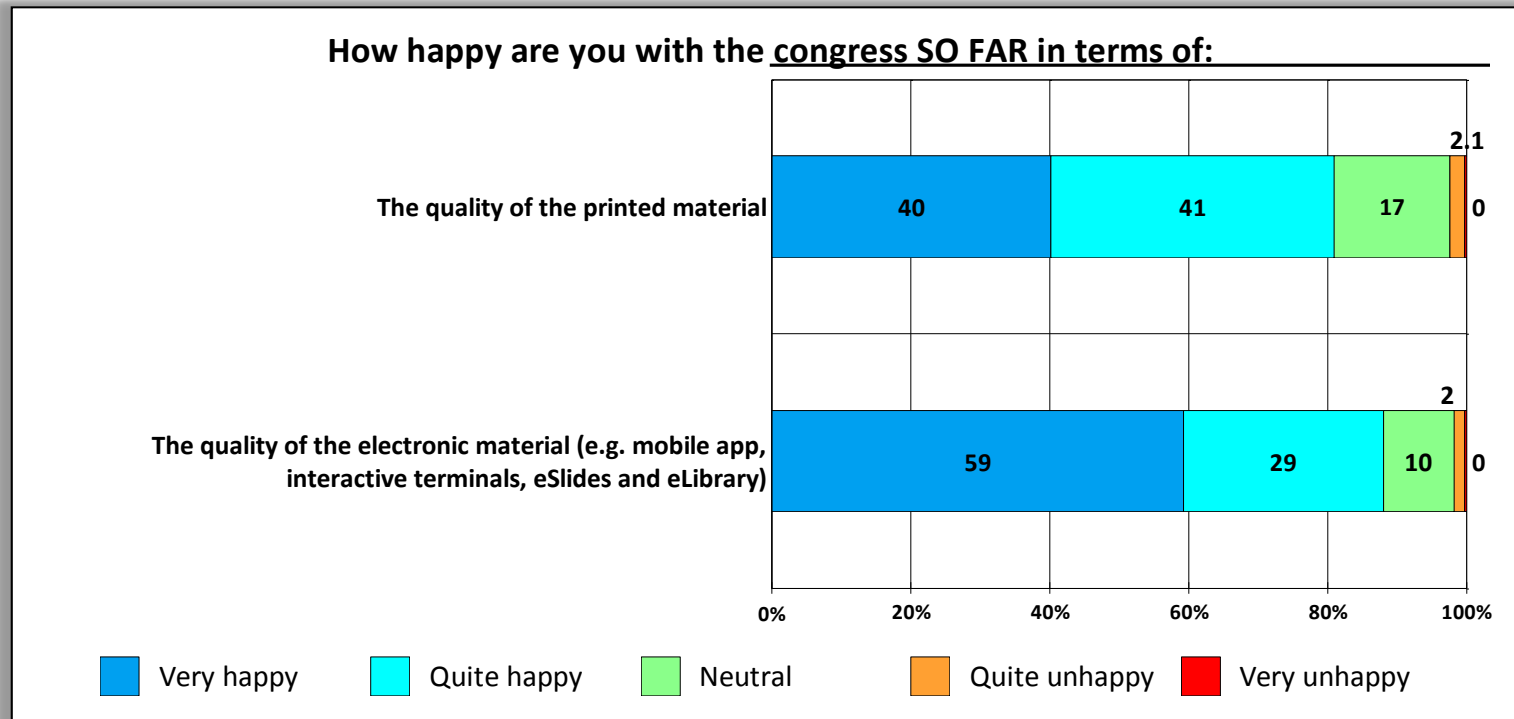
- Respondents were moderately keen on some of the suggestions for improvements put to them within the questionnaire.



One respondent also mentioned a need for clearer signage on booths, indicating booth number.

The quality of content provided

- The content provided was popular and none of the attendees interviewed were very unhappy with the content provided in either format.



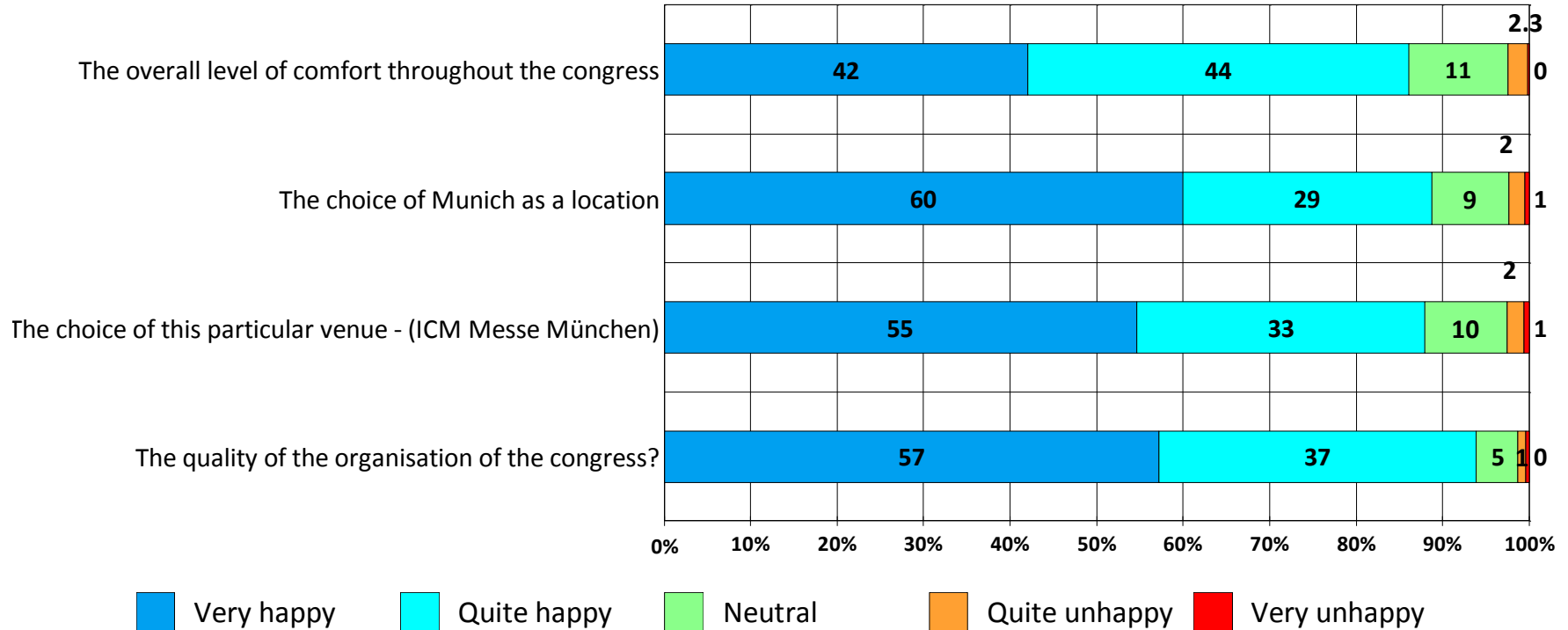
The quality of content provided

- Levels of happiness with the print-based content declined slightly compared to last year (81% very happy or quite happy in 2012, compared to 84% in 2011).
- Complaints around the print version given informally to our interviewers focussed on how heavy it was to carry around and the waste involved in giving it to all attendees. There were many suggestions that the book should be an option, particularly now that the app was available.
- This year attendees were particularly happy with the electronic content provided and this was one of the most popular elements of the congress. No comparison is available with last year in this case.
- Appreciation of this electronic content crossed all age groups, territories and places of work and the electronic content provided is a strength of the conference. The ESC appears to be developing a reputation for excellence in this area on which it can build in the development of further services for members and non-members.

Location, venue, comfort and overall organisation

- These were the areas in which the ESC achieved the biggest gains in happiness this year.

How happy are you with the congress SO FAR in terms of:



Location, venue, comfort and overall organisation – areas for improvement

- The venue was very well liked, as was the choice of Munich. The city was considered more accessible from the venue, which was appealing. However, there were a small number of complaints.
- Food choices – this was the major area of complaint. Most of the restaurants were in the exhibition area, which did not open until the second day. This meant that on the first day people were standing in long queues to buy food and drink. In addition, many felt that there was not enough choice with regards to food and that it was not healthy enough and too “Germanic” in style. Providing a variety of food for such an international audience appears to be important.
- Food prices – these were considered high, particularly by respondents from less prosperous countries. It was suggested that food might be included in the overall price for the congress, which might then be covered by employers or industry, rather than coming from the attendees’ own pocket.
- Water – some respondents had not seen the free water dispensers and were appalled at having to pay for water at the venue.

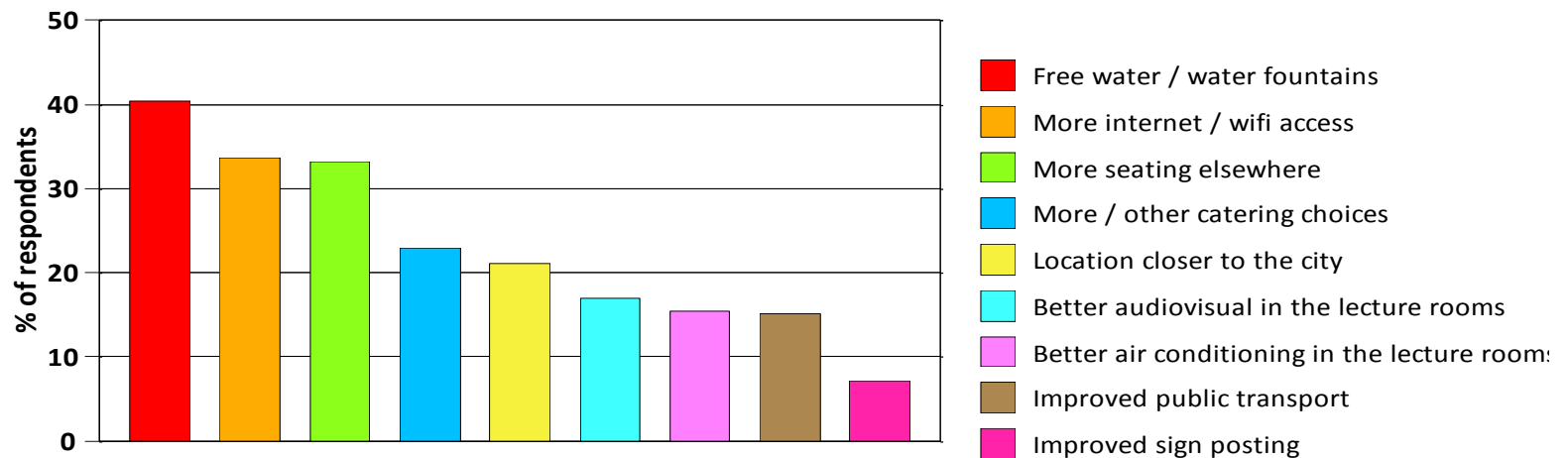
Location, venue, comfort and overall organisation

- Transport – specifically the lack of a shuttle bus to take delegates from the city centre to the venue.
- Size of venue - the overall size of the venue was criticised with attendees exhausted from long walks between villages.
- Internet connection – There was poor wireless connectivity throughout the congress at times, despite the ESC's best efforts. This was particularly frustrating to those wishing to download the app.
- Lack of payphones – some respondents may not have wished to use their mobile phones when overseas.
- Lack of a prayer room – some respondents wanted facilities for prayer available. It appears that such a facility is available in the Messe, so it may simply be a question of good signposting.

Responses to suggestion areas of improvement – comfort and convenience

- Free water, better internet access and more seating were the most popular concerns; although seating appeared to be less of an issue than in the previous year.

**How do you think the comfort and convenience of the delegates
during the congress could be improved?**



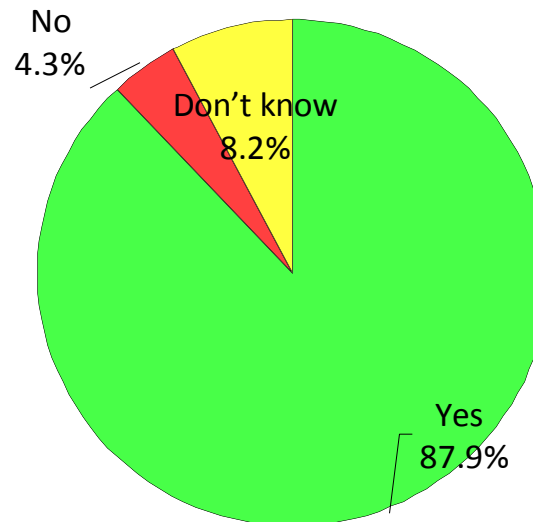
Responses to suggested areas for improvement – comfort and convenience

- Other improvements outside this list mentioned spontaneously by more than a few respondents were:
 - Better sound insulation between lecture theatres
 - Lower levels of air conditioning – some found the venue both cold and dehydrating
 - Shuttle buses from the hotel
- Other suggestions were:
 - Making breakfast available
 - Bigger rooms for important sessions
 - Free coffee (and beer!)
 - Less queuing for transport

Responses to the idea of themed villages

- Attendees were extremely positive about this idea, with 87.4% indicating that it improved their experience at the congress.

The congress is organised by topics in themed villages according to cardiology specialties. Do you think this improves your experience on-site?

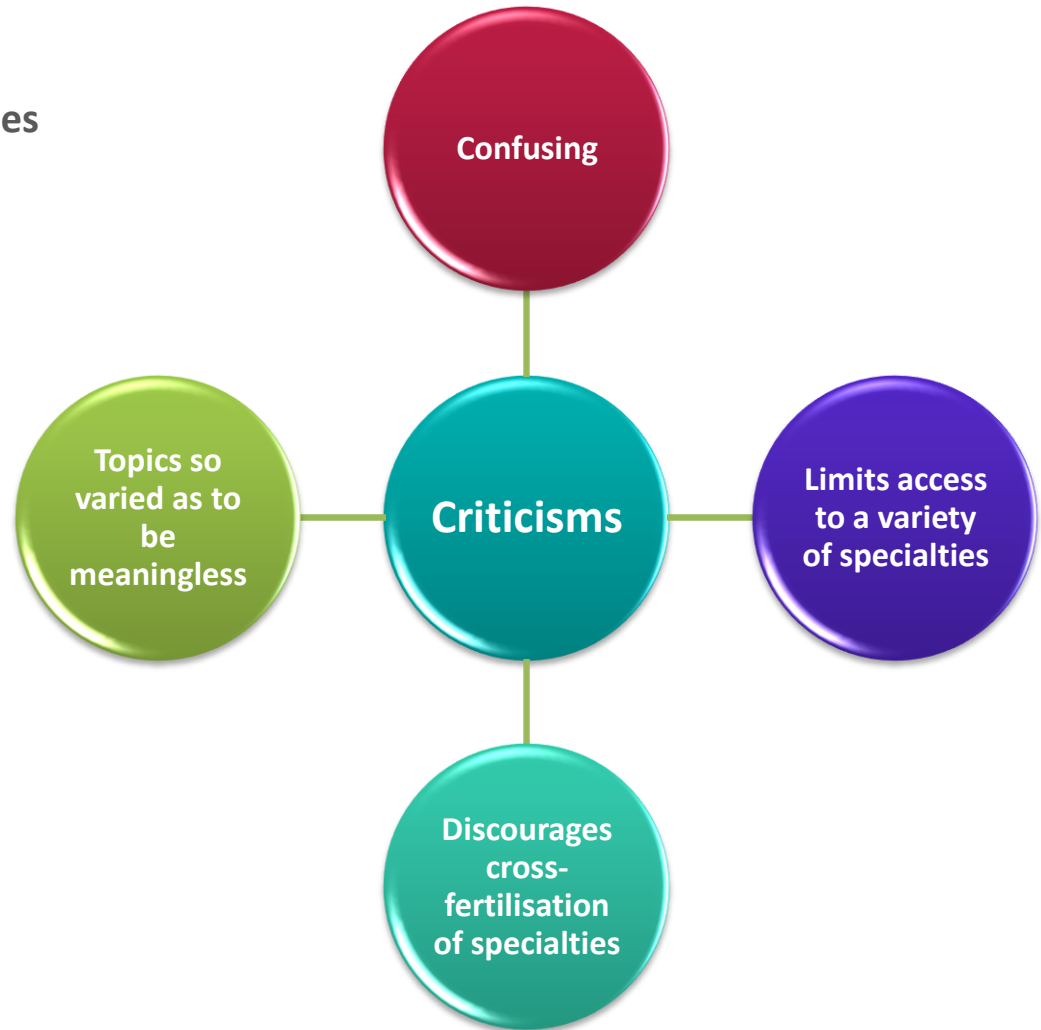


Responses to the idea of themed villages

- Last year around 30% weren't aware of the organisation around villages. The low level of 'don't know' responses this year indicates that awareness is now much higher of this organisation within the congress.
- Attitudes towards the themed villages was consistent across age ranges, gender, and familiarity with the congress.
- Those from territories in which English was not often spoken as a first language were even more enthusiastic about this set-up than other respondents, perhaps because navigation of the congress was more difficult for them.

Criticisms of the themed villages

- Most critics of the themed villages approach indicated that the villages were too far away from each other. A number of other limitations were mentioned:

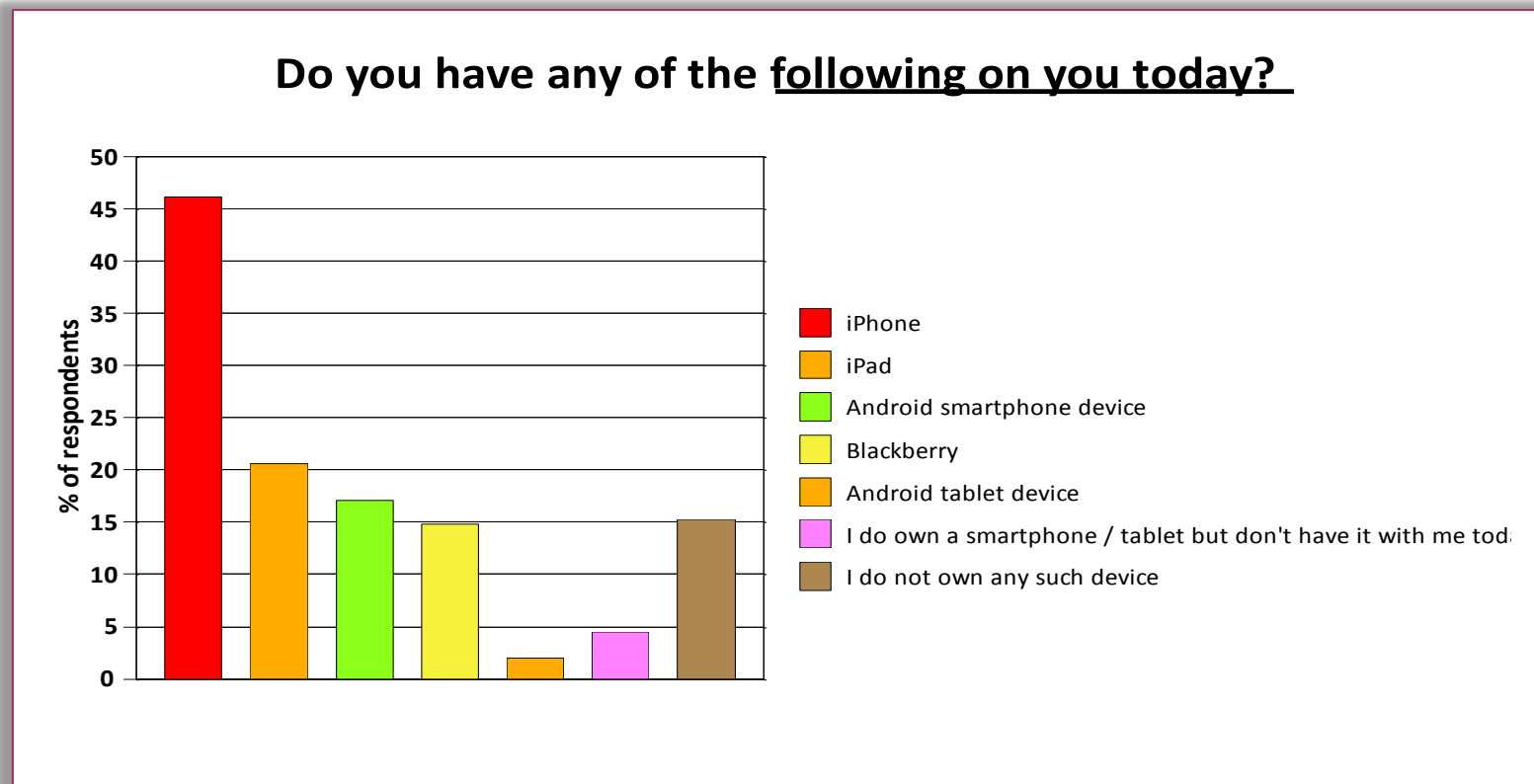


Responses to the app



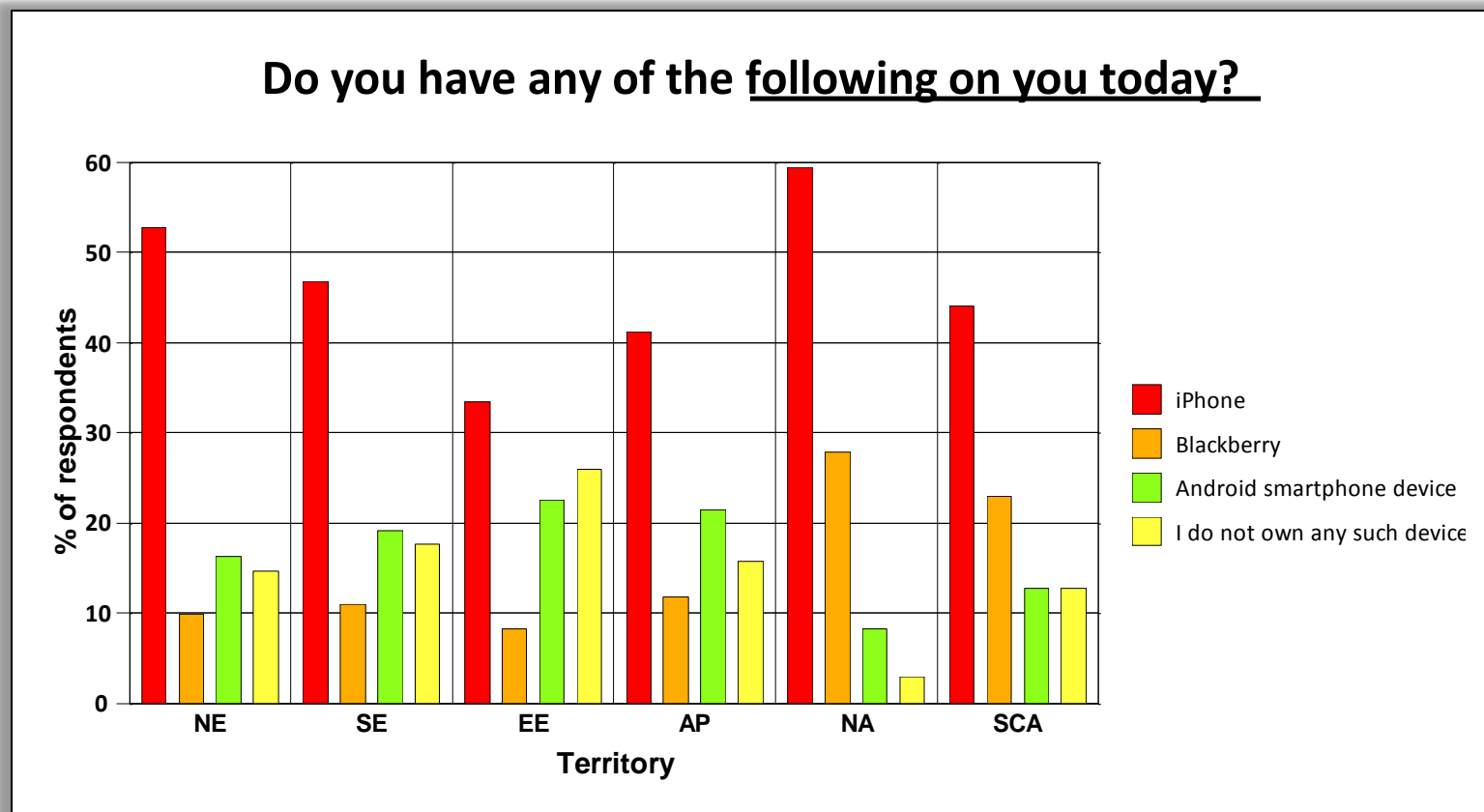
Types of mobile device taken to the congress

- Only 15% of our respondents did not own a “smart” mobile device with over 46% owning an iPhone and bringing it with them to the conference. This may be one reason why the demands on your wireless system was so high.



Types of mobile device taken to the congress by region

- There were variations in the type of device owned by territory as can be seen below, with the Blackberry device far more popular amongst North and South & Central Americans.



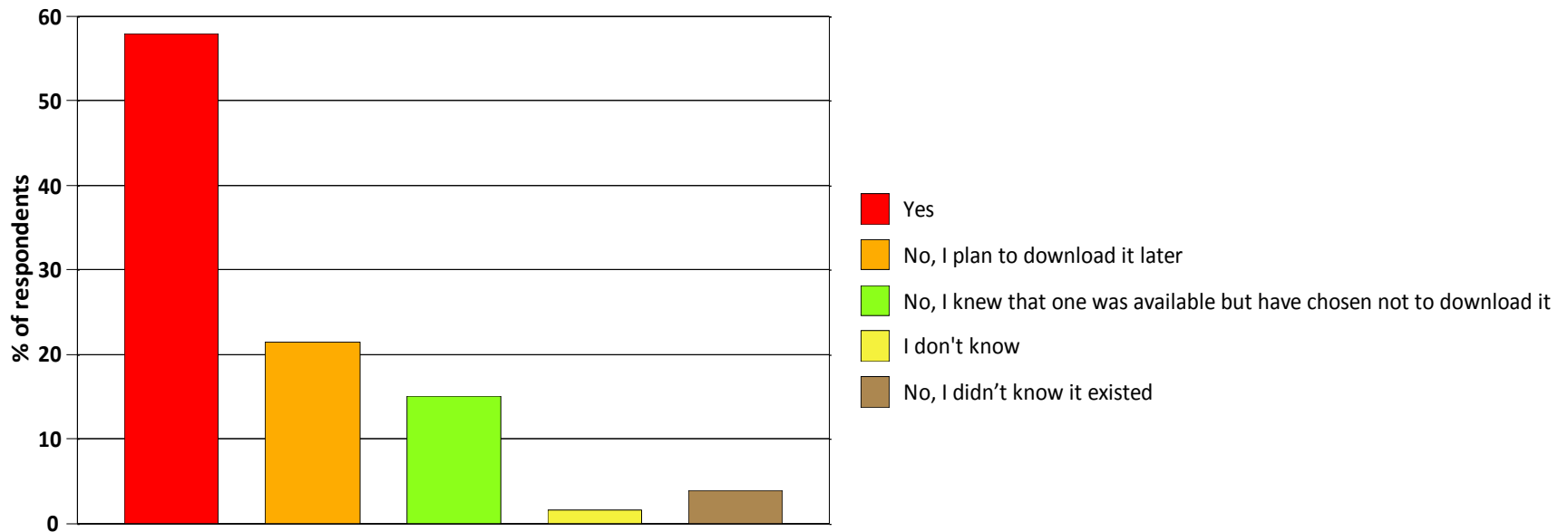
Types of mobile device taken to the congress

- In addition, only 3% of North Americans did not own such a device at all, compared to nearly 26% of Eastern European respondents.
- Over 20% of respondents had taken an iPad to the congress; this figure was over 32% for North American attendees. Penetration of Android tablets was lower at 2%.
- Younger respondents were much more likely to have brought Android mobile phones with them, whereas older respondents had a stronger preference for Blackberry. iPhone ownership was strong across all age groups.
- This represents a great receptive audience for mobile services, including the ESC congress app.
- There would be demand for the app in a format compatible with Blackberry and this would be a great service for North American and South and Central American attendees.

The ESC congress app

- Nearly 58% of our respondents claimed to have downloaded the ESC congress app at the time of interview. This was way in excess of last year's figure of 25% and represents a real success for the marketing of the app.

Have you downloaded the mobile "app" produced for this congress?



The ESC congress app

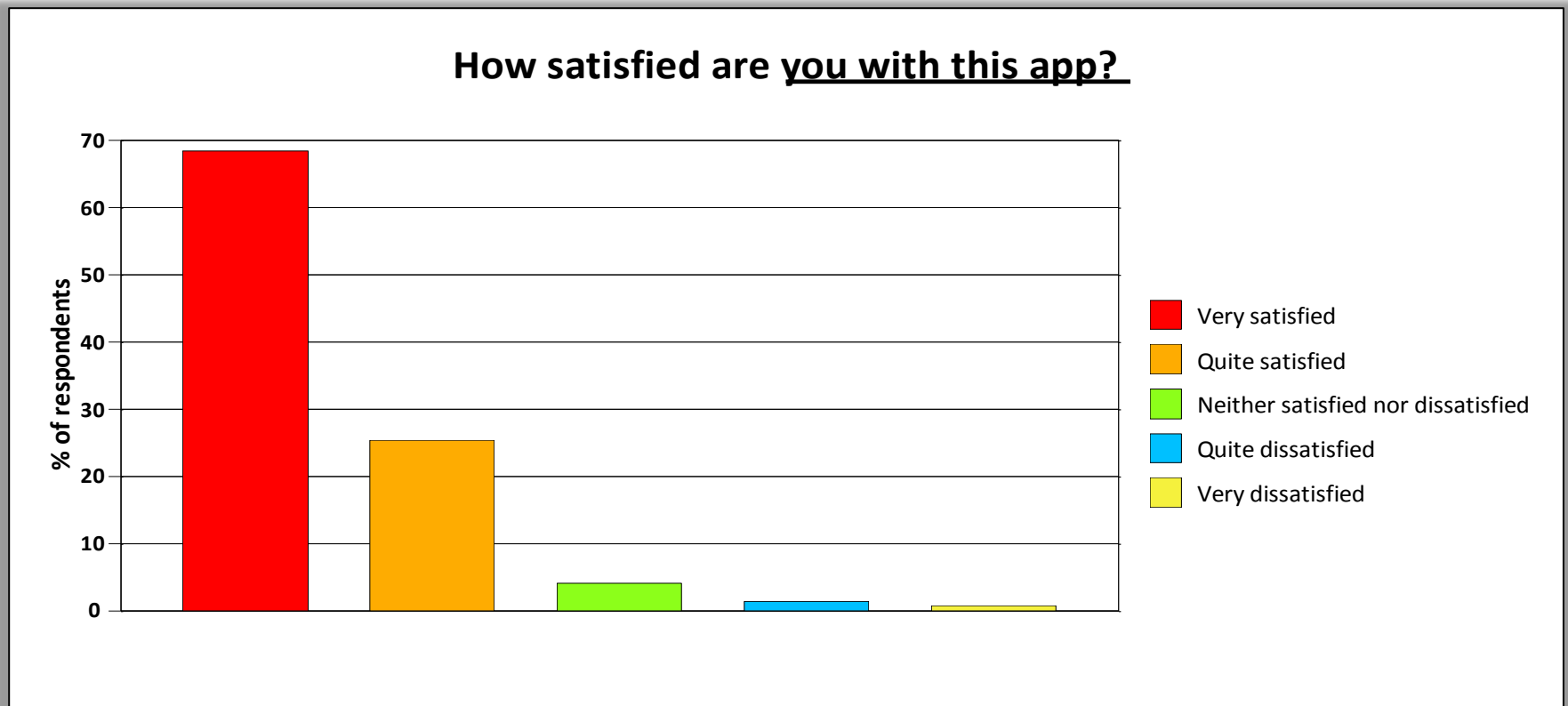
- Awareness of the app was extremely high with only 4% not knowing that it existed compared to 19.4% (just under a fifth) of respondents who suggested that they did not know it existed last year.
- Again this represents a significant achievement in the marketing of the app.
- A number of respondents indicated informally that they had issues downloading the app whilst at the conference due to problems with Wi-Fi in the venue.

Profile of those downloading the ESC app

- Of those that had downloaded the app, 65% owned an iPhone, 31% an iPad and 21% an Android phone.
- Respondents who had not been to the congress before were more likely to download the app than those who had, with over 61% of first-time congress goers having downloaded it.
- Perhaps linked to this, the app was downloaded disproportionately by younger attendees. Over 74% of attendees under 34 downloaded it, compared to only 47% of the 65+ group. It was downloaded by 78% of those describing themselves as cardiologist trainees.
- This appears to indicate that apps are a good way of connecting with younger cardiology specialists.

Levels of satisfaction with the app

- Levels of satisfaction with the app were extremely high with over 68% indicating that they were very satisfied with it. Many described it as “fantastic”. Respondents with Apple products were more satisfied with the app than those using Android-based technology.



Levels of satisfaction with the app

- Levels of satisfaction this year are far higher than last year with 87.6% stating that they were either very satisfied or quite satisfied with it, of which around 48% were very satisfied.
- This suggests that successful improvements have been made this year. The resource is well designed and contains content that users found useful to them during their congress visit.
- ESC may wish to highlight this strong level of satisfaction to those delegates that have not considered using a mobile application to help them navigate and organise their time at the congress.

Suggestions for improving the app

- Many respondents were unable to suggest any improvements, indicating that it was perfect or very good as it was.
- A few typical comments were:

I loved the app.

None, perfect. Best app, I've ever had.

App is excellent.

- In addition, some improvements suggested were already present in the app but perhaps were not yet clear to users e.g. the facility to create a programme plan, the facility to search for certain speakers.
- The most common wish was for the app to sync with outlook or with their phone's calendar. Many spoke of having to create their itinerary twice as a result. ESC should investigate how feasible it would be to provide this functionality in next year's mobile application.

Suggestions for improving the app

Other suggestions were:

More touristic information:

Respondents wanted city maps, information about restaurants, the metro system etc. to help them make the most of their congress experience. ESC could consider partnerships with organisations that provide this sort of content.

Links to additional academic and educational content:

The type of content mentioned included slides before or after sessions, live session feeds, eLibrary, guidelines.

Link to MyESC:

Respondents wanted to be able to login to MyESC from the app and link content.

Technical improvements:

Many wanted the app to be quicker to download and faster to run. They also wanted perceived issues around compatibility with Samsung, iPhone 3 and other devices resolved.

Suggestions for improving the app

Additional functionality suggestions:

- a what's on now button
- alarm for each session
- service to pre-reserve seats in sessions and workshops
- facility to share the programme with a colleague
- ability to print
- a space for taking notes and exporting them
- GPS navigation to help you find session locations (this may be a joke!)
- app to make suggestions for sessions based on your previous choices
- A feature which highlights scheduling clashes and overlaps

Resolve content inconsistencies

Respondents noted that some symposia were missing and wanted abstracts available for all sessions not just some.

Suggestions for improving the app

Design

Most liked the design, though there were some requests for a larger font size and better colour coding for clarity.

Versions

Some Spanish and French respondents requested versions in their own languages.

Earlier notification

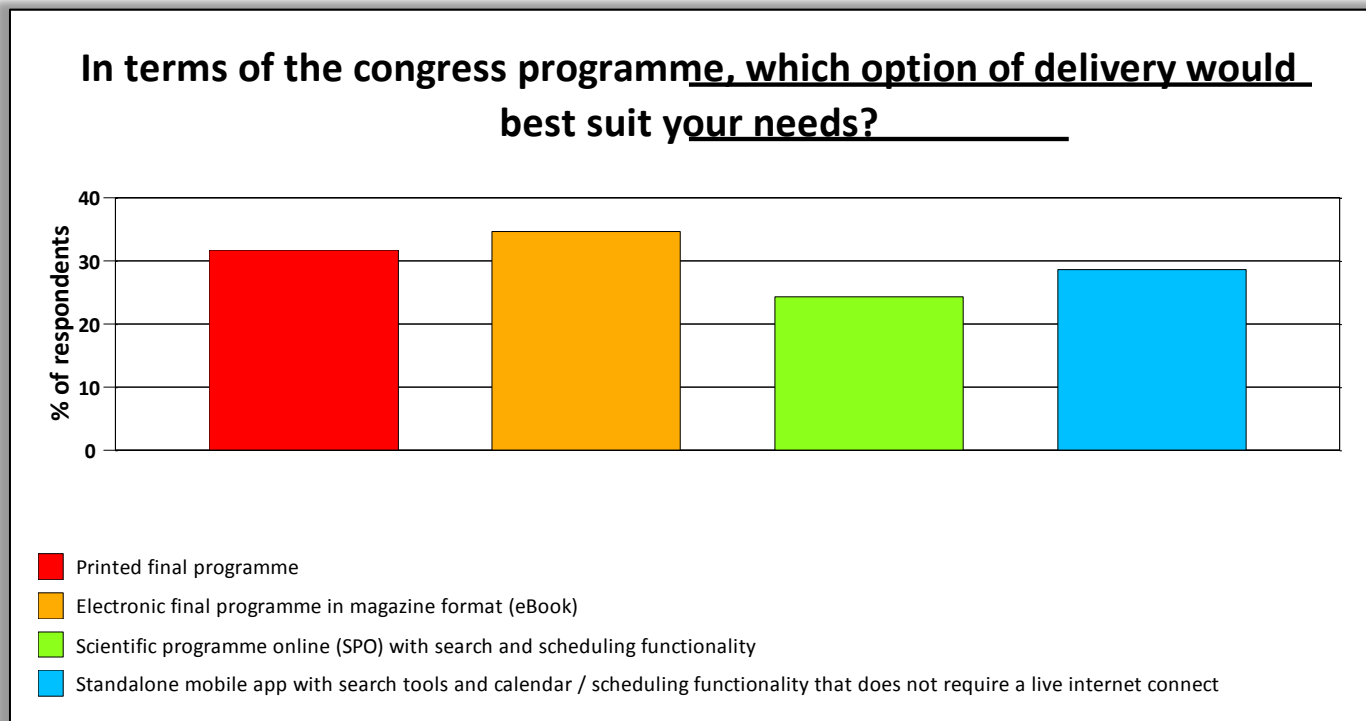
Attendees wanted earlier notification and publishing of the app so that it could be more conveniently downloaded pre-congress.



The congress programme

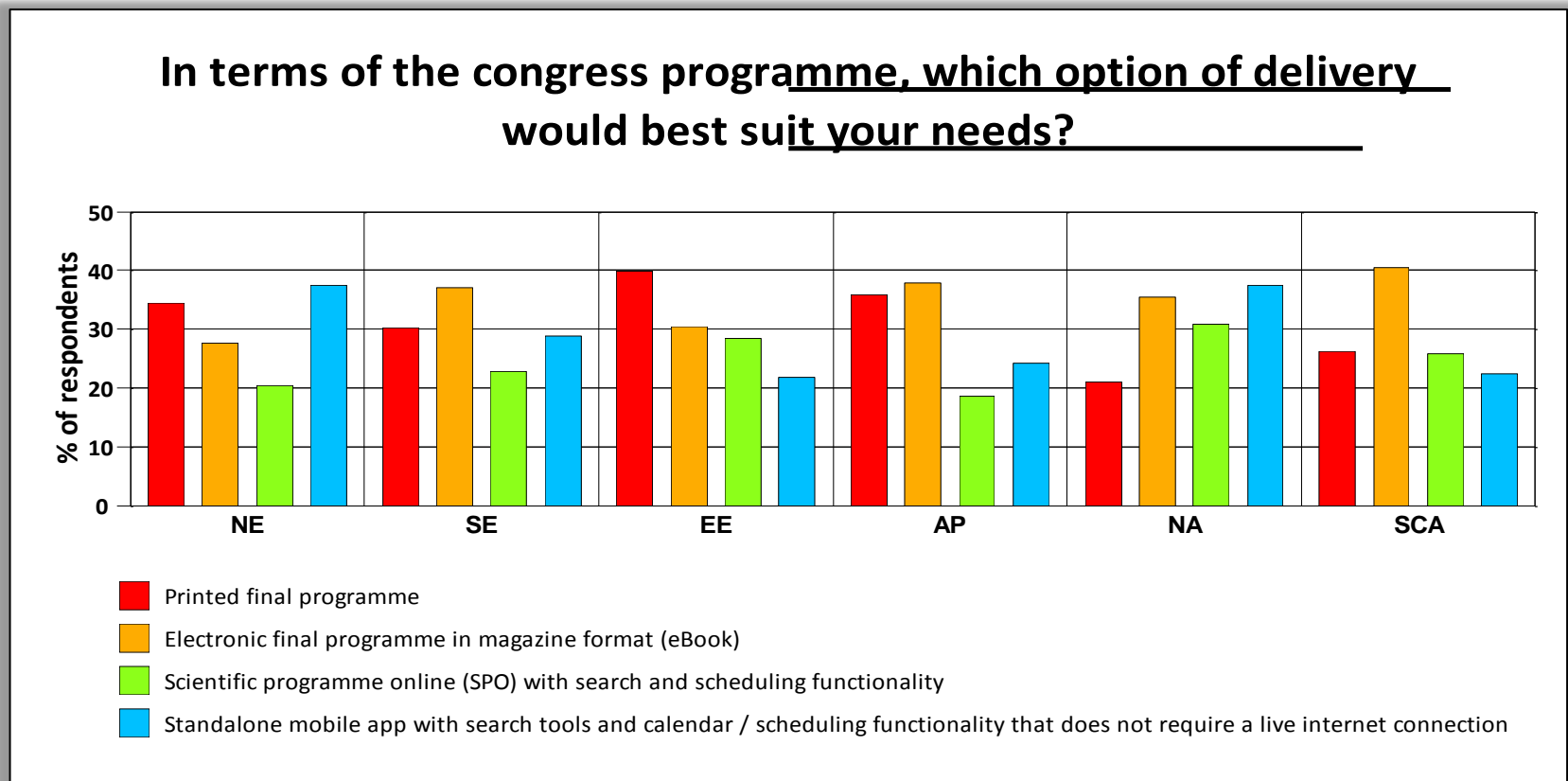
Congress programme preferences

- Respondents were asked their preferences for congress programme delivery and were told that they could choose more than one.
- There were no clear preferences in terms of format, with respondents fairly evenly split between each option.



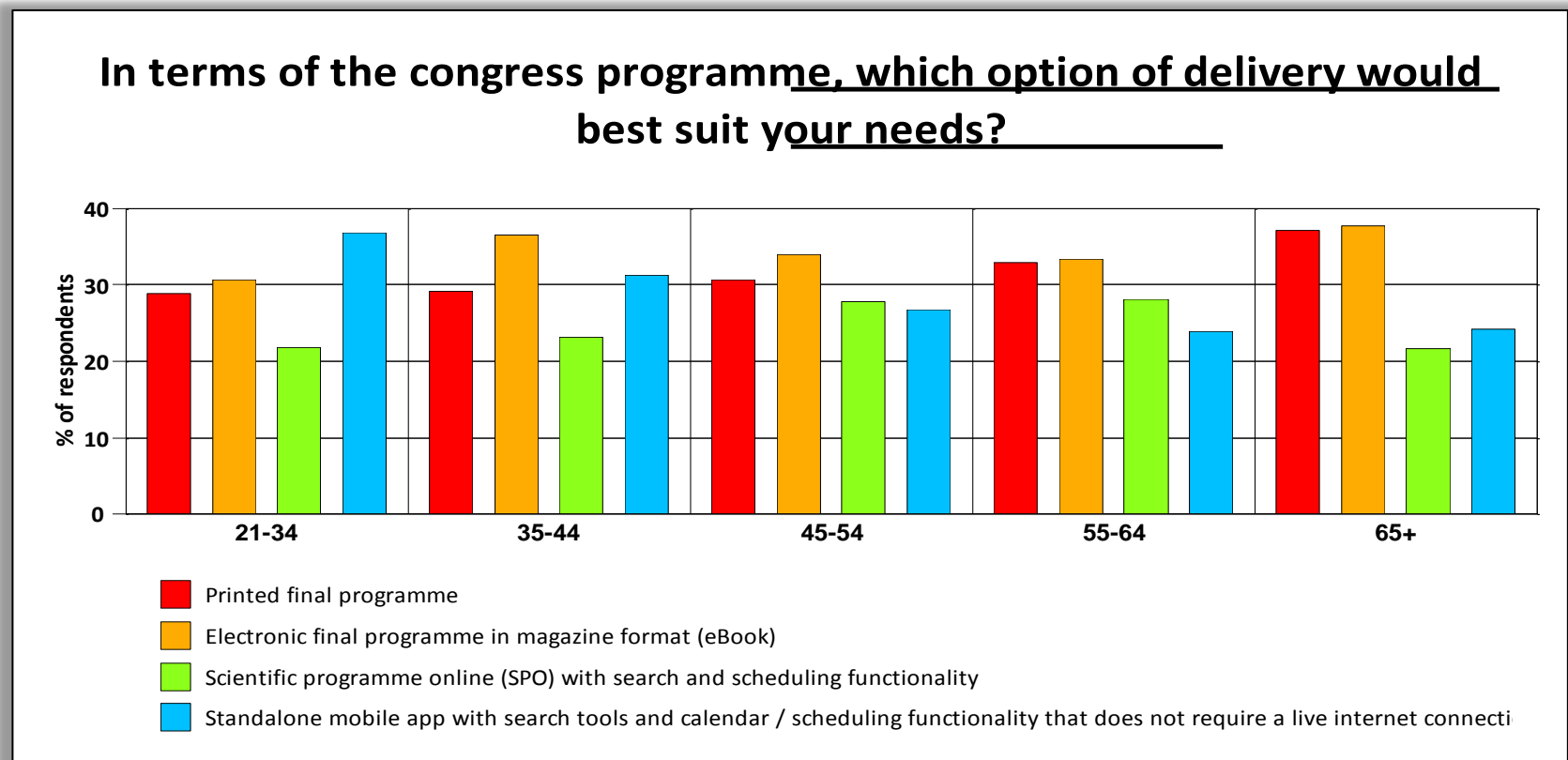
Congress programme preferences – by territory

- Only 33% of Northern Europeans favour a printed paper programme. This figure was even lower for North Americans (21%) and South and Central American respondents (26%).



Congress programme preferences – by age

- As might be expected, older respondents had more of a preference for print, with younger attendees showing a strong preference for mobile content.



Congress programme preferences

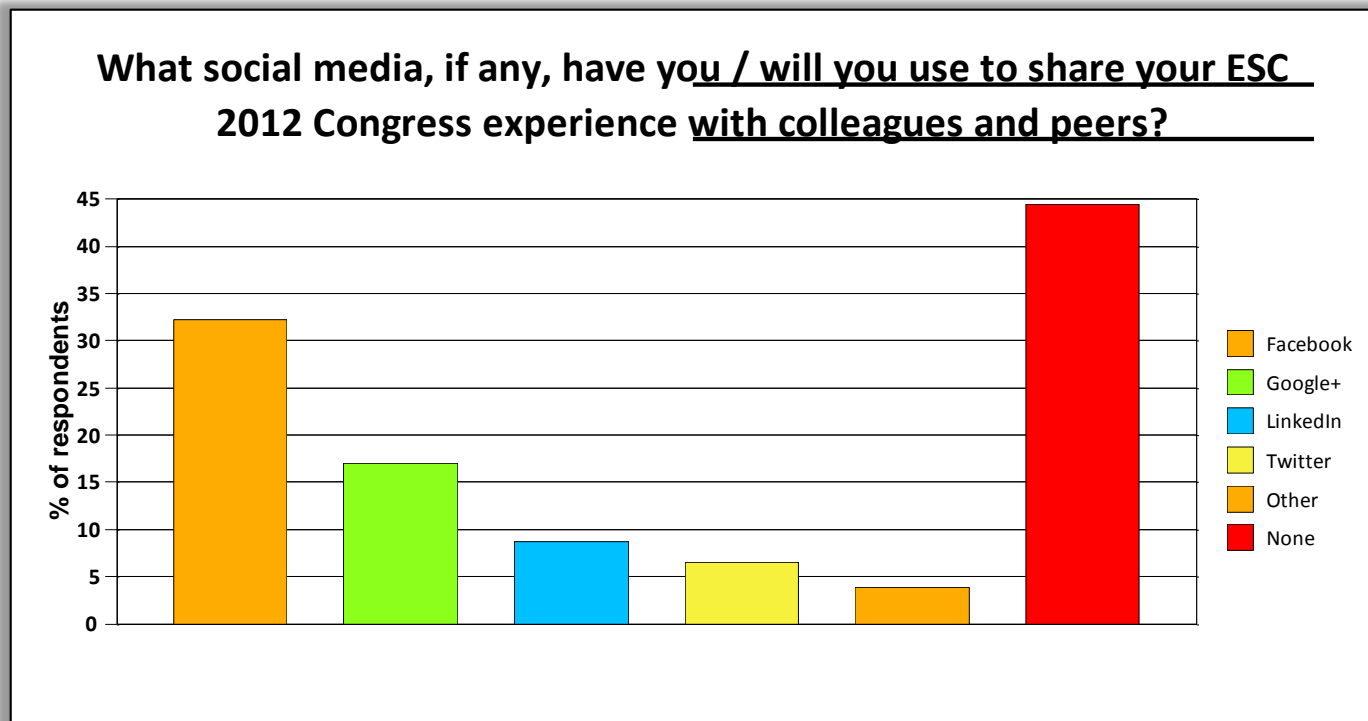
- It seems feasible that the ESC may be able to replace a reasonably large percentage of the paper programme with an electronic version, it will be important to still include provision of a paper version to ensure that the needs of all delegates are met.
- ESC could ask delegates about their preferences in this regard during online registration to ensure that enough paper programmes are provided for the delegates who require them.



Social media and online content preferences

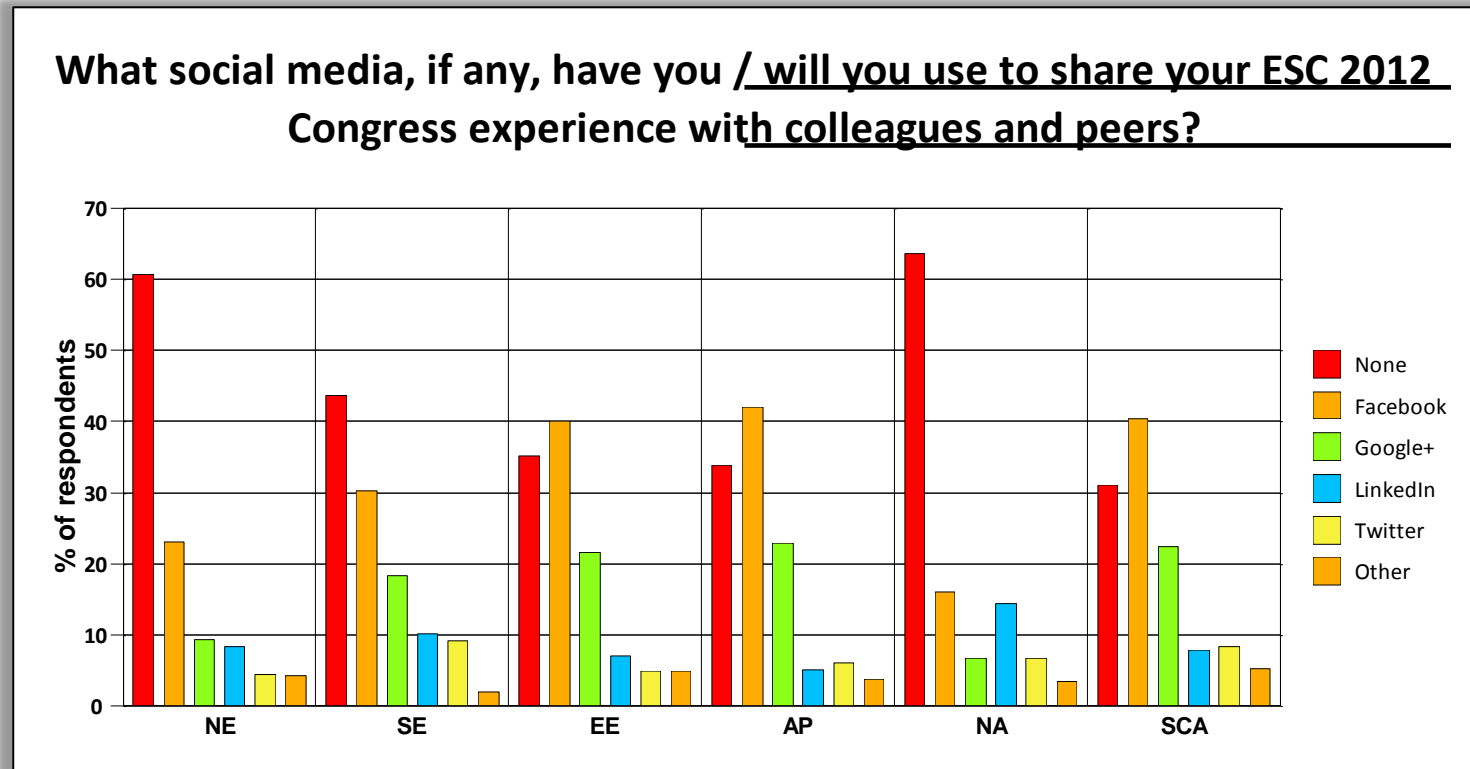
Social media used to share congress experiences

- 55% of our respondents indicated that they would use some sort of social media to share their congress experiences. This compares with 28% last year (NB: not an identical question)
- Facebook was the most popular social media service with 32% of respondents mentioning this. Google + was mentioned by half as many respondents. LinkedIn was mentioned by under 10%, despite ESC presence on this network.



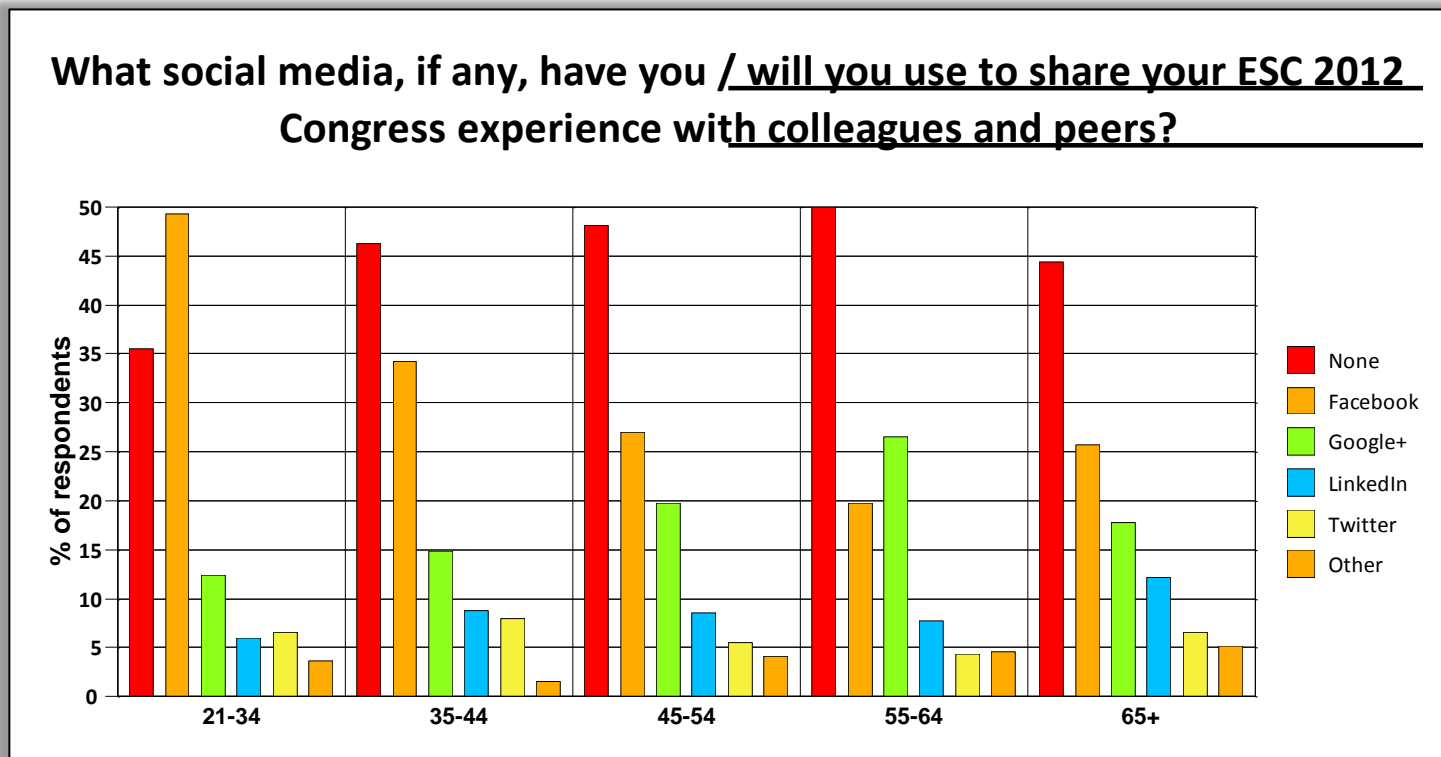
Social media used – by territory

- Social media use varied by territory with North America and Northern Europe much less likely to use it than there peers in other territories. This This corroborates previous findings that SCA, EE and AP delegates appear to be more digitally engaged than those from NA and NE.



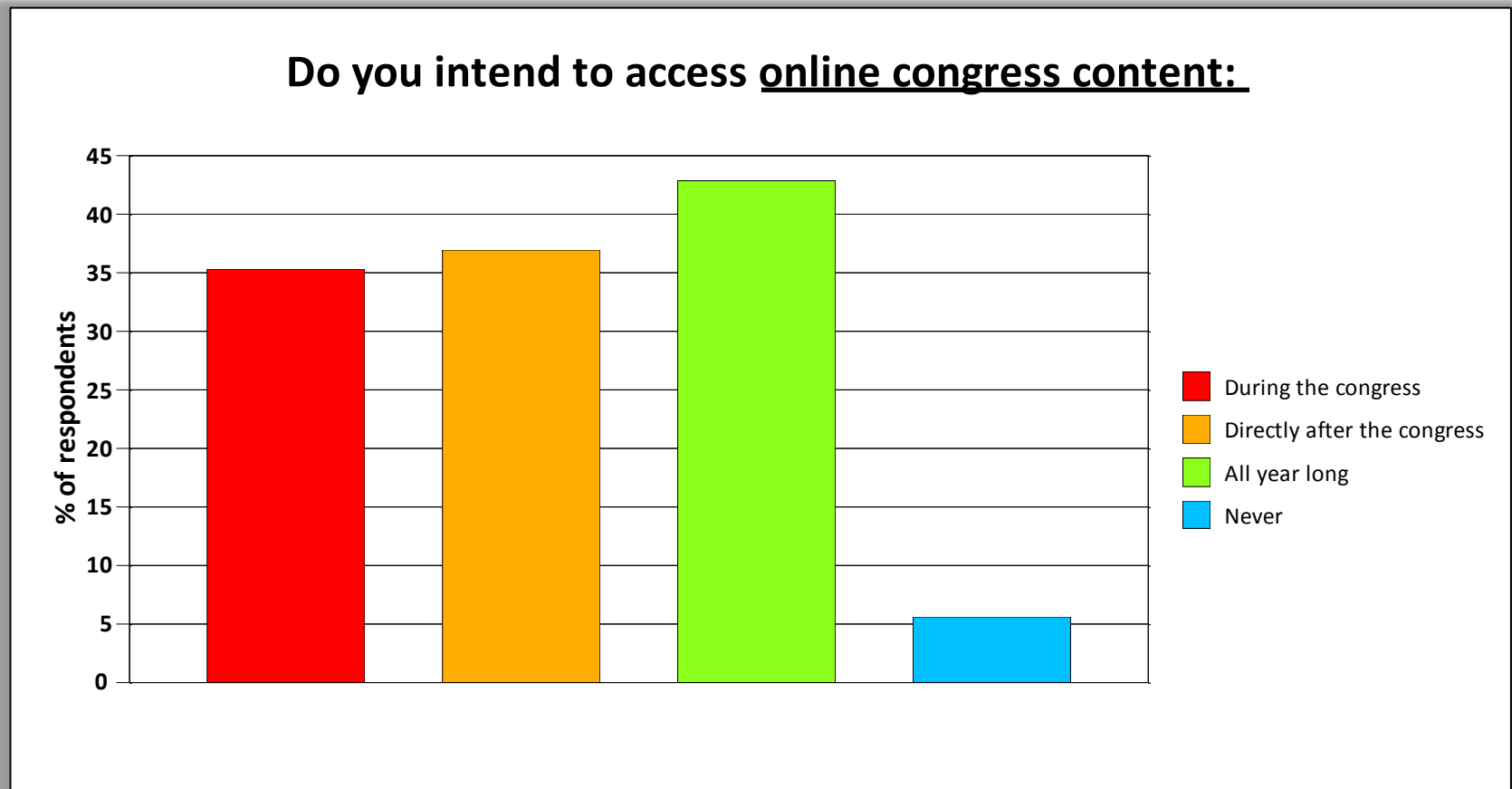
Social media used - by different age groups

- Social media use in this context is much higher amongst under 34s, with 65% of them sharing congress experience via social media. They are also far more likely to be using Facebook to do this, with nearly 50% using this social media tool. Very little use of Twitter in any age group.



Use of online congress content

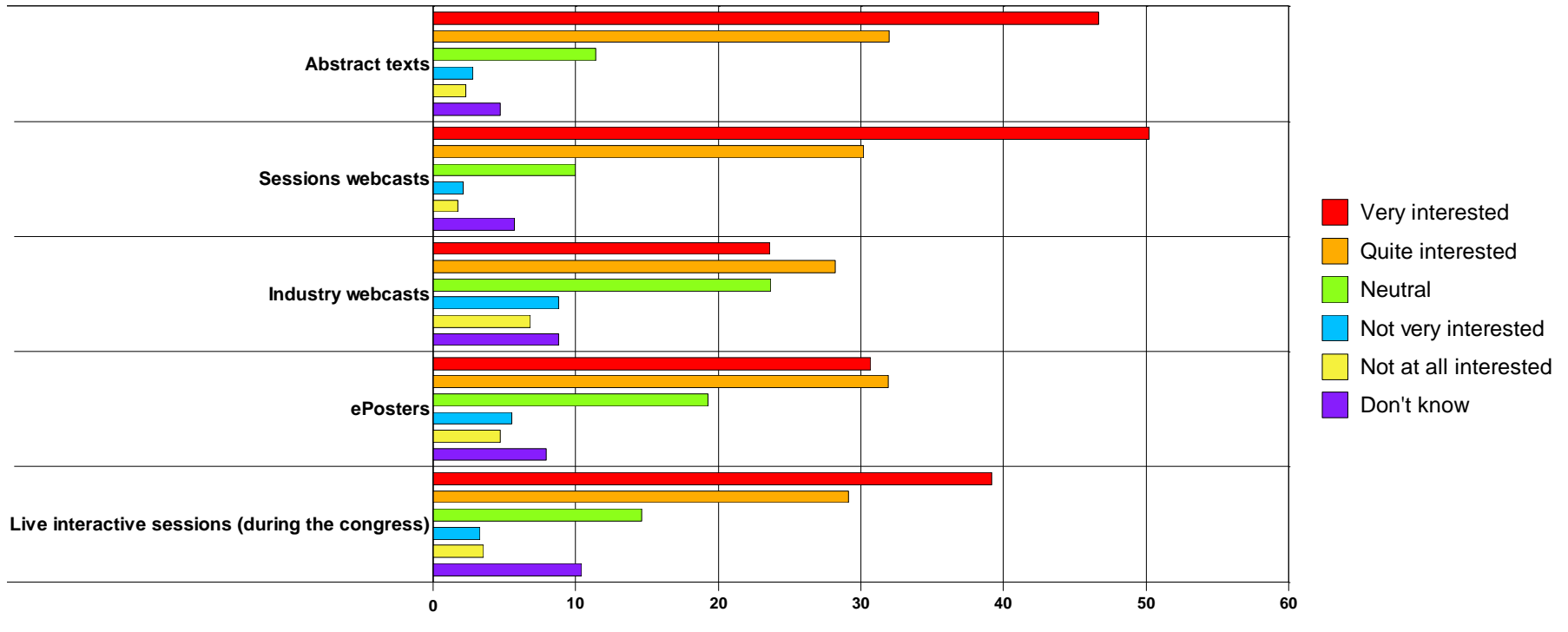
- Respondents were intending to use online congress content during the congress, directly after it and for a fairly large number, all year long.



Interest levels in online content

- Respondents were most interested in abstract texts and sessions webcasts with over 60% indicating an interest in the latter. Industry webcasts provoked more mixed feelings.

Please rate your interest for each type of content online



Online content types

Abstract texts

These were popular across all attendees regardless of age. They were particularly popular with those in a research establishment, 57.7% of whom were very interested in these. It was also popular with those who considered themselves to be scientists.

Sessions webcasts

These were particularly popular with those in private practice, who might have limited access to CPD activities compared to peers in larger organisations. They were also very popular with respondents from the Americas.

Industry webcasts

These were particularly attractive to those over 65, who appeared more likely to have industry connections and to be more comfortable about their relationship with industry.

Online content types

ePosters

There was some enthusiasm for this concept across all ages. North American respondents were particularly keen on this idea as were respondents between 34 and 45.

Live interactive sessions

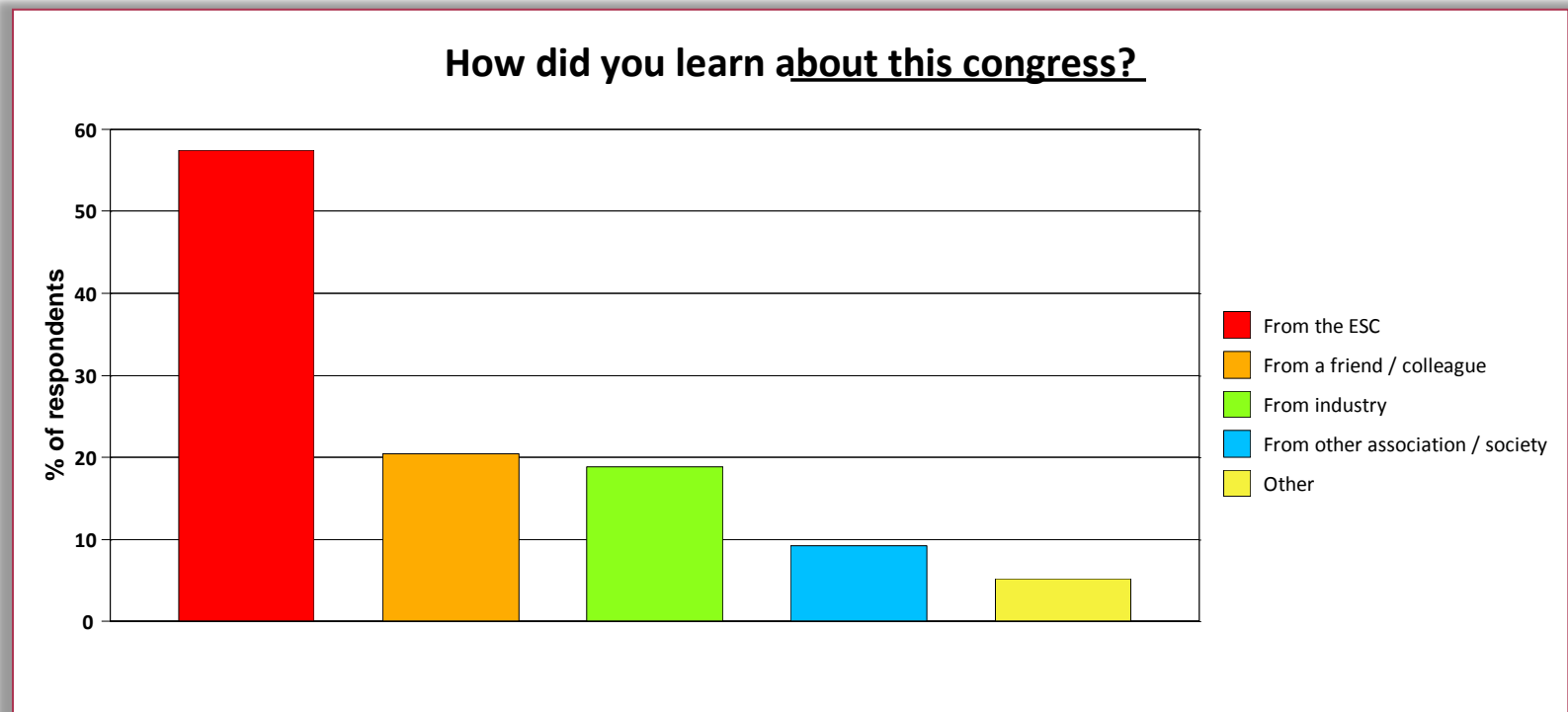
- These were liked by all ages and types of respondent, particularly in South and Central America.
- The ESC has a membership base which appears to be keen to use new online content. ESC should consider looking into providing new services for these members, particularly those that involve mobile content.

Discovering the congress

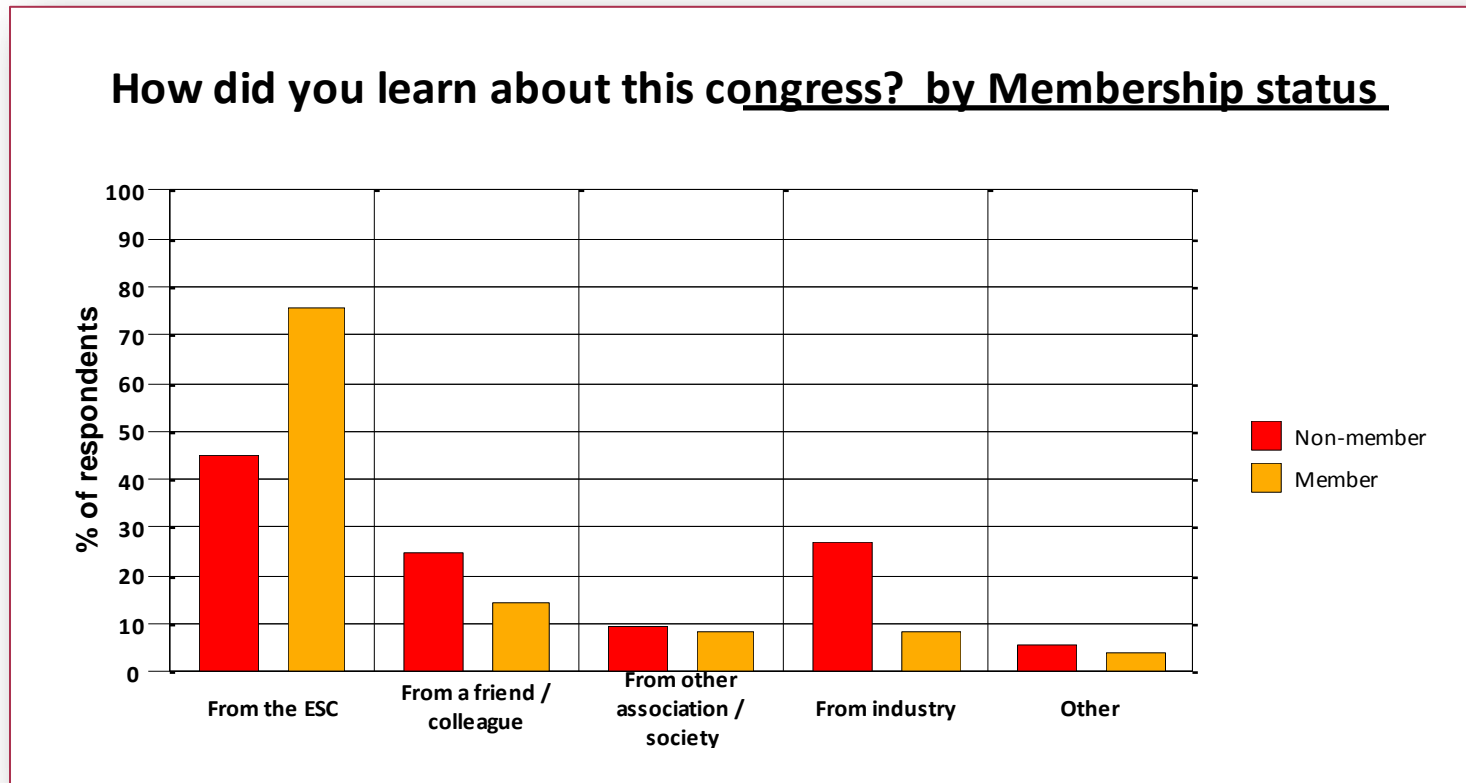


Discovering the congress

- 57.4% of respondents learned about the congress from the ESC. Overall, this was the most commonly cited source of information.
- Information from friends / colleagues and from industry is also highly important.



Discovering the congress – the impact of membership



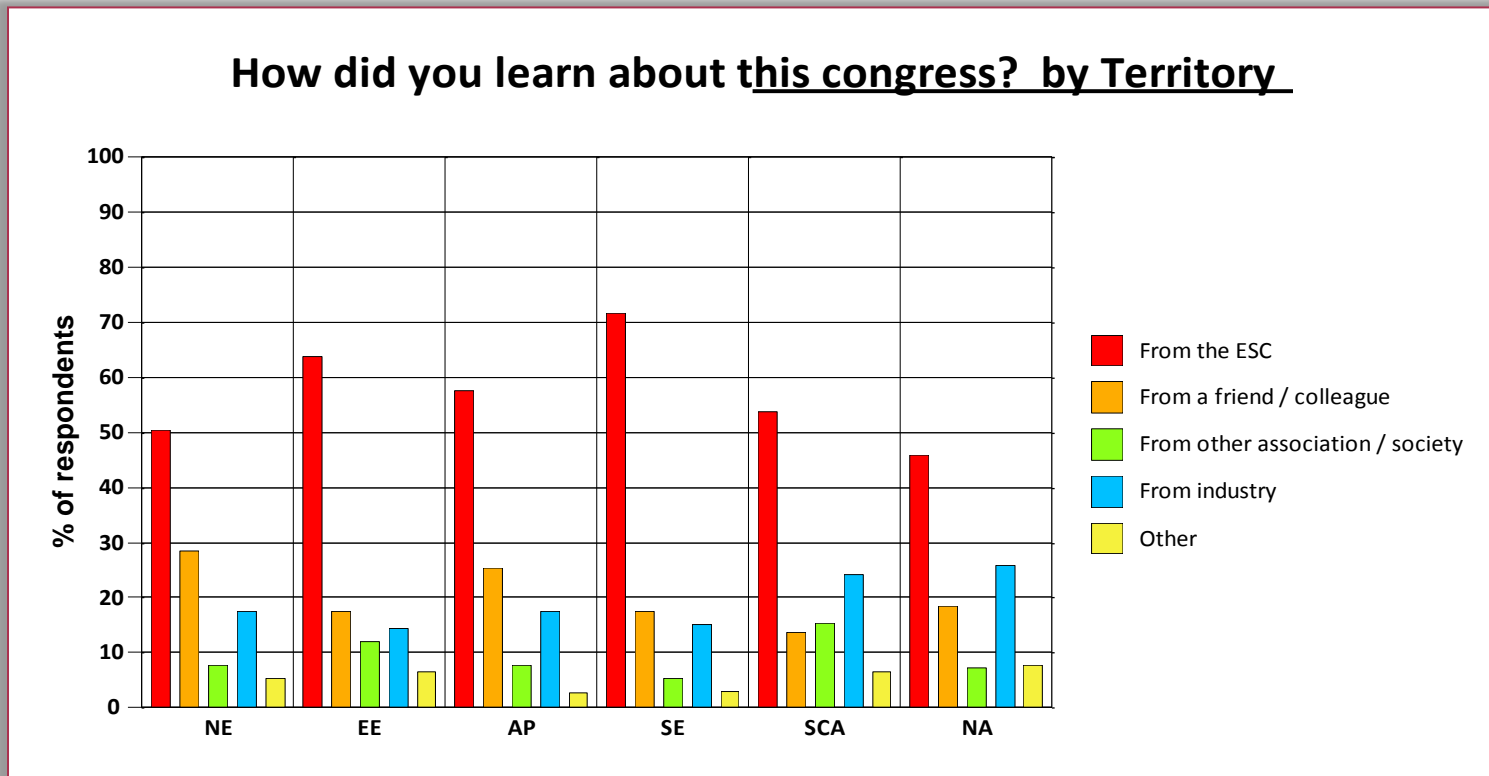
- The ESC was particularly important to members with 75.7% gathering information about this year's congress from this resource.

Discovering the congress – key differences by segment

- Those who were at the congress for the first time were much less likely to have heard about the conference via the ESC (38.5% vs. 69.7%). They were much more likely to have heard about it from a friend or colleague (35.3% vs. 10.7%) and somewhat more likely to have heard about it “from industry” (23.7% vs. 15.6%).
- This was mainly a function of age – older respondents of working age were more likely to hear about the conference via the ESC, whereas friends and colleagues were a particularly important source for younger attendees . Attendees who were 65+ were more likely to hear of the congress through industry.
- Women were also somewhat more likely to have heard about it from friend than their male counterparts. This may be more about age than gender though as women attendees tended on the whole to be younger.

Discovering the congress – the impact of territory

- Territory also had an impact on how they discovered the congress.
- South Europeans were most likely to have learned of it through the ESC with over 71% reporting this, compared to only 46% of North Americans.



Discovering the congress – the impact of territory

- Northern Europeans and Asia Pacific attendees were most likely to report hearing about the congress from friends or colleagues with over 28% of North Europeans and 25.3% of Asia Pacific respondents reporting that they discovered the congress in this way.
- Attendees from both North America and South and Central America were more likely to hear from industry. – perhaps industry sponsorship is more of a requirement to come such long distances. Nearly 26% of North Americans and over 24% of South and Central Americans reported learning about the congress in this way.



Conference attendance and future intentions

Levels of conference attendance

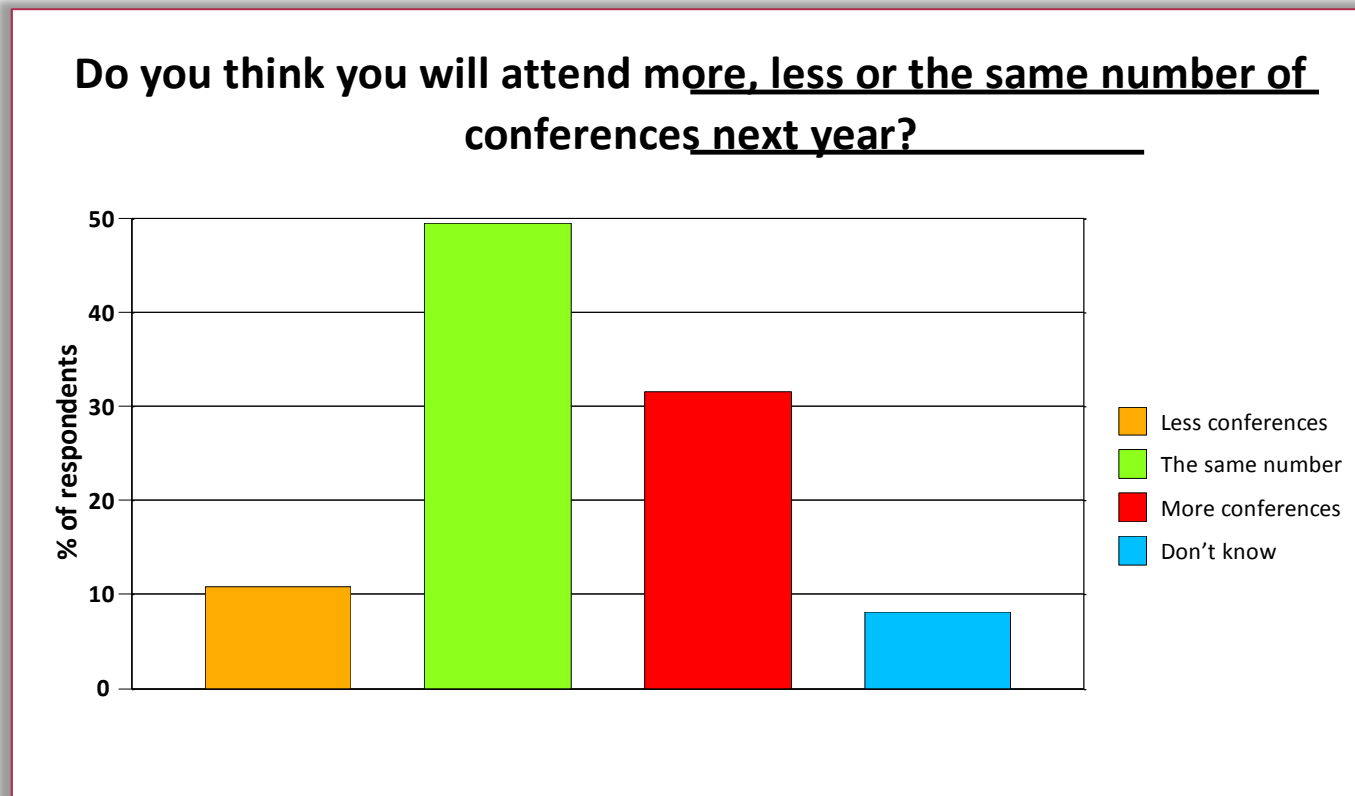
- Questions around conference attendance were answered highly inconsistently by respondents and will need reworking if the research is repeated in subsequent years.
- Respondents reported an extremely wide range of numbers of conferences attended that year. There were clearly some people within our sample for whom attending conferences was their main activity. Many reported going to over 20 conferences.
- 21% of our respondents reported that they had only been to this (the ESC Munich) conference in the last 12 months.
- 22% reported only going to two conferences including ESC Munich. Other conferences attended by these respondents varied hugely but could be segmented as follows (%s are estimates partly due to poor and inconsistent respondent recall):
 - ESC + an American conference, e.g. ACC or the AHA – 25% of those going to 2 conferences
 - ESC + their national conference - 50%
 - ESC + a specialty conference – 25%

Levels of conference attendance

- 42% of respondents reported having attended between 3 and 5 conferences in the preceding year.
- 9% of respondents had attended between 6 and 10 conferences. These respondents were somewhat more likely to have been sponsored by industry.

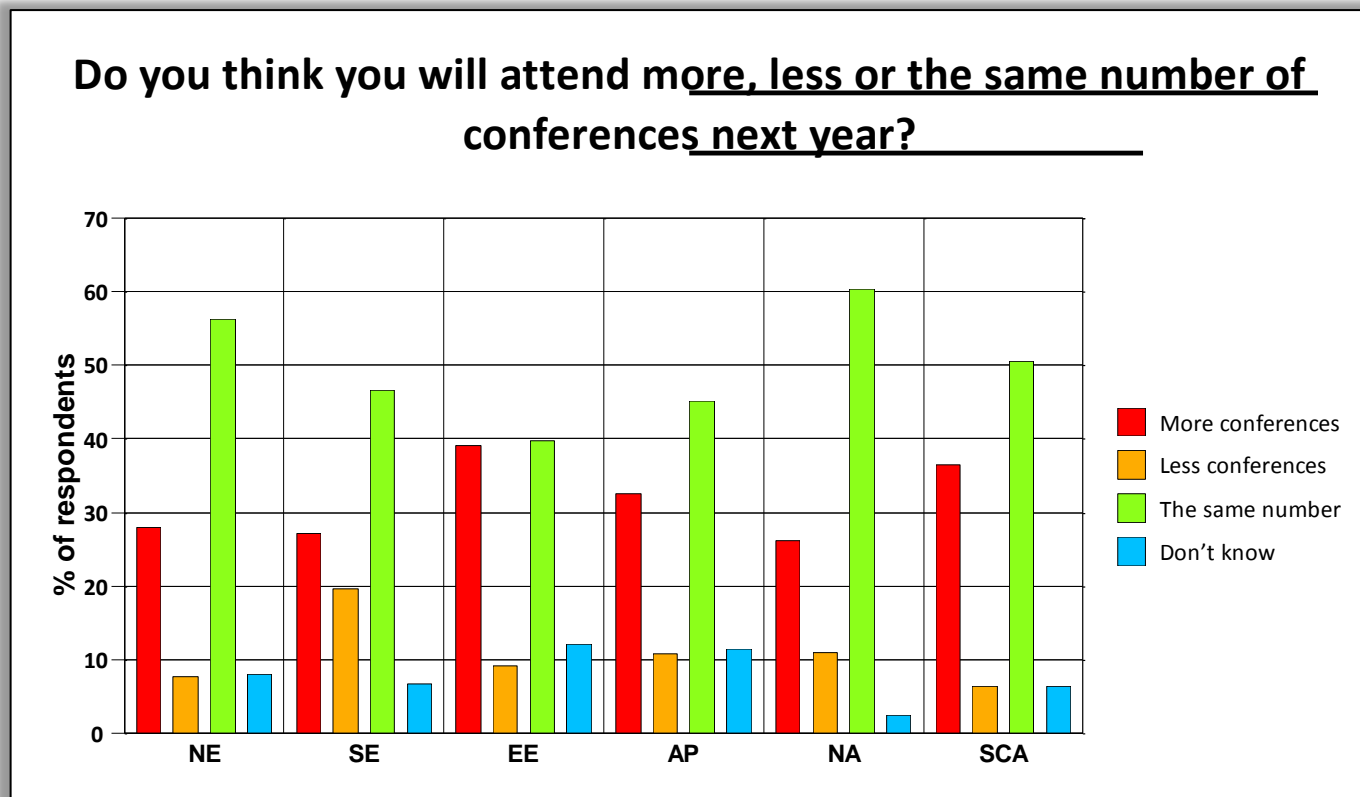
Predicted conference attendance next year

- Despite potential issues around funding and the global downturn, respondents did not see themselves attending any fewer conferences next year. In fact, nearly a third saw themselves likely to attend more.



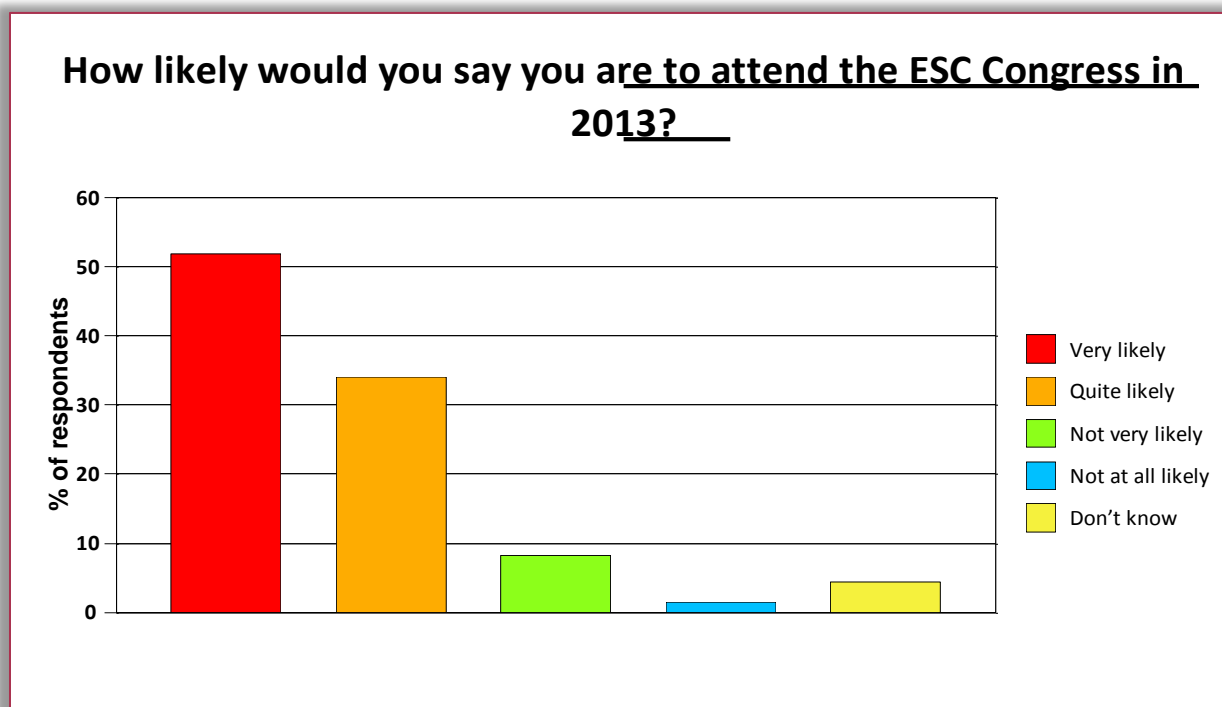
Predicted conference attendance next year

- Eastern European respondents felt themselves particularly likely to attend more conferences next year. Southern Europeans were less optimistic, which is perhaps related to the economic climate in this region.



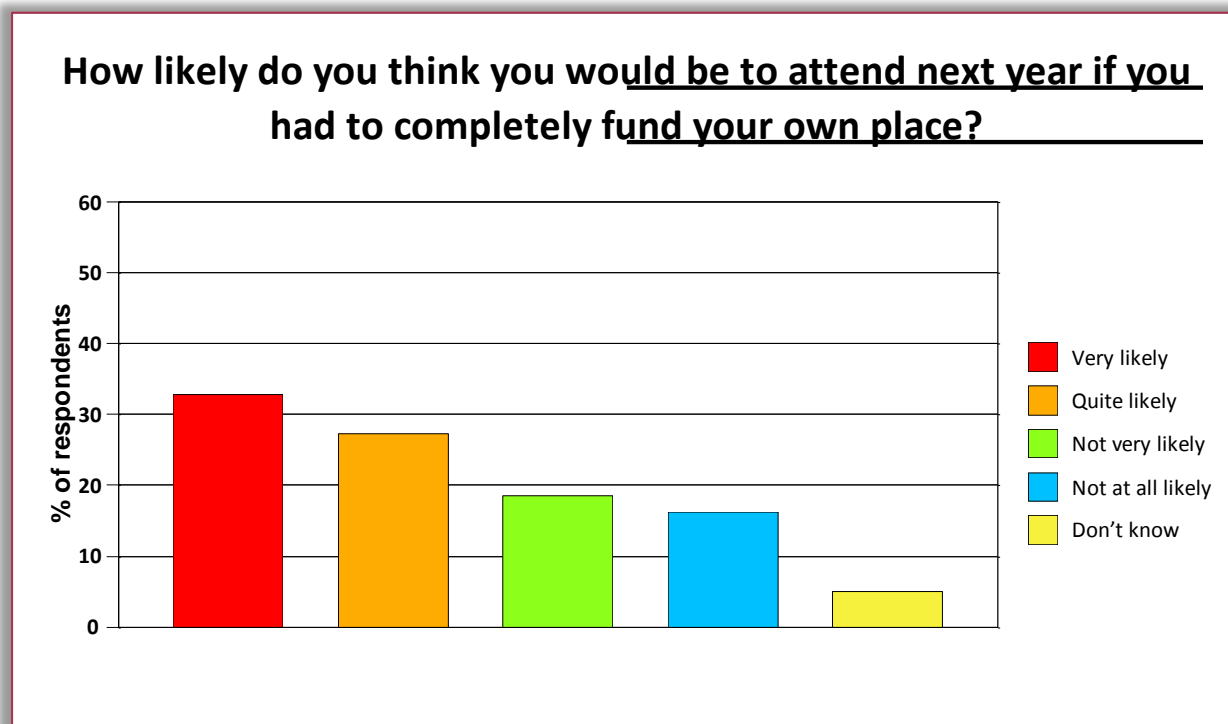
Likelihood to attend the ESC congress next year

- 52% of attendees interviewed indicated that they would be very likely to attend the ESC conference next year with 34% quite likely. This represents a high level of attendees intending to return and is indicative of the success of the conference.
- Only 1.4% of respondents said that they were not at all likely to return in 2013.



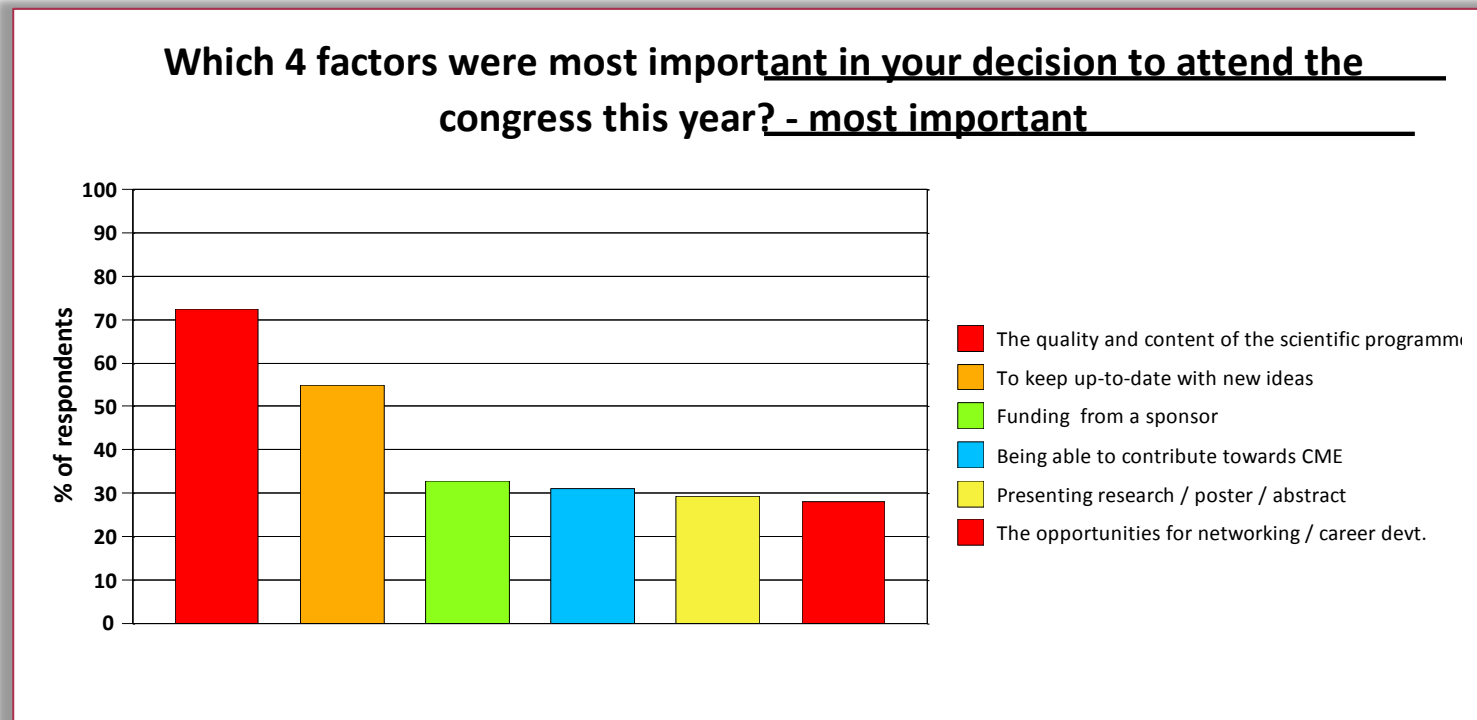
Likelihood of attending if delegates had to completely fund their own place

- 33% of attendees interviewed indicated that in these circumstances they would be very likely to attend the ESC conference next year with 27% quite likely. The figures for those who felt likely to attend are around 10% higher than last year, this may be down to the success of this conference for delegates.



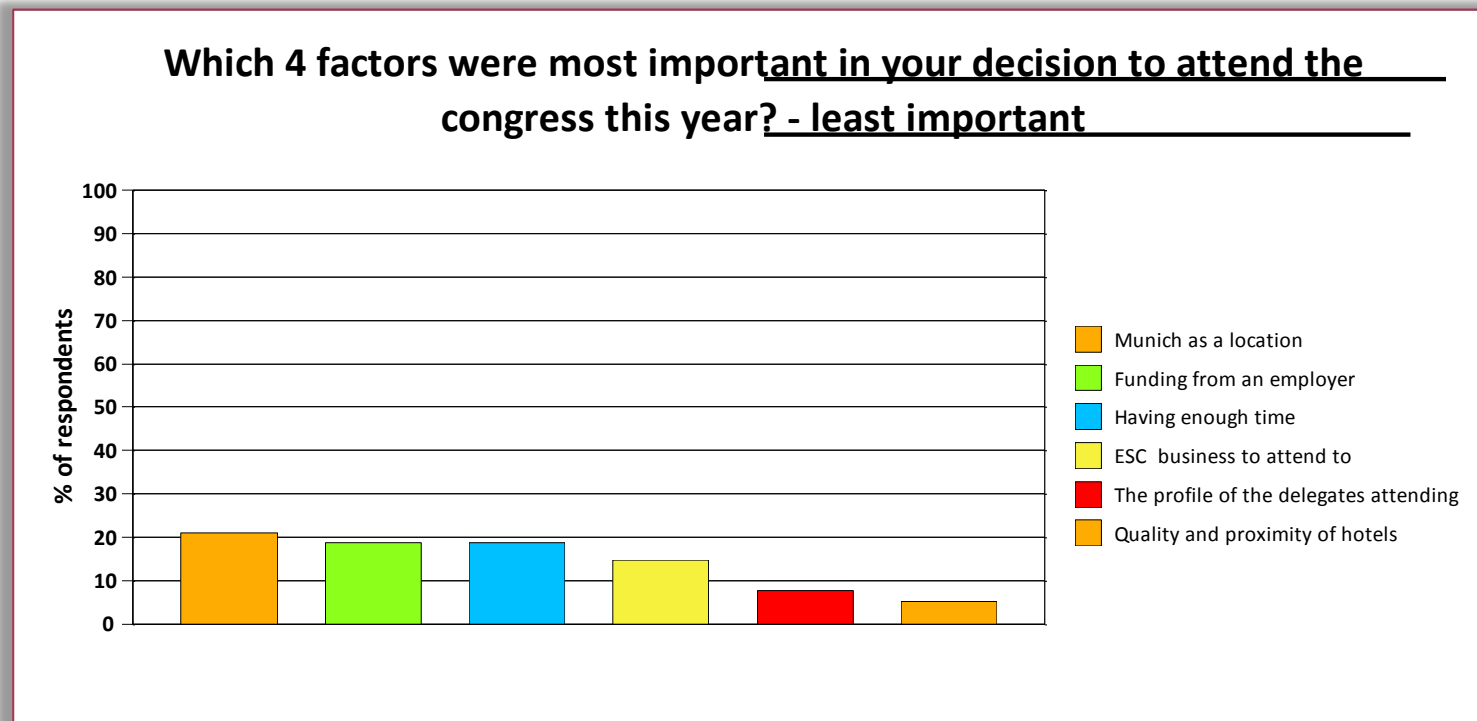
Factors influencing decisions to attend ESC 2012

- Respondents were asked which four factors had been influential in their decision to come to the conference this year.
- The quality of the scientific program, the intention to keep up-to-date with new ideas and the availability of industry funding were key.



Factors influencing decisions to attend ESC 2012

- Although the location was liked by respondents, it was not a key factor in their decision to attend. Factors such as this and the quality of hotels may influence participants' enjoyment of a conference and impact on decisions subconsciously rather than consciously as part of their decision-making process.



Factors influencing decisions to attend ESC 2012

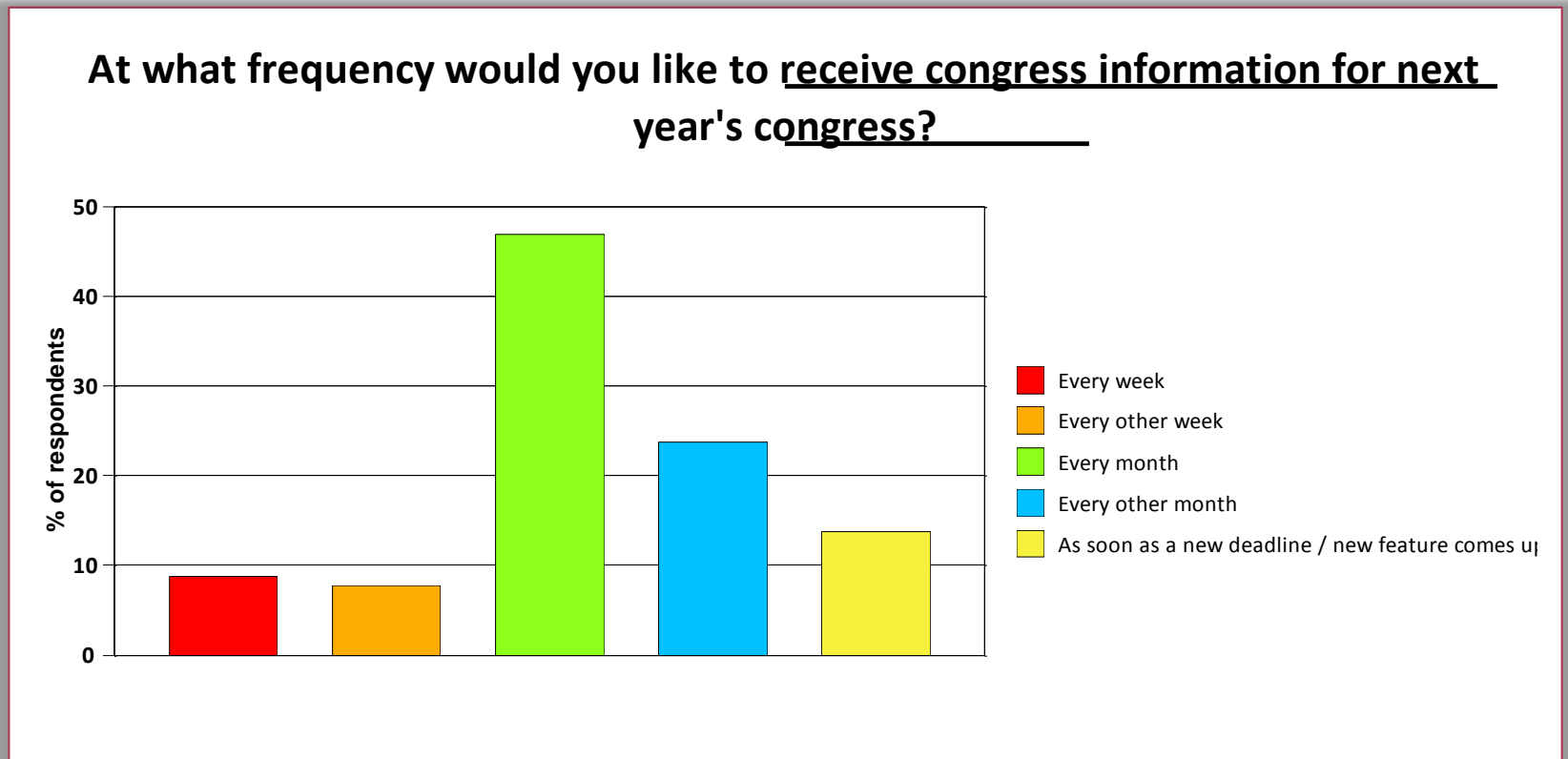
- As last year, contributing towards CME was most important to South and Central Americans, Eastern Europeans and Asia Pacific respondents.
- Finding funding from a sponsor was much more important to Southern and Eastern Europeans, whereas funding from an employer was most important to North Americans.
- As last year, networking and career development opportunities were most important to North Europeans and North Americans.
- The quality of the scientific programme was more important to older attendees.
- Younger respondents were more likely to be attending because they were presenting a poster, some research or an abstract.
- These responses are very consistent with last year's findings. It may be that messaging around the congress can be tailored more fully to different audiences.

Congress communications preferences



Frequency of congress communication

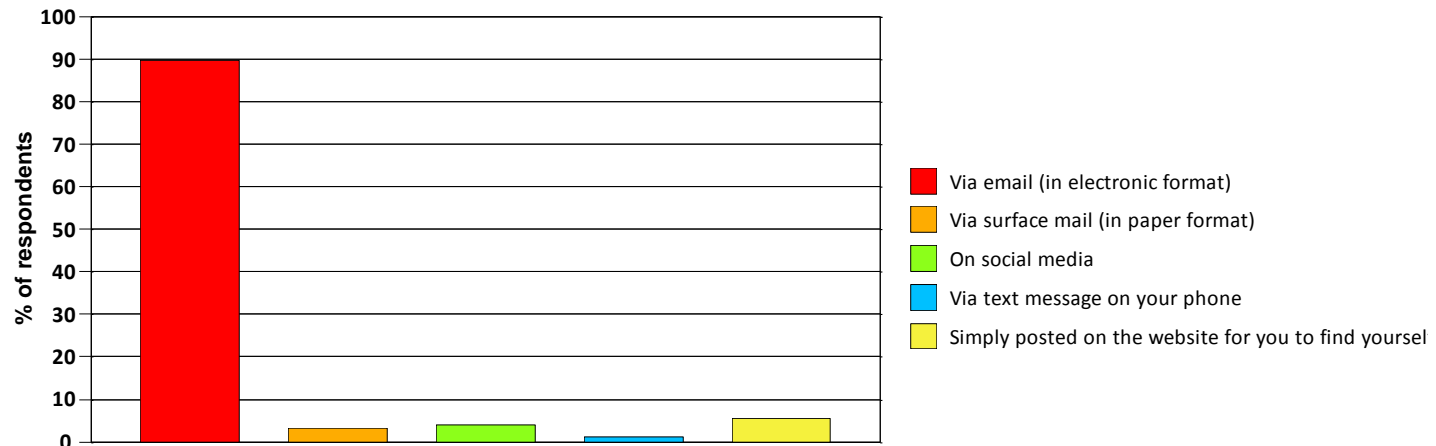
- Monthly communication was preferred by many attendees.



Format of congress communication

- For general congress announcements, updates and general information there was a very strong preference for email communication. This does not mean of course that other channels should necessarily be abandoned as customer preferences are only one element that should inform a communications strategy.

For general congress announcements, updates and general info (excluding faculty arrangements) would you prefer to receive these:



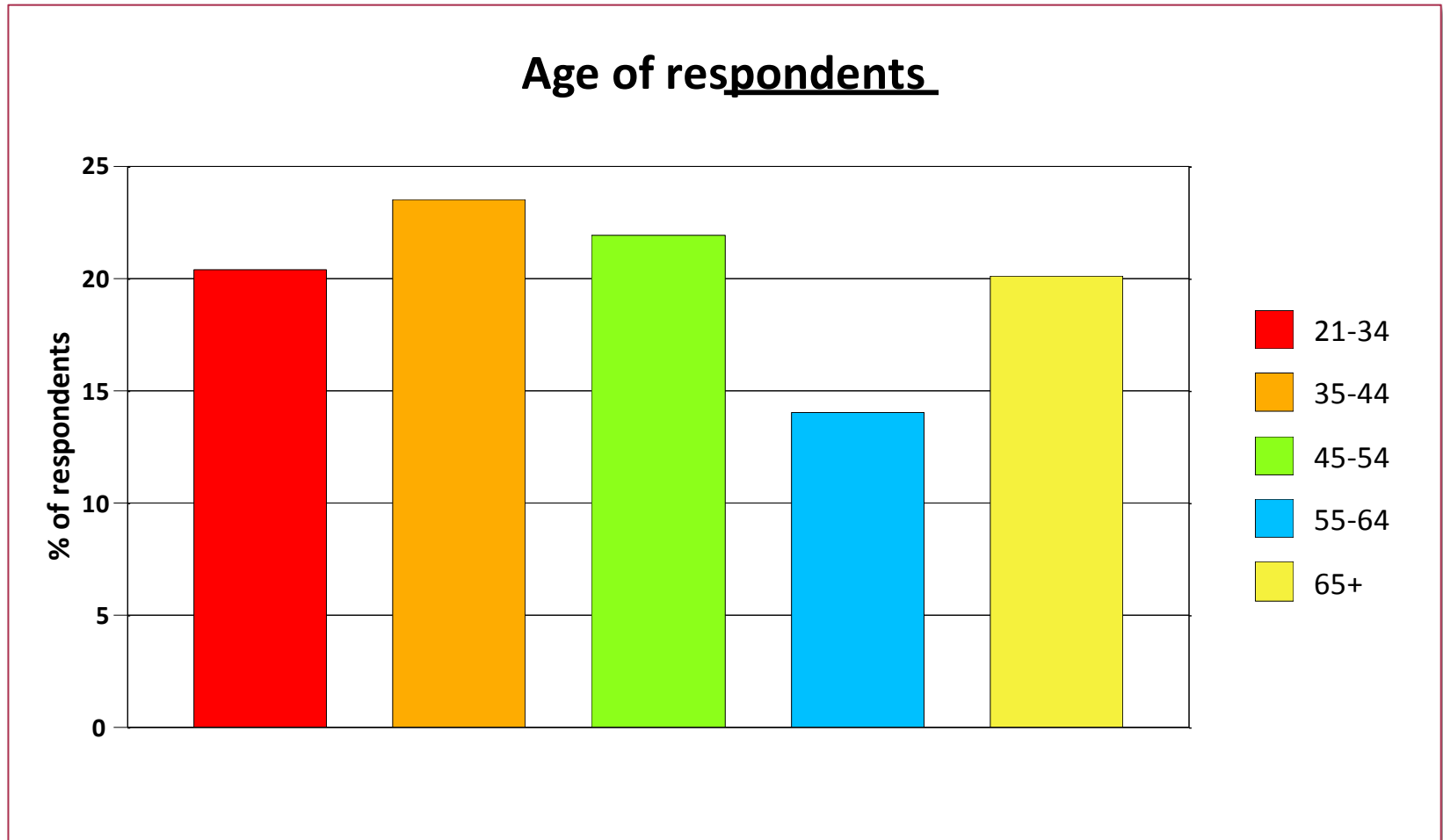
Conclusions

- The results of this survey are extremely positive. The society appears to have put on an even more successful congress than in the previous year, maintaining the appeal of the scientific and educational aspects of the congress whilst enhancing attendees' enjoyment of the location, venue and general level of organisation.
- The app has been a great success, with very high levels of satisfaction from respondents. Mobile services in general look to have great appeal to young cardiologists in particular and the high level of smartphone ownership points towards this as a promising future direction for more products and services. There are a number of opportunities to improve the app suggested by our enthusiastic respondents.
- Satisfaction with this congress has led to high numbers indicating that they will return in 2013, even if they have to pay for their own place. At this point, it does not appear that levels of industry funding have been much affected and it is difficult to determine how funding will affect future congress attendance.

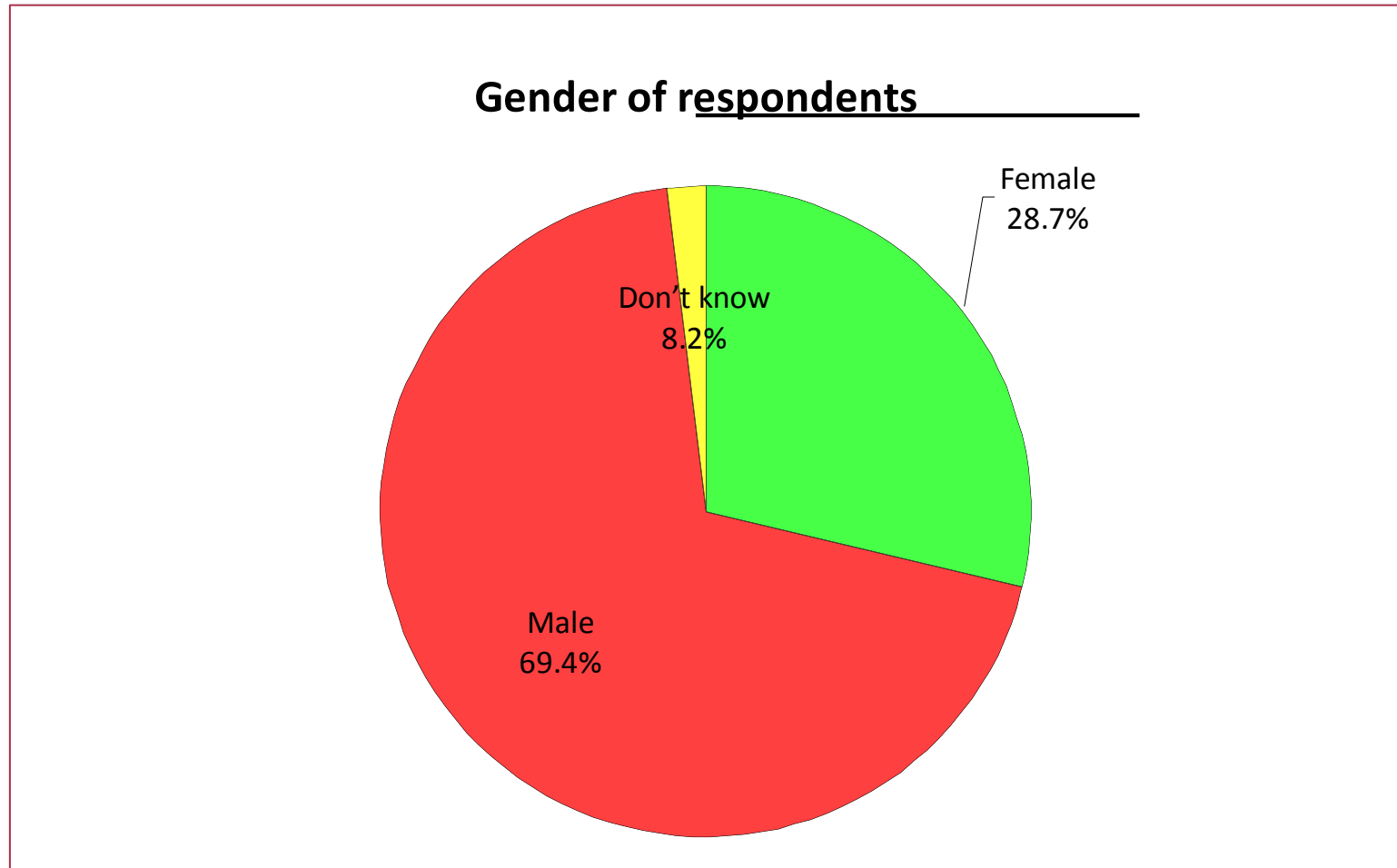


Profile of respondents

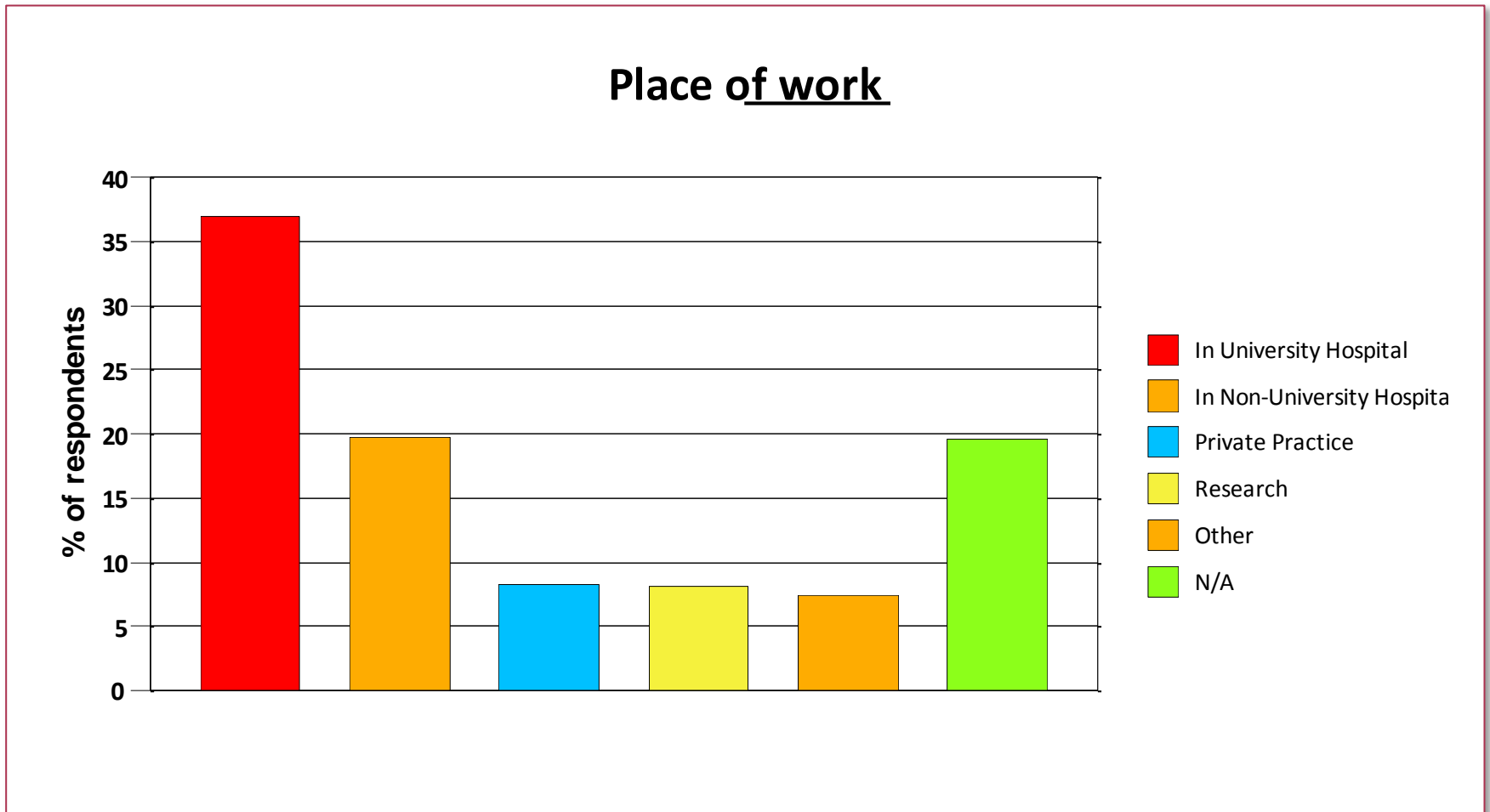
Age of respondents



Gender of respondents



Place of work



Professional activity

Professional Activity (most commonly cited)

