

CONGRESS REPORT



The Hague



ESC CONGRESS 2013

The ESC Congress 2013 was held in Amsterdam from 31 August to 4 September at the RAI.

Facts and Figures

- ✓ **146 countries represented**
- ✓ **29 990 participants**
 - 24 561 Physicians
 - 4 883 Exhibitors
 - 546 Press
- ✓ **1 255 Faculty members for 2 429 roles in the programme**
- ✓ **428 ESC Scientific Programme sessions**
 - 288 Pre-Arranged Sessions
 - 140 Abstract-based Sessions
- ✓ **32 lecture rooms**
 - 27 Regular Lecture Rooms
 - 2 Focus rooms
 - 3 Hubs in Central Village
- ✓ **10 491 abstracts submitted**
 - 4 215 accepted
- ✓ **3470 Posters & Moderated Posters accepted**
 - 3358 Posters
 - 112 Moderated Posters
- ✓ **Industry sessions**
 - 71 Satellite Symposia
 - 4 Hands-On Tutorials
- ✓ **Exhibition**
 - 10 198 m² occupied
 - 206 exhibiting companies

Congress Spotlight

"The heart interacting with systematic organs"

30 sessions (including 18 pre-arranged sessions and 12 abstract based sessions) were organised around this theme.

REGISTRATION DATA

General attendance & registration figures

Registration by category	ESC 2009	ESC 2010	ESC 2011	ESC 2012	ESC 2013
Physicians	24 311	21 424	26 355	21 440	24 561
Press	745	559	725	629	546
Total active participants	25 056	21 983	27 080	22 069	25 107
Exhibitors	5 656	4 947	5 277	5 210	4 883
Accompanying persons	611	566	540	N/A	N/A
Total participants	31 323	27 496	32 897	27 279	29 990

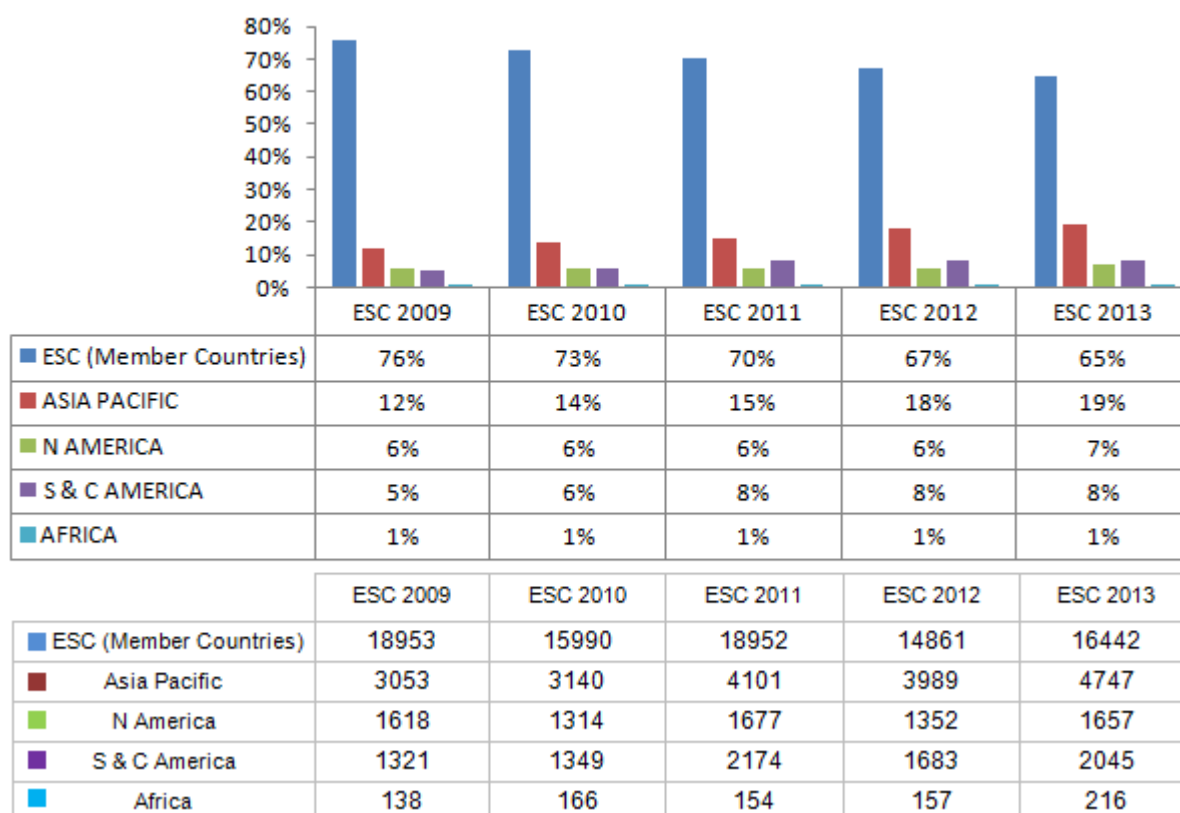
ESC Congress 2013 is the second largest congress in number of Physicians since ESC 2009. On the contrary, Press & Exhibitor participants show the lowest final figure since 2009. The accompanying persons fee, that no longer exists since 2012.

Group vs Individual registration	ESC 2009	ESC 2010	ESC 2011	ESC 2012	ESC 2013
Group registration	60%	57%	53%	46%	46%
Individual registration	40%	43%	47%	54%	54%

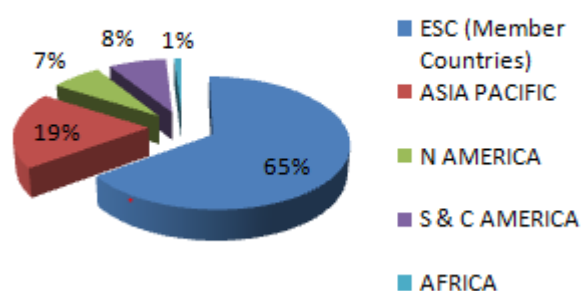
The tendency of group registrations since 2009 is a decrease in number of participants particularly between 2011 and 2012. For 2013 the number hasn't decreased but remained stable.

Chart country region 2009 - 2013

Registration by Geographical Area



ESC Congress 2013



The trend highlighted in 2012 continues: the portion of delegates coming from ESC Member countries is decreasing (from 75% in 2009 to 67% in 2012 and now 65% in 2013).

Top 30 Countries

Rank	Country	N° Delegates	Rank	Country	N° Delegates
1	Germany	1 929	16	Greece	491
2	Netherlands	1 367	17	Sweden	464
3	France	1 273	18	Belgium	453
4	United States of America	1 114	19	Argentina	412
5	Brazil	1 059	20	Denmark	412
6	Italy	1 014	21	Austria	358

Rank	Country	N° Delegates	Rank	Country	N° Delegates
7	United Kingdom	980	22	Romania	320
8	Japan	977	23	Serbia	318
9	China, People's Republic of	948	24	Portugal	306
10	Spain	869	25	Australia	297
11	Russian Federation	688	26	Mexico	296
12	Switzerland	631	27	Norway	290
13	India	584	28	Bulgaria	289
14	Poland	536	29	Czech Republic	268
15	Turkey	524	30	Canada	249

Germany remains number 1 in terms of number of delegates. Netherlands comes into 2nd position with 1 367 registered delegates, versus number 10th in 2012 with 660 delegates: this clearly shows the impact of the hosting country.

The following countries have significantly increased their participation compared to 2012: France & Brazil (+255), UK (+199), Turkey (+161) and the USA (+143 participants).

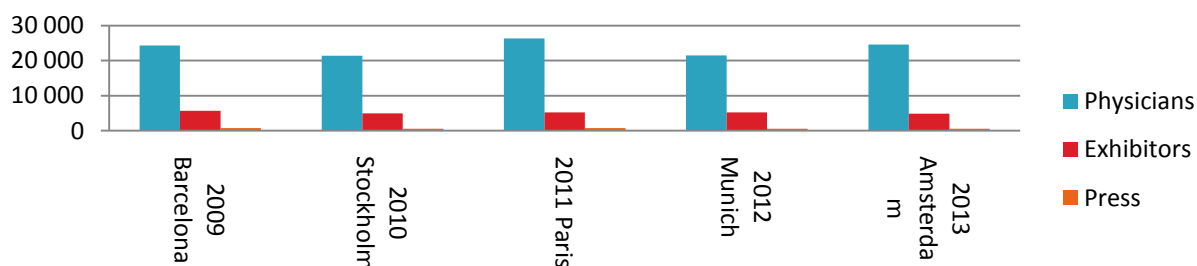
It is also important to note that the Chinese delegation augmented from 654 delegates in 2012 to 948 in 2013 representing a 45% increase. Canada has made it in the top 30 this year.

Finally, the fact that 8 countries in the top 30 are non ESC Member countries reinforces the global reach of ESC Congress.

Exhibitor Registration and Technical Services

Congress registration by year

Congress registrations 2009 - 2013



Delegate Profiles

Delegates are encouraged to provide their profile information through the "Raise Your My ESC Profile" process which requests My ESC Users online, and congress attendees onsite (using interactive services through badge scanners linked to My ESC browser), to update their personal and contact data, preferences and profile information in their My ESC Accounts.



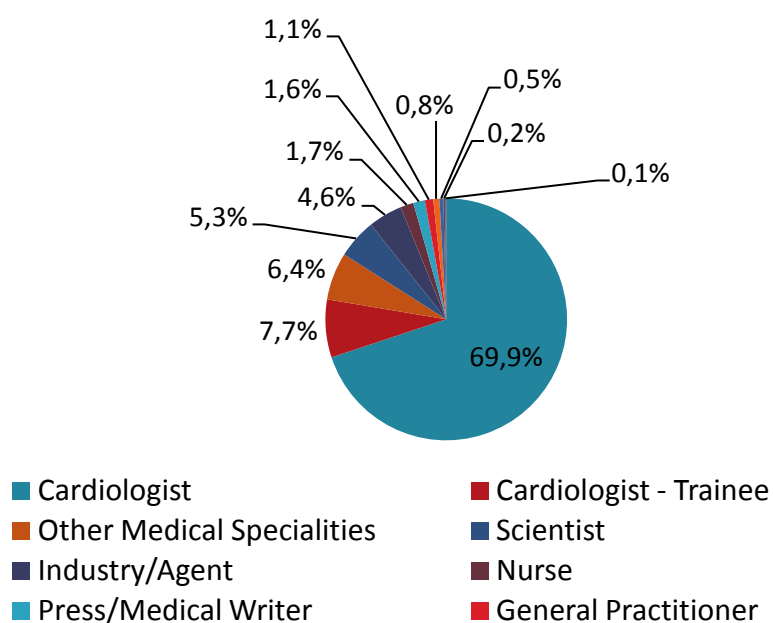
Profile information this year is based on 66% of active delegates.

Whilst there is significant turnover of attendees from year to year, their profiles have remained very similar over the three year period.

➤ Profession

One category only may be chosen.

Profession	2011	2012	2013
Cardiologists	68.8%	68.3%	69,9%
Cardiologist – Trainees	7.4%	7.7%	7,7%
Other Medical Specialities	7.2%	7.2%	6,4%
Scientist	4.8%	5.1%	5,3%
Industry/Agent	5.0%	5.3%	4,6%
Nurse	2.0%	1.6%	1,7%
Press/Medical Writer	1.7%	1.7%	1,6%
General Practitioner	1.2%	1.2%	1,1%
Surgeon	0.9%	0.9%	0,8%
Technician	0.6%	0.6%	0,5%
Public Health Organisation/NGO	0.3%	0.3%	0,2%
PR Agency/Comms	0.1%	0.1%	0,1%
Total	100%	100%	100%



➤ Place of Work

One or more categories for Place of Work can be selected. Hence the average per person is greater than 1 (average 1.3).

Place of Work	2011	2012	2013
In University Hospital	50%	51%	54%
In Non-University Hospital	29%	28%	30%
Private Practice	22%	20%	21%
Research	13%	13%	14%
Other	9%	10%	9%

➤ Fields of Interest

Individuals can choose as many Fields of Interest as they wish from a list of 30 categories (which mostly reflect the ESC core syllabus categories). The average number of categories chosen per attendee this year is 7.1.

Fields of Interest and Areas of Expertise	2011	2012	2013
Heart Failure (HF)	55%	55%	58%
Acute Coronary Syndromes (ACS)	52%	53%	55%
Hypertension	41%	42%	43%
Atrial Fibrillation	36%	38%	39%
Chronic Ischaemic Heart Disease (IHD)	36%	37%	38%
Arrhythmias	36%	36%	38%
Non-invasive imaging - Echocardiography, CMR, CT and Nuclear Techniques	36%	36%	38%
Valvular Heart Diseases	30%	31%	32%
Myocardial Disease	25%	26%	27%
Diabetic Heart Disease	25%	26%	26%
Invasive imaging - Cardiac Catheterisation and Angiography	21%	23%	24%
Cardiovascular Rehabilitation and Secondary Prevention – Long-term Management	23%	23%	24%
Sudden Cardiac Death and Resuscitation	21%	22%	23%
Syncope	21%	21%	22%
Interventional Cardiology (<i>New category Oct 2010</i>)	14%	19%	20%
Basic Science	17%	19%	19%
Clinical Pharmacology	17%	18%	19%
Infective Endocarditis	16%	16%	17%
Thromboembolic Venous Disease	15%	16%	16%
Peripheral Arterial Diseases	14%	15%	15%
Primary Pulmonary Hypertension (PPH)	14%	15%	15%
Congenital Heart Disease	13%	14%	15%
Pericardial Disease	12%	13%	14%
Pregnancy and Heart Disease	11%	12%	13%
Rehabilitation and Exercise Physiology	12%	11%	13%
Cardiac Consult	11%	11%	12%
Diseases of the Aorta and Trauma to the Aorta and Heart	10%	11%	11%
Genetics	8%	9%	9%
Other	8%	8%	7%
Cardiac Tumours	8%	7%	6%

➤ Continuing Medical Education Interests

This is not a mandatory field, however, in 2013 around 51% of all attendees filled in the “CME Interest” section. Generally, two or more CME interest are selected out of the three.

CME Interest	2011	2012	2013
Congresses and Meetings	81%	85%	89%
Scientific Journals and Publications	75%	76%	81%
Online Education	60%	60%	66%

SCIENTIFIC PROGRAMME

Pre-Arranged sessions

➤ 226 Regular Pre-arranged sessions

- 172 CPC/Association/Working Groups/Council sessions including:
 - 130 Symposiums
 - 65 Clinical Seminars
 - 17 Debate Sessions
 - 8 Main Sessions
 - 4 How-to Session / How-to Tutorials
 - 2 Challenge the Experts

➤ 62 Special Sessions including

- **11 Hot Lines Sessions**
 - 4 Hot Lines
 - 5 Clinical Trial and Registry Updates
 - 2 Basic and Translational Science Hot Lines
- **6 Meet the Trialists Sessions**
- **2 Meet the Legends (4 presentations)**
 - Bernard Gersh & John Camm
 - Frans Van de Werf & Lars Wallentin
- **4 ESC Named Lectures**
 - ESC Rene Laennec Lecture on Clinical Cardiology
 - ESC William Harvey Lecture on Basic Science
 - ESC Andreas Grüntzig Lecture on Interventional Cardiology
 - ESC Geoffrey Rose Lecture on Population Sciences
- **10 Meet the Experts**
- **8 Special Sessions**
 - 1 Clinical cases for practitioners
 - 2 Meet the Guidelines Task Force
 - 2 The Best of the European Heart Journal
 - 1 ESC / EU Session
 - 1 ESC Cardiology Quiz
- **19 Focus Sessions**
- **3 Cardiac Anatomy Sessions**
- **1 Highlight Session**

➤ General Cardiology Track for Physicians, Nurses and Technicians

Took place all day Saturday (Room Chisinau - Central Village).

A general cardiology update programme designed to update healthcare professionals as an introduction to the ESC Congress 2013. The sessions, revolving around real case scenarios were discussed by panels of experts. This programme was organised in conjunction with the ESC Council for Cardiology Practice, the ESC Council on Cardiovascular Primary Care and the ESC Council on Cardiovascular Nursing and Allied Professions. There was a special one day registration fee of € 50 for Nurses, technicians, physician (with a proof of their status).

➤ Cardiac Anato & Pathology Session – LIVE Specimens Demonstration

Held this year in Village 8 – room Stockholm (no longer a separate room)
The room was set up with a demo stand, camera and large screen.

➤ The HUB in Central Village

3 round stages surrounded by plasma screens were built and used as new kinds of lecture rooms:

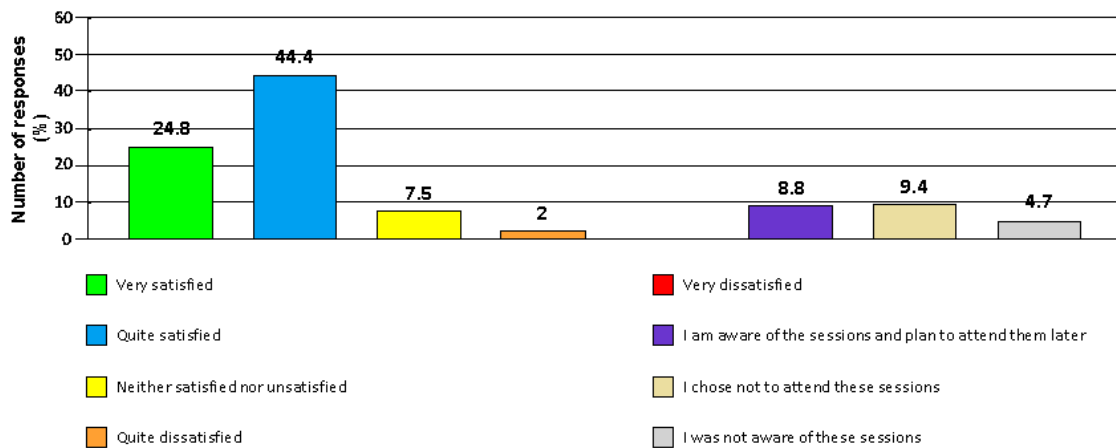
- Room Tunis: 200 seats
- Room Baku: 100 seat
- Room Minsk: 100 seats

The whole area called "the Hub" was designed to facilitate exchange and interaction between presenters, delegates and the chairpersons.



Most sessions held in the hub were Clinical cases sessions from the ESC Cardiologists of Tomorrow and Rapid Fire" oral abstract presentations: fast paced and interactive sessions presenting key messages of ten abstracts and continued around the plasma screens.

Levels of satisfaction with The Hub sessions

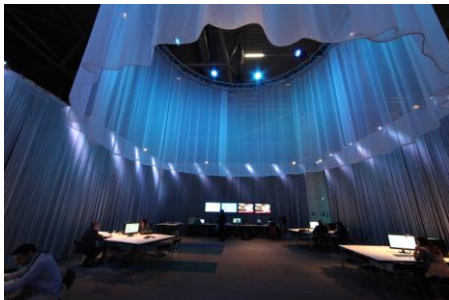


Awareness of interactive sessions in The Hub is high, with just over 95% of respondents having heard of them.

A sizeable segment of 9.4% of cardiology professionals are choosing not to attend the. Attendance decreases by age with 18.6% of 61 –74 year olds choosing not to attend the sessions compared to just 5.6% of 21 –30 year olds.

➤ Focus Sessions 2013

- 9 Focus Imaging Intervention sessions including 3 LIVE Sessions
 - Live from Belfast
 - Live from Antwerp
 - Live from London
 - As well as three recorded cases from Marseille, Belgrade and Milan/Prague



10 Focus Cardiology Practice sessions

There was no overflow room, just numerous overflow screens around each room
No Focus Sponsorship Package

Focus Lounge available for Session Preparation

Special Features in the ESC Congress 2013 Scientific Programme

➤ Congress Spotlight: "The Heart interacting with other systemic organs"

The spotlight for ESC Congress 2013 was: "The heart interacting with systemic organs". In other words, the heart may initiate or potentiate cardiovascular disease by interacting with systemic organs. This interaction may be part of the original disease mechanism or may be responsible for disease amplification and clinical syndromes.

The programme featured 30 Sessions under the track "Spotlight of the congress".

NEW

Abstract Submission Option "Congress Spotlight"

Scientists could submit their research under this option.

Two moderated poster sessions were dedicated to presenting the top rated abstracts submitted in this category

➤ Topics by Village

For the delegates' convenience most scientific sessions were arranged by topic in themed Villages (Villages 1-9). Basic Science was assigned one room in Central Village, for the Basic Science Core Programme whilst a track "Science in Practice" could be found throughout the villages.

➤ Cardiologists of Tomorrow

A track constructed by the ESC Cardiologists of Tomorrow group, including a full day track on Monday 2 September as well as 7 Clinical cases sessions.

Programme was held in "The Hubs" in central village.

➤ Live From ESC Congress

A complete programme available on www.escardio.org as a 24h TV Channel from ESC Congress 2013

Process

No pre-registration required

No sign in required

Programme accessible directly from the ESC Home page

Objectives of the programme

- Make people discover the rich content of the ESC Congress
- Share the congress experience / Share the Science
- Increase visibility of the ESC and ESC Congress

Programme Content

18 Sessions selected by the programme committee chair
ESC TV by Day

Features in the ESC Congress 2013 Scientific Programme

NEW

➤ Scientific Programme Tracks



Guidelines into Practice

Delegates could follow the "Guidelines into Practice" track, designed to support cardiologists in the implementation of the Guidelines in their daily practice.

2012 ESC acute & chronic heart failure Guidelines

2013 ESC Guidelines on cardiac pacing and cardiac resynchronisation therapy

Acute Myocardial Infarction

Arterial Hypertension

Cardiovascular Disease Prevention in Clinical Practice

Peripheral Artery Diseases (Diagnosis and Treatment of)

Stable Coronary Arterial Disease

This initiative is also linked to the Congress 365 – Guidelines into Practice track design



Science in Practice

In each village the Science in Practice tracks gave:

- clinicians insights into the scientific foundations of diagnostic and therapeutic developments for the future

- scientists insights on the potential use of their innovations and the clinical environment

Science in Practice tracks combine symposia which address a clinical problem by basic and translational research and which present new concepts with clinical symposia highlighting the state of the art in diagnosis and treatment

Sports and sudden death (Village 1)

Diastolic heart failure (Village 2)

Inflammation and cardiovascular diseases (Village 3)

Cardioprotection (Villages 3 & 4)

Pregnancy and the heart (Village 2 & 6)

Hypertension (Village 7)

Therapeutic angiogenesis & collateralisation (Village 3)

➤ Programmes

A DAY WITH THE LEGENDS

New track designed for cardiology key opinion leaders – Held on Monday 2 September in Room MADRID – Village 7 and including ESC Named Lectures and Meet the Legends Sessions

ESC *Named lectures*

Four prestigious European Society of Cardiology lectures

ESC Geoffrey Rose Lecture on Population Sciences D A Wood, FESC (London, GB)

ESC Rene Laennec Lecture on Clinical Cardiology S G Priori, FESC (Pavia, IT)

ESC William Harvey Lecture on Basic Science B Casadei, FESC (Oxford, GB)
ESC Andreas Grüntzig Lecture on Interventional Cardiology P Widimsky, FESC (Prague, CZ)

Four 45 Minutes session / introduction by the chairperson – Award Diploma given at the end of the session by the chairperson

Meet the Legends

NEW

An Open Forum concluded each session. Attendees could ask their question in advance on the webpage.

Although we had few questions in advance, Moderators prepared questions and questions were taken directly from the audience

4 legends in 2013

Bernard Gersh (Rochester, USA)

John Camm, FESC (London, GB)

Frans Van de Werf, FESC (Leuven, BE)

Lars Wallentin, FESC (Uppsala, SE)

Legends were nominated by the Congress Programme Chair in agreement with the ESC President and ESC Nominating Committee.

Clinical Cases from ESC "Cardiologists of Tomorrow"

Applicants had to be under 36 or in training.

405 cases were submitted and 46 were accepted



- 4 Cases were accepted and discussed during the session "Challenging Case reports".
- 42 Cases were accepted in 6 Sessions "Case-based learning from the ESC Cardiologists of Tomorrow" that were held in the Hub in Central Village

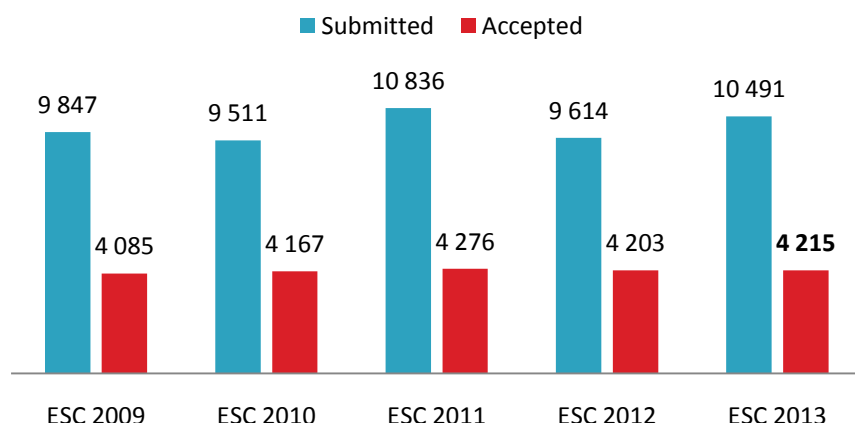
Abstract Programme

Overall numbers

10 491 abstracts were submitted for ESC 2013 and 4 215 accepted. For both submissions and acceptances these are the second highest number, after the Paris Congress in 2011. The overall acceptance rate is 40.18% which is in the range of previous years, but higher than 2011.

ESC CONGRESSES	2009	2010	2011	2012	2013
Number of abstracts submitted	9 848	9 511	10 836	9 614	10 491
Number of abstracts accepted	4 085	4 167	4 276	4 203	4 215
Acceptance rate	41.48%	43.81%	39.46%	43.71%	40,18%

Overview of submitted & accepted abstracts



➤ 5 Years Session and Abstract acceptance comparison

	2009		2010		2011		2012		2013	
	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts	Sessions	Abstracts
Oral sessions	110	660	104	624	125	750	112	666	71	426
State of the Art and Featured Research sessions	12	48	12	48	9	36	9	36	9	36
Oral Affiliated	n/a	n/a	n/a	n/a	n/a	n/a	1	6		
Rapid Fire									26	260
Young Investigator Award sessions	5	20	5	20	5	20	5	20	5	20
Moderated Poster sessions	14	112	14	112	14	112	14	112	14	112
Poster sessions	7	3 248	7	3 360	7	3 355	7	3 360	7	3 358
Nurse Investigator Award session	n/a	n/a	1	3	1	3	1	3	1	3
Total	148	4 088	143	4 167	161	4 276	148	4 203	133	4 215

➤ Abstract submission and acceptance by countries "top 30 list" for ESC Congresses

List of the top 30 countries in order on Abstract Submissions for ESC Congress 2013

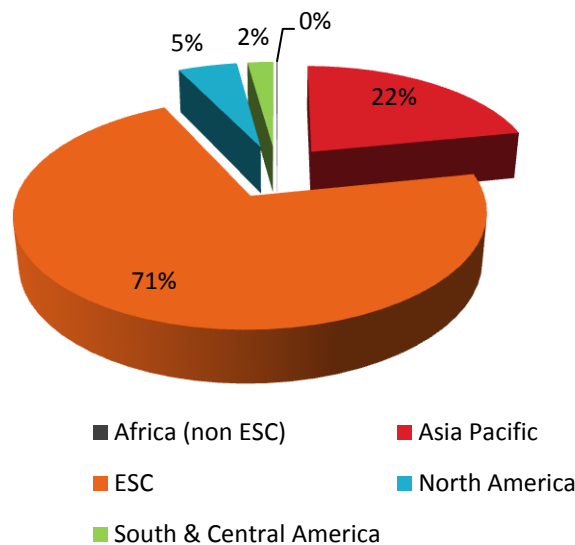
TOP 30 Countries	ESC 2009		ESC 2010		ESC 2011		ESC 2012		ESC 2013	
	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.
Japan	654	240	782	318	1 214	464	1 243	517	1 459	565
Italy	1 060	447	913	425	998	385	764	378	823	367
Germany	888	527	935	545	962	514	904	571	796	438
Spain	582	199	525	204	595	257	601	242	566	234
Poland	547	156	507	173	523	158	409	147	464	139
Russian Federation	241	52	244	51	363	71	326	66	458	93
Turkey	260	53	233	48	218	58	303	80	413	103
France	413	208	447	240	491	227	353	202	382	215
Netherlands	441	270	368	221	364	217	277	169	379	222

	ESC 2009		ESC 2010		ESC 2011		ESC 2012		ESC 2013	
TOP 30 Countries	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.	SUB.	ACC.
Greece	608	249	559	235	483	198	388	180	371	148
Korea, Republic of	195	73	229	97	221	89	315	130	364	131
Portugal	317	102	337	113	328	78	329	86	357	110
United Kingdom	543	279	449	242	527	243	476	248	342	178
United States of America	330	176	285	176	385	199	319	169	311	167
Brazil	193	62	204	65	304	88	208	67	270	72
China	152	60	174	72	184	55	173	59	229	80
Switzerland	158	102	185	116	180	90	173	98	162	94
Sweden	103	53	172	82	154	77	163	89	151	72
Denmark	101	67	69	50	106	72	112	79	142	103
Austria	152	81	131	75	116	52	96	47	131	64
Ukraine	61	12	68	14	82	11	98	14	114	13
Belgium	120	69	133	69	86	47	82	49	111	63
Australia	102	55	116	64	184	93	96	57	104	46
Israel	87	40	86	41	93	36	82	32	104	45
Serbia	97	20	94	19	106	24	90	31	104	39
Romania	156	34	127	33	101	31	93	29	98	34
Hungary	63	20	71	24	97	26	85	26	86	22
Egypt	97	20	84	15	81	12	60	10	85	16
Taiwan	47	21	53	25	92	40	91	50	83	37
Tunisia	37	7	46	7	32	4	38	5	80	11

➤ Abstract submission and acceptance by geographical area

	ESC 2009		ESC 2010		ESC 2011		ESC 2012		ESC 2013	
Region	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.	Sub.	Acc.
Africa (non ESC)	22	10	17	7	18	8	18	1	13	3
Asia Pacific	1 383	498	1 566	635	2 194	816	2 164	882	2 519	916
ESC	7 699	3 252	7 271	3 212	7 666	3 065	6 744	3 026	7 208	2 993
North America	441	229	372	221	529	267	393	205	404	211
South & Central America	302	96	285	92	429	120	295	89	347	92
Grand Total	9 847	4 085	9 511	4 167	10 836	4 276	9 614	4 203	10 491	4 215
Acceptance rate		41.48%		43.81%		39.46%		43.71%		40.18%

Accepted abstracts by region



➤ NEW in Abstract-based Programme

NEW

RAPID FIRE Abstract Sessions

These sessions were held in a newly designed area "The Hub" in Central Village.

Fast paced and interactive sessions presenting key messages of ten abstracts (60 minutes) and continued outside the room with presenters, delegates and the chairpersons animating more in-depth discussion on the interpretation and findings on plasma screens (abstract key slide available) for 30 minutes.

Each presenter had 5 minutes to present key results (maximum 5 slides – no multiple builds) during the presentation in the room. Time permitting the chairs could ask for clarification on the oral presentation but the main discussions took place in the second part.

This new format was very well perceived and attendance in Rapid Fire Session was significantly higher than the attendance we usually have in traditional Abstract Sessions.

Traditional Abstract Sessions were held in the villages.

Top score poster – Best poster awards in the poster



9 Posters were awarded at each poster session - a total of 63 Awards -

These posters were identified with a Sign on the Poster board on the presentation day.

Presenters were awarded a Certificate during the Award Ceremony

POSTER DISCUSSANT



211 Roles of Discussants / 197 persons were invited to participate in this new initiative

Discussants are from either the existing Faculty list or Invited in Recognition for having been an abstract grader (Grader + FESC)

Discussants benefit from Free Registration even if this is their only role at the congress

Despite many late cancellations and invitations left without answers, the programme was delivered

Poster Area

3 470 abstracts were accepted as Poster presentations (including 112 Moderated Posters)

- 480 panels for Traditional Posters
- 16 panels for Moderated Posters
- Congress 365 Stations

➤ Traditional Posters

The Poster area was set up by mediAventures. Poster boards were hung from the ceiling as last year. The submission topic was indicated on each poster board.

NEW

A Poster session was held on Saturday afternoon, then two sessions per day, Monday to Tuesday. No poster session on Wednesday morning.

➤ Moderated Poster Session

Two simultaneous Moderated Poster sessions were held at each coffee break from Saturday afternoon until Tuesday afternoon

The Moderated Poster Presenters had a traditional poster display (for the entire Poster session duration) and presented on large plasma screen for their oral presentation.

Call-4Posters: The participants had the opportunity to quickly and easily create a professional poster online and the convenience of having the poster delivered on-site at the meeting via the Call4Posters® service. The supplier, Marathon received 257 posters orders out of the total of 3 470.

➤ e-Posters

Authors of traditional posters were invited to submit their posters electronically. These posters were accessible for electronic consultation on Congress 365 in the several 365 stations available in the congress centre (ESC Plaza / Central Village The Hub / Poster Area).

1 315 posters were submitted as an e-Poster this year.

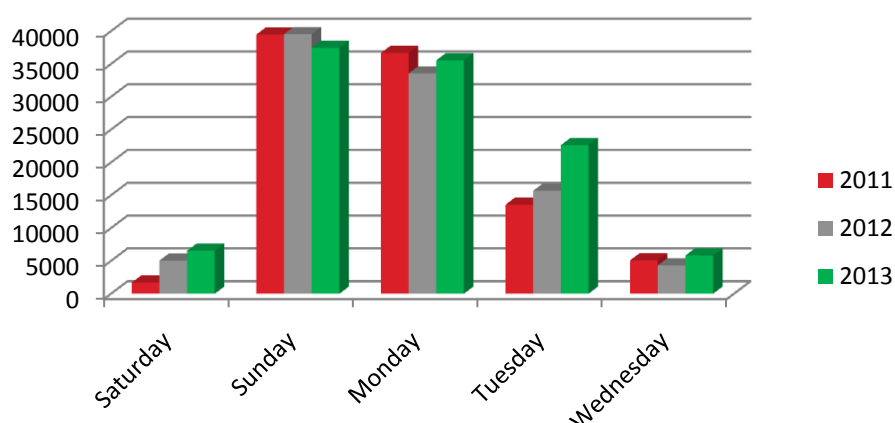
➤ Abstract Embargo

All abstracts selected for Press conference were placed under embargo on the website and these were not published a week prior to the congress as for all other abstracts. An abstract journal supplement was made available online after all embargos were lifted (Tuesday).

Scientific Sessions – Overview of Attendance

Based on a head count in the room managed by the room hostesses, we are able to have an overview of the Session Attendance.

Total Attendance per day



Adding sessions on Tuesday afternoon (meet the experts) has retained the audience for additional sessions, hence the increase in attendance on Tuesday. Saturday is steadily gaining in attendance.

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Saturday 09:30	1	500	2	560	1	443
Saturday 10:15	1	500				
Saturday 11:00	1	500	28	4 144	29	5 257
Saturday 13:00					1	145
Saturday 14:00	1	114	1	300	1	150
Saturday 14:30					1	560
Saturday 15:15	1	91	1	50		
Total Saturday	5	1 705	32	5 054	33	6 555

Sunday remains the day when sessions are most attended – although less than the previous years.

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Sunday 08:30	32	6 466	32	6 816	32	8 240
Sunday 10:00	1	210	2	758	1	800
Sunday 10:30					1	100
Sunday 11:00	33	10 291	33	11 226	31	10 917
Sunday 11:45			1	250		
Sunday 12:40	5	392	5	176	6	326
Sunday 12:45	10	4 083	10	3 757	1	165
Sunday 14:00	33	10 549	33	9 039	31	8 765
Sunday 15:30	2	215	1	350		
Sunday 15:40	6	2 000	6	1308	3	1 084
Sunday 16:30	32	5 280	33	5851	31	7 070

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Total Sunday	154	39 486	156	39 531	137	37 467

Increase this year in the Monday Session attendance.

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Monday 08:30	33	6 760	31	7 298	33	6 729
Monday 10:00	2	205	1	380		
Monday 10:10	1	200	2	820	3	1 094
Monday 10:30					1	350
Monday 11:00	33	10 845	32	9 904	32	10 013
Monday 12:45	4	874	7	2 231	3	967
Monday 14:00	33	9 704	31	7 141	32	9 165
Monday 14:45	1	151			1	325
Monday 15:30	1	200	1	200		
Monday 15:40	8	1 547	4	1 050	2	510
Monday 16:30	34	6 190	32	4 531	33	6 405
Total Monday	150	36 676	141	33 555	140	35 558

Most Significant increase is on Tuesday – due to additional sessions held in the afternoon.

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Tuesday 08:30	32	4 165	32	5 757	30	6 723
Tuesday 10:10	2	430	2	1 200	3	1 053
Tuesday 10:30					1	144
Tuesday 11:00	33	8 543	32	7 916	30	10 521
Tuesday 11:45			1	400		
Tuesday 12:45	2	425	2	415		
Tuesday 13:00					7	1 976
Tuesday 14:15					4	2 020
Tuesday 14:30					1	200
Total Tuesday	69	13 563	69	15 688	76	22 637

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Wednesday 08:30	25	1786	28	2065	24	2332
Wednesday 11:00 /10:30	23	3 299	1	2 250	1	3 500

Total Wednesday	48	5 085	29	4 315	25	5 832
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Wednesday is maintained a good attendance level, despite the fact that no poster session was held on this day and that 2 villages closed.

	2011		2012		2013	
Day & time	# Sessions	Total attendees	# Sessions	Total attendees	# Sessions	Total attendees
Total Saturday	5	1705	32	5054	33	6555
Total Sunday	154	39486	156	39531	137	37467
Total Monday	150	36676	141	33555	140	35558
Total Tuesday	69	13563	69	15688	76	22637
Total Wednesday	48	5085	29	4315	25	5832
TOTAL	426	96515	427	98143	411	108049

A few figures from the market research

For the 3rd year a market research was held during the Congress, by an independent market research company, asking delegates a series of questions.

The market research was based on a significantly representative sample of more than 2 000 interviewees from 146 countries representing the ESC Congress audience.

Level of satisfaction with the scientific programme:

The results obtained show that ESC Congress delegates are highly satisfied with the programme:

	2011	2012	2013
Scientific Programme	91%	93%	87%
Range of topics covered	90%	93%	88%
Choice of speakers	86%	85%	81%

Despite these positive results, again this year, we can see that the satisfaction about the Scientific Programme, the Range of topics covered and the choice of speakers are less strong.

The overall results throughout the market research tend to be less positive than in previous years. The problems arising around the lines in registration and the shortage of final programmes/congress bags seems to have affected the respondents' perception and level of satisfaction.

Areas of significant differences (% given = % respondents scoring very satisfied)

Area of satisfaction	Least satisfied	Most satisfied
The scientific programme (43.2%)	Scientists (26.9%) and technicians (19.4%) 31 – 40 year olds (39%) North (33.4%) and South Europeans (33.6%)	General Practitioners (74.5%) and surgeons (64.5%) 51 – 60 year olds (47%) South and Central Americans (59.9%)
The range of topics (45.6%)	Scientists (28.2%) 31 – 50 year olds (42.5%) North (35.8%) and South Europeans (39.3%), Asia Pacific (40.5%)	East Europeans (51.9%), North Americans (53.4%) and South and Central Americans (59.6%)
The choice of speakers and chairs (36.6%)	Industry / agents (31.5%) and scientists (31.7%) North Europeans (25.7%) and Asia Pacific (29%)	Technicians (69.4%) and surgeons (69.1%) South and Central Americans (52.7%)

As noticed for the scientific programme, scientists were also less satisfied with the range of topics at the congress. Further research could be useful here to determine what topics the research community would like to see at the congress.

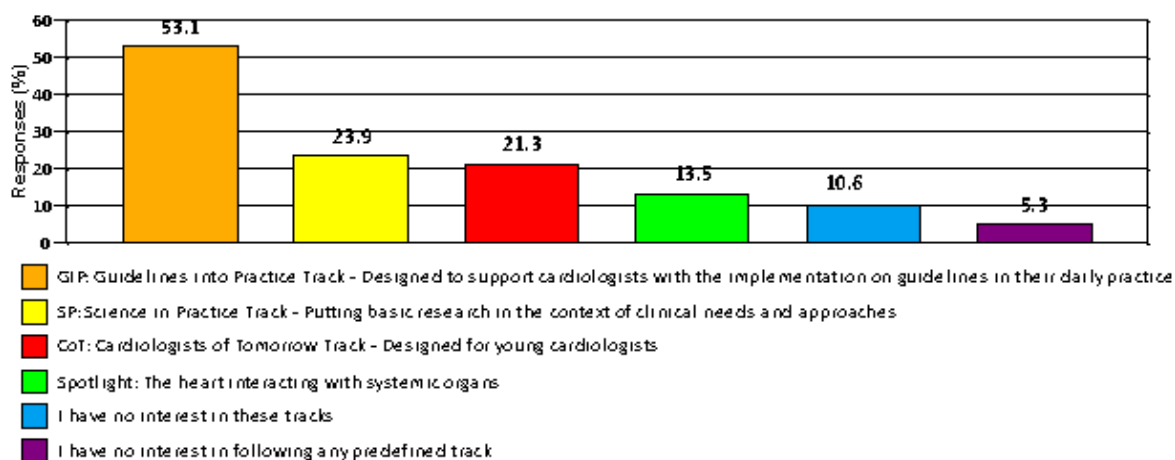
Interactive sessions in The Hub:

Awareness of interactive sessions in The Hub was high, with just over 95% of respondents having heard of them. Although satisfaction was very high (98%), a sizeable segment of 9.4% of cardiology professionals were choosing not to attend them (especially North American (15%) & Europeans (12%). Intention to attend decreased with age.

Tracks within the scientific content

For the first year, a specific question on tracks was introduced in the survey: which of these tracks would be of most interest to you at this year's congress?

As expected, the three most popular tracks of interest varied by category of audience: 63% of cardiologists were interested in the GIP track, 53% of trainee cardiologists were interested in the CoT track, 53% of scientists were interested in the SP track.

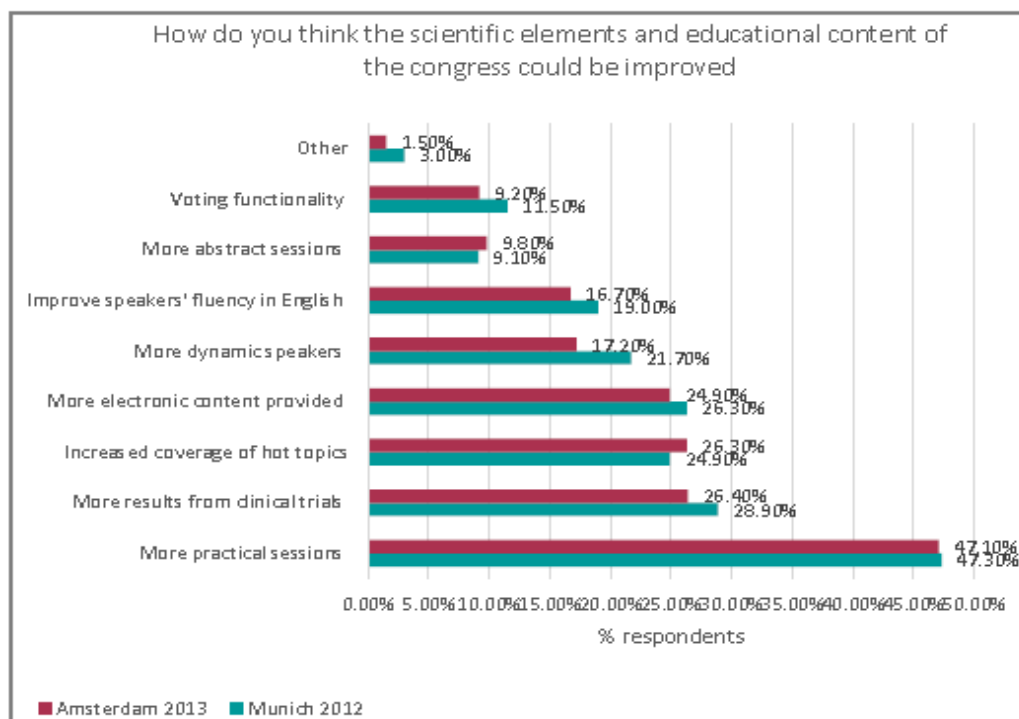


A number of other tracks of interest were mentioned, the most popular of which was a General cardiology track that was mentioned across all demographic sectors.

How could the scientific content be improved?

"More practical sessions" was the most popular suggestion for improvement to ESC congress, with nearly half of all respondents expressing a desire for this.

Despite ESC efforts to bring more interactivity to the programme (e.g. The Hub), this remains the number one suggestion and further efforts will be needed for the years to come in order to provide even more interactivity to the delegates.



CONGRESS VENUE

Amsterdam RAI

➤ Main Figures



- **100 000 m²** configured as a Main Entrance with Registration, ESC Plaza, Central Village, Exhibition Hall, a Press Area, 8 villages for Lecture Rooms and 1 village for Focus and Poster Hall.
- **18 085 seats** distributed between 32 lecture rooms (9 existing one, 18 constructed by ACS, 5 constructed by mediAVentures)
- **Exhibition** was in one main area and the ESC Plaza was located in the Main Entrance, behind the ESC Stand.

➤ Central Village

A separate area named “Central Village” was established, dedicated to the ESC Board and Management.

Facilities included:

- 15 ESC Meeting rooms for ESC constituent bodies, ESC Scientific Division and Management.
- ESC Presidents and Directors offices
- VIP Lounge with a voting bureau
- Fellows lounge

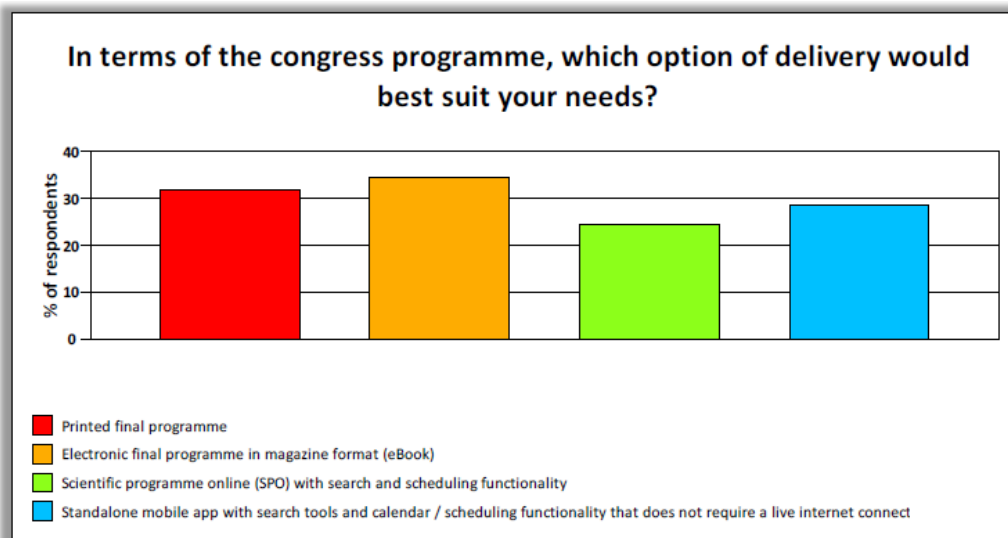
➤ Childcare

NEW

Number of children per day:

- Saturday: 0 children
- Sunday: 7 children
- Monday: 2 children
- Tuesday: 3 children
- Wednesday: 0 children

Congress Material



- 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.

➤ **Infrastructure Changes for 2013**

According to the feedback collected the year before and due to the success of this initiative at EuroEcho 2012, we took the deliberate decision to move towards a less paper-intensive congress by implementing the following changes:

- Self-service distribution (i.e. no more group pick-up for industry)
- Number of congress bags reduced from 25 000 to 15 00
- Number of final programmes reduced from 25 000 to 10 000
- Other handouts (e.g. industry programme) reduced from 25 000 to 15 000
- Number of documents reduced from 14 to 6

Unfortunately, this could not cope with the massive and unexpectedly high number of people arriving on Saturday, so a significant number of delegates were frustrated about the queues and in some cases the fact that the programmes had run out. So the information collected in the 2012 survey proves that although delegates seem willing to withdraw from the paper, they act differently.

➤ **Plan for 2014**

- Maintain a drive towards a less paper-intensive congress
- As in 2013, maintain the number of handouts to the minimum
- Pre-filled the bags and distribute them to each individual, i.e. no more self-service
- However, go back to 25 000 final programmes which prove to be complementary to the mobile app
- Re-introduce group pick-up for industry prior to opening, for delivery in hotels or from industry welcome desks

A few elements from the market research

Respondents were generally satisfied with the venue (78%), although levels of satisfaction with the ICM Messe in Munich were higher (90%).

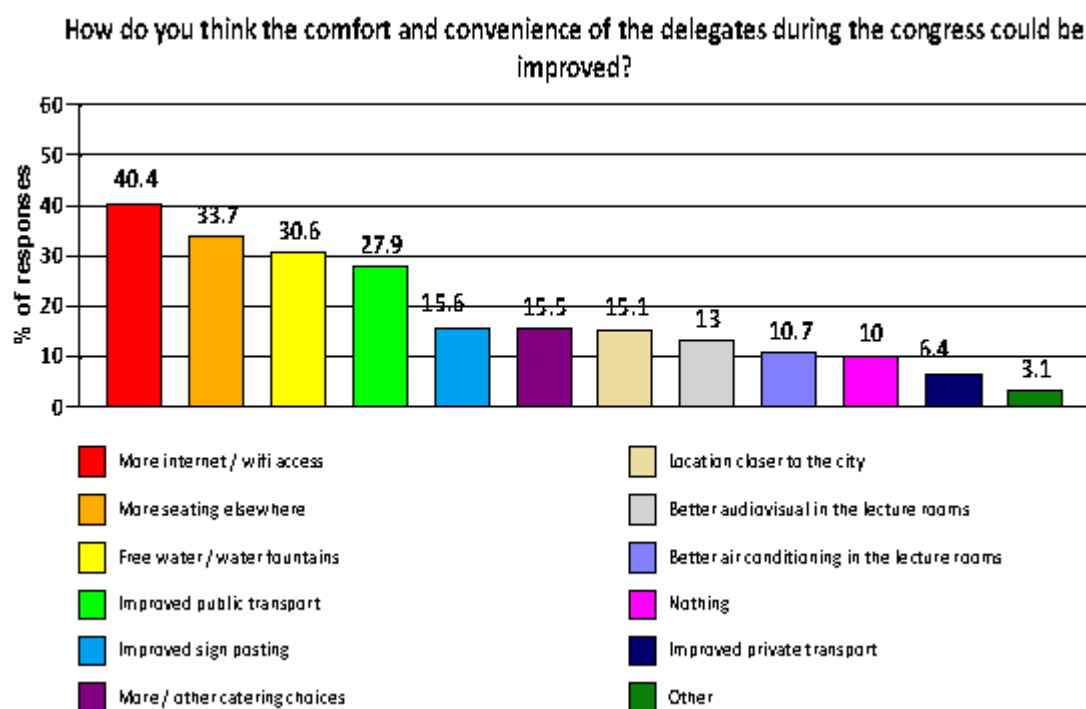
	Paris 2011	Munich 2012	Amsterdam 2013
The choice of location	85%	90%	84%
The choice of this particular venue	45%	90%	78%
The quality of the organisation of the congress	71%	89%	68%

These results may be a reflection of organisational/navigational issues:

- Some had difficulty finding meeting rooms.
- The levels within the Amsterdam RAI made it difficult for some respondents to fully understand how to navigate the congress while using the ESC map. In addition there appeared to be little navigational support during the first full day of the congress.
- Long corridors connecting the halls of the congress may also be a factor on comfort.

Delegates also expressed frustration over the logistics. The key arising themes were:

- Trains: Infrequent trains on Sunday. Long waits for trains, reports of up to 1 hour.
- Signposting: Lack of signposting on where to find public transport.
- Taxis not easy to use.
- Lack of transport from the hotel. A particular issue for those further away from the venue.



These aspects largely remain consistent with previous results from the 2 previous years.

Increase the reliability of the internet connection, offer free water and provide more seating – these were the top 3 suggestions for improving delegate comfort.

It is interesting to note, the numbers for these 3 areas remain almost identical to those from the results in Munich.

➤ Young Community Corner

In response to the increase of the young communities within ESC Constituent Bodies, this year, a whole Corner on the ESC Stand was dedicated to our younger volunteers.

The **Young Community Corner** promoted the activities of the ESC Cardiologists of Tomorrow, EACVI Club 35, Young EAPCI and Scientists of Tomorrow groups. All ESC activities were also promoted such as grants, awards, contact details of national young groups, information on activities for young cardiologists during the ESC Congress 2013...

358 young cardiologists visited the Corner to collect their "Youth Pack": a bag with a free set of ESC Clinical Practice Guidelines, brochure on the ESC Education offer, CoT flyer and the CoT pin's to be recognised by their peers during the Congress.

A meeting area had been set up behind the corner where young cardiologists and young group leaders could meet and welcome their colleagues visiting the Corner. The ESC Young Community showed a big interest in collaborating to represent the next generations of ESC volunteers.

This year, meetings were organised between young national leaders, CoT nucleus members and chairs from young sub-specialties groups to reinforce their links and start working closely together. In this spirit, an article has been published in the ESC Congress News on Saturday.

Scientific affairs on the stand

➤ Education

Educational activities' promotion was organised this year around 2 main areas: the Education Corner on the ESC Stand, the ESCeL Demo Point located between the ESC Stand and the National Societies zone.

• Education Corner on ESC Stand



The **interactive touch screen** piloted last year was available in an enhanced format allowing optimal dissemination of the Educational offering (content presented by topic and sent by email to delegate).

All ESC educational activities were promoted:

- ESC eLearning platform – available for members of the 6 ESC Associations. Educational content in development for General Cardiology.
- ESC webinar – launch of the 2013-2014 season of Webinars in General Cardiology (Free of charge, ESC Practice Guidelines based, Studio format)
- Educational training programmes (ETPs)
- Continuing Education and Training Catalogue, along with other printed material, were handed to interested delegates.

• ESCeL Demo Point

Last year was the discovery phase of the newly launched ESCeL platform. Communication strategy was aiming at raising interest, increasing visibility and awareness.

This year's objective was to consolidate awareness and



provide practical demonstration to current and future users: trainees, trainers and also national administrators.

NEW

1 single Demo area was available this year (compared to 6 last year).

More than **240 participants** were scanned at the Demo area and were presented with the ESCeL Platform in their relevant field of interest.

NEW

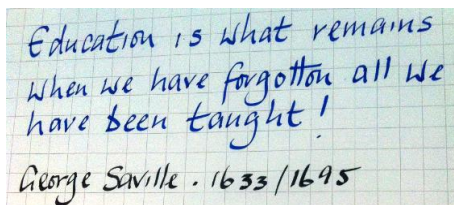
EHRA launched a first series of 32 courses with 160 MCQs during Congress and 15 EHRA Members registered onsite to this brand new programme.

Forthcoming educational programmes in General Cardiology were also promoted and raised a lot of interest;

• Other activities during congress

- The traditional bi-annual **MCQ review meeting** in general cardiology took place as scheduled, emphasising the increasing need for MCQs as ESC content repurposing and self-assessment is on the rise,
- Delivery of the **EACVI TTE paper based examination** within the Congress Facility (119 candidates)
- A series of **meetings** with the Education Chairman, Committee Members and when appropriate Global Port (Eric Delente – Supplier ESCeL) about Case-based Learning, Question Authoring System, ESCeL General Cardiology...and more!

- **ESC General Cardiology Webinar Workshop**



Led by professionals Allan Spencer and Andrew Spencer from Clarus Training and Facilitation Ltd **providing invited webinar speakers and hosts with tools and techniques to prepare and deliver webinars** (15 attendees)

➤ Guidelines

Approximately 9 000 ESC 2013 attendees visited the Guidelines corner on the ESC Stand.

NEW



ESC Pocket Guidelines available for free in the ESC Pocket Guidelines Application

The new Application gives access to the electronic version of all 2011 and 2012 ESC Pocket Guidelines as well as to over 40 dedicated interactive tools, all in

one App! The new ESC Pocket Guidelines App will change your daily practice by providing quick access to 10 Pocket guidelines such as VHD, AF, STEMI, HF... It is available for Apple and Android devices. During the opening days of the congress, there were more than **26 400** downloads of the iPhone & android versions of the App.



Over 24 000 paper versions of the Pocket Guidelines (Arterial Hypertension, Cardiac Pacing and CRT, Diabetes, Pre-diabetes & CVD, and Stable Coronary Artery Disease) were given out to the ESC Members on a first come, first served basis. The paper versions of these 2013 Pocket Guidelines were also distributed at the Cardiologists of Tomorrow (COT) desk and in the Fellows lounge.




Free "CVD in Diabetes Summary Card for General Practice" and its associated "Essential Messages" were given out to all interested ESC Guidelines' Corner visitors.

- 7 Task Force meetings of 3 to 5 or 6 hours each,
- 1 Committee for Practice Guidelines Meeting,
- 4 other specific meetings were organised by the Guidelines Department alone or in conjunction with other ESC Departments regarding Guidelines Implementation, National Cardiac Societies endorsements and translations of ESC Clinical Practice Guidelines in general...)
- 4 Scientific sessions dedicated to ESC Guidelines
- 1 Overview session on 2013 Guidelines ""
- 1 Highlight session
- 4 "Meet the Task Force" sessions
- 1 Cardio Quiz based on ESC Guidelines
- 4 press releases
- 5 articles in the ESC Congress News
- 5 studio interviews (Overview of 2013 ESC Guidelines, Diabetes, Arterial Hypertension, Cardiac Pacing & CRT & Stable Coronary Artery Disease).
- 1 Cardio Talk on "What's new with ESC Guidelines"
- Reports on the 2013 ESC Guidelines.



Activities on the stand also include providing information on Guidelines related activities, to familiarise visitors with the ESC Guidelines web pages and promote the wide range of the ESC Guidelines derivative educational products.

The ESC Guidelines were also highlighted and promoted during the **ESC Cardiology Quiz**. Delegations from three different renowned cardiology centres were in competition to correctly answer a series of questions and tests about different topics. **Mainly driven by a didactic review of the ESC Guidelines**, the quiz focused on the most interesting, the most polemic or the most recently updated issues.

The Guidelines were also involved the "Guidelines into Practice track" . Multiple resources and presentations were made available in a simple click. This track is designed to guide cardiologists directly to valuable information from top experts to facilitate the implementation of the Guidelines into their daily practice.

Finally the ESC Clinical Practice Guidelines were also very present in most social networks, such as with Guidelines presentations posted on "Youtube". Twitter was used extensively during the congress, covering key messages related to Guidelines sessions.

National Cardiac Societies Stands

The ESC has welcomed a 56th National Cardiac Society voted during the Congress and announced at the General Assembly: **the Kyrgyz Society of Cardiology**.

The **51 National Cardiac Societies stands** (vs 49 NCS stands in 2012) were very well located in the ESC Plaza right after the ESC Stand, next to the Exhibition Hall.

Many National Cardiac Societies were well represented with the presence of national representatives, posters, brochures, slideshows on plasma screens and other promotional items.

This year, a map was given in the ESC Plaza to give a better visibility on the location of each NCS to help the delegates find the NCS of their interest.

Affiliated Cardiac Societies Display Stand

This year, again the Affiliated Cardiac Societies corner gave a great visibility to the **38 Affiliated Cardiac Societies**. A lounge was set up allowing Affiliated Cardiac Societies to display their brochures, a poster, meet and network in the seating area.

12 countries were represented: Canada, Indonesia, Iran, Iraq, Macau, Malaysia, Oman, Singapore, South Africa, Sudan, Taiwan and Thailand.

5 stand packages were offered to Affiliated Cardiac Societies holding a Joint Session during ESC Congress 2013 or having an ESC Global Scientific Activity organised on the occasion of their annual congress.

EXHIBITION, INDUSTRY SPONSORED SESSIONS, SPONSORSHIP & ADVERTISEMENT

Industry was very active at ESC Congress 2013 occupying almost 8 392 m² of space including 21 first time exhibitors, organising over 71 sessions and supporting multiple delegate products and services.

Exhibition

At the ESC Congress 2013 in Amsterdam, the Exhibition Area occupied a total of 10 198 m² for 206 exhibit spaces and was concentrated in Exhibition (Halls 1 & 6), and ESC Plaza / International Associations area (Halls 2 & 3).

The Exhibition (Halls 1 & 6) was dedicated to the commercial area with our Industry Partners' stands, Publishers and ETSA area. These 2 halls were centrally located. The Exhibition was on the passageway to the Focus Sessions and Posters area (Village 9) and Village 8, Cardiac Imaging & Cardiac Anatomy.

The non commercial area was located in a section of Hall 2 and in Hall 3. The ESC Plaza was dedicated to the National Cardiac Societies, Affiliated Cardiac Societies and ESC stands. The International Associations area was also located at the bottom of Hall 3, as well as the CPR Workshops initiative together with a delegate lounge and one catering area. This area was centrally located in the Congress centre close to the registration area offering optimal visibility for the ESC National & Affiliated Cardiac Societies.

Total Exhibition: 10 198 m², 206 stands



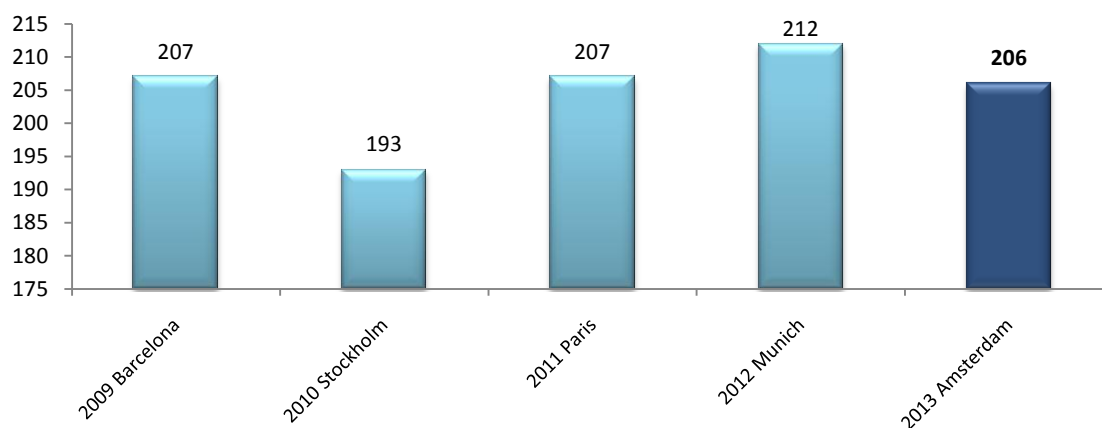
➤ **Comparison between Exhibitions: ESC Congress 2012 & ESC Congress 2013**

	ESC 2012 Munich	ESC 2013 Amsterdam
Total number of m² occupied for stands	11 755 m ²	10 198 m²
Total number of m² sold (cancellation not included)	9 108 m ²	8 707 m²
Total number of exhibiting organisations (includes industry, publisher, NPO, IA, NCS)	206	204
Total number of stands occupied	212	206
Total number of Industry Partners	104	96
Total number of ETSA booths	10	8
Total number of publishers & NPO	19	16
Total number of International Association (Special Booths)	27	28
Total number of National Cardiac Societies	50	51
Total number of Affiliated Cardiac Societies	13	12
Other stands (ESC, ESC Studio, ESC Cardiologists of tomorrow, EH4C, ESC Initiatives...)	8	6

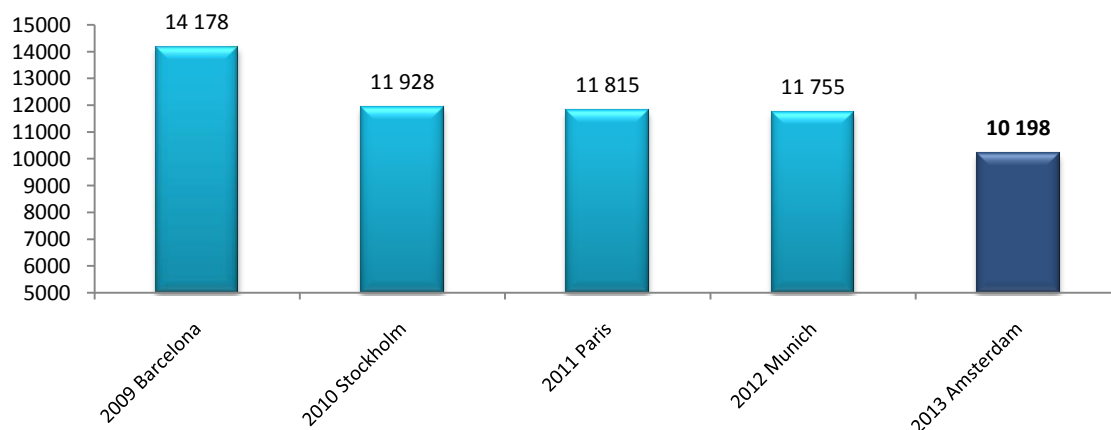


➤ **ESC Congresses from 2009 to 2013**

Number of Stands Occupied



Space Used for Stands (m²)



ESC Initiatives

➤ History of Cardiology

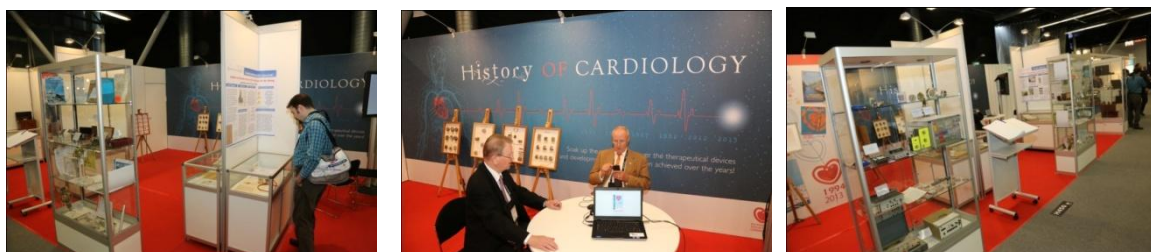
The ESC invites its delegates to share the memories of advances that have been made in cardiovascular care over the years.

On a stand of 50 m², located in Hall 6 close to Village 8, an illustration was made of the numerous advances in cardiovascular techniques, therapies, devices and equipment with the kind participation of the German Cardiac Society and French Society of Cardiology.

Prof. Dr. Gunther Arnold and Prof. Berndt Lüderitz of the German Cardiac Society and Prof. Jean-Jacques Monsuez of the French Society of Cardiology generously contributed to the exhibit.

The area was well visited and appreciated by all with comments noted in a guest book. Prof. Dr. Gunther Arnold, Prof. Berndt Lüderitz and Prof. Jean-Jacques Monsuez expressed their gratitude and enthusiasm for making this project growing next year.

Promotion of this initiative was made in the Final Programme, ESC web site, on the ESC 2013 Mobile App and via the Inter-sessions slide show displayed during the Congress.



➤ Cardiopulmonary Resuscitation (CPR) Workshops

Thanks to the help of the European Resuscitation Council, the European Society of Cardiology once again provided free CPR workshops for ESC Congress delegates, organised in partnership with ACCA (Acute Cardiac Care Association) and EHRA (European Heart Rhythm Association).

The delegates were invited to come and learn about the latest CPR Guidelines by attending free 90 minutes workshops and to meet the ERC qualified instructors on the stand G100 located in the ESC Plaza. 15 instructors were present, with 7 closed rooms and 1 open air stage used for the sessions and to draw interest. A storage space was also created;



Dr Nikolaos Nikolaou was, as last year, Director of the workshops and part of the instructors. ERC manned a stand and was in charge of onsite registration of the delegates.

Two types of workshops were offered, they had limited seating, so delegates were invited to come 10 minutes before, as availability was on a first come, first served basis.

Sunday 1 to Tuesday 3 September: 09:00 to 10:30 and 14:00 to 15:30

CPR & AED refresher Workshop

Sunday 1 to Tuesday 3 September: 11:30 to 13:00 and 16:30 to 18:00

Advanced CPR skills Workshop

Time was also set aside for delegates to meet with the ERC certified instructors and ask questions, at: Saturday 31 August: 15:00 to 18:00

Sunday 1 to Tuesday 3 September: 10:30 to 11:00 and 15:30 to 16:00

Meet the ERC Instructors and ask your questions

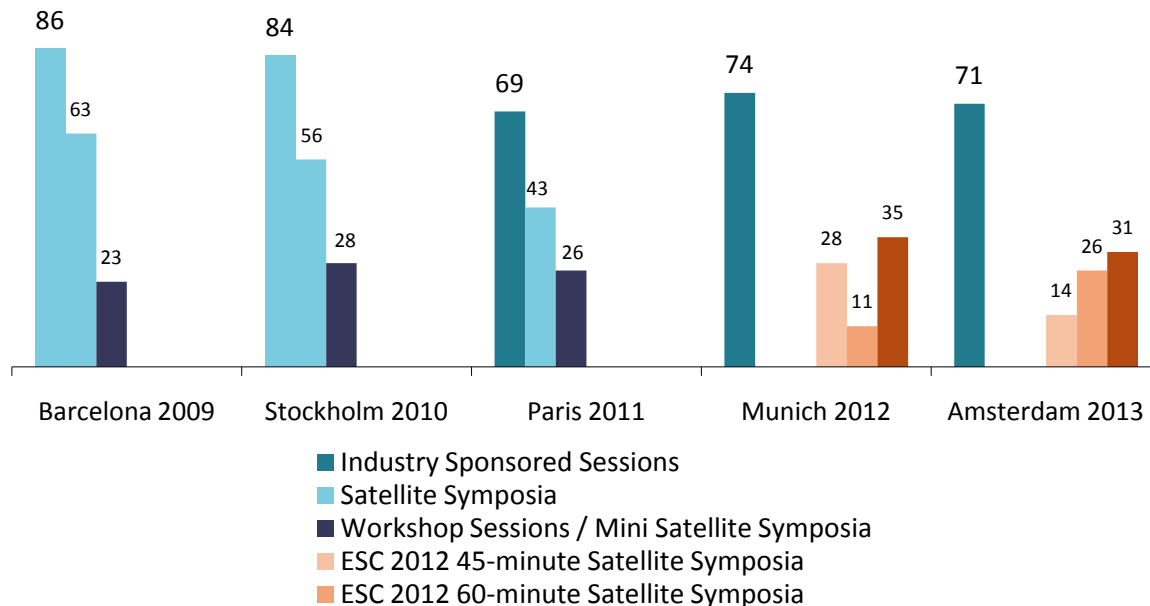
Promotion of this initiative was made in the Advance and Final Programme, in various e-mailings, on the homepage of ESC Web Site, as an article in the Congress News (Monday issue), on social media.



Satellite Symposia

71 Satellites Symposia in total were organised by 40 different companies.

- 45-minute sessions: 14 Satellite Symposia (-50%)
- 60-minute sessions: 11 Satellite Symposia (+136%)
- 90-minute sessions: 35 Satellite Symposia (-11%)



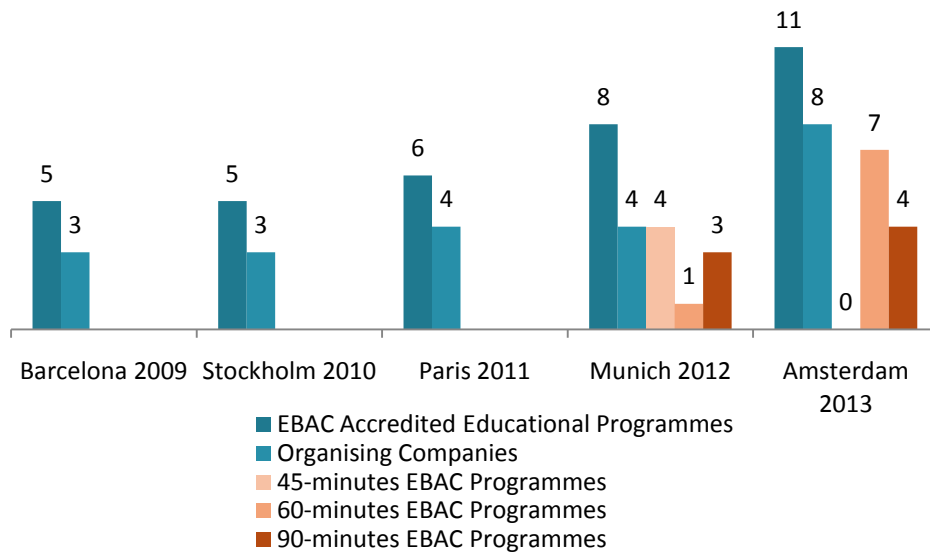
EBAC Accredited Educational Programmes

CME accreditation by EBAC

The European Board for Accreditation in Cardiology provides accreditation to educational programme such as events and distance learning courses. EBAC is an independent body constituted by European specialists in cardiology and medical education. EBAC accreditation confirms the scientific & educational quality of a programme, and allows the participants to receive CME credits for the time spent in the educational activity.

A Satellite Symposium with EBAC accreditation is officially announced as "EBAC Accredited Educational Programme supported by an unrestricted educational grant from ..."

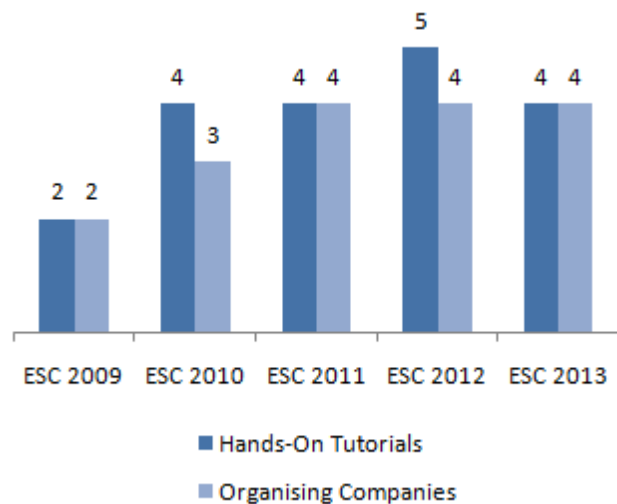
- 11 EBAC Accredited Educational Programmes were sponsored by an educational grant by 4 different industries:
Amgen, AstraZeneca, Daiichi, Eli Lilly, Novartis, Regeneron, SERVIER and St-Jude Medical.
 - 60-minute session: 7 sessions Accredited by EBAC
 - 90-minute sessions: 4 sessions Accredited by EBAC



Hands-On Tutorials

The ESC offers companies a means of associating with the educational requirements of delegates in an exclusive environment through the organisation of Hands-On Tutorials. These industry supported tutorials provide participants with an opportunity for hands-on and/or technical experts on specific areas of expertise. Tutorials are promoted as part of the scientific programme in the Final Programme and on the ESC Congress 2013 Scientific Programme & Planner.

- 4 Hands-On Tutorials were organised by 4 different industries :
 - GE Healthcare
 - Philips Healthcare
 - Siemens AG, Healthcare Sector
 - United Therapeutics



Industry & CRT Lounge

A dedicated lounge for General, Scientific & Diamond Exhibitors as well as CRT members allowed them to hold informal meetings and take a break from the Congress. The lounge was located above the main entrance of the Congress centre and close to the Exhibition and Registration areas. The lounge was open from Saturday 31 August to Tuesday 3 September from 08:00 to 18:00. Two hostesses were dedicated to welcome guests in the lounge.



Industry Portal: www.escexhibition.org

All order forms and the latest information for exhibitors and industry partners concerning the ESC Congress in Amsterdam were available on the ESC Exhibitors and Industry Partners Web Site:

www.escexhibition.org/ESCcongress2013

ESC Congress 2013

Amsterdam RAI Convention Centre (English)

Dear Industry Partners,

We are pleased to confirm that the ESC Congress 2013 will take place in Amsterdam, The Netherlands from 31 August to 4 September 2013 at the RAI Amsterdam.

The ESC Congress 2013 Industry Programme will be available to every delegate in Congress Bag Self Service Area at the congress.

ESC Congress 2013 - Industry Programme
ESC Congress 2013 - Final Programme

We are pleased to share with you the Industry Prospectus, presentations made during the Industry Site Visit and during the Industry Briefing in Munich:

ESC Congress 2012 - Industry Briefing
ESC Congress 2012 - Evaluation Report
ESC Congress 2012 - Delegate Survey results

ESC Congress 2012 - Guidelines for Industry Participation
ESC Congress 2013 - Industry Site Visit Presentation
ESC Congress 2013 - Industry Prospectus

ESC Congress 2013 - Industry Briefing

Accredited Point Ranking for ESC Congress 2013

We look forward to working on another unique ESC Congress in partnership with you.

Exhibition web page:

This website wants to run the following add-on: 'Name Active Control' from 'Microsoft Corporation'. If you trust the website and the add-on and want to allow it to run, click here...

ESC CONGRESS 2013

Below you will find all the necessary service order forms and logistical information for this event.

For further consultation on, and management of your corporate investment and strategy, please contact us at industry_services@esccongress.org

For any logistical queries on the exhibition, please contact us at exhibition@esccongress.org

Stand Space Application Form

Guidelines	Industry Information	ESC Download Area
ESC Guidelines	Exhibition Floor Plans	Company and product description form
RAI Rules & Regulations	Service Overview	Exhibitor badge order form
RAI Manual Safe Working Practices	Loading Access Plan & Parking	Stand activity form

On site logistics and services - Fairness	Stand Services - Amsterdam RAI	Badge Readers - List
Fairness manual	Amsterdam RAI web site for International Associations	Delegate badge readers
Handling tariff	Stand Packages Catalogue (Basic, Pro & Expert)	Information brochure
Time slot request	Industry Coach Parking Form	
Working platforms	Traffic Regulations Coach	

Upcoming deadlines ESC Congress 2013

29 March 2013
Early fee

1 April 2013
Late fee applies

26 April 2013
Company and product description

10 May 2013
Stand drawing

31 May 2013
Company and product description

22 July 2013
Cancellation of stand activity and give-aways

26 July 2013
Stand service orders deadline

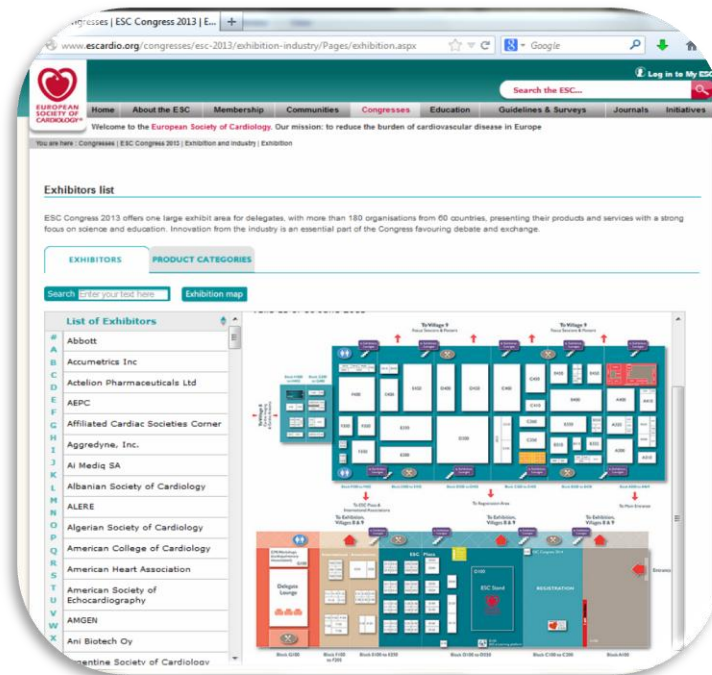
31 July 2013
Deadline for early fee for Exhibitor badge

Free exhibitor badge deadline
Don't forget to send your Exhibitor badge order form to the Registration Team! (group@esccongress.org)

Industry sponsored session's web page:

➤ Online Exhibitors List

The list of exhibitors was published on www.escardio.org allowing easier navigation and accessibility to company & exhibitor information for delegates prior to and during the Congress. The page enabled a name research of each company and a search by product category.



➤ Industry Programme

NEW

The Industry Programme highlights Satellite Symposia, EBAC Programmes, Hands-on Tutorials, Exhibitors floor plans & listing, and sessions' adverts. The Industry Programme was available for delegates in self service within the registration area of the Congress centre.



➤ Final Programme

A list of acknowledgments with all the names of our industry partners was published in the general section of the Final Programme.

A list of exhibitors was also available in the annexes of the Final Programme. Each exhibitor had their contact details & stand number published in the Final Programme.

Satellite Symposia and EBAC Accredited Educational Programmes were included to the Scientific part of the Final Programme. Hands-On Tutorials programmes were included also to the Final Programme but in a separate dedicated tab.



➤ Mobile Application – App Stations



All industry information and programme were centralised in the “Industry” section of the ESC 2013 mobile application.

The exhibitors were listed by alphabetical order. Each exhibitor had their own company description including their stand number giving a direct access to the exhibition map. A short description of the company and exhibited product as well as the company contact details were available for each exhibitor. The sponsored

session of the industry partner was also listed if any including Satellite Symposia, EBAC Accredited Educational Programmes and Hands-on Tutorials.

The industry information was also available in the “Maps” section of the ESC 2013 mobile application. The exhibition floor plans of the “ESC Plaza & International Associations” as well as the “Exhibition” were available there. When clicking on the map, each stand was identified with stand number & company name. A direct access to the company profile of each stand was available when clicking on the stand space. An exhibitor list by alphabetical order and a listing by stand numbers were also available to allow easy access to the location of an industry partner in the exhibition halls.

The opening of the exhibition at 15:00 on Saturday 31 August was promoted in the daily news of the app.

Some mobile app stations were located in the exhibition halls to allow delegates accessing industry information & congress programme on-site.



CONGRESS NEWS & PRESS

Congress Newspaper 2013

From the 31st of August to the 4th of September 2013, ESC Congress News 2013 was printed at 60 000 copies and distributed throughout the Congress. The team consisted of: Professor Michel Bertrand, Prof Doctor Marco Valgimigli, Simon Brown, Janet Fricker, Sophie Goodchild, Patrik Engstrom, Denis Garcia, and myself, Chloe Villaume. The newspaper was printed by Rodi Media.

➤ **Content**

The majority of the news content for Congress News was decided after the Press Committee meeting in preparation of the ESC Congress.

The articles were written by Janet Fricker, Simon Brown and Sophie Goodchild and a selection of commissioned authors, most of whom are practicing cardiologists.

Advance work:

- 3 debate articles (pro & contra)
- 4 ESC Named Lectures
- 5 Guideline articles (including 1 overview)
- 1 Scientific Preview
- 1 Local article (CPR in the Netherlands)
- 3 Abstract-based stories
- 7 Press-Conference based stories
- 2 Symposium based articles
- 4 Social Events articles
- 2 ESC Initiatives articles
- 4 Faces in the Crowd

On-site work:

- 4 Social Events articles
- 17 Hot Lines articles
- 12 Faces in the Crowd

In total, ESC Congress News 2013 comprised of 69 articles.

➤ **Logistics**

Quantities

The following quantities were printed, and the leftovers were 5 - 15% each day:

Sat	10 000 (leftover 1 450)
Sun	15 000 (leftover 2 100)
Mon	15 000 (leftover 1 500)
Tue	14 000 (leftover 1 350)
Wed	6 000 (leftover 350)

In these quantities, we need to keep in mind that a number of newspapers are delivered to a selection of 10 hotels, which decreases the number of papers actually delivered to the Congress Centre.

Hostesses

A total of 5 hostesses were contracted for Congress News.



The Press Centre was a major information hub for media from across the world, to report on the scientific presentations and outcomes of the ESC Congress. The international press conferences and press book with releases, covered approximately 100 scientific sessions, considered to be of particular media interest. The ESC Press Office also arranged and facilitated interviews with ESC spokespersons and presenters and provided an extensive working space for reporters.

Journalists attending:

- 503 journalists
- From 46 countries
- Germany, France, the Netherlands and USA sent the most reporter Press Releases:
- 49 press conference related press releases
- 10 non-press conference related press releases
- Tip sheet with 23 further suggestions for press coverage

Other Media Activities:

- Local Press Office catering to Dutch media
- 7 Industry Press Conferences and 3 rehearsals
- 10 Industry Display Units

Press Conferences:

- 1 Local Press Conference
- 1 Opening Press Conference
- 11 International Press Conferences Features:
- Press book on USB key with embargoed press releases, pictures and CVs of speakers and spokespersons, useful data and figures
- Media training sessions: global brief + individual brief at the start of each press conference (chairpersons/speakers/spokespersons)
- Updated web pages featuring pictures and CVs from speakers and spokespersons, slides and webcast

2013 specific

- All ESC press conferences live streamed => added value for journalists not attending
- Extra media training for ESC leadership => fully trained leaders for challenging press conferences
- Achieved outstanding lay coverage (music, exercise and the heart best story to date) => apart from expected medical press coverage, ESC also very well relayed in lay media (international and Dutch)
- Hotline press release writing and obtaining slides increasingly difficult => need to rethink some of our processes
- Comprehensive log of simultaneous publications made available on-site => improved level of service for journalists who have access to more and more info, resulting in less on-site enquiries for us to handle
- Abstracts selected for press hidden from ESC website until embargo lifted => embargo policy much clearer for all
- New media policy (standard and Industry) => resulting in no embargo breaks

ELECTRONIC COMMUNICATIONS

ESC Congress 2013 Mobile App



An upgraded version of the ESC Congress Mobile App (for iPhones, Android Phones, & iPad & Android tablets) was made available to all Congress delegates to disseminate ESC Congress scientific programme and general information easily to participants. The mobile app contained the entire scientific programme of the Congress, congress maps as well as other Congress general information & resources, ESC corporate information, information about the sponsor (SERVIER), and daily congress news. It offered various functionalities to congress delegates like daily bulletins pushed on mobile devices, interactive maps to locate exhibitors and sessions rooms, sessions objectives & abstracts available for consultation within the app, powerful search functionality throughout the congress scientific content, creation of personalised programme, to do lists, take notes of specific sessions and share these with colleagues. It helped provide more visibility/recognition to the sponsor and helped broaden the access to social networking platforms so as to eventually decrease the need for paper programmes on-site. The mobile app was available on the App Store and on Google Play (search for 'ESC 2013').

NEW

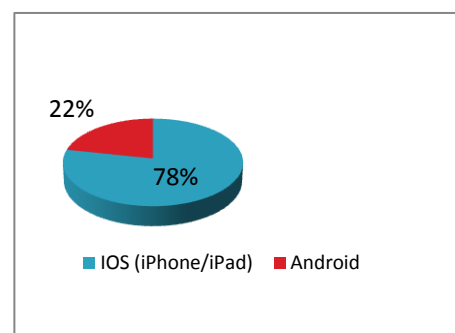
Synchronisation of the mobile app with ESC internal scientific programme software (SPM) for up to date scientific content

- Possibility for the user to synchronise his 'My Programme' with his programme in SPO/SPP (online on escardio.org) and with its device
- Possibility for the user to consult the resources of the presentations (slides, webcasts, reports via ESC Congress 365), directly from the app, from the presentation itself, no identification required (customer friendly)
- Notifications of elements added in personal programme 15 minutes before the event
- Push notifications
- Direct link to the #ESCCongress2013 Twitter feed
- 7 Mobile app stations: for delegates who did not bring the mobile device to consult the app on iPads available throughout the congress centre
- Various technical/presentation improvements
- The app was available in stores as early as July 2013 (1 month earlier than in 2012)

The mobile app was downloaded **18 171 times** (+ **55.5% compared to 2012**).

iPhones and iPads were largely used by our audience:

- **14 173 downloads (78%) on iOS devices,**
- **9 176 downloads (51%) on iPhones.**



18 171 downloads represent 61% of all congress delegates (including press and exhibitors) or 74% of physicians.

So we can say that about 3 out of 4 physicians downloaded the ESC Congress 2013 mobile app: a very good uptake!

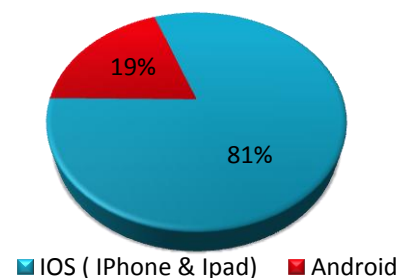
On-site and throughout our congress market research all feedbacks on the mobile app were excellent with delegates rating the app as the best congress app they ever used!

Thanks to the communication made before the event, **44%** (about 8 000) of the 18 171 downloads were performed before the Congress start. This helped us reduce the traffic on the Wi-Fi during the Congress.

With the lack of final programmes, many delegates were pleased to be able to consult the entire programme as well as resources from the presentations via the mobile app.

Only 6% (compared to 15% in 2012) of our respondents did not own a "smart" mobile device with 54% owning an iPhone and 30% an iPad. This represents a great receptive audience for mobile services, including the ESC Congress mobile app.

The overall levels of satisfaction reached 72.7% of the audience. The frustrations due to the perceived reliability and stability of the Wi-Fi connection impacted the levels of satisfaction. Even though great efforts were put into communications before the Congress to promote downloads beforehand, solutions to overcome the reliability and stability of the Wi-Fi on-site will need to be implemented in 2014.



ESC Congress 365 – Your access to ESC Congress content, all year long!

ESC Congress 365 provides access to ESC Congress content (abstracts, slides, webcasts and reports) all year long, with the objective to:

- Capitalise on ESC Congress content value
- Provide educational content from ESC Congress to a wider, global audience
- Sustain scientific debate and interaction throughout the year
- Disseminate the best of science for improved practices & awareness



Resources from ESC Congress 365 (Congress reports, Slides, webcasts) were displayed on the Home Page from the 1st day of the congress with a top banner encouraging visitors to use this tool.

During the congress, on ESC Congress 365:

- 28 787 visits
- 188 907 page views
- 8min35s average visit duration

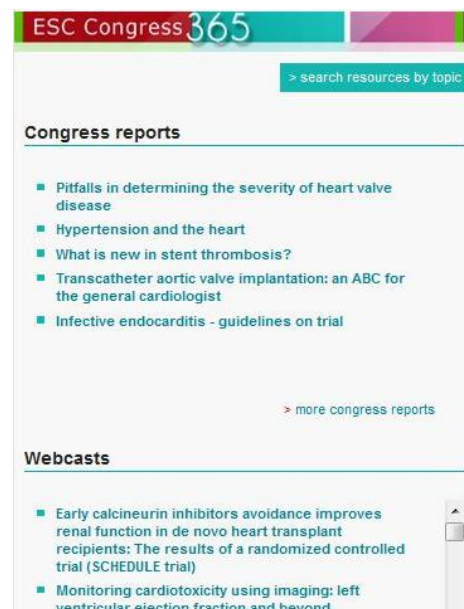


Webcasts

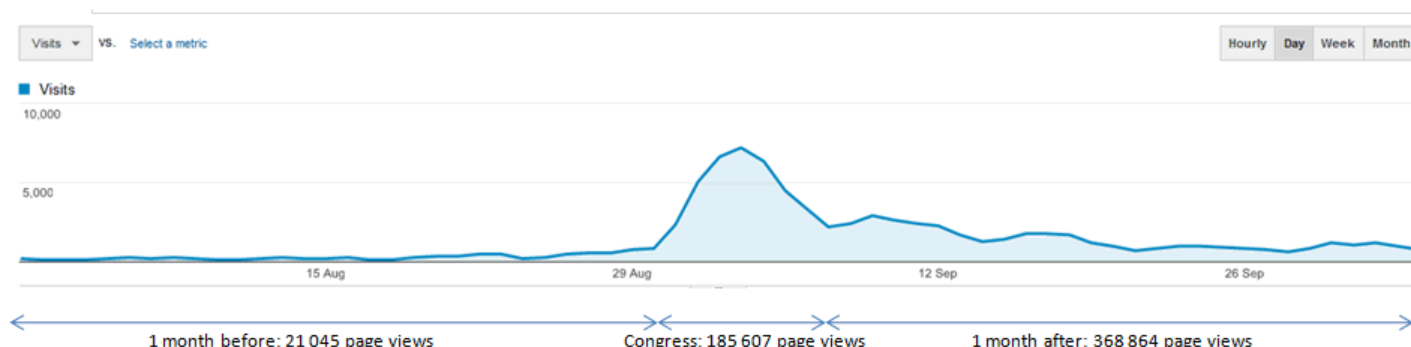
Number of webcasts published during the ESC Congress 2013:
1 562

ESC Congress 2013 webcasts total view from 31 August until 30 September: **23 248**

Comparison 2012-2013



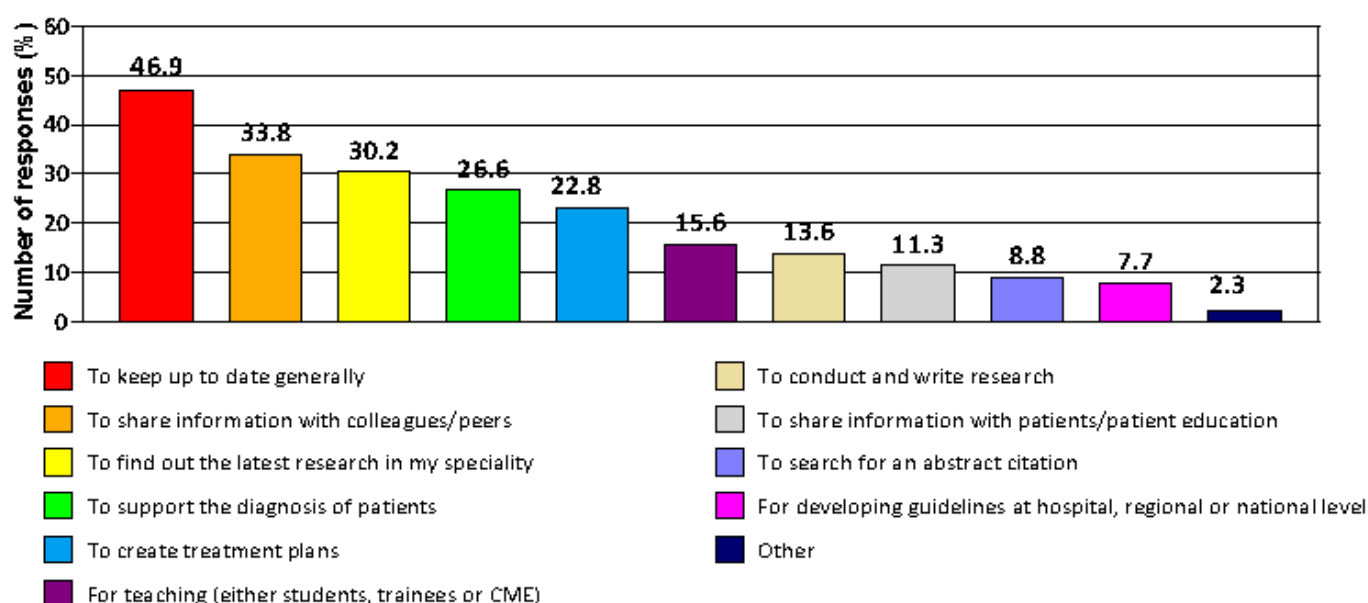
Nature	Results 2013	In 2012
Page views	185 607	106 318
Unique Page views	140 016	75 418
Visits	27 891	19 967
Unique visitors	17 567	12 779



94% of delegates indicated they would be accessing the ESC Congress 365 resources. This resource has the potential to really engage the congress community and provide value beyond attendance. Given the high numbers of respondents suggesting they will access this platform after attending (48%), we should consider to encourage delegates to re-register for Barcelona and ensuring the 2014 registration page is sufficiently signposted and linked to within the resource.

ESC Congress 365 fulfils a variety of uses for delegates:

Which of the following most accurately describes your purpose for using the content within ESC Congress 365?



Delegates were significantly more likely to use the platform to keep up-to-date more generally.

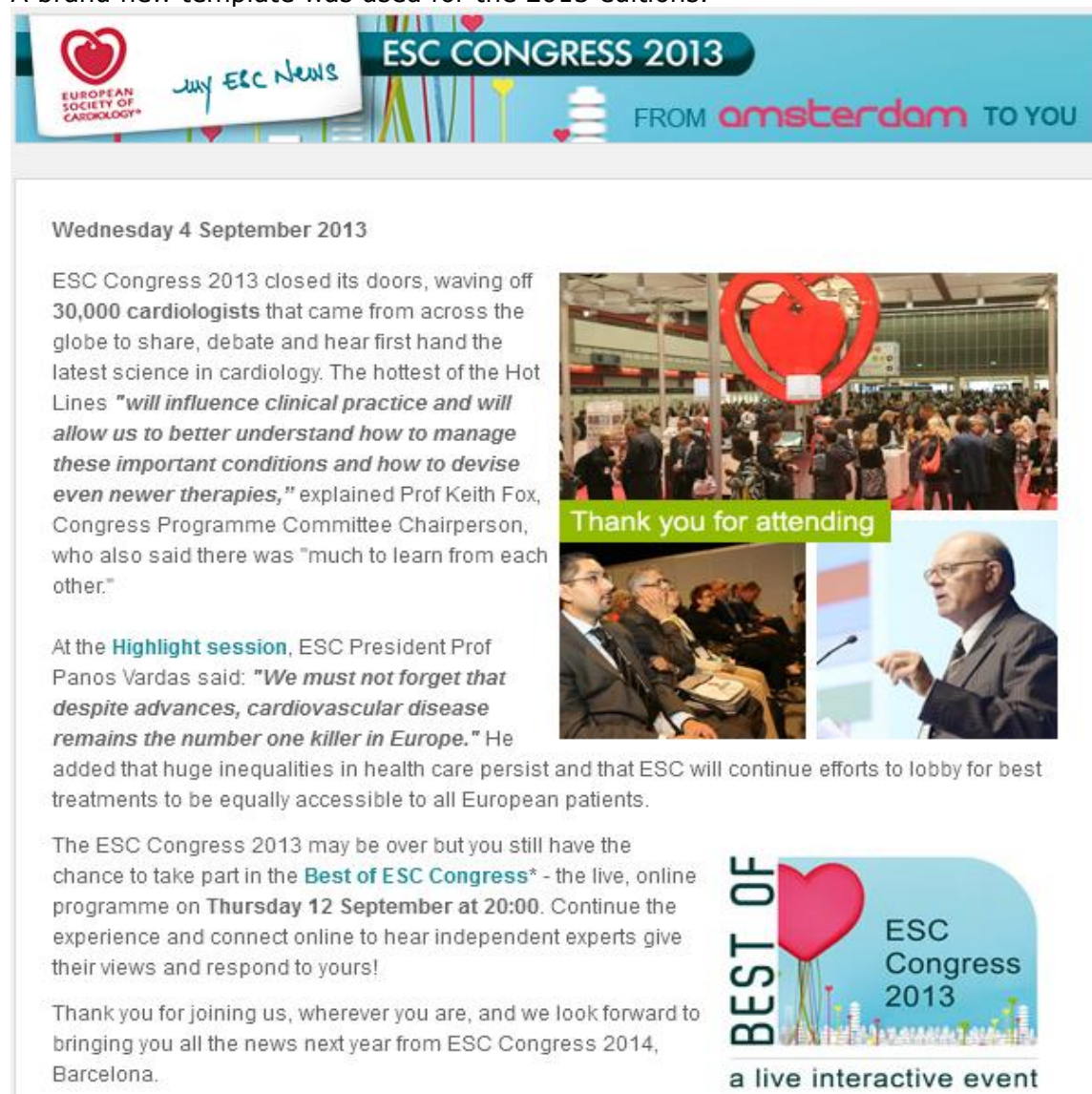
Respondents from Eastern Europe (37.2%) and South and Central America (38.1%) were significantly more likely to use ESC Congress 365 to support the diagnosis of patients and to create treatment

plans for patients and creation of guidelines. For these delegates, the ESC Congress 365 platform is particularly useful for clinical practice.

Daily e-Newsletter

5 editions of the Daily My ESC News were emailed to more than 90 000 people for each edition. The average open rate was around 21%, and the average click rate 5.6%.

A brand new template was used for the 2013 editions.



Wednesday 4 September 2013

ESC Congress 2013 closed its doors, waving off **30,000 cardiologists** that came from across the globe to share, debate and hear first hand the latest science in cardiology. The hottest of the Hot Lines *"will influence clinical practice and will allow us to better understand how to manage these important conditions and how to devise even newer therapies,"* explained Prof Keith Fox, Congress Programme Committee Chairperson, who also said there was "much to learn from each other."

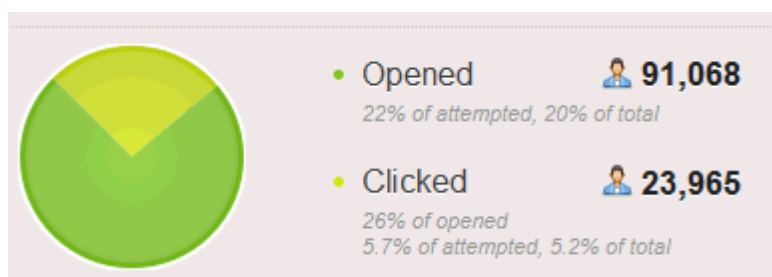
At the **Highlight session**, ESC President Prof Panos Vardas said: *"We must not forget that despite advances, cardiovascular disease remains the number one killer in Europe."* He added that huge inequalities in health care persist and that ESC will continue efforts to lobby for best treatments to be equally accessible to all European patients.

The ESC Congress 2013 may be over but you still have the chance to take part in the **Best of ESC Congress*** - the live, online programme on **Thursday 12 September at 20:00**. Continue the experience and connect online to hear independent experts give their views and respond to yours!

Thank you for joining us, wherever you are, and we look forward to bringing you all the news next year from ESC Congress 2014, Barcelona.

BEST OF ESC Congress 2013
a live interactive event

The average open rate was 22%, with an average 26% of those who opened the newsletter, clicking on content links. Whilst open rate was higher than in 2012 (20%), average click was down slightly (30% of opened mail in 2012 against 26% in 2013).



Most visited links:

Day 1

Link Activity

Label	Clicks	Contacts	
Live from ESC Congress	1,728	1,240	31%
Slides - ESC Congress 2013	570	462	11%
ESC Congress 365	510	450	11%
Congress report - stent thrombosis	395	353	8.7%
Guidelines - SCAD	404	338	8.3%
Guidelines into Practice track	341	313	7.7%
Guidelines - Diabetes	263	224	5.5%
Guidelines - cardiac pacing & CRT	210	192	4.7%
Arterial Hypertension Guidelines	224	192	4.7%
Abstracts at ESC Congress 2013	178	153	3.8%
Science into Practice	163	151	3.7%
ESC Fellows homepage	158	148	3.6%

Day 2

Link Activity

Label	Clicks	Contacts	
REALIGN - congress report	1,007	893	16%
TASTE - congress report	839	742	13%
ESC Guidelines - congress report	847	738	13%
ESC Congress 365	821	703	12%
ESC TV Hot Line debate	732	627	11%
VTE study - congress report	682	607	11%
Final Programme	692	597	10%
PRAMI - Hot Line	602	529	9.3%
PARIS - congress report	606	527	9.3%
RE-ALIGN - Hot Line	480	440	7.7%

Day 3

Link Activity

Label	Clicks	Contacts	
Guidelines - Diabetes	927	774	16%
Award winners	620	568	12%
Rapid Fire - Abstract sessions	526	464	9.4%
Pulmonary embolism - report	531	464	9.4%
Non statin treatments	373	342	6.9%
RAFT - 365 resources	407	329	6.7%
Controversies in peripartum - report	360	322	6.5%
PURE - resources 365	352	320	6.5%
Challenge the Experts resources	362	320	6.5%
Final Programme	348	318	6.4%

Day 4

Link Activity

Label	Clicks	Contacts	
Poster winners	546	499	11%
EchoCRT - 365 resources	484	414	9.5%
ESC Congress 365	471	383	8.8%
FAST-MI - 365 resources	414	358	8.2%
EchoCRT - press release	377	345	7.9%
ACQUARIUS - report	381	321	7.4%
clarify - 365 RESOURCES	305	268	6.2%
TRAF - 365 resources	303	267	6.1%
rEPURFUSION THERAPY - 365 RESOURCES	348	261	6.0%
ATOMIC resources 365	312	260	6.0%

Day 5

Link Activity

Label	Clicks	Contacts	
Best of ESC Congress 2013	1,667	1,325	27%
Highlight session - press release	1,347	1,033	21%
Congress Report	675	544	11%
mitral regurgitation - report	491	417	8.5%
Guidelines - hypertension	448	378	7.7%
365 - slides	539	344	7.0%
PURE - resources 365	399	325	6.6%
Cardiogenic shock	380	320	6.5%
TASTE - congress report	382	312	6.3%
PURE - congress report	359	305	6.2%

ESC Studio and ESC TV were grouped under one brand: ESC TV, with editors-in-chief Prof. Jeroen J. Bax and Prof. Steen D. Kristensen.

The videos are divided in two categories:

- **ESC TV Science in Perspective:** video reports of what happened at the ESC Congress
4 Daily editions, published during the ESC Congress
7 editions by Topic, published one week after the ESC Congress

Science in Perspective was sub-contracted to *Medical Productions*. The videos were shot by a team of professional video production. The team is roamed throughout the congress centre, to get the real "look & feel" of the ESC Congress.

- **ESC TV Cardio Talk:** interviews of cardiologists by cardiologists

Cardio Talk was sub-contracted to *mediAventures*. The videos were shot in real TV studio conditions by a full team of professionals.

In total, 49 interviews were filmed throughout 4 days, 17 of which were published during or straight after the ESC Congress, because the content was directly linked to the ESC Congress.

ESC TV 2013 Statistics

ESC TV Cardio Talk¹ Sorted by number of views	Publication date	Views (as of 03/10/2013)
Hot Line II: the PRAMI study	01/09/2013	1 025
Village 1: Updates on arrhythmia and device therapy	03/09/2013	736
Big Hits at ESC Congress 2013	31/08/2013	532
Village 2: Advances in heart failure and LV dysfunction	01/09/2013	491
Village 6: Left and right percutaneous interventions	31/08/2013	480
Hot Line II: the LINC study	01/09/2013	467
Hot Line II: the ACCOAST study	01/09/2013	434
Hot Line IV: the AQUARIUS and ATOMIC AHF studies	03/09/2013	408
Hot Line I: the TASTE study	01/09/2013	365
Village 7: Hypertension is coming home	01/09/2013	301
Village 5: All the latest interventional innovations	01/09/2013	259
Hot Line I: the TAO study	01/09/2013	227
Hot Line I: the PARIS study	01/09/2013	209
Village 3: Become a part of the ischaemia congress programme	02/09/2013	199
Village 4: Make prevention work	01/09/2013	166
Basic Science at the ESC Congress	24/09/2013	31
Village 8: Highlights on cardiac imaging	24/09/2013	10
ESC TV Cardio Talk total views (17 videos) :		6 340

¹Statistics do not include the 32 Cardio Talk interviews that will be published throughout the year.

ESC TV Science in Perspective Sorted by number of views	Publication date	Views (as of 03/10/2013)
ESC Congress Day 2: Sunday 1st September	02/09/2013	801
ESC Congress Day 1: Saturday 31st August	01/09/2013	669
ESC Congress Day 4: Tuesday 3rd September	04/09/2013	603
ESC Congress Day 3: Monday 2nd September	03/09/2013	537
Acute Coronary Syndrome at the ESC Congress 2013	24/09/2013	44
Acute Cardiac Care at the ESC Congress 2013	24/09/2013	29
Hypertension at the ESC Congress 2013	24/09/2013	27

Cardiac Arrhythmias at the ESC Congress 2013	24/09/2013	24
Diabetes, lipids at the ESC Congress 2013	24/09/2013	24
Heart Failure at the ESC Congress 2013	24/09/2013	21
Stable Coronary Disease at the ESC Congress 2013	24/09/2013	20
ESC TV Science in Perspective total views (11 videos) :		2 799

Web activity

➤ Dedicated home page

A new dedicated and rethought web page was created with integration and easy access to Congress News, Congress Reports, ESC Press releases, Webcasts and videos.

Live sessions:

Live from ESC Congress is a video channel created for the ESC Congress 2013 on escardio.org. This channel was composed of streamed live sessions and recorded videos from Saturday 31 August 16:00 to Wednesday 4 September 13:00.

17 sessions have been chosen by Keith Fox, Congress Programme Committee Chairperson, to be live streamed. Between these "live sessions" a mix of promotional videos, ESC TV and webcasts chosen by congress division has been played.

The programme was the same from 8:00 to 20:00 as the one from 20:00 to 08:00. The only change was that the live became recordings during the night.

The "channel" has been displayed on three different pages in escardio.org:

- website homepage,
- ESC Congress 2013 homepage
- "Live from ESC Congress" page.

The channel was accessible without any registration or blocked behind login.

ESC CONGRESS 2013 from amsterdam to you

Basic Diagnostic Testing

Table 8 Resting electrocardiogram for initial diagnostic assessment of stable coronary artery disease

Recommendations	Class ^a	Level ^b	Ref. ^c
A resting ECG is recommended in all patients at presentation.	I	C	+

Table 9 Echocardiography

Recommendations	Class ^a	Level ^b	Ref. ^c
A resting transthoracic echocardiogram is recommended in all patients for: i) exclusion of alternative causes of angina; ii) identification of regional wall motion abnormalities suggestive of CAD; iii) measurement of LVOT for risk stratification purpose; iv) evaluation of diastolic function.	I	B	27, 79, 80

Stephan ACH-EHEACH
(Edingen - JE)

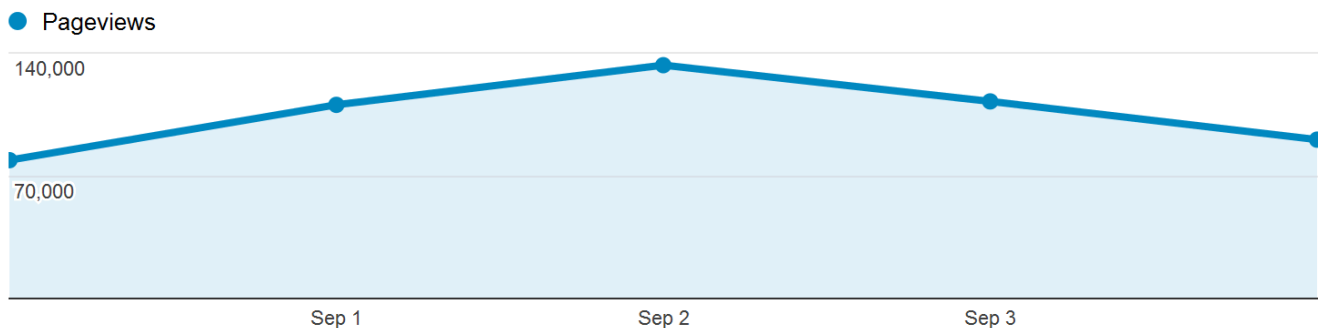
ESC CONGRESS 2013

LIVE 16:30 New 2013 ESC Guidelines on stable coronary artery disease
Discover the full Live from ESC Congress programme

What was published during the Congress:

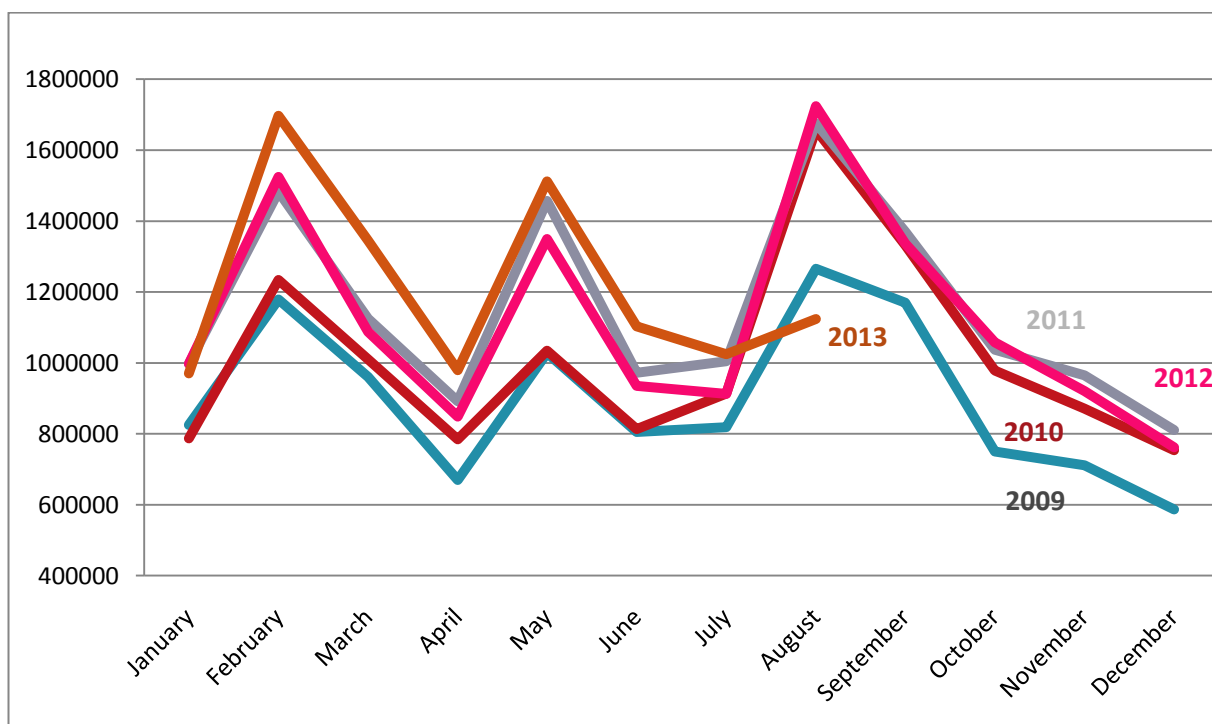
- 79 prearranged Congress reports
- 28 Hotline reports

- 2 967 slides
- 2 145 webcasts
- 57 press releases
- 56 news articles
- 775 tweets
- 344 pictures in Facebook album



From Saturday 31 August to Wednesday 4 September:

- 139 844 visits
- 525 017 page views
- 4min47s average visit duration
- 32 % of visitors used mobile devices (tablets, smartphones)



The decrease in page views in August 2013 is explained by the Congress dates. This year the congress took place in September. The former years, the statistics results on August were boosted by the ESC Congress, this year this “boost” will apply to the month of September.

➤ Social Media

This year, the activity on Social Media and especially on Twitter was astonishingly high. Extensive promotion of the hash tag #esccongress2013 has been done ahead and during the Congress.

For the second year in a row, a reporter tweeted LIVE from the sessions. A group of Dutch medical students was also involved in this process and encouraged to retweet our messages and raise awareness about the Congress on Twitter.

During the congress we had:

- Over **20 000** tweets about ESC Congress 2013 (official and non official hash tags)
- **10 293** tweets using the official hash tag (**1 500** in 2012)
- **775** tweets were sent via our official account (ESC web team + live reporter)
- **3 172** retweets of our messages
- On average, our tweets have reached **19 000** people (the top being 65 000!)

Our twitter account was also used to promote new sessions, ESC Congress 365, Congress reports, Best of ESC...

This year, we noted a lot more interactions with our delegates. They didn't hesitate to ask us direct questions and post comments about their congress experience

Facebook was used to display pictures from the Congress. The album contains **344 pictures** and received **8 400** clicks, **582** likes and **109** shares.



➤ Congress Reports

On escardio.org, there was **35 268 views** in the Congress Reports section.

5 top viewed:

RE-ALIGN: Dabigatran in patients with a mechanical heart valve

TASTE: Thrombus aspiration during ST-segment elevation myocardial infarction. A multicenter, prospective, registry based randomized clinical trial

Treatment of venous thromboembolism, the Hokusai VTE study

AMADEUS: Development of a novel composite stroke and bleeding risk score in patients with atrial fibrillation

ACCOAST: A Comparison of Prasugrel at the Time of Percutaneous Coronary Intervention or as Pre-treatment At the Time of Diagnosis in Patients with Non-ST-Elevation Myocardial Infarction.

➤ Videos

64 videos related to the ESC Congress were published.

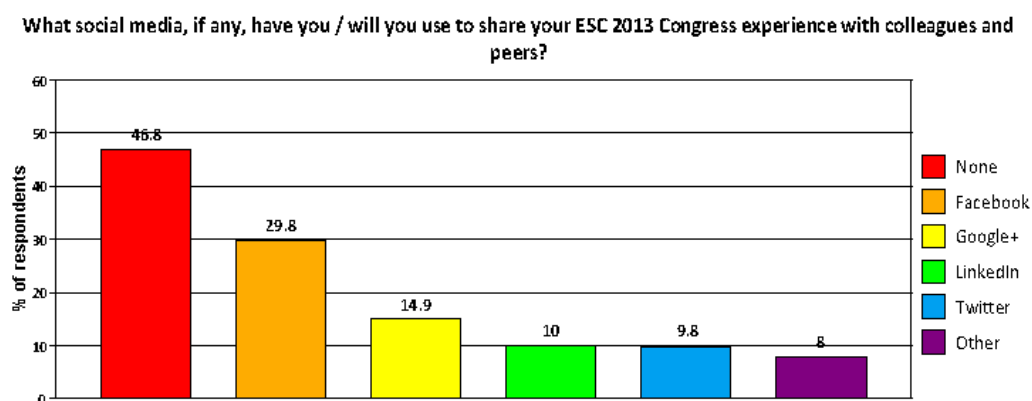
The most successful video during congress was "ESC TV 2013 - Hot Line II: PRAMI, ACCOAST, and LINC part 1". The most successful video after the congress was the recording of "Best of ESC Congress 2013".

The promotion of ESC TV on the website homepage, the Congress Home page, in ESC Congress 365, on Facebook, Twitter as well as in the Daily Congress News e-campaigns has resulted in a larger number than normal of views during the congress.

A few figures from the market research

53.2% of the respondents indicated they would use some sort of social media to share their congress experiences. This compares with 55% in 2012 and 28% in 2011.

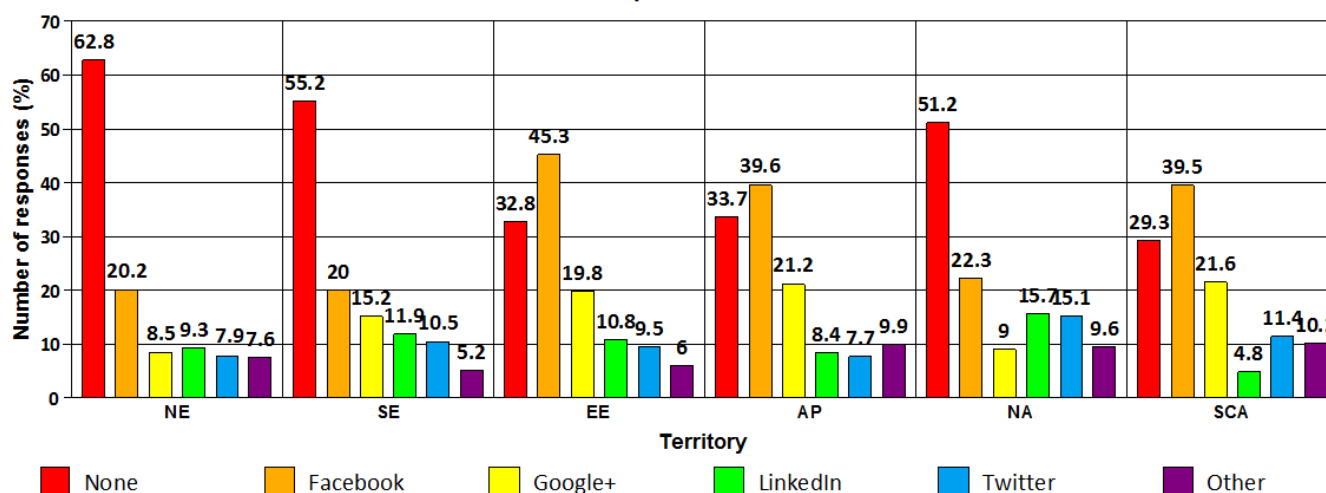
It is interesting to note, while use of social media did increase significantly between 2011 and 2012, it has fallen slightly in 2013. This may suggest current activity has not been sufficiently engaging or providing sufficient value for delegates.



Again, Facebook was the most popular social media service with 29.8% of respondents mentioning this (as compared to Google+ which was mentioned by half as many respondents). LinkedIn use increased slightly to 10% (from 8.4% in 2012).

Social media used by territory:

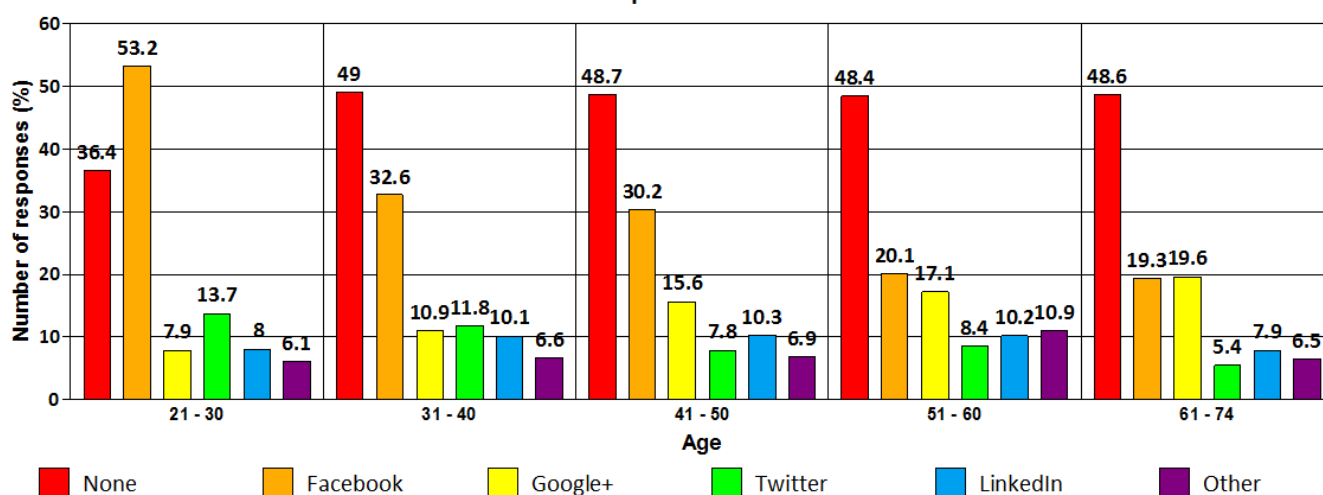
What social media, if any, have you / will you use to share your ESC 2013 Congress experience with colleagues and peers?



Social media use varied by territory with North America, Southern Europe and Northern Europe much less likely to use it than their peers in other territories. This corroborates previous findings that SCA, EE and AP delegates demonstrate higher levels of social media engagement.

Social media used by different age groups:

What social media, if any, have you / will you use to share your ESC 2013 Congress experience with colleagues and peers?



Social media use in this context is much higher amongst under 30s, with 88.9% of them sharing congress experience via social media. They are also far more likely to be using Facebook to do this, with nearly 53.2% using this social media tool.

Use of Twitter has increased from 6% to just under 10%, with the majority of this use led by those under 40.

A specific report on Social Media is included at the end of the report.

Views	Session	Presentation	FP Number
234	ESC Guidelines 2013 overview	Arterial hypertension (joint ESC/ESH).	745
212	Take home message for practitioners	Heart failure update 2013.	181
205	ESC Guidelines 2013 overview	Stable coronary artery disease.	742
184	Hot Line III: Late Breaking Trials on Risk factors and Diabetes	SAVOR-TIMI 53: Saxagliptin Assessment of Vascular Outcomes Recorded in Patients with Diabetes Mellitus (SAVOR)-TIMI 53 Study	2753
174	Hypertension is coming home to cardiology	Renal artery stenosis - when to screen, when to stent.	872
153	Hot Line I: Late Breaking Trials on Thrombosis	TASTE: Thrombus aspiration during ST-segment elevation myocardial infarction. A multicenter, prospective, registry based randomized clinical trial	933
147	Non-invasive imaging in pulmonary hypertension	How to rule out pulmonary hypertension secondary to left heart disease?	151
144	Pitfalls in determining the severity of heart valve disease	Low flow low gradient aortic stenosis.	145
140	ESC Guidelines 2013 overview	Cardiac pacing and cardiac resynchronisation therapy.	743
135	Take home message for practitioners	Coronary artery disease update 2013.	182

➤ ESC Clinical Practice Guidelines

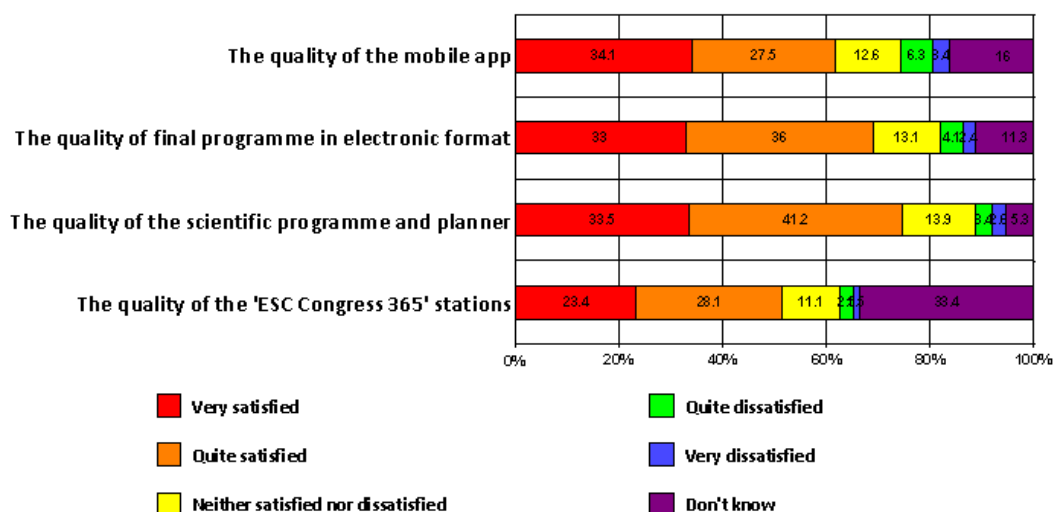
Four new practice guidelines were presented at the ESC Congress 2013. They have been available on the ESC website from the beginning of the Congress.

Downloads until end of September:

- Arterial Hypertension – 4 885 downloads
- Diabetes – 3 388 downloads
- Stable Coronary Artery Disease – 2 764 downloads
- Cardiac Pacing – 2 669 downloads

➤ Results on electronic formats and communication

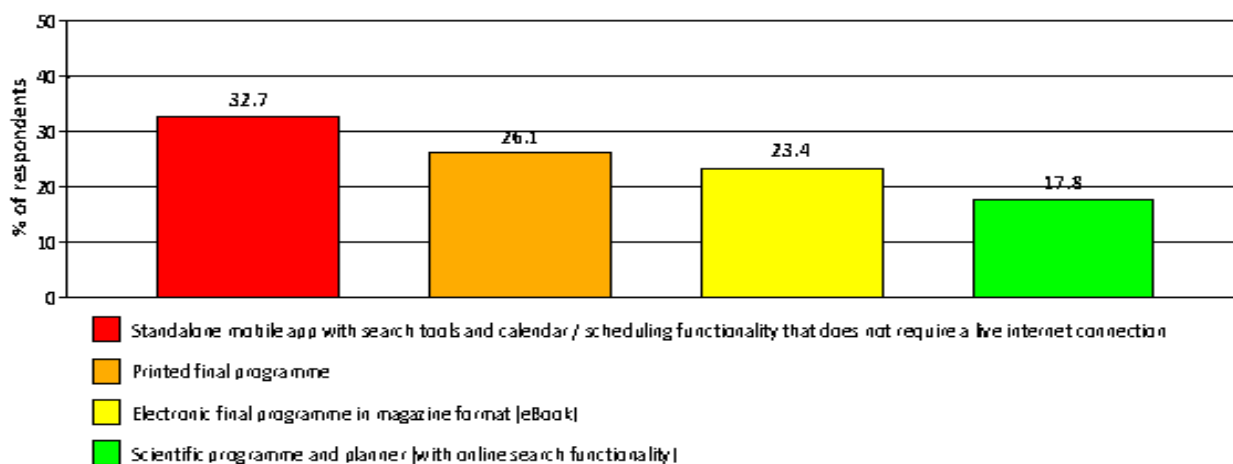
Levels of satisfaction with the digital publishing content of the congress



Appreciation of this electronic content crossed all age groups, territories and places of work; despite issues surrounding connectivity at the congress, the ESC appears to be continuing to develop a reputation for excellence in this area.

Respondents were asked their preferences for congress programme delivery – in this iteration of the questionnaire we asked respondents to only choose 1 option.

In terms of the congress programme, which option of delivery would best suit your needs?

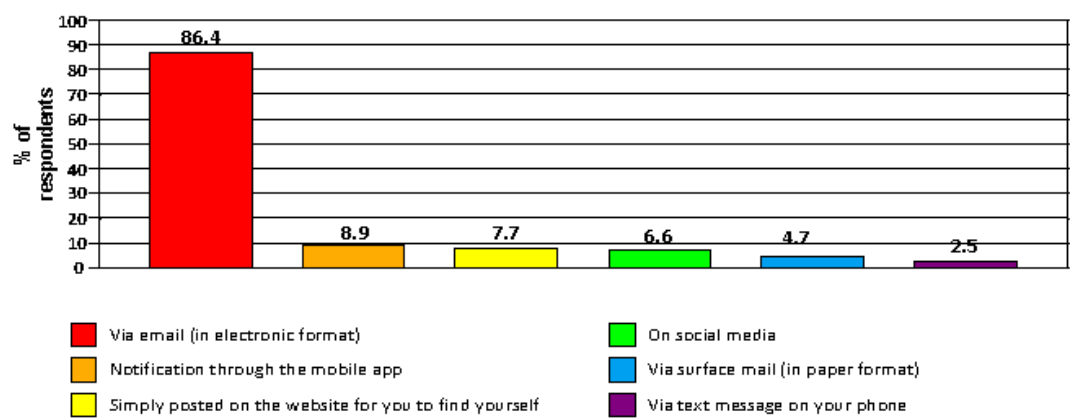


32.7% of respondents suggested they would prefer for the congress programme to be delivered through a mobile app which did not require an internet connection.

Those that were under the age of 50 were significantly more likely to express a preference for the programme to be delivered in this format, with 41% of those under the age of 30 choosing to receive information in this way compared to 29.4% of those between the ages of 51-60 and 15.2% of those aged 61 and above respectively.

We also had questions on the preferred way to receive congress announcements, updates and general information.

How would you like to receive congress announcements, updates and general information?



There was a slight increase from last year in terms of preference for social media as a channel, from 3.9% to 6.6%.

The frequency remains the same as last year: every month or as soon as a new deadline / new feature comes up.

MARKETING INITIATIVES

Videos

We published 3 main videos over the year with an emphasis on abstract submissions targeting messages by fields of interests and/or specific countries.

These videos were posted on Youtube and on different parts of the ESC Web site. They were also sent in targeted emailings throughout the year.

	Nber of views on Youtube as of 20 Sept. 2013
General Video about ESC Congress 2013 Published on 16 Nov. 2012 and promoted until mid-Dec 2012	1 987
Abstract submissions videos Published on 11 January 2013 and promoted until 18 February:	
General video covering all topics	1 342
Video on Ischaemia/CAD/ADD	941
Video on Cardiac Imaging	825
Video on Prevention, Rehab, spots, nursing	776
Video on Heart Failure / LV Dysfunction	706
Video on Arrhythmias	606
Video on Valvular Disease	615
Video on Basic Science	580
Video on Hypertension, pharma	541
Video on Interventions/peripheral Circ.	484
Video in national language: Russia	1 104
Video in national language: Japanese	533
Video in national language: Portugal	533
Video in national language: Brazil	
Video in national language: Netherlands	464
Video to promote submission of Clinical Cases from CoT	912
	10 962

Video to promote ESC Congress 2013 registration	
Register before 31 May & save: Published on 7 May 2013 until 31 May 2013	1 186
Register : Published on 31 May and promoted until July 2013	2 758
	3 944

With close to 17 000 views in total, the promotional videos represented a very valuable additional communication tool. ESC appears to be continuing to develop a reputation of innovation and excellence in this area. The new tone in these videos and the omnipresent human aspect engaged the various audiences.

e-Publications

Addressing the request for more programme availability online and with a sense of social responsibility and cost saving, congress publications were made available online. The Advance Programme was only available online and a flyer was produced to promote it.

There were an impressive number of page views and visits both in the Advance and Final Programme.

	Call for abstracts 2013	Advance Programme 2013	Final Programme 2013
Online from	Mid-Dec. – 17 Feb	1 March – 15 July	15 July – 15 Sept.
Visits	706	20 343	31 837
Unique Visitors	535	15 598	22 537
Average Time	03:57	03:42	07:04
New visits	75,20%	75,74%	65,71%
Returning visitor	24,80%	26,26%	34,19%
Bounce rate	44,19%	19,67%	15,62%
Page views	4 205	280 500	2 000 794
Views on Desktop	97,03%	93,27%	85,66%
Views on Tablet	1,95%	4,03%	9,49%
Views on Mobile	1,02%	2,70%	4,85%

Market research

For the third year, a market research was held on-site by Shift learning.

The objective of this survey was to better understand the needs of those attending the congress, with this research being used to directly inform future congress design and marketing activities. 16 field researchers were present at the congress from Saturday until Tuesday with a red t-shirt. Respondents were incentivised with a free coffee voucher to take part in the survey.

We included results along this report, here are a general overview of the market. As the industry strategy is changing, we asked delegates about their funding of congress attendance and their intentions for ESC Congress 2014.

➤ Funding Congress attendance, market opportunities

The proportion of respondents paying for their own registration rose from 17.2% to 20.8%.

There was a drop in those whose registration was paid for by industry, from 55.3% to 51.2%. Patterns relating to payment of travel and accommodation were similar.

- Industry funding for registrations was particularly important to those in Southern Europe and South & Central America, with over 62% of registrations from these regions paid for in this way.
- Northern Europeans were most likely to pay for their own registration, with 27% of the North America Respondents paying this way.

The number anticipating paying for registration themselves next year was 23% compared to 19.5% last year. This increase came disproportionately from NE, AP and NA respondents.

There were wide variations by region, with NE, AP, NA and SCA respondents far more likely to anticipate paying for their own registrations than those from SE and EE, who were more likely to predict registration being paid for by industry.

➤ Congress attendance and future intentions

32.7% of respondents indicated they were very likely to come to ESC Congress in Barcelona in 2014, and 42.2% quite likely.

	Paris 2011	Munich 2012	Amsterdam 2013
Likelihood to attend next year's congress	83%	84%	75%

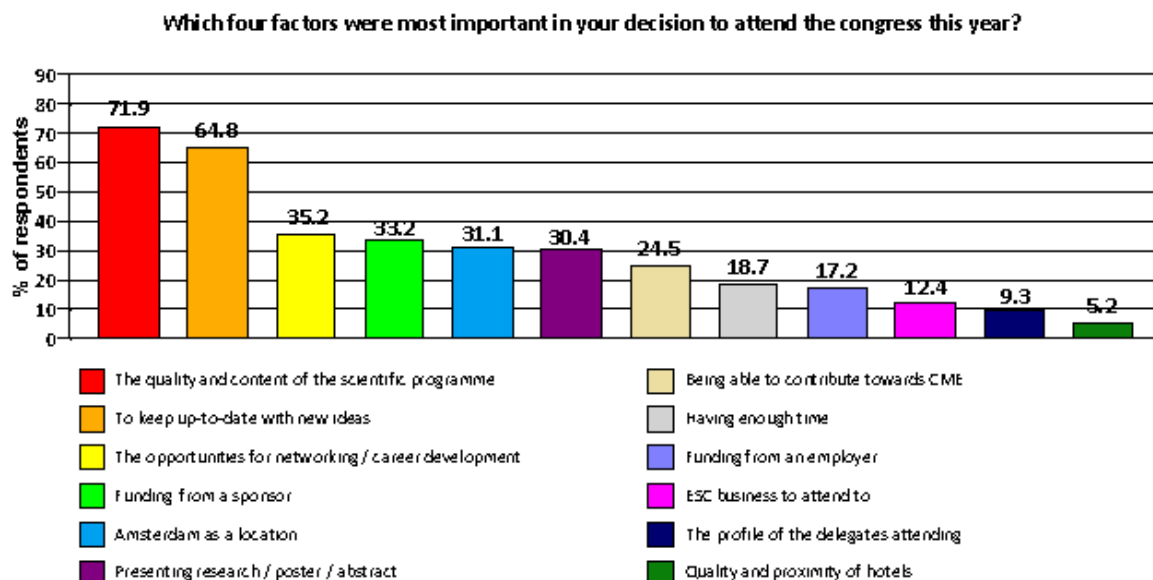
This compares poorly to last year, when 52% of attendees interviewed indicated they would be very likely to attend and 34% said they were quite likely.

Again, the drop in those saying they were very likely to come was much higher in some regions than others. NA figures dropped by 23.6% and AP by 24.8%.

ESC members were more likely to indicate they were very likely to return

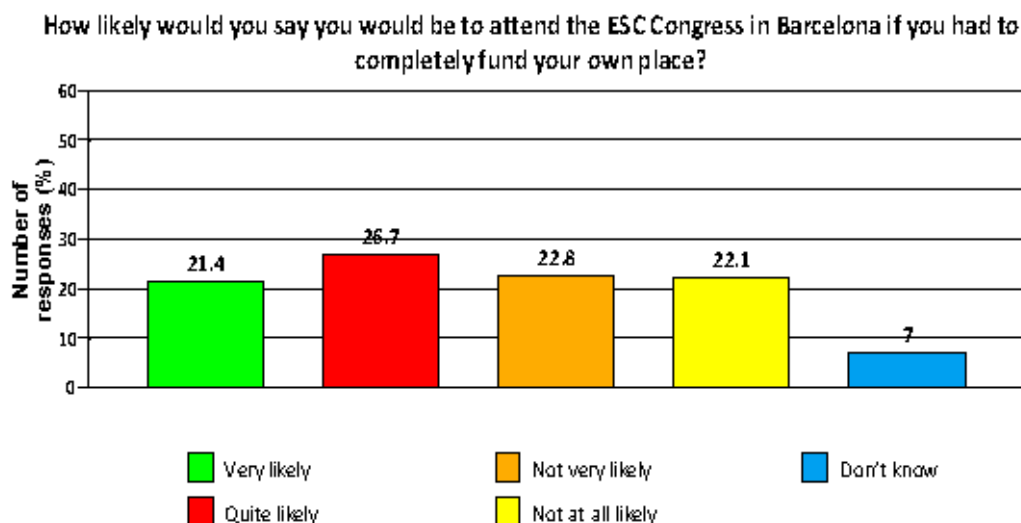
Reasons to attend: most important factors:

The reasons for attending the congress were fairly stable from last year. However, whereas Munich as a location was cited by only 21% of respondents last year, Amsterdam as a location was an important factor for over 31% of this year's attendees.

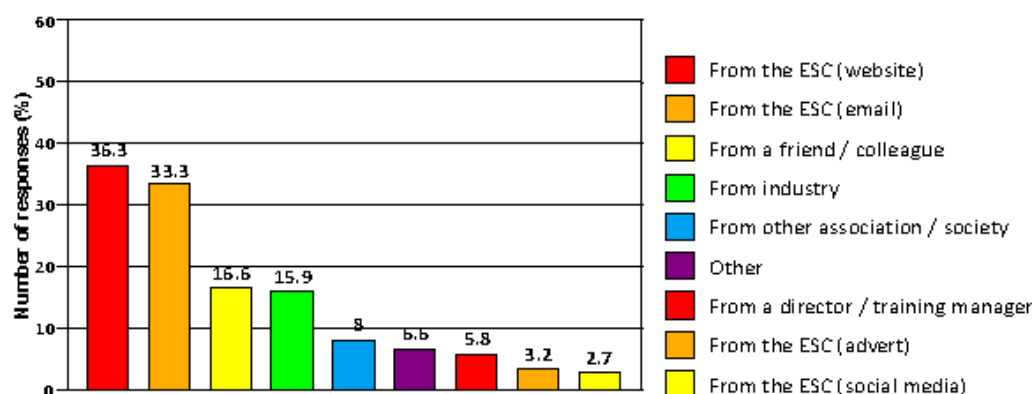


33% of attendees interviewed last year indicated, if required to fund their own place they would be very likely to attend the ESC conference next year with 27% quite likely.

This year, the proportion very likely to attend if self funding fell to 21.4%, this decline maybe attributable to lower levels of satisfaction with the conference.

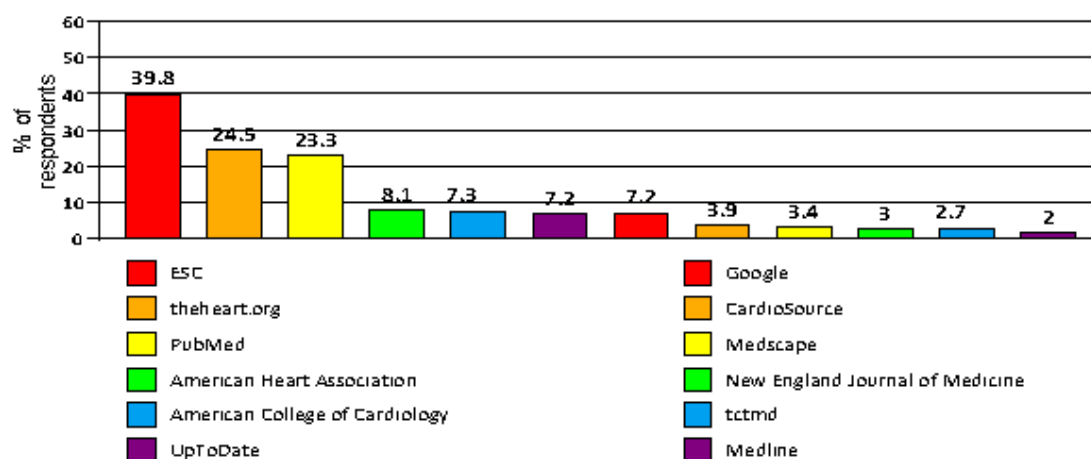


How did respondents learn about this year's congress?



The ESC website and emails were the most common way of hearing about the conference. 21% of non members heard through industry, compared to 8.9% of ESC members.

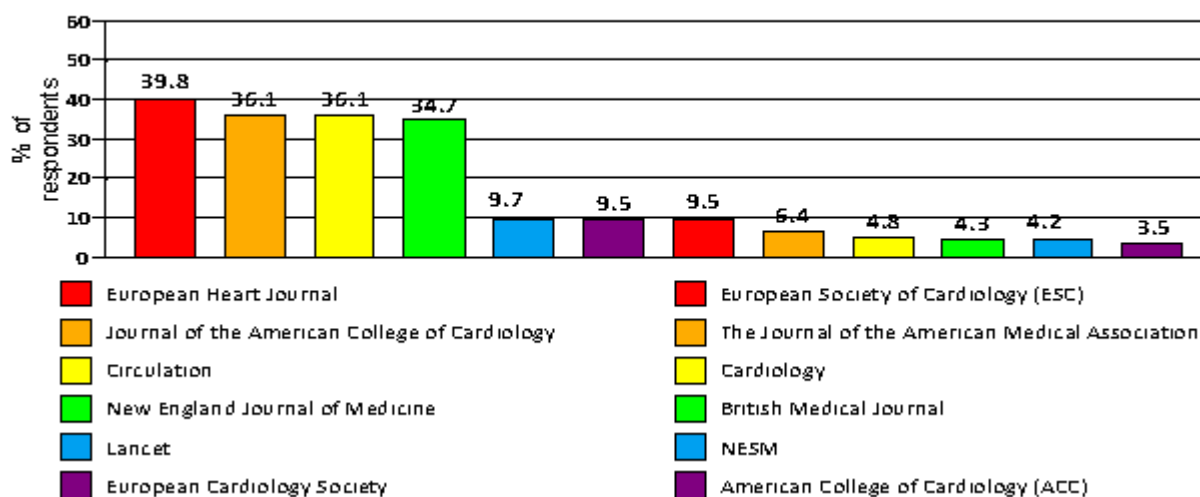
Websites used regularly in professional practice



Respondents mentioned literally hundreds of different sources, however 3 dominated: the ESC, theheart.org and PubMed.

Younger respondents were more likely to use PubMed and less likely to use the ESC website (30.7% of under 30s compared to 45.4% of over 61s).

Journals used regularly in professional practice



4 journals dominated: the EHJ, JACC, Circulation and New England Journal of Medicine. If we assumed mentions of ESC referred to the EHJ, this would indicate a larger share for this journal. Confusion may indicate issues around branding.

Sources of information – social media

Respondents often indicated they used Facebook in response to this question, with LinkedIn and Twitter also used to a lesser extent.



IT HIGHLIGHT

Wi-Fi

The Wi-Fi infrastructure was sized based on last year's experience and figures. About 90 arrays were installed for the event, for a total of 720 antennas all over the congress centre.

The total internet bandwidth available for the Wi-Fi users was **2 Gb/s**.

A peak of **9 873** simultaneous connected devices was reached on Monday 2nd September at around 11h00.

There was a total of **24 636** unique devices connected over 5 days with 54% of smartphones and 18 % of tablets.

For information **72%** of those smartphones were **iPhones** and **24%** were under **Android**.

Self Registration and Self Printing (badges and certificates)

Self Registration and Self Badge Printing

This year again, participants had the possibility to self-register on site through **4** self registration stations at the main registration desk, and they could print their badge on site on **10** self badge printing stations.

	2012	2013
Self Registration	303	515 (+ 70%)
Self Badge Printing	5 806	8 360 (+ 44%)

Webcasts

A new supplier was in charge of the "Presentation Management System" this year. A very interesting feature of the whole solution was the webcast production. All sessions were automatically recorded (if copyright given by speaker), and uploaded into the Congress 365 platform.

The webcast format is now pure video (H264), and encoding is processed in order to store 3 qualities (SD 360p, HD 720p, FHD 1080p), for a total size of 2 TO.

The advantage of video format (as opposed as previous "flash application"), is the ability to stream over the internet (VoD) but also to play those files standalone on any devices.

Also the system was able to send video flow for live streaming. 2 live stream channels were implemented (stack on Amazon Cloud Formation) for diffusion on the ESC web site.

CITY MARKETING

I amsterdam marketing worked on a city marketing project to enhance the visibility of the ESC Congress 2013 for the delegates and also for the local partners. Various initiatives had been discussed and put in practice by a dedicated team as follows:

➤ At the Airport

At Schiphol Airport:

- 75 LCD screens spread over the all 6 piers at the Airport and 63 LCD screen spread across Schiphol Plaza (the very heart of the airport) showed still images: Amsterdam welcoming the ESC Congress 2013
- Screens above all luggage belts played a short welcome to Amsterdam video. The video was made by I amsterdam with the input of the ESC.
- Outside the airport's main entrance (opposite the taxi rank and bus stations), a 74m2 television screen played the video during the congress days.



➤ In the City

A dedicated ESC Congress cycling track linking the city centre to the RAI Congress centre was created with the support of the municipality.



➤ At the congress centre

I amsterdam Welcome Square in the main entrance of the RAI Congress Centre with welcome volunteers providing city information to delegates.



➤ City Grant

- A City Grant was given to be used for the expenses related to social events
- Free rental of the renowned Rijksmuseum for the President's dinner

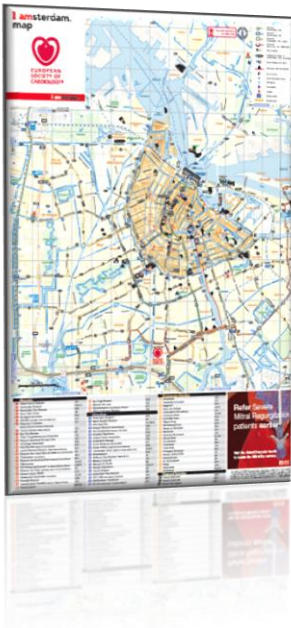
- **Public Transport Network**

The Welcome video was also shown on the TV screens of the 155 trams travelling daily

In collaboration with GVB (the Dutch Public Transport Network company) an additional tram (Line number 4) was added to increase the capacity on the public transport network



- **City Map**



I amsterdam in collaboration with GVB and ESC produced a city map on which one could find:

- The public transport routes (trams & metro)
- Timetable of the most important public transport routes
- The ESC Congress cycling track
- The RAI food court

- **Newsletter**

I amsterdam Marketing prepared a dedicated newsletter that was distributed to the city partners.

The aim of this newsletter was to inform the city about ESC Congress 2013 with information like:

- Non smoking policy
- General information about ESC
- Latest developments of the city regarding the ESC congress