

# ESC CONGRESS

## BARCELONA 2014

Where everything comes together

**ESC Congress 2014  
Industry Site Visit**

**Introduction & Welcome**

Isabel Bardinet  
CEO



**30 August – 3 September**

[www.escardio.org/ESC2014](http://www.escardio.org/ESC2014)



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### Agenda

- Introduction Isabel Bardinet
- Welcome address Prof. Vardas (by video)
- Presentation of city amenities Pere Duran
- Presentation of convention centre Agustín Cerdón
- Expectations for ESC Congress 2014:
  - Key figures Ben Hainsworth
  - Scientific Programme Prof. Keith Fox
  - Venue Layout Nata Nambatingué
  - Industry Prospectus Fabrice Calabrese
- 11:30 - 13:00 Guided Tour
- 13:00 - 15:00 Buffet Lunch & Discussions with ESC Teams  
*(appointments will be organised with ESC Hotel Team only – all other ESC Teams will be available for discussions throughout the afternoon)*

# Today's objectives

Rediscover Barcelona

Rediscover the building for ESC Congress 2014 & the exhibition Hall

Learn about the programme

Meet the teams & review opportunities for industry



# ESC CONGRESS

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**ESC Congress 2014  
Industry Site Visit**

### **Key Figures**

Ben Hainsworth  
Director Congresses &  
Meetings Division

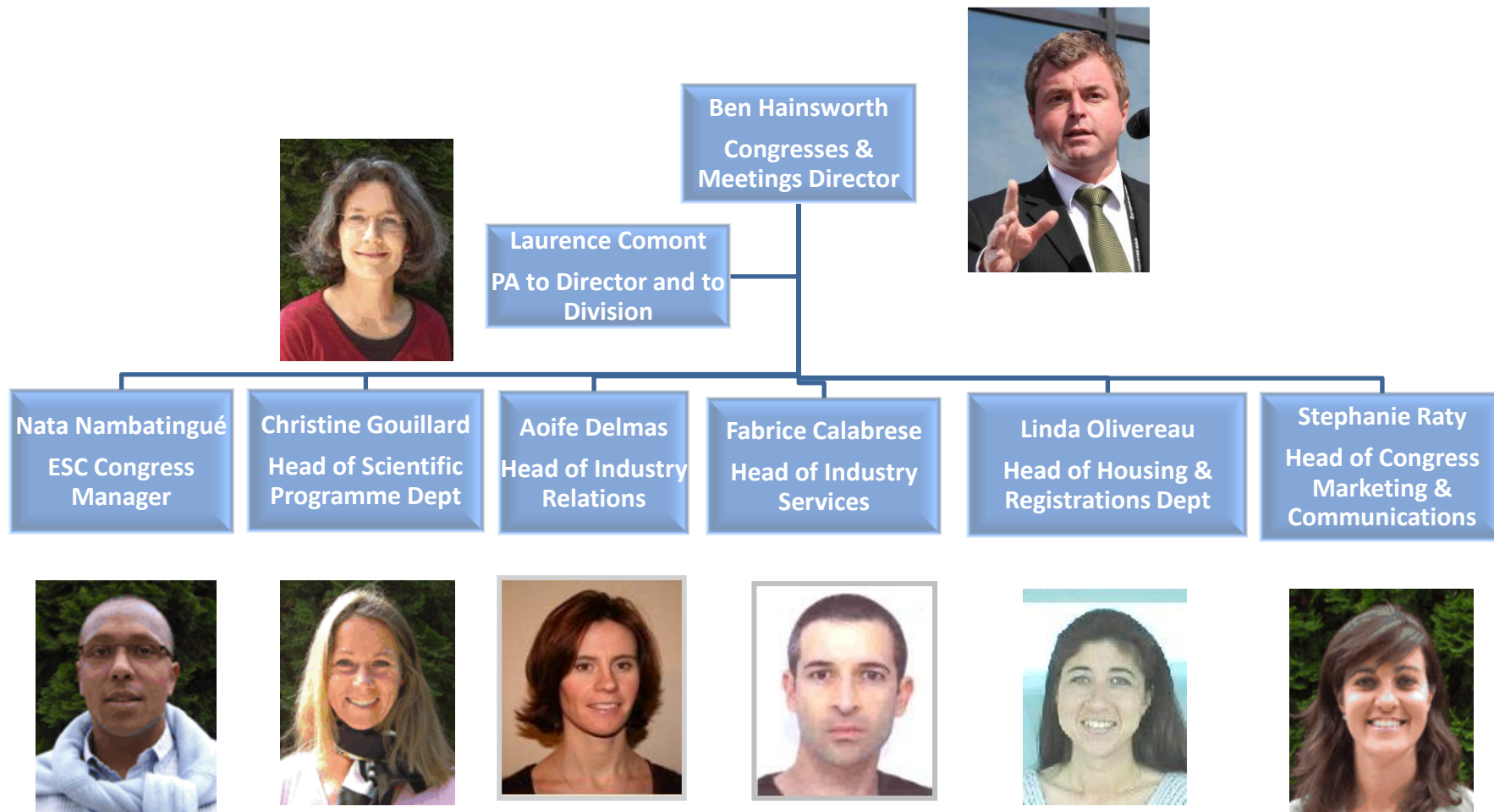
**30 August – 3 September**

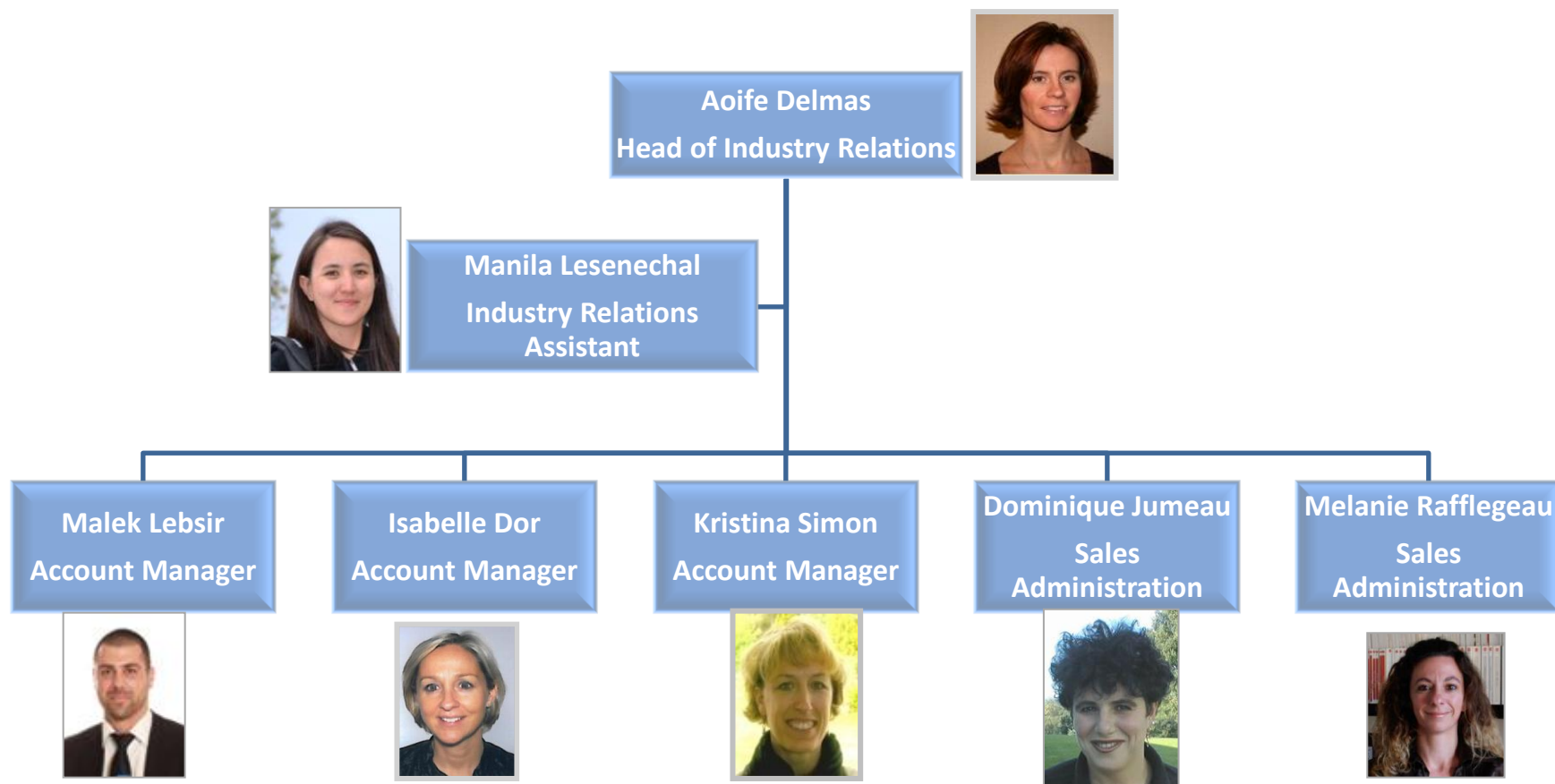
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**Fabrice Calabrese**  
Head of Industry Services

**Abir Ghorab**  
Industry Services  
Officer



**Maud Payssé**  
Industry Services  
Officer



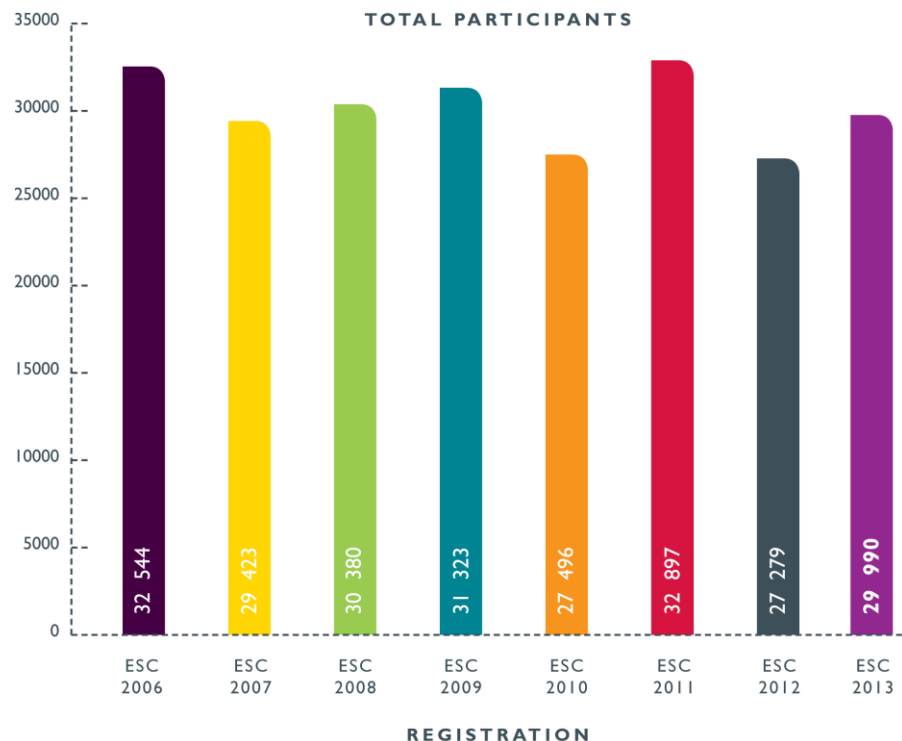
**Noureddine M'Ghari**  
Industry Services  
Officer



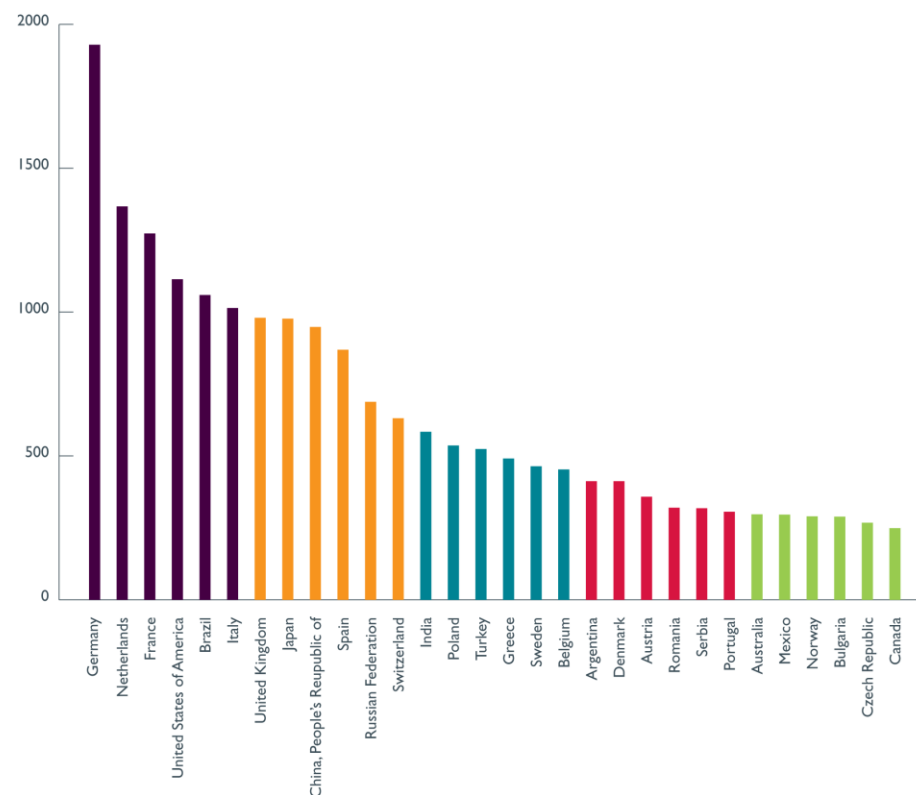
**Samantha Bickham**  
Industry Services  
Assistant



## The premier conference for global cardiology professionals



Participation HCP 2006-2013

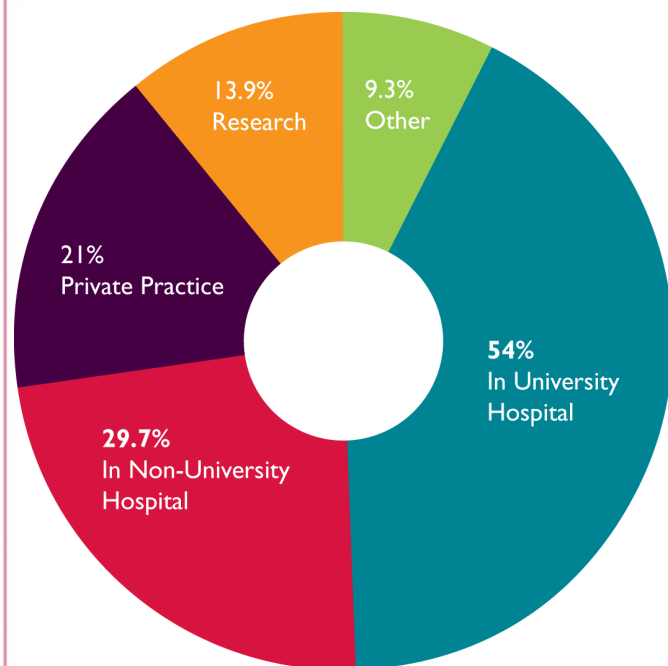


Delegate origin Top 30 countries  
(Amsterdam 2013)

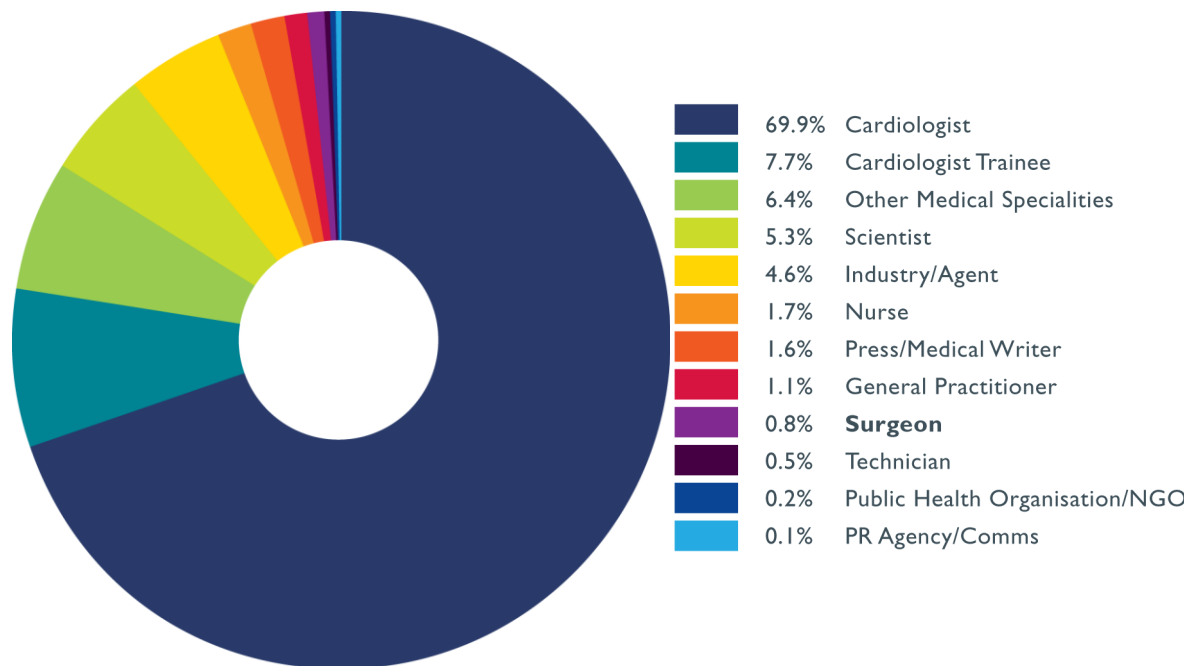




## Delegate Profile



Place of work (Amsterdam 2013)



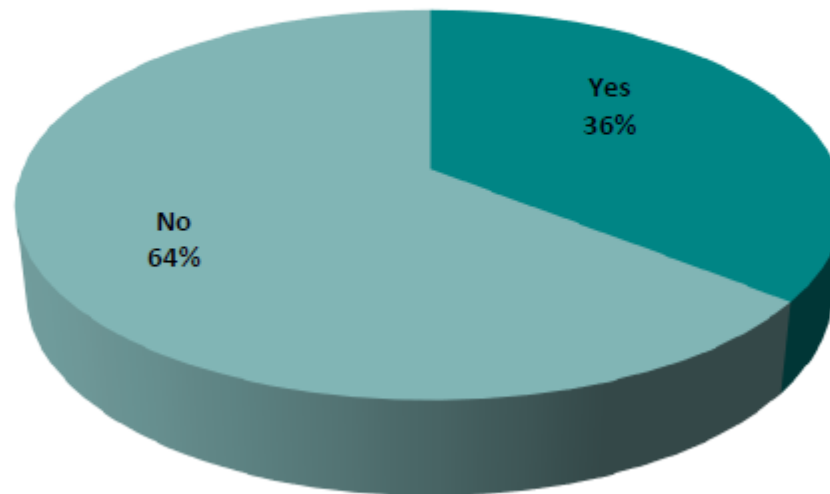
Professional activity (Amsterdam 2013)

# Shifts

- Group registration      2009 60%      2013 46%
- ESC countries      2009 76%      2013 65%
- Asia Pacific      2009 12%      2013 19%
- N America      2009 6%      2013 7%
- S&C America      2009 5%      2013 8%

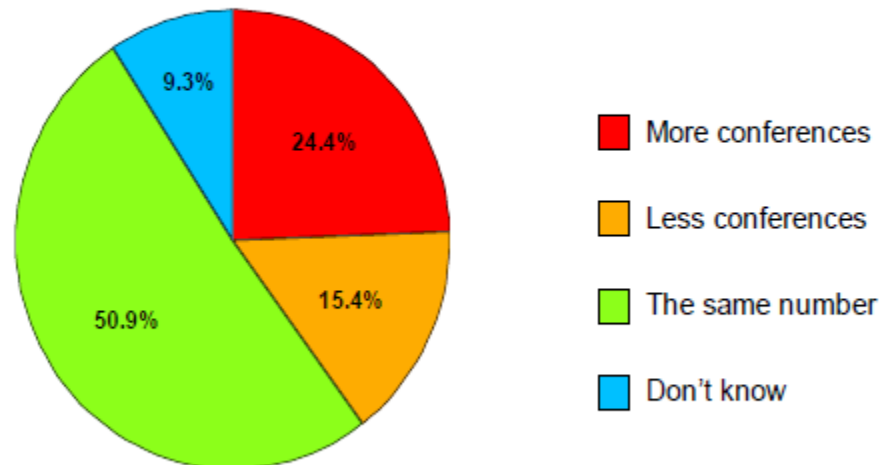
## Extracts from the ESC Congress 2013 Market research

Is this the first time you have attended the ESC congress?



## Extracts from the ESC Congress 2013 Market research

Do you think you will attend more, less or the same number of conferences this coming year (from September 2013 to August 2014)?





## Barcelona: a very attractive destination for ESC Congress

- In 1992, 1999, 2006 & 2009 Barcelona has always attracted more participants than previous annual event
- 32 500 total participants in 2006
- 31 300 total participants in 2009



## Hotel Accommodation

ESC has 17 411 hotel rooms – in Amsterdam we managed almost 70 000 room nights !

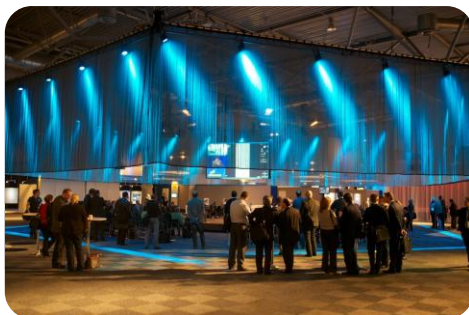
City Centre	Total ESC Contingent
5 * Hotels	2 750
4 * Hotels	10 216
3 * Hotels	3 205
2 * Hotels	260
<b>TOTAL</b>	<b>16 431</b>

Near surrounding areas	Total ESC Contingent
4 * Hotels	780
3 * Hotels	200
<b>TOTAL</b>	<b>980</b>

The local agent assisting the ESC is Barceló Congressos



## Innovations @ ESC Congress



**THE HUB**



**FOCUS SESSIONS**



**MOBILE APP STATIONS**



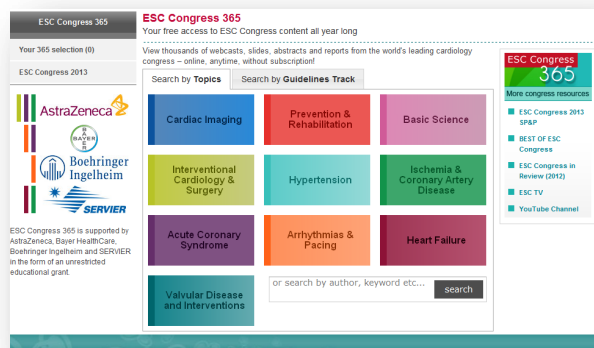
**ESC CONGRESS 365 STATIONS**



**POSTER AREA**



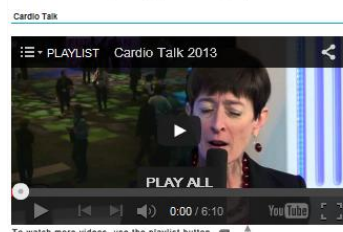
## ESC Congress digital content all year long



### ESC CONGRESS 365



### BEST OF ESC CONGRESS



### ESC.TV



### ESC CONGRESS IN REVIEW



### ESC CONGRESS MOBILE APP



# ESC 2013 Mobile App

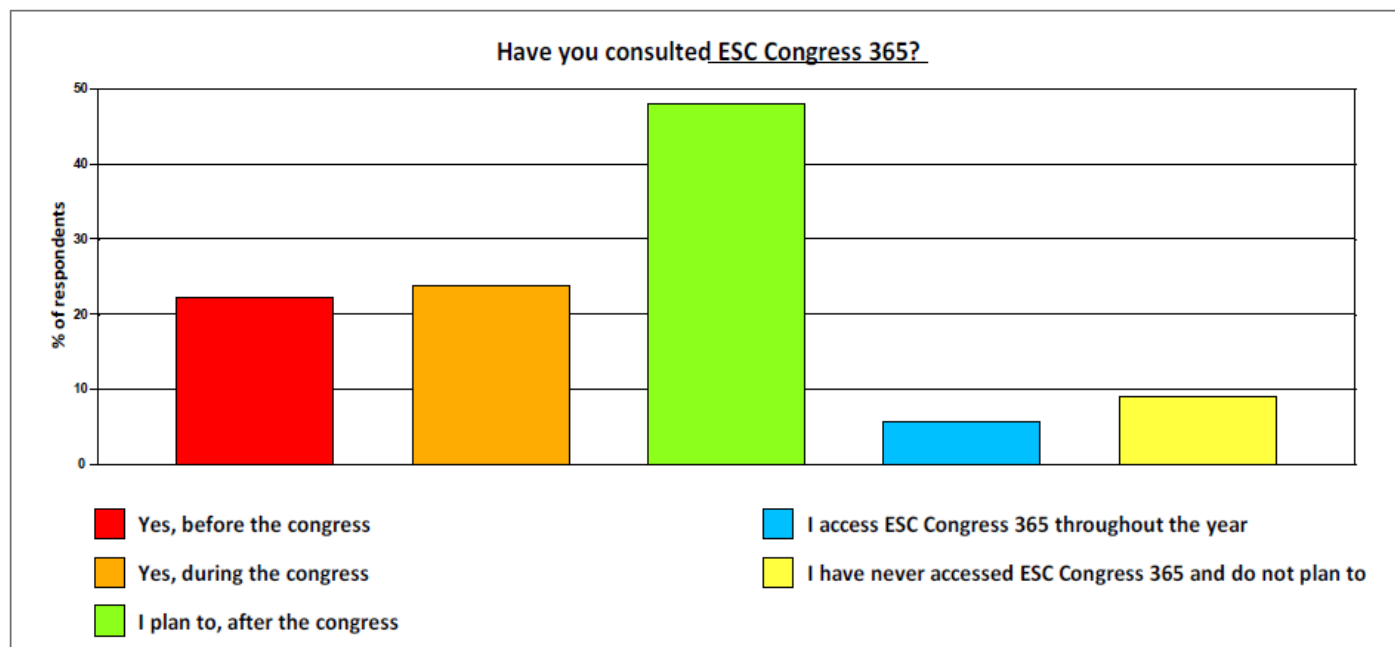
- Disseminate ESC Congress scientific prog. & general information easily to participants
- Abstracts/slides/webcasts available in the app (ESC Congress 365)
- **2013: 18 236 downloads** = 74% of physicians  
2011: 43%, 2012: 55%
- Available for consultation on app stations throughout the congress centre



## Use of ESC Congress 365

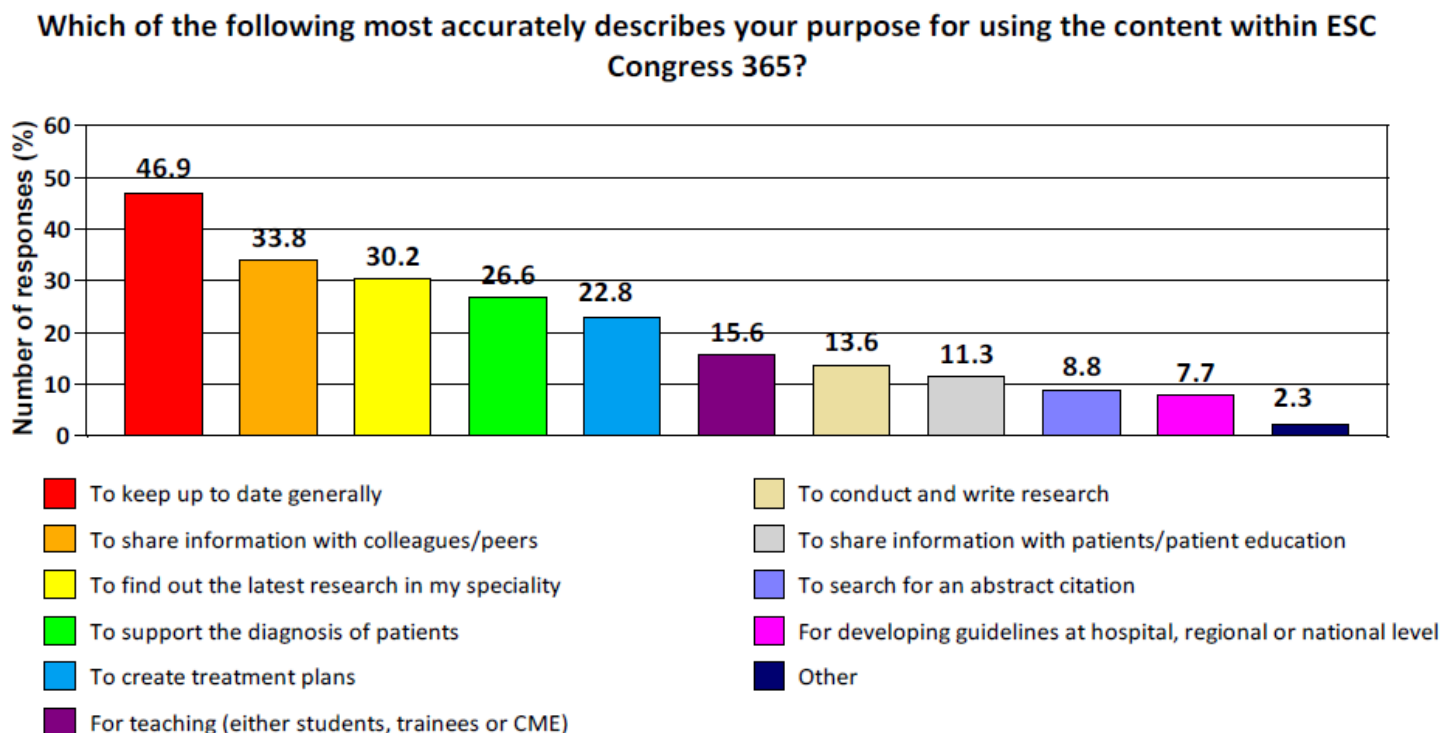


- 22.1% of respondents had viewed ESC Congress 365 prior to attending in Amsterdam. 23.8% claimed they would access this resource during the congress; and 48.1% claimed they would access the resource after their congress experience.



## ESC Congress 365 - purpose of use

- The ESC Congress 365 fulfils a variety of uses for delegates:



## Digital and Remote ESC Congress 2013 in figures

- ESC Daily News 90 000 opens
- ESC Congress 365 800 000 views this year  
90 000 unique users
- Top Tweet reached 65 000 people
- Congress Reports 35 000 visits
- Facebook 24 500 likes
- Press coverage 3 914 articles, €2 067 859 value ESC
- 2013 mobile app 18 000 downloads
- Congress in Review 300 000, 7 languages, 61 countries
- Guidelines app 60 000 guidelines downloaded
- Best of ESC Congress 4 000 log ons
- ESC.TV 24 000 viewers
- Live Stream 42 000 views



# ESC CONGRESS

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**ESC Congress 2014  
Industry Site Visit**

**Scientific Programme**

Prof. Keith FOX  
CPC Chair 2013-2014

**30 August – 3 September**

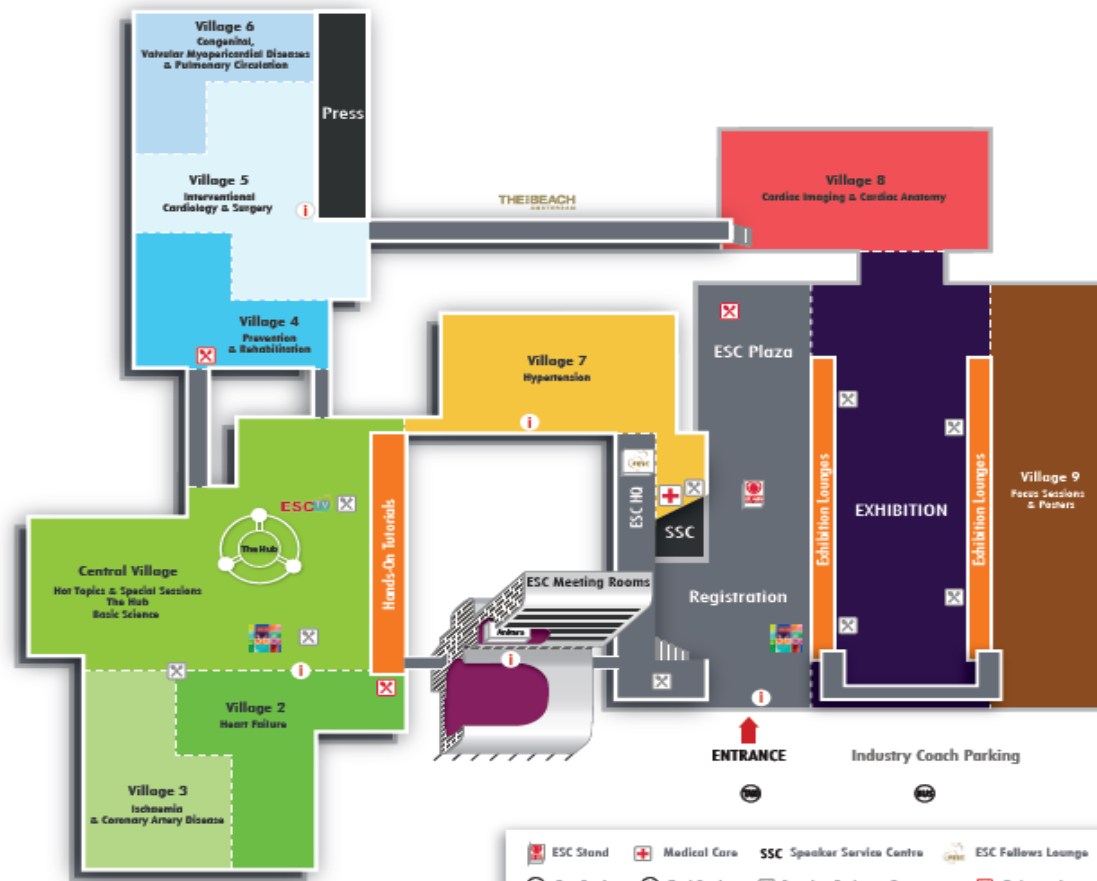
[www.escardio.org/ESC2014](http://www.escardio.org/ESC2014)



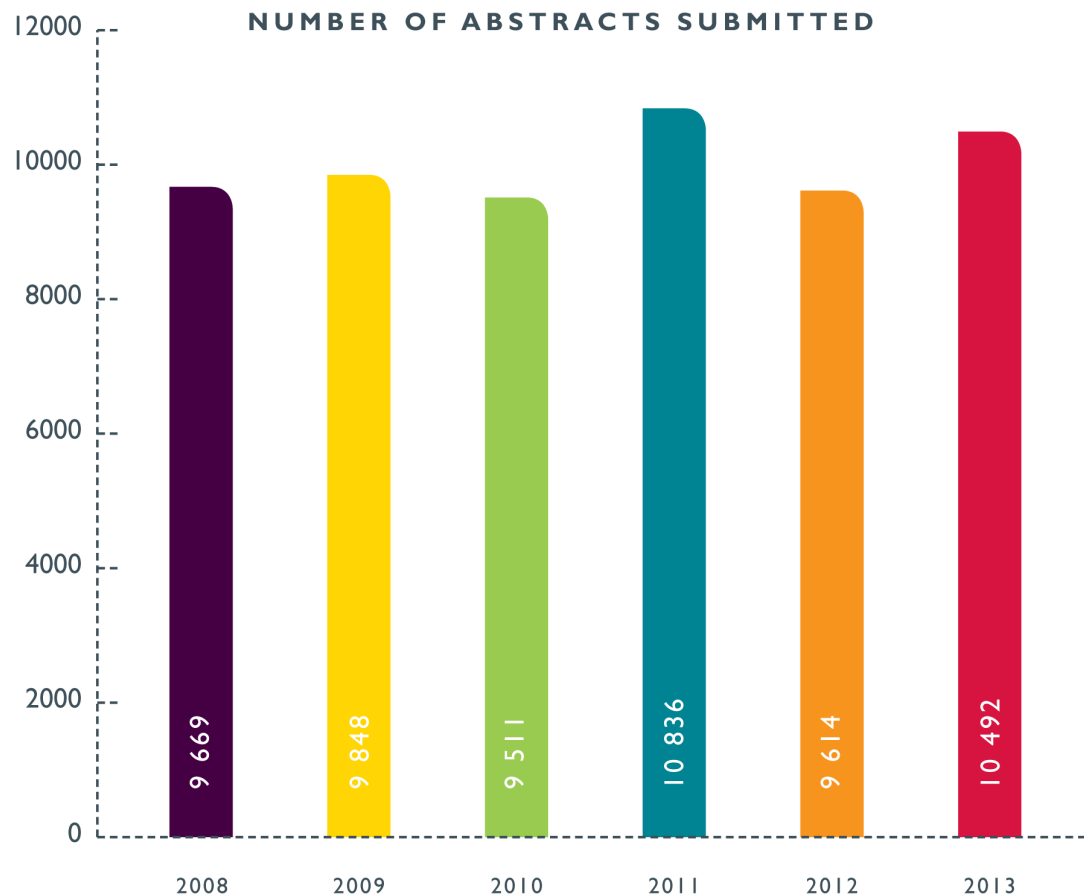
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## AMSTERDAM 2013

Most scientific sessions, except satellite symposia, are arranged by topics in themed villages



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ESC CONGRESSES  
Abstract submission 2008 - 2013



European Society  
of Cardiology



#esccongress



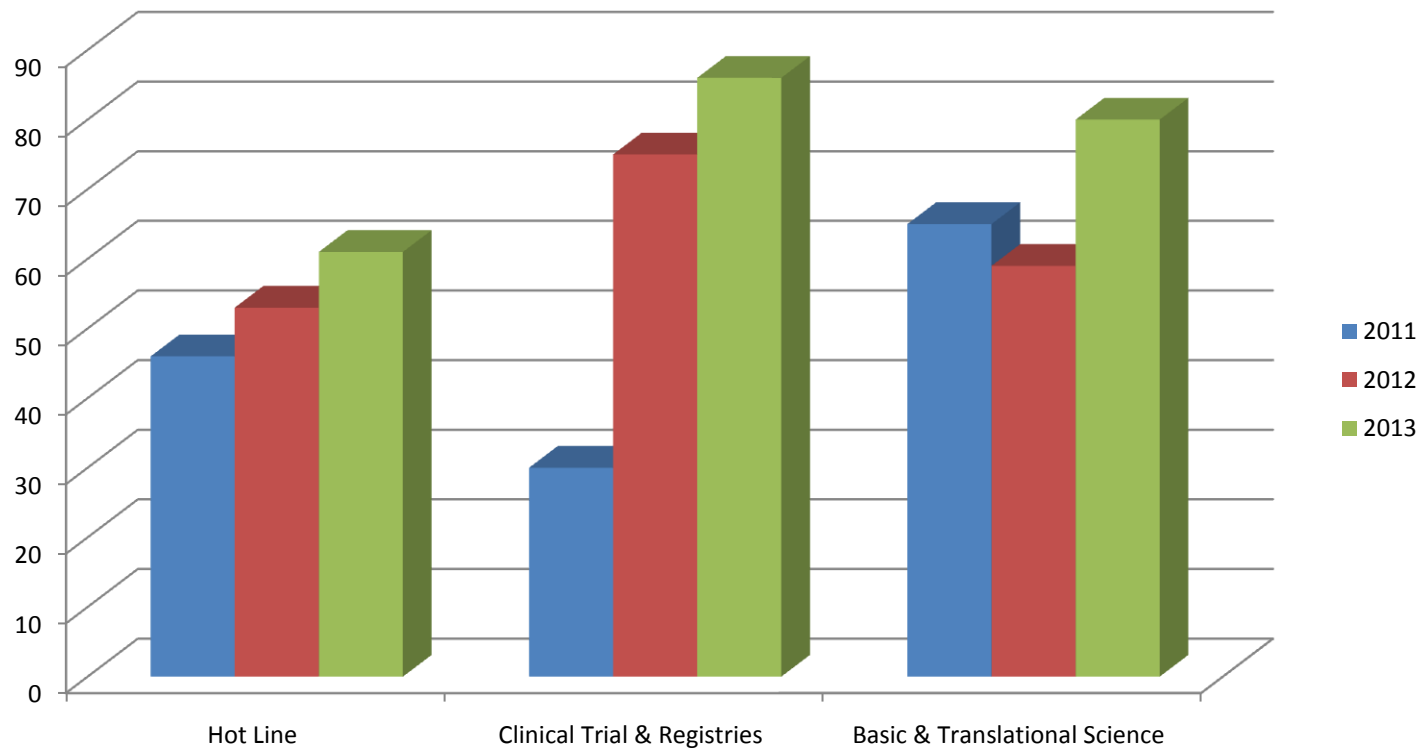
[escardiodotorg](http://escardiodotorg)



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## HOT LINES at ESC CONGRESS 2013

Hot Line - Clinical Trial Update & Registry - Basic Science Hot Lines  
SUBMISSIONS 2011 - 2013





## 432 Scientific Sessions

Zone	Abstract	Pre-arranged	Grand Total
Central Village	36	59	<b>95</b>
Village 1	11	25	<b>36</b>
Village 2	12	26	<b>38</b>
Village 3	8	31	<b>39</b>
Village 4	9	28	<b>37</b>
Village 5	13	23	<b>36</b>
Village 6	8	31	<b>39</b>
Village 7	13	25	<b>38</b>
Village 8	9	24	<b>33</b>
Village 9	21	20	<b>41</b>
Grand Total	139	293	<b>432</b>

## ESC Congress: the future of medical education

- Robust, reliable and proven forum for **scientific exchange**- **Leading Congress**
- **Innovation** in content, format, delivery and overall experience: -**Dynamic**
- **Multidisciplinary** scientific spotlight: "**Innovation and the Heart**"
- Delegate **diversity**: professional & demographic – **Multinational**
- Unique **opportunities** for healthcare industry – **Collaborations**
- **Congress 365** - smart and functional content all year long to enhance interaction during the event and to intensify engagement all year long- **Novel educational and interactive medium**

## NEW SCIENTIFIC PROGRAMME TRACKS

Congress Schedule

Posters & moderated posters - Saturday 31 august

Meet The Experts held on Tuesday 13:00 – 15:00

Congress Tracks



Guidelines into Practice



Science in Practice

A Day With The Legends

Initiatives

Best Poster Awards & Poster Discussant Programme

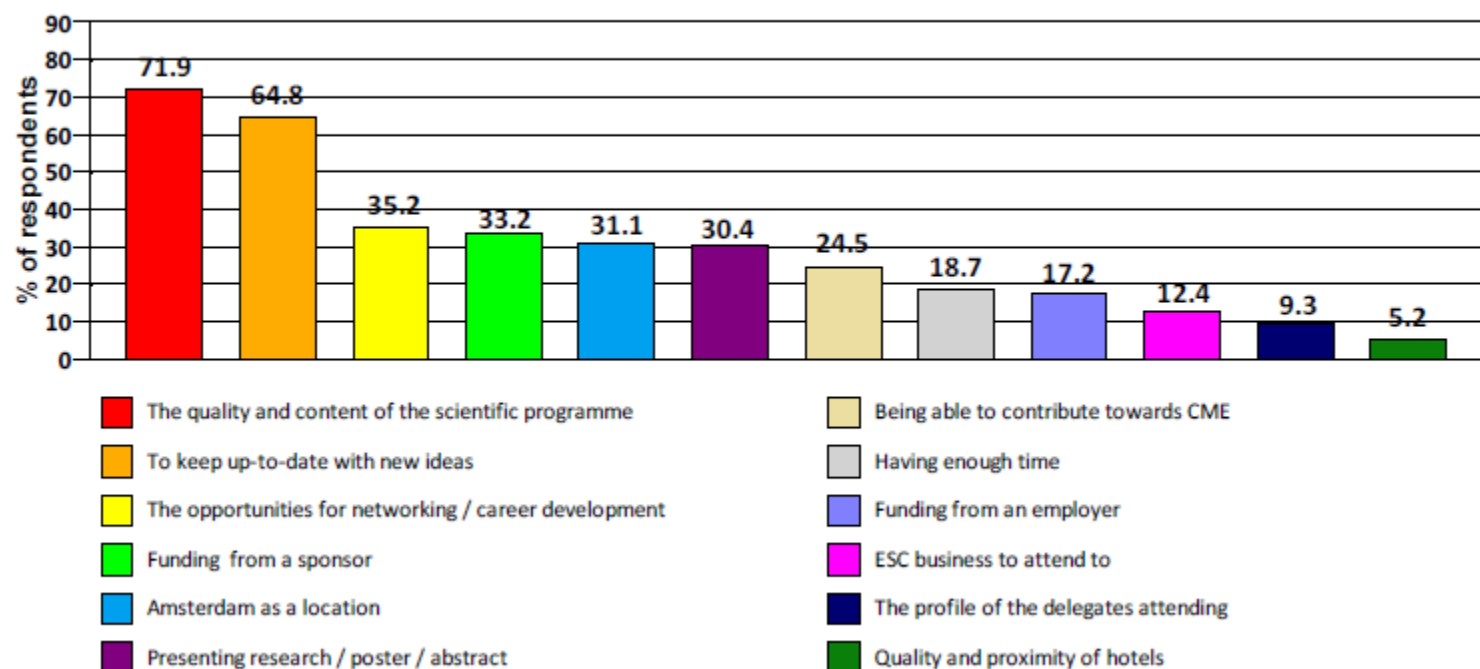
More Hot line & Clinical Trial Update Sessions

In answer to the Record Number of Submissions received

New Format for Presentation – more time for discussions



Which four factors were most important in your decision to attend the congress this year?



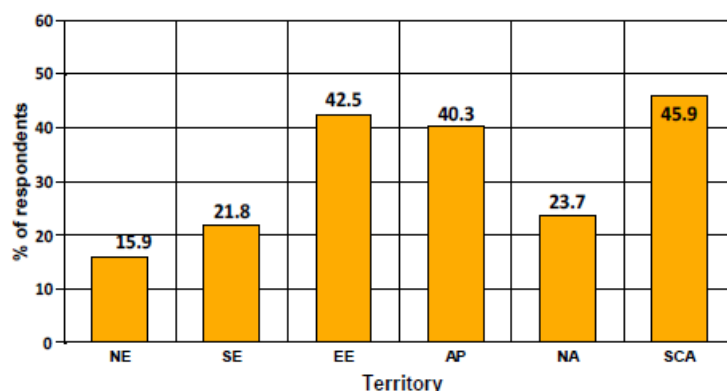


## The impact of the congress on clinical practice



- 86.9% of respondents indicated attending the conference would either greatly or somewhat improve their daily clinical practice.
- Respondents from Eastern Europe and South and Central America were particularly likely to predict a great impact on daily clinical practice.

Respondents indicating that the ESC congress would "greatly impact" on daily clinical practice, by territory



- There were no significant differences by age, ESC membership or role - indicating perhaps all groupings are equally well catered for.



## SPOTLIGHT ESC Congress 2014



### “Innovation and the Heart”

To highlight innovations in research, innovations in science, innovations in clinical practice, innovations in quality of care, innovations in education...

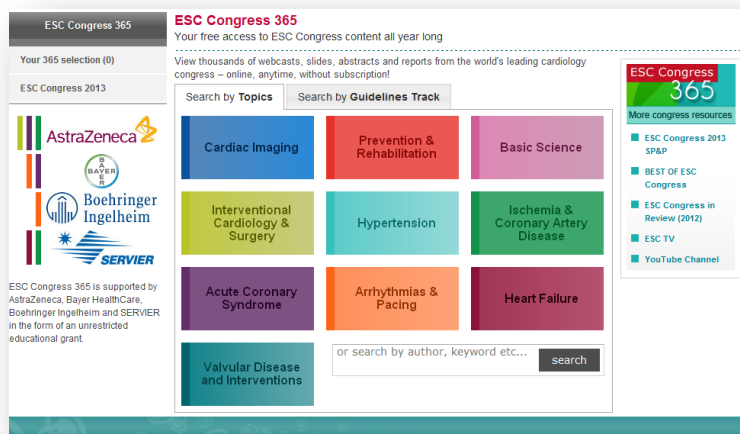
Innovations will change our practice of cardiology in the future and improve the quality of care for cardiac patients



## ESC Congress 365:

Access ESC Congress content, online, all year long, without subscription

- **Webcasts, Weblinks**
- **Abstracts Online**
- **e-Library, e-Slides**
- **ESC Congress.TV**
- **ESC Congress reports**
- **Best of ESC Congress**
- **Live streaming sessions**
- **News and reports from the Congress**



[escardio.org/365](http://escardio.org/365)

- **71 000 online visits**
- **200 000 page views**  
(over 8 months, 1 Jan-31 Aug 2013)
- **81 913 views of slide sets**
- **34 917 views of abstracts**
- **23 161 views of webcasts**
- **8 432 views of reports**  
(over 1 month, 20 Aug-30 Sept 2013)



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### Saturday:

Posters: 11:00 – 16:00  
 ESC Sessions 13:30 – 15:00  
 Industry Sessions 15:30–17:00

No more Lunch time ESC Sessions during Industry Sessions slots.

### Tuesday

ESC Sessions 14:00 – 15:30  
 ESC Sessions 16:30 – 18:00  
 Industry Sessions 18:15–19:45



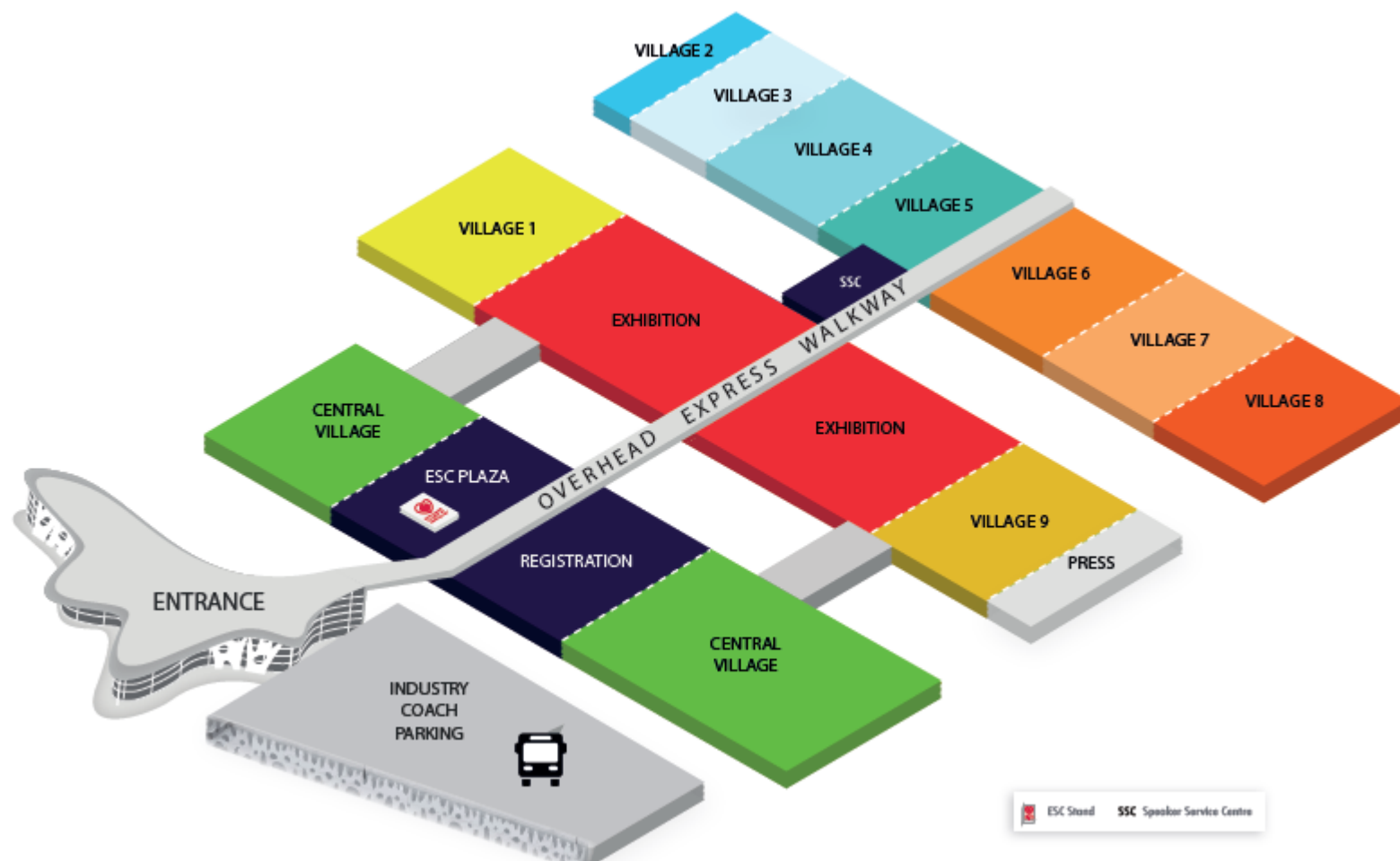
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30 August – 3 September

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European Society  
of Cardiology



#esccongress



[escardiodotorg](http://escardiodotorg)



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## Topics

### **Central Village**

Hot Topics, Special Sessions, The Hub,  
Poster Area, Global Focus

### **Villages 1**

Cardiac Imaging & Cardiac Anatomy

### **Villages 2**

Basic Science

### **Villages 3**

Hypertension

### **Villages 4**

Congenital, Valvular Myopericardial  
Diseases & Pulmonary Circulation

### **Villages 5**

Interventional Cardiology & Surgery

### **Villages 6**

Heart Failure

### **Villages 7**

Ischaemia & Coronary Artery Disease

### **Villages 8**

Prevention & Rehabilitation

### **Villages 9**

Arrhythmias & Pacing



## Innovations in 2014

New Topic List – topics added

### New Sessions

In the Hub in Central Village

**NEW!** Global Focus Sessions

A Day With Legends featuring Meet the Legends & ESC Named Lecture  
More Hubs and Interactive Sessions

**New!** “Experts on the Spot” (Sponsored Hub Sessions)

Throughout the Villages

**NEW!** Guidelines: How to use them in your daily practice

**NEW!** Case-based Symposium & Cases in Practice sessions

**NEW!** Cases in Crossfire



## ESC Congress 2014

THE HUB in CENTRAL VILLAGE

Great Response from the Audience

2014 will feature even more Interactive Sessions

### **NEW! Global Focus Sessions**

Meet the Trialists

ESC Cardiologists of Tomorrow Programme

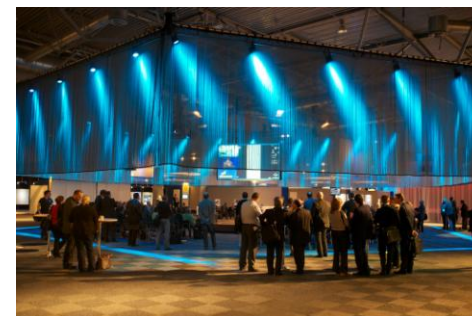
**More!** Rapid Fire Abstract Sessions

**A NEW** Day With the legends featuring Meet the Legends & ESC Named Lecture

Meet the Guidelines Task Force

**EBAC accredited satellite symposia:**

5 in 2009, 11 in 2013





# Questions?

# ESC CONGRESS

## BARCELONA 2014

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**ESC Congress 2014  
Industry Site Visit**

**Venue Layout**

Nata Nambatingué  
ESC Congress Manager

**30 August – 3 September**

[www.escardio.org/ESC2014](http://www.escardio.org/ESC2014)



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## Congress Venue

- Experienced FIRA Management Team
- Venue located very close to city centre, easy connections to Visitor highlights
- Exclusive use of the Building, just one Entrance, compact Layout







Most scientific sessions, except satellite symposia, are arranged by topics in themed villages

**CENTRAL VILLAGE**

BARCELONA  
BRUSSELS  
CHISINAU  
HELSINKI  
LUXEMBOURG  
SKOPJE  
VALETTA

**VILLAGE 1**

PARIS  
ROME  
SARAJEVO

**VILLAGE 2**

TRIPOLI

**VILLAGE 3**

DUBLIN  
PRAGUE

**VILLAGE 4**

ATHENS  
BISHKEK  
CAIRO

**VILLAGE 5**

BUDAPEST  
RIGA  
ZAGREB

**VILLAGE 6**

BEIRUT  
NICOSIA  
REYKJAVIK

**VILLAGE 7**

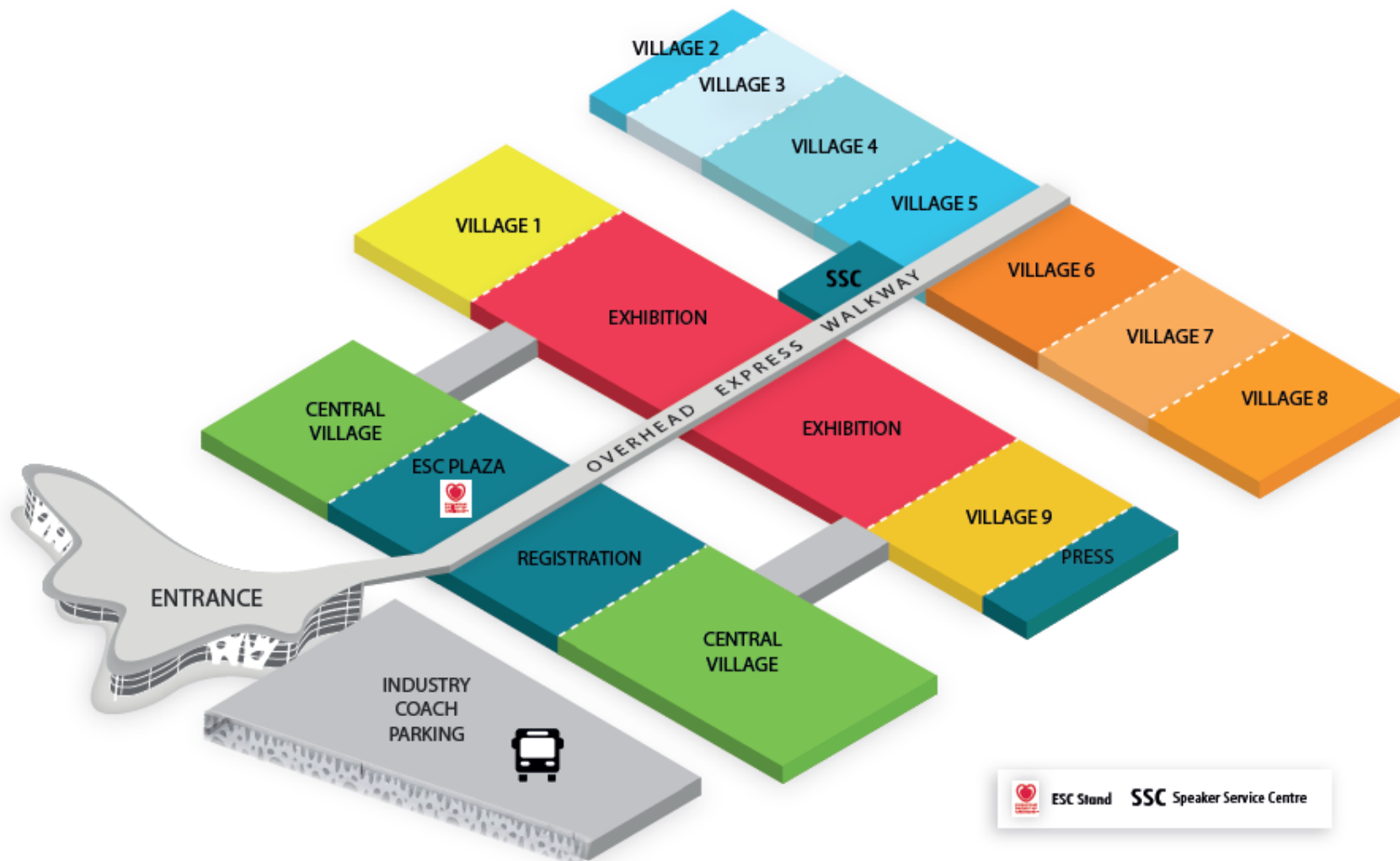
ASTANA  
SOFIA  
TBILISI

**VILLAGE 8**

BERLIN  
COPENHAGEN  
PRISTINA

**VILLAGE 9**

TALLINN  
TEL AVIV  
VILNIUS



ESC Stand

SSC Speaker Service Centre

## Central Village

### Left

- **Poster Area**
- **Large Size Room** **1 000 seats**
- **Global Focus (open style)** **500 seats**

### Right

- **Main Auditorium** **3 000 seats**
- **The Hub (open style)** **4 rooms of 250 seats each**

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BUDAPEST  
RIGA  
ZAGREB

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**VILLAGE 7**

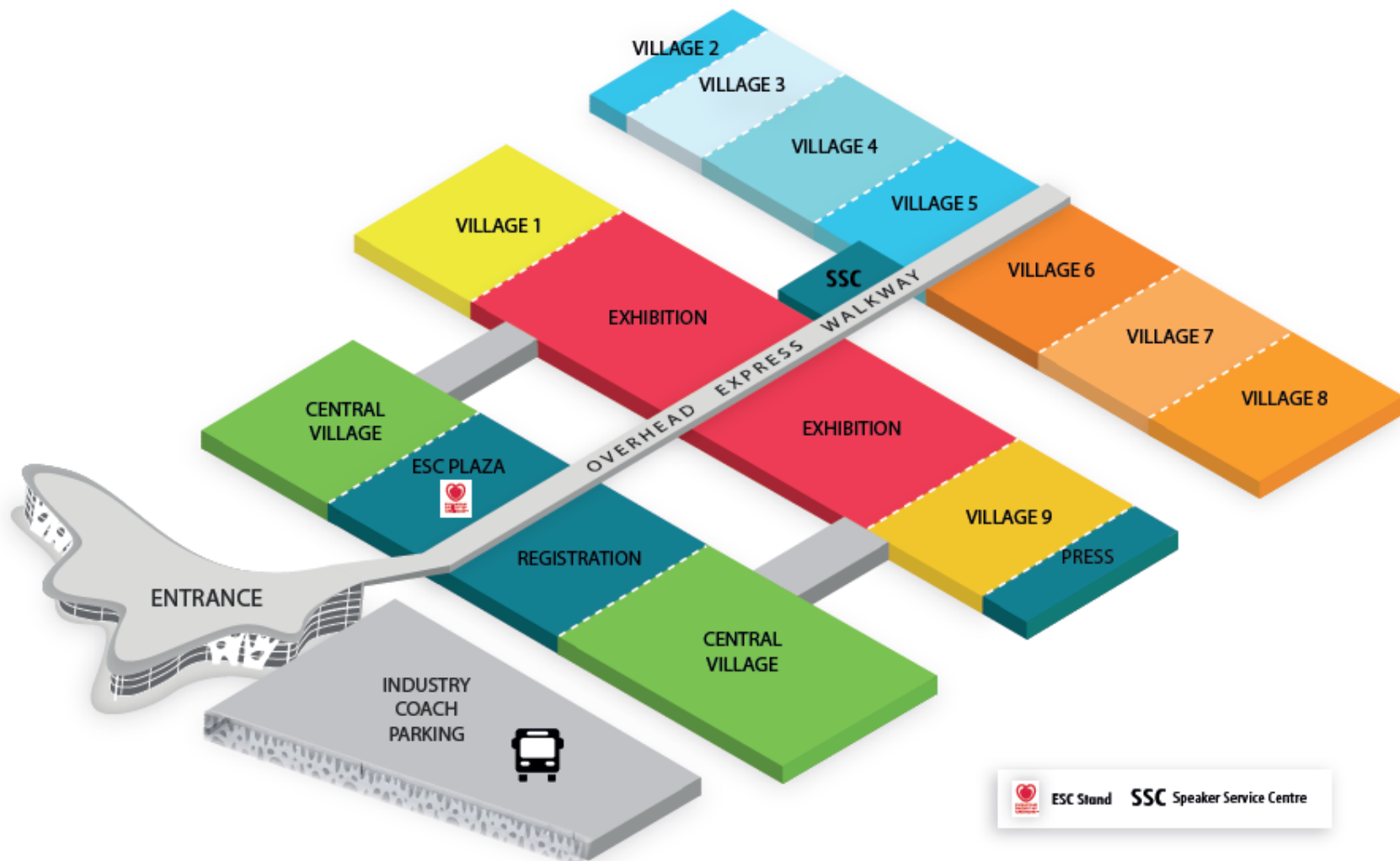
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SSC Speaker Service Centre

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Basic Science

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Heart Failure

### Villages 7

Ischaemia & Coronary Artery Disease

### Villages 8

Prevention & Rehabilitation

### Villages 9

Arrhythmias & Pacing





## Rooms Capacities

### Villages 1 / 5 / 6 / 7

- Large Size Room 1 000 seats
- Medium Size Room 500 seats
- Small Size Room 300 seats

### Villages 4 / 8 / 9

- Large Size Room 700 seats
- Medium Size Room 500 seats
- Small Size Room 300 seats

### Villages 3

- Large Size Room 700 seats
- Small Size Room 300 seats

### Villages 2

- Small Size Room 300 seats

**Total** 18 500 seats

Most scientific sessions, except satellite symposia, are arranged by topics in themed villages

**CENTRAL VILLAGE**

BARCELONA  
BRUSSELS  
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HELSINKI  
LUXEMBOURG  
SKOPJE  
VALETTA

**VILLAGE 1**

PARIS  
ROME  
SARAJEVO

**VILLAGE 2**

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DUBLIN  
PRAGUE

**VILLAGE 4**

ATHENS  
BISHKEK  
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**VILLAGE 5**

BUDAPEST  
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**VILLAGE 6**

BEIRUT  
NICOSIA  
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**VILLAGE 7**

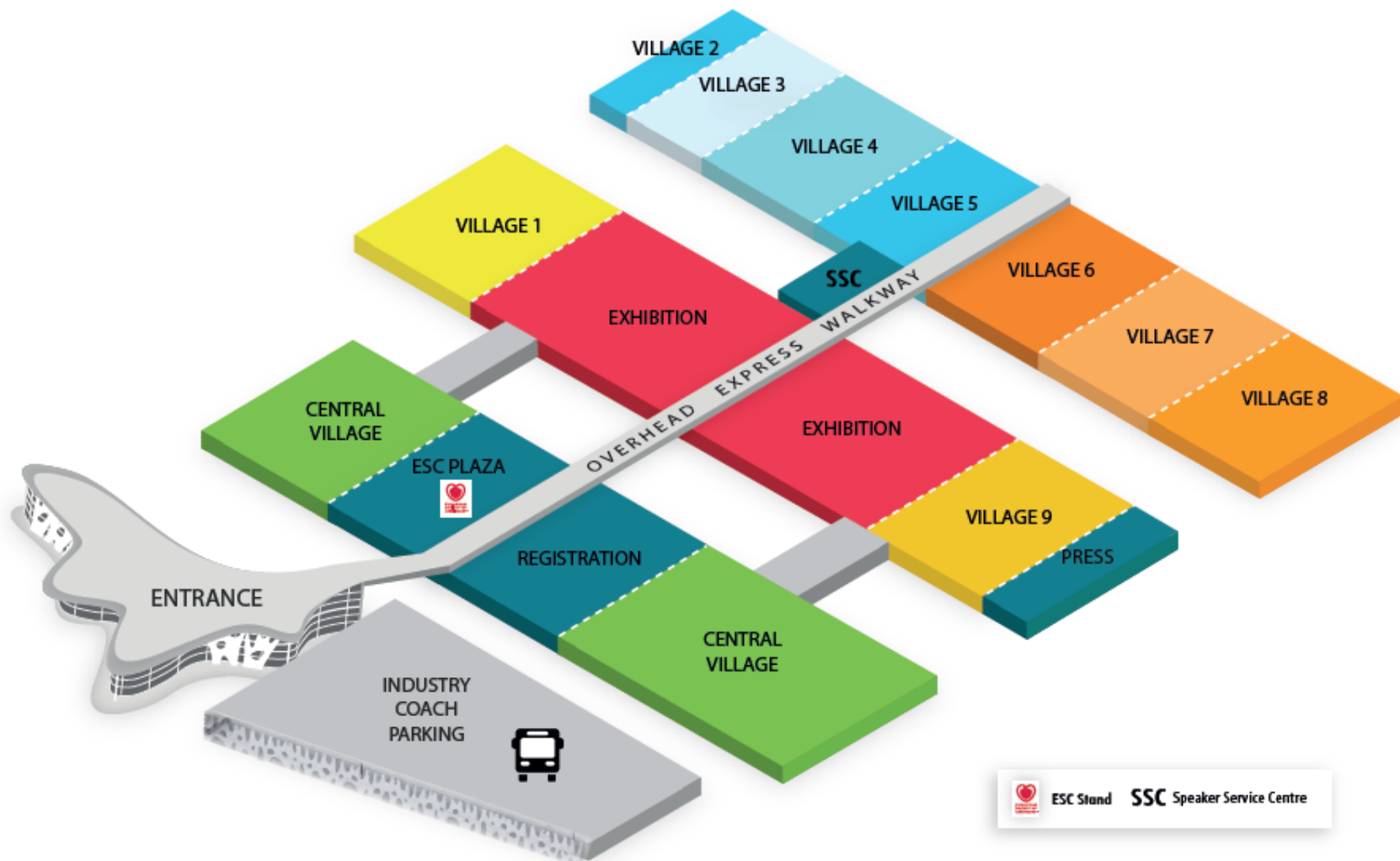
ASTANA  
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**VILLAGE 8**

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COPENHAGEN  
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**VILLAGE 9**

TALLINN  
TEL AVIV  
VILNIUS



ESC Stand

SSC Speaker Service Centre

## **Exhibition**

- **Exhibition in one Hall, in a prime and very central location**
- **Catering outlets concentrated within Exhibition Hall, with adjacent outside areas**
- **Hands-On Tutorials, Exhibition Lounges and CPR Workshops located within Exhibition**
- **Access via Exhibition Hall to:**
  - ✓ **Villages 1 to 9**
  - ✓ **Hospitality Lounges**
  - ✓ **Press Area**
  - ✓ **Some of the ESC Meeting Rooms**

## Logistical Matters

### REGISTRATION

- Group pick-up Wed–Thu
- Congress Bags pre-filled with:
  - ✓ Final Programme
  - ✓ Industry Programme
  - ✓ Pads & Pens
  - ✓ City Map
- Distribution to individuals as of Fri
- Improvement of queue management

### SIGNAGE

- Compact & Easy Layout
- Signs versus Screens

### WI-FI

- 3<sup>rd</sup> year of Wi-Fi coverage in all villages
- Focus on experience
- But... 120 Wi-Fi networks within Exhibition Hall in Amsterdam



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**Industry Prospectus**

Fabrice Calabrese  
Head of Industry Services

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# Industry Prospectus

Our industry counterparts have a key role to play in the ESC Congress 2014 by demonstrating their active contribution to the field of research in cardiovascular science.

Your contribution will confirm your commitment to new developments in the cardiovascular field and will offer a unique opportunity for exchange with leading cardiovascular scientists and researchers.





## Exhibition

Exhibition: Central location for optimal exchange

Best standards in services and delivery

ESC support and promotion of the area

Spaces available on accrued points basis

Application open 17 October 2013

Guidelines January 2014





# Sponsored Sessions

Satellite Symposia: choice of time and duration

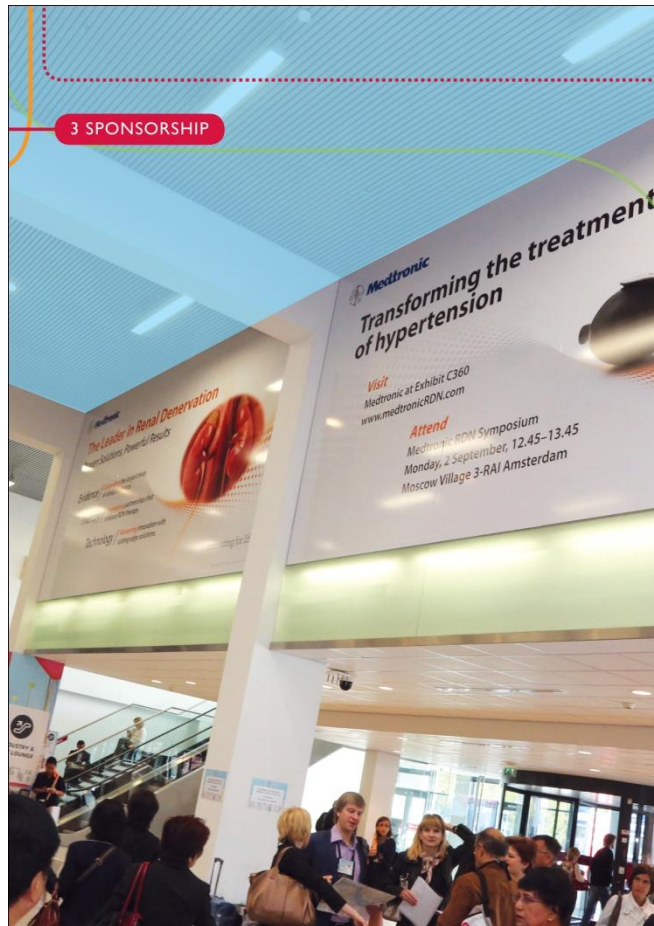
Experts on the spot: "camp fire" style sessions to ensure interaction

Hands-on Tutorials: full duration of congress

Space available on accrued points basis

Application open 17 October 2013





## Sponsorship & Advertising

Opportunities to share information with congress attendees, promote sponsored activities and increased exposure at the congress

Traditional items

Print and Digital media

Onsite advertising

Opportunities available on accrued points basis

Application open 17 October 2013



## Rooms at ESC

Exhibition Lounge: quality construction within the Exhibition Hall

Closed Industry Meeting: by invitation only and not open to not invited attendees

Hospitality Lounge: reserved space in cosy and calm atmosphere

Space available on first-come first-served basis

Application open 17 October 2013

# Important dates

## **Application deadlines**

### **Exhibition**

- 1 November 2013 – Top 10 point holders
- 1 December 2013 – Top 20 point holders
- 13 January 2014 with priority status

### **Sponsored Sessions**

- 13 January 2014 with priority status

### **Sponsorship**

- 1 December 2013 with priority status

### **Rooms at ESC**

- 30 June 2014

### **Scientific programme deadline**

- 30 March 2014



# Next steps

Discovery of the building for ESC Congress 2014

Discovery of Exhibition Hall

Lunch

Review of opportunities – Industry Prospectus

Discussions with ESC Industry Relations and Services teams

Applications open 17 October 2013 – **[www.escexhibition.org](http://www.escexhibition.org)**