

EuroCMR 2019
Industry Debrief Minutes

2 May 2019 – 11:00 - 12:00



EACVI
European Association of
Cardiovascular Imaging

EuroCMR 2019

EXTENDING THE CLINICAL VALUE OF CMR
THROUGH QUALITY AND EVIDENCE

2-4 May
Venice
I T A L Y



Agenda

- Introduction
- Key Figures & Congress Highlights
- Industry Figures & Innovation
- Industry Feedback
- Conclusion
- Next year's congress

Participants

Company	Persons attending the meeting
Medviso	Helen Fransson
Medis	Lina Beram
Bayer	Silke Gerlach
Artherys	Meryem Yousfi
ESC	Steffen Petersen Kelly Denis Gisela Valky Pons Turo Laitinen
	Suppliers
FAIREXX	Stefan Grundwaldt

Objective: Present the key figures of the congress and innovations, share on each other's experiences, collect feedback and announce the future congress and changes for the EACVI 2020.

- Introduction / Roundtable introductions by Turo LAITINEN
- Introduction by Steffen PETERSEN
(Thor presented the satisfaction of the board with this year's experience and the breaking record of ~1 350 delegates.)
- Presentation of congress, key figures and scientific highlights by Kelly DENIS
- Presentation of Industry Figures by Turo LAITINEN
- Industry feedback and conclusion by Turo LAITINEN
- Final save the date EACVI 2020 by Kelly DENIS

Industry feedback

Global feedback

General feedback from industry is very good with regards to the organisation, venue, pre-congress advertisements and promotions. The industry experience at the congress was very positive.

Challenge was the supplier Axun. In the organizational timeline they did not communicate efficiently with sponsors and deadlines were not manageable according to partners. Answers to queries and solutions were not always provided. On top of this, in the latter stages of logistics, sponsors were urged to make immediate payment failing which delivery would be refused.

Exhibition

- Organisation: General feedback is that the congress is very well organised, and that industry receives support from the ESC team, before and during the congress.
- Assignment: Some exhibitors would have liked earlier booth assignment to plan logistics ahead of time and reminders are said to be sent too late. Communication should be clearer on deadlines from suppliers.
- Arterys had good communication with ESC. Got fast replies when needed although would have preferred another stand location.
 - + Audience in sessions was positive and actually more than the 100 attendees that ESC had calculated
 - + Traffic in the exhibition was good and the general atmosphere positive

Sponsored Sessions

Satellite Symposia were well attended and the feedback from the industry is excellent. Each session had around 150-240 PAX. (Arterys session actually had 100PAX more than ESC had calculated)

- Industry Showdown faced a few challenges. Companies preferred the previous model where they could have a face-off over the same given case. (all except Cohesis). They believe it is better for the audience too. **Medis** also would have participated but due to internal miscommunication they were not aware of the concept.
- **Cohesis** also mentioned that the Industry Showdown should be organized during scientific sessions meaning that more experienced attendees would participate to the session.
- **Arterys**: wanted a webcast instead of a screencast.
- **Neosoft** had to start 12 minutes late as the previous scientific session did not end as scheduled.

Destination specific feedback

- Generally, exhibition was very well located, even if hard to access but still positive overall. Bayer was not too happy about the location (LIDO).
- Logistics: It was a challenge to bring staff and equipment to the LIDO but companies managed in the end.