

EuroEcho - Imaging 2018

Industry Debrief Report

7 December 2018 – 11:00 - 12:00



Agenda

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

Participants

Company	Persons attending the meeting
GE HealthCare	Sergio Datteri
Hitachi	Romea Wallnoefer
Bracco Suisse	Lorenza Battistini
Philips	Moritz Dieck Janusz Bielczynski
Usono	Victor Donker
Medaphor	Craig Henshaw
Medimatic Srl	Giacomo
Ventripoint Diagnostics Ltd.	Jessica Naman
ESC	Thor Edvardsen Nuno Cardim Kelly Denis Julia Meunier Annalisa Zannoni Melanie Rafflegeau Axel Browne Malek Lebsir Turo Laitinen
	Suppliers
FAIREXX	Stefan Grundwaldt
Congress Center	Tommaso Bandera & Ilaria Labartino
Catering	Silvia Bonichini & Elena Sacchi

Objective: Present the key figures of the congress and innovations, share on each other's experiences, collect feedback and announce the future congress 2019.

- Introduction / Roundtable introductions by Malek LEBSIR
- Introduction by Thor EDVARSEN
(Thor presented the satisfaction of the board with this year's experience and the breaking record of ~4,200 delegates.)
- Presentation of congress, key figures and scientific highlights by Kelly DENIS
- Presentation of Industry Figures & Innovation by Turo LAITINEN
- Industry feedback and conclusion by Malek LEBSIR and Turo LAITINEN

Industry feedback

Global feedback

General feedback from industry is good with regards to the organisation.

The industry experience at the congress was very positive:

- + Audience in sessions.
- + Traffic in the exhibition and leads are qualitative.
- + Return on investment is considered good.

Industry wants to keep exhibition open until 19:00 with networking & catering points throughout the exhibition.

Specific feedback for improvement

Exhibition

- Organisation: General feedback is that the congress is very well organised, and that industry receives support from ESC team, before and during the congress.
- Exhibition was very well located generating a lot of traffic.
- Traffic: The traffic on the exhibition was very good and the industry had very good meetings during the congress.
- Presentations: Stand presentations this year went very well and were popular. The rules were respected with regards to sound level.
- Assignment: Some exhibitors would have liked earlier booth assignment to plan logistics ahead of time. Usono was on the other hand extremely happy about the ESC's flexibility as they booked their stand very late.

Sponsored Sessions

- Practical Tutorial rooms were very convenient, sound proof was "perfect" according to organisers
- Practical Tutorials rooms were too remote and difficult to find despite signage.
- Practical Tutorials' new format over 3 days represents a positive experience and sessions are well attended.
- Satellite Symposia were well attended and the feedback from the industry is excellent. Each session was 100% full or more.

Destination specific feedback

- Taxis: Apparent lack of taxis and access was difficult due to high security checks and traffic jams on the way to the venue.
- Lunches: Generally, industry Partners were not happy with the quality of the catering in terms of choice, and professionalism. The system put in place for ordering generated numerous queues (ticket system), coffee was served without milk and sugar...
- Cloakroom: ESC needs to improve cloakroom management within EuroEcho-Imaging to avoid queues.