

**Europrevent Congress Industry Report &
Industry Debrief Report – 19-20/04/2018**



2018
EuroPrevent
European Congress on Preventive Cardiology



Agenda

- Introduction
- Key Figures
- Industry Figures
- **Industry Feedback**
- Conclusion

Industry	<u>Participants</u>
<ul style="list-style-type: none">– DSM Nutritional Products– Krka, d. d., Novo mesto	<ul style="list-style-type: none">– Rob Winwood– Darja Milanovic & Alenka Krasovic
ESC	<ul style="list-style-type: none">– Damian Basto – Congress Manager– Camille Pfaff – EAPC Association Manager– Axel Browne – ESC Industry Services– Olga Kruger – ESC Industry Relations– Sandra Chaudanson – Congress Production
Congress Centre	<ul style="list-style-type: none">– Alenka Gregar – Project Manager– Gregor Rogac – Exhibition Services– Natasa Prelog – Vivo Catering– Dušica Todorovič – Marketing Deputy Director
Supplier	<ul style="list-style-type: none">– Stefan Grunwald – Fairexx
Missing Participants	<ul style="list-style-type: none">– Servier, Sage Publishing and Novartis

Slides presented

⇒ [Consult the full slide ware](#)

Objective: Present the key figures from the congress and innovations, share personal experience, collect feedback and looks towards the future of the congress.

- Introduction & Welcome by Olga Kruger
- Presentation of congress, key figures and scientific highlights by Damian Basto
- Presentation of Industry Figures & Innovation by Olga Kruger
- Feedback by Industry

Global feedback

The global feedback by industries was very good, no major negative points were highlighted during discussions or the industry debrief. We received very positive comments and compliments on the organization during the preparation phase; especially the communication with ESC Industry Services which was deemed as smooth and responsive.

Focused feedback...

...on Exhibition

- The exhibition was well visited during the breaks with a dynamic flow throughout the congress. Industries reported that they were happy with attendance within the exhibition and had the opportunity to meet with leads however the significant increase in delegates (+300 compared to 2017 in Lisbon) did not show an impact on delegate flow within the exhibition.

...on Industry Sponsored Sessions / Educational grants

- KRKA had a very successful Symposium on Thursday with over 400 delegates (the room was full, above 100%).
- PACE had a very well attended session on T2D, the team was satisfied.
- Generally one can say that Satellite Symposia were slightly better on Thursday compared to Friday.

Comments by Industry:

- KRKA: first experience at a large congress. Good communication with ESC, professional - everything ran smoothly. They might consider coming again in the future, although the decision has to be taken by the hierarchy.
- DSM: It was their 2nd participation at EuroPrevent and they feel it is the right place to be and enjoyed the experience. Rob Winwood thought there was a very good organization (from both ESC and the local suppliers) and approved the choice regarding the hosting city. They might be interested in sponsoring the Mobile App given the shift towards digital tools instead of printed programmes. They were impressed with the attendance figures and would be happy to come again next year. Their main reason for coming was the Satellite Symposium, and again mentioned the good organization (Speaker Service Center, lunch boxes).
- Servier were very satisfied with their session and its attendance on day 2, Friday 20th April. The teams counted around 280 delegates in their session and are satisfied with the performance.