



ESC

European Society
of Cardiology

Heart Failure 2022 – Industry Debrief

Minutes

Monday 23 May

ESC Industry Team

Agenda

1. Introduction
2. Key Figures & Congress Highlights
3. Industry Figures & Innovation
4. Industry Feedback
5. Conclusion
6. Next year's congress

Participants

Company	Persons attending the meeting	
Vifor	Lena Oser and Vifor stand builder and agency	
Medtronic	Virginie Delage	
Abbott	Dave Hollants	
AOP Orphan	Nicole Filacchione	
Boehringer Ingelheim	Daniel Stegemann	
Bayer	Inka Rinn	
AZ	Rob Bagust	
Pfizer	Dan Pricop, Roxana Balta	
Alnylam	Viviane Knerr	
Novartis	Henry Maseruka	
NovoNordisk	Roberta Daugelaite	
ESC	Aoife Delmas Malek Lebsir Aurélie Thomas Axel Browne Alexander Craik Abir Ghorab Estelle Delaude Lisa Merolli	Maya Hanna Emilie Hulin Annalisa Zannoni Corine Gomez Carlotta Fornari Anne-Laure Leuba
Suppliers		
FAIREXX		
Congress Center	Ana Carrazón , Adriana Bort	
Catering		

Objective: Present the key figures of the congress and innovations, share on each other's experiences, collect feedback and announce the future congress 2023

- Introduction / Roundtable introductions by Malek LEBSIR
- Presentation of congress, key figures by Carlotta FORNARI
- Presentation of Industry Figures & Innovation by Malek LEBSIR
- Industry feedback and conclusion by Malek LEBSIR

[Slides available online](#)

Industry feedback

Global feedback

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

The industry experience at the congress was positive:

- Organisation team helpful
- Congress well organised
- Online choice: much appreciated
- ACNAP association integration: appreciated

Specific feedback for improvement

Exhibition

- Security: inform the exhibitors that there is no security on the stand, only general security
- Booth circulation: relatively slow

Online Exhibition

- The Thumbnails were too small to use them properly with good content. Better to use only generic buttons to avoid additional effort/costs on the industry side

Sponsored Sessions

- Late and lengthy assignment, find a way to speed up the process
- 10 minutes time between two sessions was too short
- Issues with lectern panel
- Improve the communication of specifications between the sponsors, the venue and ESC
- Working with CIYM was appreciated
- 2 side screens would have been useful next to the main stage to see what is happening on the stage

Destination specific feedback.

- lunches: not much catering around the venue
- Public transport: maintenance on the line in connection with the airport was a shame
- Slow traffic around booth because of sunny destination and outside seating area / coffee

Sponsorship:

- Improve communication on products such as: badge lead management system, banner positions on online platform to avoid disappointment during the congress
- Think about a paperless offer / which takes into account sustainability considerations (also relevant for other activities in particular the exhibition)

Registrations:

- Possibility to print at home is a great idea to save time and queue onsite, but industries do not like the fact they cannot have the badges in advance unless their delegates send it to them after having validated their code.

Congress centre specific feedback:

- Hostesses were talking very loudly during the session --> need to correct during briefs
- Service desk not responsive and very slow regarding communication and meeting rooms
- Wi-fi: problem with the Wi-Fi connection ordered
- Need to be coordinated with the venue regarding booths, meeting rooms, branding, food inside exhibition, hostesses, booth rigging requirements
- Very good catering quality
- Not enough taxis available at the north entrance, long waiting times/queues