

# HEART FAILURE 2014

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

## POST CONGRESS REPORT

WORLD CONGRESS ON  
ACUTE HEART FAILURE

17-20 MAY ATHENS GREECE

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



## TABLE OF CONTENT

<b>1</b>	<b>GENERAL INFORMATION .....</b>	<b>3</b>
1.1	INTRODUCTION.....	3
1.2	HISTORY.....	3
1.3	COMMITTEES .....	3
1.4	VENUE.....	5
1.5	TIMETABLE .....	6
<b>2</b>	<b>SCIENTIFIC INFORMATION .....</b>	<b>7</b>
2.1	GENERAL INFORMATION.....	7
2.2	SPECIAL SESSIONS .....	8
2.3	FACULTY.....	8
2.4	SESSIONS.....	11
2.5	ABSTRACTS .....	15
<b>3</b>	<b>REGISTRATION &amp; ATTENDANCE .....</b>	<b>20</b>
3.1	TOTAL ATTENDANCE .....	20
3.2	BY COUNTRY .....	21
3.3	BY REGION .....	24
<b>4</b>	<b>INDUSTRY .....</b>	<b>26</b>
4.1	EXHIBITORS.....	26
4.2	EXHIBITION.....	26
4.3	SATELLITE SYMPOSIA.....	28
4.4	SPONSORSHIP & ADVERTISING .....	31
4.5	HANDS-ON TUTORIALS .....	31
<b>5</b>	<b>WEB REPORT.....</b>	<b>32</b>
5.1	GOOGLE ADWORDS CAMPAIGN.....	32
5.2	OVERALL WEB STATISTICS .....	33
5.3	CONGRESS TO YOU.....	34
5.4	CONGRESS NEWS .....	34
5.5	PRESS RELEASES .....	35
5.6	CONGRESS REPORTS .....	35
5.7	CONGRESS TO YOU .....	36
5.8	CONGRESS TO YOU AFTER THE CONGRESS.....	37
5.9	DAILY CONGRESS NEWS .....	37
5.10	TWITTER .....	37
5.11	FACEBOOK.....	39
<b>6</b>	<b>SURVEY SENT TO HEART FAILURE 2014 PARTICIPANTS .....</b>	<b>40</b>

## 1 GENERAL INFORMATION

### 1.1 Introduction

Organised by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), the Heart Failure Congress is a unique forum where cardiologists, interventional heart failure specialists, cardiac surgeons, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information.

The HFA congress is an international event open to anyone interested in any aspect of heart failure from epidemiology, through basic and translational science to prevention (reviewing the treatment of hypertension and post-infarction care), diagnosis (including novel imaging modalities and biomarkers), monitoring (together with remote monitoring), prognostication (risk stratification as well as use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery).

### 1.2 History

Heart Failure 2013  
Lisbon Portugal  
4 470 total attendees

Heart Failure 2012  
Belgrade Serbia  
3 673 total attendees

Heart Failure 2011  
Gothenburg - Sweden  
2 534 total attendees

Heart Failure 2010  
Berlin - Germany  
3 317 total attendees

### 1.3 Committees

#### **Board of the Heart Failure Association (HFA) of the ESC (2012- 2014)**

Stefan Anker (DE)	President
Gerasimos Filippatos (GR)	President Elect
Piotr Ponikowski (PL)	Immediate Past-President
Burkert Pieske (AT)	Chairperson of the Clinical Section
Zoltan Papp (HU)	Chairperson of the Basic Science Section
Petar Seferovic (RS)	Coordinator for National HF Societies & Working Groups
Aldo Maggioni (IT)	Secretary
Frank Ruschitzka (CH)	Treasurer

#### **Clinical section**

Marisa Generosa Crespo-Leiro (ES)  
Arno Hoes (NL)  
Ekaterini Lambrinou (CY)  
Adelino Leite-Moreira (PT)  
Viacheslav Mareev (RU)  
Theresa McDonagh (UK)

Massimo Piepoli (IT)  
Jillian Riley (London, UK)

### **Basic Sciences Section**

Stephane Heymans (NL)  
Ludwig Neyses (UK)  
Christoph Maack (DE)  
Alexandre Mebazaa (FR)

### **Ex-officio**

Dirk van Veldhuisen (NL)

### **Sui Generis**

Kenneth Dickstein (NO), John McMurray (UK), Andrew Coats (UK)

### **World Congress on Acute Heart Failure Scientific Committee**

Gerasimos Filippatos (GR)  
Scientific Chairperson

Alexandre Mebazaa (FR)  
Scientific Co-Chairman

Bambang Budi Siswanto (ID)  
Abdelouahab Bellou (FR)  
Roberto Cloque (AR)  
Joao David de Souza Neto (BR)  
Bocchi Edimar Alcides (BR)  
Mahmoud M.Hassanein (EG)  
Jonathan Howlett (CA)  
Mitsuaki Isobe (JP)  
Alan E. Jones (USA)  
Shinichi Momomura (JP)  
Bazargani Nooshin Mohd (UAE)  
Semir Nouria (TN)  
Marc Richards (NZ)  
Luis Rohde (BR)  
Naoki Sato (JP)  
Hamayak Sisakyan (AM)  
Kewal Kishan Talwar (IN)

### **Local Committee**

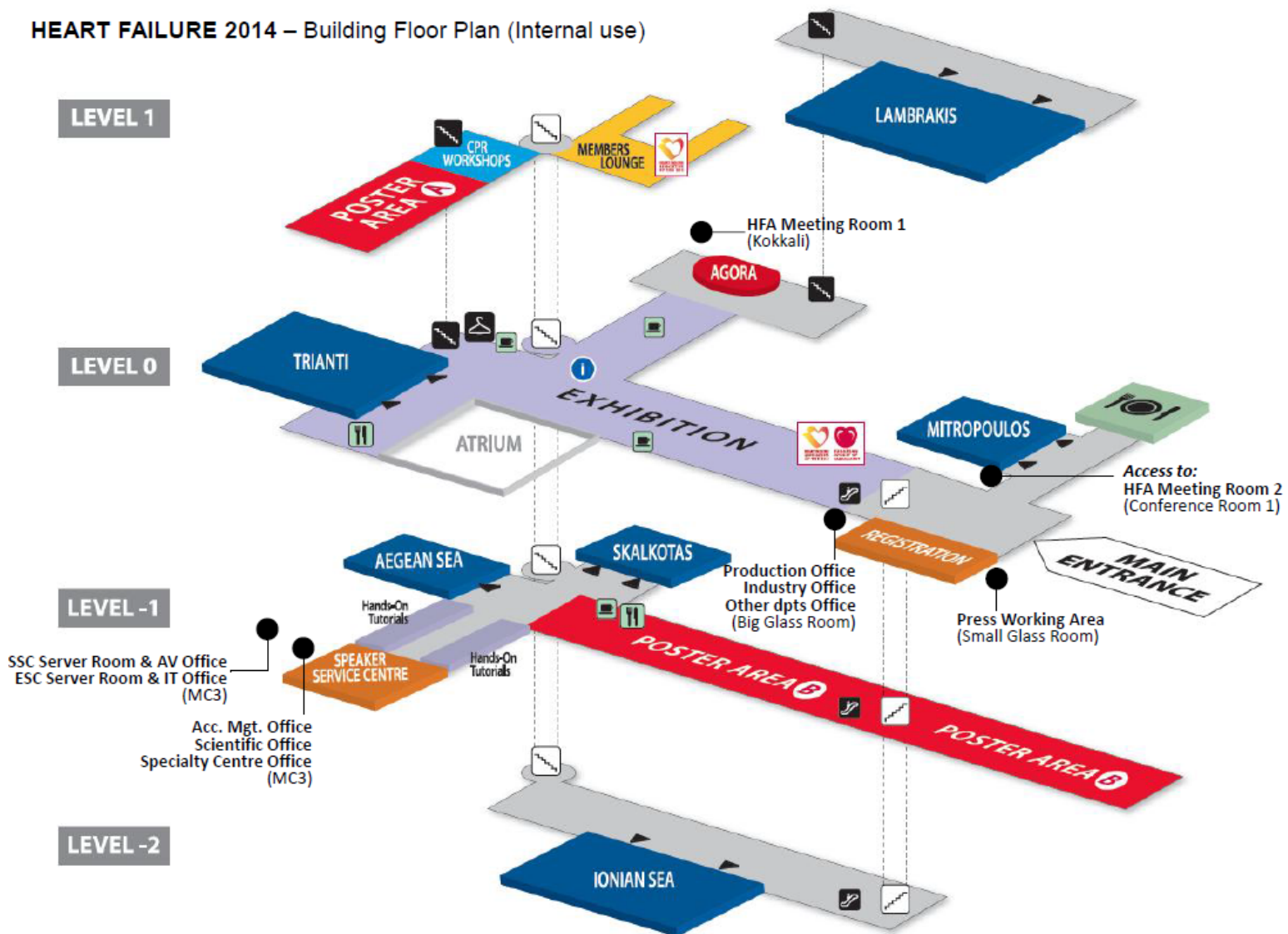
Stamatis Adamopoulos  
Yuksel Cavusoglu  
Ovidiu Chioncel  
Christina Chrysohoou  
Stefanos Foussas  
Stavros Kakouros  
John Kalikazaros  
Apostolos Karavidas  
Charalambos Karvounis  
John Lekakis  
Davor Milicic  
John Nanas  
John T. Parissis  
Antonios Sideris  
John Terrovitis (1969-2013)  
Dimitrios Tousoulis  
Athanasios Trikas  
Filippos Triposkiadis  
Mehmet Birhan Yilmaz



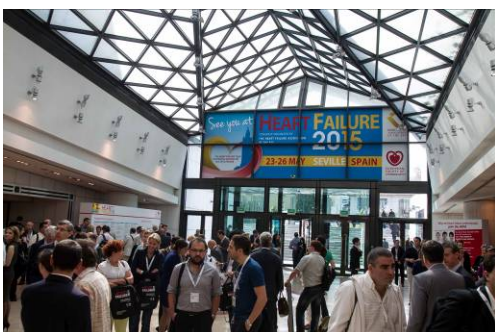
## 1.4 Venue

### Layout and Room Capacities

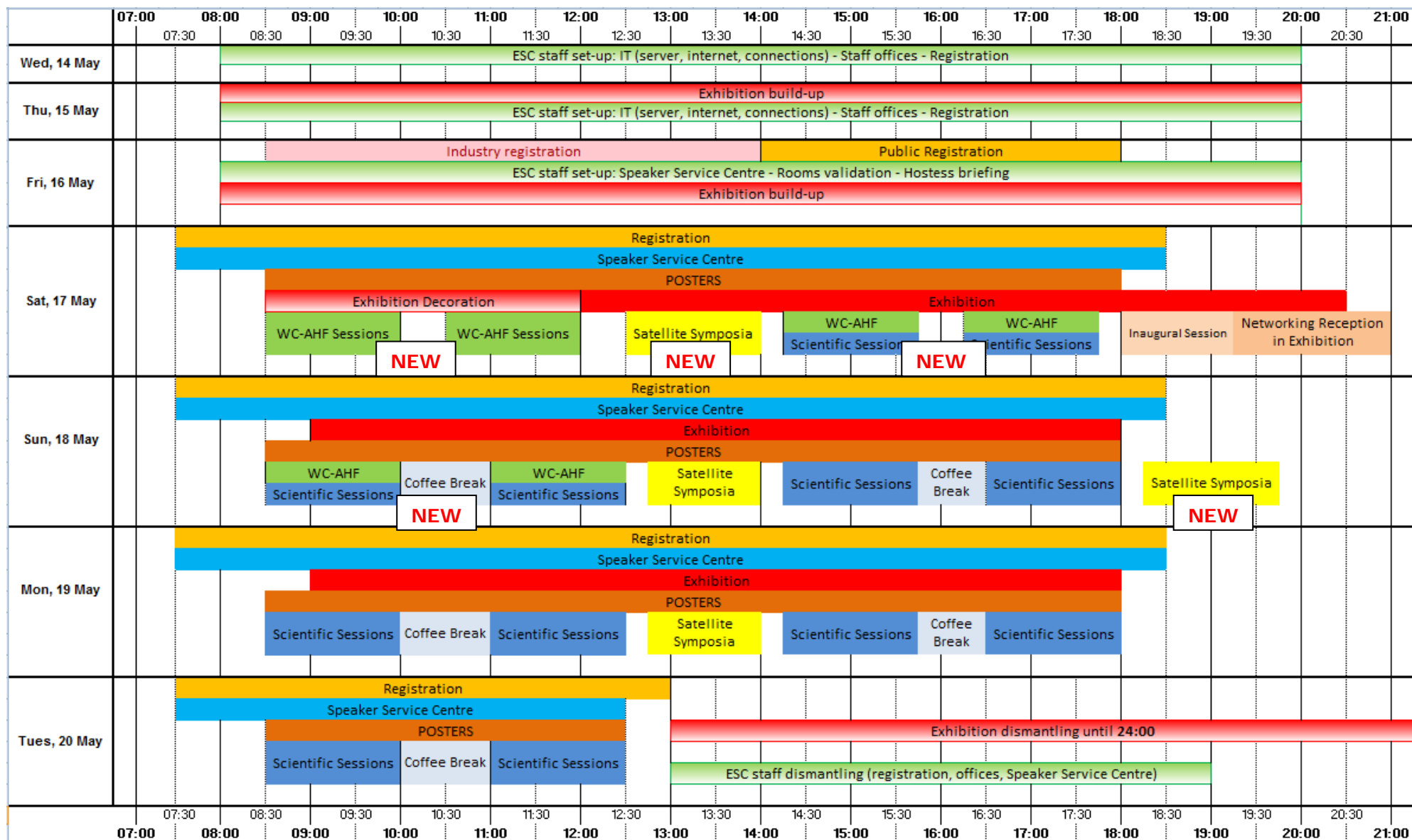
#### HEART FAILURE 2014 – Building Floor Plan (Internal use)



- Lambrakis – 1000 pax
- Trianti – 600 pax
- Ionian Sea – 500 pax
- Skalkotas – 300 pax
- Mitropoulos – 400 pax
- Aegean Sea – 150 pax
- AGORA – 50pax **NEW**



## 1.5 Timetable



## 2 SCIENTIFIC INFORMATION

### 2.1 General Information

6 Lecture rooms + 3 Hands on tutorial rooms + Agora  
125 Sessions

- 6 Abstract Sessions (Rapid Fire)
- 2 Young Investigators Awards Abstracts
- 1 Nursing Investigators Awards Abstracts
- 7 Moderated Poster Sessions
- 6 Poster Sessions (4 Poster Sessions+ 1 Clinical Forum+ 1 HFWM)
- 4 Clinical Interactive Educational Sessions – HFA Focus
- 2 Debate Sessions
- 6 How-to Sessions
- 8 Special Sessions
- 2 Special Events (Inaugural Session and General Assembly)
- 47 Symposia
  
- 3 Workshops
- 14 Hands-On Tutorials
- 17 Satellite Symposia

1444 Abstracts Received/Submitted (including HFWM re-submissions)

1313 Abstracts Accepted (acceptance rate 90,9%)

40 Late Breaking Science Submissions

19 Accepted in Late Breaking Trial Sessions –18 Accepted Posters (3 Withdrawn)

Abstract-based sessions

Oral sessions

- 6 Abstract Sessions
- 2 Young Investigators Award Session
- 1 Nursing Investigator Award Session

Poster Sessions

- 7 Moderated Poster Sessions
- 4 Poster Sessions
- 1 Heart Failure Winter Meeting Poster Session
- 1 Clinical Forum Poster Session

303 Faculty Members (excluding poster Presenters and Industry)

624 Faculty Roles (excluding Industry)

- Chairperson roles
- Speaker roles
- Judge roles
- Discussants

#### New this year

- First World Congress on Acute Heart Failure – Congress opened from Saturday at 08:30 with scientific sessions until Sunday noon.
- Full Day Poster session per day – New ! Poster Session started on Saturday at 08:30 => increased scientific offer to our delegates on Saturday Morning
- Free CPR Workshops jointly organised by ERC and HFA
- The Agora: a open unique area where all oral abstracts sessions were held.
  - More abstract sessions in 2014 (6 vs 3 in 2013)
  - Abstract session slots in the lecture rooms were given to pre-arranged sessions (3 slots recovered in comparison to 2013)
- Poster presented / poster Display only option

The following posters were on display for the entire duration of the congress:

- Heart Failure Winter Meeting Abstracts
- Clinical Forum: Late Breaking trials

## 2.2 Special Sessions

- 8 Special Sessions
  - o The European Heart Journal's / European Journal of Heart Failure's year in Cardiology
  - o What's new in Industry?
  - o Valvular heart disease in heart failure: vicious twins
  - o Clinical Highlights of the congress
  - o Basic & Translational Science: Highlights of the congress
  - o Late breaking trials 1 (focus on AHF – WCAHF) – New on Saturday!
  - o Late breaking trials 2
  - o Late breaking trials 3

## 2.3 Faculty

- o Activities

	2012 Roles	2013 Roles	2014 Roles
Chairperson	153	148	175
Speaker	326	401	362
Judges	15	12	10
Discussant*	N/A	90	77
<b>Total</b>	<b>494</b>	<b>561</b>	<b>624</b>

\*Poster Discussant Programme. All invited discussants - most of them already invited as Faculty members - had to lead informal scientific exchange, engage discussions with the poster presenters according to their area of expertise.

- o Faculty Overview

	HF 2009	HF 2010	HF 2011	HF 2012	HF 2013	HF 2014
TOTAL number of Faculty	253	196	160	232	238	303
# of sessions	73	70	77	77	70	86

Increase in faculty numbers are due to:

- More scientific sessions related to the World Congress on Acute Heart Failure
  - 24 faculty invited ONLY to be discussant (free registration for Greeks & WCAHF Committee Members)
  - WCAHF
  - 25 faculty invited ONLY to be a speaker in WCAHF Sessions (includes LBT Presenters)
- Additional faculty also due to increased number of sessions in the programme (Abstracts)



Role distribution

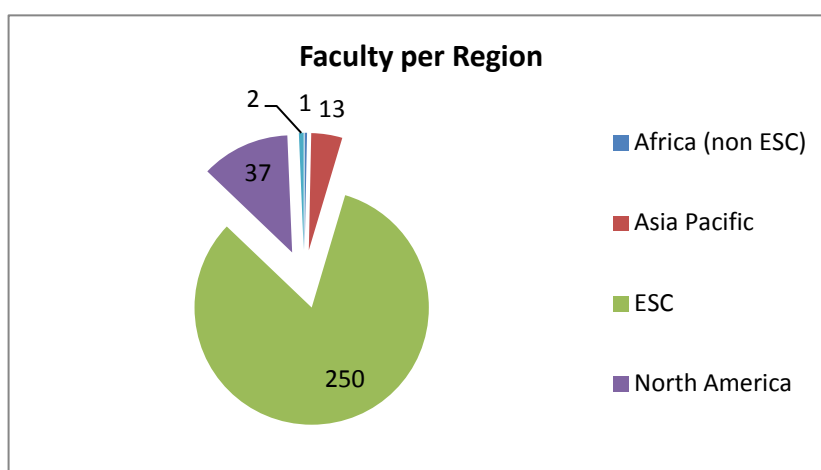
Number of roles per faculty	HF 2009	HF 2010	HF 2011	HF 2012	HF 2013 *	HF 2014
1 role	143	50	59	115	114	150
2 roles	62	70	43	52	62	76
3 roles	26	45	22	33	26	38
4 roles	15	12	12	12	19	19
5 roles	4	10	15	7	8	8
6 roles	1	3	6	7	4	3
7 roles	1	1		2	2	2
8 roles		1		2		4
9 roles	1	1	1	0	1	2
10 roles		2	1	1	1	1
11 Roles		1	1	1		
12 Roles					1	
<b>TOTAL number of Faculty</b>	<b>253</b>	<b>196</b>	<b>160</b>	<b>232</b>	<b>238</b>	<b>303</b>

\* Discussant roles not counted in 2013

o Faculty per Gender

Gender	HF 2013	HF 2013 - %	HF 2014	HF 2014 - %
Female	45	19	52	17
Male	193	81	251	83
<b>Grand Total</b>	<b>238</b>	<b>100</b>	<b>303</b>	<b>100</b>

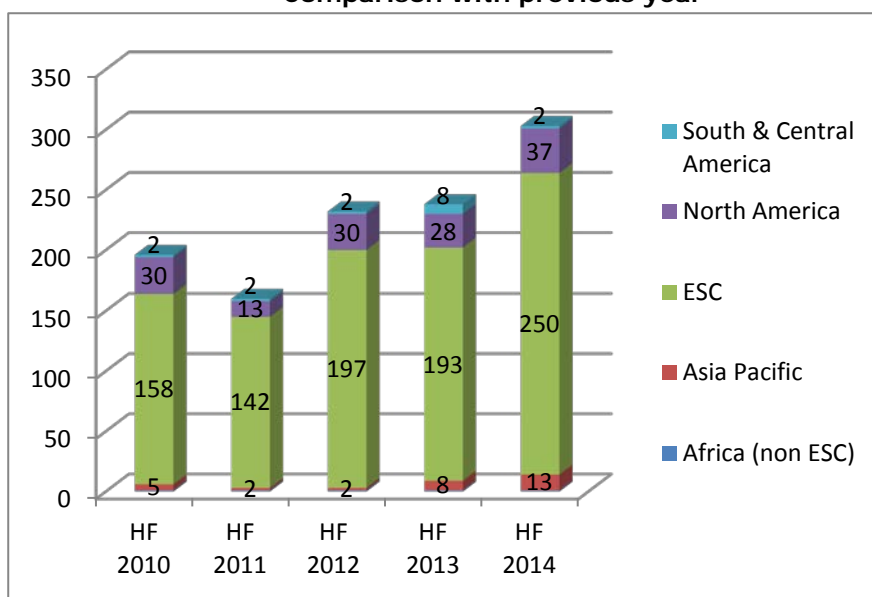
o Regions



Comparison with previous years

Roles - Regions	HF 2010	HF 2011	HF 2012	HF 2013	HF 2014
Africa (non ESC)	1	1	1	1	1
Asia Pacific	5	2	2	8	13
ESC	158	142	197	193	250
North America	30	13	30	28	37
South & Central America	2	2	2	8	2
<b>Total</b>	<b>196</b>	<b>160</b>	<b>232</b>	<b>238</b>	<b>303</b>

**Number of Faculty per Region  
Comparison with previous year**



o Top 15 Countries

Countries	Faculty HF 2009	Faculty HF 2010	Faculty HF 2011	Faculty HF 2012	Faculty HF 2013	Faculty HF 2014
Greece	7	8	4	8	9	70
United States of America	19	29	13	29	28	35
Germany	36	45	25	30	42	30
Italy	25	12	9	13	16	20
United Kingdom	41	21	25	28	19	17
Netherlands	16	13	13	10	15	14
France	36	10	6	11	8	13
Switzerland	6	8	5	8	7	11
Spain	8	4	1	3	10	8
Belgium	9	8	5	7	5	6
Israel	3	1	0	2	1	5
Japan	1	1	0	0	2	5
Portugal	2	0	0	5	28	5
Poland	3	2	4	8	2	4
Sweden	7	9	31	9	4	4

## 2.4 Sessions

### Sessions by Topic

All Topics highlighted in grey are Main Topics

	HF Topic List 2014	# of sessions HF 2013	# of sessions HF 2014
00.00	Miscellaneous	17	20
01.00	Acute heart failure	3	13
01.01	Acute heart failure (diagnosis, pathophysiology)	2	
01.02	Acute heart failure (management)		4
01.03	Acute heart failure (other)		2
02.00	Heart failure diagnosis		2
03.00	Arrhythmias and treatment	3	
03.50	Atrial fibrillation		1
04.50	Cancer / Cardiotoxicity	1	1
06.00	Cardiomyopathy	1	2
06.01	Hypertrophic cardiomyopathy		1
06.02	Dilated cardiomyopathy		
06.03	Cardiomyopathy (other)	1	
06.04	Hypertensive Cardiomyopathy		
06.50	Cardio-renal syndrome		
07.00	Co-morbidities (inc COPD, anaemia, cachexia)	5	2
08.00	Cytokines and inflammation		
09.00	Valvular heart disease(diagnosis, management and interventional therapies)	2	1
10.00	Devices / Artificial heart / CRT / ICD	1	1
10.01	Cardiac resynchronisation therapy		4
10.02	ICD		
10.03	Telemedecine & remote patient management	1	1
10.04	Assist devices	2	1
10.05	Artificial heart		
10.06	Other devices	1	1
11.00	Surgery (CABG, valvular, artificial heart, other)		1
12.00	Heart transplantation		1
13.00	Disease management programmes		3
14.00	Diuretics and fluid status management		
15.00	Drug therapy, other	5	1
16.00	Beta blockers		
16.50	Renin-angiotensin-aldosterone antagonists		
17.00	Haemodynamics / Coronary and peripheral circulation		
18.00	Hormones / Neurohumoral regulation		
19.00	Metabolism / Diabetes mellitus		
20.00	Heart failure imaging	2	2
20.01	MRI, nuclear cardiology, CT, other		
20.02	Echocardiography		

21.00	Biomarkers	3	2
21.01	Biomarkers (natriuretic peptides)		
21.02	Biomarkers (inflammation & oxidative stress)		
21.03	Biomarkers (prognosis)		
21.04	Biomarkers (other)		
22.00	Nursing	4	
23.00	Population studies / Epidemiology	2	1
24.00	Psychosocial / Ethical concepts / Education		2
25.00	Exercise testing & training	2	1
26.00	Prognosis		
27.00	Pathophysiology		
28.00	Pulmonary hypertension	1	1
29.00	Right ventricular function		
30.00	Left ventricular function		
31.00	Hypertension / LV hypertrophy	2	
31.01	Hypertension / Renal denervation		
32.00	HFpEF - Heart failure with preserved ejection fraction	3	2
33.00	Animal models and experimentation	1	
34.00	Cellular biology		
35.00	Cell signalling	1	1
36.00	Gene and cell therapy	2	
37.00	Ischemia / Reperfusion / Preconditioning / Postconditioning	1	
38.00	Molecular biology / Genetics	1	
39.00	Vascular biology		
40.00	Other		11
<b>TOTAL</b>		<b>70</b>	<b>86</b>

### Sessions by Type

Type of Session	# sessions HF 2013	# sessions HF 2014
Clinical Interactive Educational Session( Focus )	7	4
Debate Session	0	<b>2</b>
How-to Session	0	<b>6</b>
Moderated Posters	6	7
Rapid Fire Abstract *	3	6
Special Session	6	8
Symposium	43	47
WorkShop		<b>3</b>
Young Investigators Awards Abstracts	3	3
Main Session (Type of HF 2013)	2	0
<b>Grand Total</b>	<b>70</b>	<b>86</b>

\* The initiative of **the Agora** allowed us to double the number of Rapid Fire Sessions



## Sessions by Category

Categories HF 2014	# of sessions per Category HF 2013	# of sessions per Category HF 2014
World Congress on Acute Heart Failure		14
Acute heart failure		15
Basic Science - Translational	9	6
Co-morbidities and heart failure		6
Current evidence-based management	6	4
Heart Failure with Preserved Ejection Fraction		2
HFA Focus	6	4
Imaging and Biomarkers	4	4
Interventions Devices and Telemonitoring	5	3
Joint Session	11	7
Local session	6	5
New and emerging therapies		2
Patient care	3	4
Update on valvular disease for the HF specialist		2
<b>Categories HF 2013</b>		
Latest Updates	3	
Etiology Phenotypes and co-morbidities	8	
Guidelines into Practice	1	
Education	5	
Clinical Practice	3	
Advanced heart failure management - VAD and transplant	2	
<b>Grand Total</b>	<b>72</b>	<b>64</b>

**Nb:** Not all sessions are listed with a category, some sessions can have two.

## Number of Sessions per lecture room per day

Lecture Room	Room capacity	Saturday 17 May	Sunday 18 May	Monday 19 May	Tuesday 20 May	Total per Room per day
Lambrakis	1000		4	4		8
Trianti	600	2	4	4		10
Ionian Sea	500	2	4	4	2	12
Mitropoulos	400	4	4	4	2	14
Skalkotas	300	4	4	4	2	14
Aegean Sea	150	4	4	4	3	15
Agora	50	3	4	4	2	13
<b>Grand Total</b>		<b>19</b>	<b>28</b>	<b>28</b>	<b>11</b>	<b>86</b>

## Number of Sessions per day- Comparison with previous year

Day	# of sessions HF 2013	# of sessions HF 2014
Saturday	8	19
Sunday	26	28
Monday	25	28
Tuesday	11	11
<b>Grand Total</b>	<b>70</b>	<b>86</b>



## Top attended Sessions

Sess. N°	Title	Session Quality	Occupancy at peak	%	Room Capacity	StartTime	Location	Categories
905	Late Breaking Trials - 1	5	540	135%	400	17/5/14 10:30	Mitropoulos	World Congress on Acute Heart Failure
906	Late Breaking Trials - 2	5	540	54%	1000	18/5/14 11:00	Lambrakis	
1000	Inaugural Session		450	75%	600	17/5/14 18:00	Trianti	
108	Acute heart failure accompanied by significant co-morbidities	5	450	75%	600	19/5/14 11:00	Trianti	Acute heart failure
110	Diagnosis of acute heart failure: update 2014.	4	435	109%	400	17/5/14 8:30	Mitropoulos	Acute heart failure, World Congress on Acute Heart Failure
122	Right ventricular function and pulmonary hypertension. What is known and what is still on debate?	4	420	84%	500	19/5/14 8:30	Ionian Sea	Current evidence-based management, Joint Session
908	Clinical Highlights	4	413	103%	400	20/5/14 11:00	Mitropoulos	
601	Difficult cases in acute heart failure	4	400	100%	400	18/5/14 8:30	Mitropoulos	HFA Focus
904	The European Heart Journal's / European Journal of Heart Failure's year in Cardiology	5	380	63%	600	17/5/14 14:15	Trianti	
141	Heart Failure with Preserved Ejection Fraction (HFpEF): update 2014	5	355	36%	1000	19/5/14 14:15	Lambrakis	Heart Failure with Preserved Ejection Fraction

## 2.5 Abstracts

- General information

	2010	2011	2012	2013	2014
<b>Submitted</b>	1131	1044	1143	1515	<b>1444</b>
<b>Accepted</b>	1083	1003	1078	1436	<b>1309</b>
<b>Accepted withdrawn</b>	40	38	48	44	<b>43</b>
<b>No shows</b>	167 (15%)	189 (19%)	168 (16%)	237 (17%)	<b>245 (19%)</b>
<b>% acceptance</b>	96%	96%	94%	95%	<b>91%</b>
<b>Presented</b>	878	776	862	1158	<b>1039</b>

Categories	
Basic Science	218
Basic Science/WG on Myocardial Function	3
Clinical	1144
Clinical Case	79
Grand Total	1444

- o Submission per option

Options	Abstracts submitted	%
Nursing investigator Award	30	2
Poster Display only	479	33
Presented Abstract	593	41
Young investigator Award	342	24
Grand Total	1444	100

- o Submission per & category option

Categories & options	2012	2013	2014
Basic Science	181	216	218
Nursing Investigator Award	0	0	4
Poster Display only	N/A	N/A	61
Presented Abstract	N/A	N/A	74
Young Investigator Award (YIA)	69	103	79
No Option	112	113	
Basic Science/WG on Myocardial Function	26	N/A	3
Presented Abstract	12	N/A	2
Young Investigator Award (YIA)	14	N/A	1
No option	0		
Clinical	902	1214	1144
Nursing Investigator Award	14	34	25
Poster Display only	N/A	N/A	383
Presented Abstract	N/A	N/A	493
Young Investigator Award (YIA)	233	343	243
No option	655	837	
Clinical Case	74	85	79
Nursing Investigator Award	1	0	1
Poster Display only	N/A	N/A	35
Presented Abstract	N/A	N/A	24
Young Investigator Award (YIA)	22	35	19
No Option	51	50	
<b>Grand Total</b>	<b>1183</b>	<b>1515</b>	<b>1444</b>

o By Topic (ranked by Top submissions)

TOPICS	Submitted	Accepted	Presented	No show	Accepted withdrawn	Variance Accepted - No Show (%)
01.03 - Acute heart failure (other)	70	62	53	5	4	8
26.00 - Prognosis	68	67	58	8	1	12
15.00 - Drug therapy, other	61	55	43	12		22
01.02 - Acute heart failure (management)	58	52	45	7		13
01.01 - Acute heart failure (diagnosis, pathophysiology)	53	43	38	4	1	9
21.03 - Biomarkers (prognosis)	51	49	40	9		18
23.00 - Population studies / epidemiology	48	39	31	7	1	18
32.00 - HFpEF - Heart failure with preserved ejection fraction	47	44	37	6	1	14
07.00 - Co-morbidities (inc COPD, anaemia, cachexia)	44	41	33	8		20
02.00 - Heart failure diagnosis	42	37	26	11		30
09.00 - Valvular heart disease (diagnosis, management and interventional therapies)	42	29	21	8		28
21.04 - Biomarkers (other)	42	40	30	10		25
10.01 - Cardiac resynchronisation therapy	39	35	24	11		31
25.00 - Exercise testing and training	39	39	28	7	4	18
12.00 - Heart transplantation	35	28	23	4	1	14
22.00 - Nursing	34	29	24	4	1	14
06.03 - Cardiomyopathy (other)	32	30	24	5	1	17
06.50 - Cardio-renal syndrome	32	30	20	9	1	30
<b>06.00 - Cardiomyopathy</b>	<b>31</b>	<b>30</b>	<b>25</b>	<b>3</b>	<b>2</b>	<b>10</b>
13.00 - Disease management programmes	27	25	18	5	2	20
03.00 - Arrhythmias and treatment	26	23	21	2		9
21.01 - Biomarkers (natriuretic peptides)	26	25	20	4	1	16
33.00 - Animal models and experimentation	24	22	14	7	1	32
06.02 - Dilated cardiomyopathy	23	21	18	3		14
14.00 - Diuretics and fluid status	22	19	17	1	1	5
20.02 - Echocardiography	21	19	14	4	1	21
28.00 - Pulmonary hypertension	21	19	16	3		16
03.50 - Atrial fibrillation	20	18	14	2	2	11
19.00 - Metabolism / Diabetes mellitus	20	20	15	4	1	20
37.00 - Ischemia / Reperfusion / Preconditioning / Postconditioning	20	18	12	6		33
04.50 - Cancer/Cardiotoxicity	19	12	10	2		17
10.04 - Assist devices	19	16	12	4		25
20.01 - MRI, nuclear cardiology, CT, other	19	19	13	5	1	26
36.00 - Gene and cell therapy	18	15	11	3	1	20
17.00 - Haemodynamics / Coronary and peripheral circulation	16	16	8	6	2	38
29.00 - Right ventricular function	16	14	10	4		29
30.00 - Left ventricular function	16	15	12	3		20

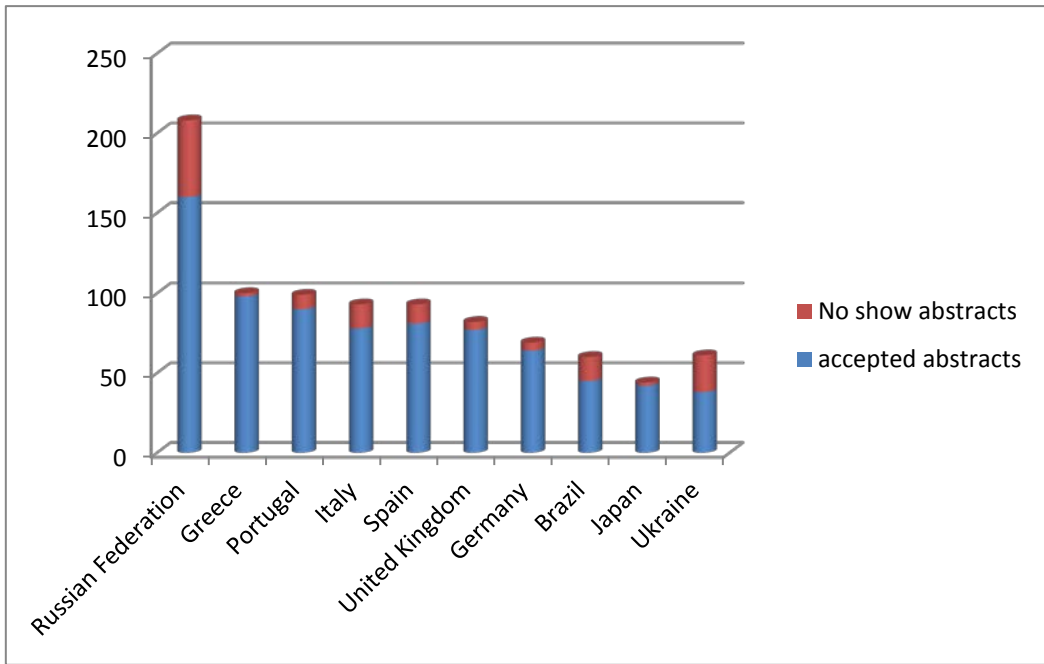
16.50 - Renin-angiotensin-aldosterone antagonists	15	15	12	3		20
24.00 - Psychosocial / ethical concepts / education	14	12	8	2	2	17
31.00 - Hypertension / LV hypertrophy	14	14	5	8	1	57
38.00 - Molecular biology / genetics	14	14	11	2	1	14
06.01 - Hypertrophic cardiomyopathy	12	12	10	1	1	8
11.00 - Surgery (CABG, valvular, artificial heart, other)	12	10	6	4		40
34.00 - Cellular biology	12	12	8	3	1	25
08.00 - Cytokines and inflammation	11	11	8	2	1	18
10.02 - ICD	11	9	8	1		11
10.03 - Telemedicine and remote patient management	11	11	10		1	0
<b>20.00 - Heart failure imaging</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>9</b>
21.02 - Biomarkers (inflammation & oxidative stress)	11	10	5	4	1	40
18.00 - Hormones / neurohumoral regulation	10	10	8	2		20
10.06 - Other devices	9	8	8			0
16.00 - Beta blockers	9	8	7	1		13
27.00 - Pathophysiology	8	8	7	1		13
06.04 - Hypertensive cardiomyopathy	6	6	4	2		33
35.00 - Cell signalling	5	5	5			0
39.00 - Vascular biology	5	5	3	2		40
10.05 - Artificial heart	3	3	3			0
Clinical Forum			18			
<b>Grand Total</b>	<b>1444</b>	<b>1309</b>	<b>1039</b>	<b>245</b>	<b>43</b>	

o Top 10 Countries

Country	# of abstracts submitted	# of abstracts accepted	# of abstracts presented HF 2013	# of abstracts presented	# of abstracts No show
Russian Federation	180	160	63	106	48
Greece	104	98	23	96	2
Portugal	98	90	175	81	9
Italy	91	78	69	63	15
Spain	89	81	82	72	12
United Kingdom	82	77	76	68	5
Germany	66	64	89	60	4
Brazil	51	45	52	26	15
Japan	45	42	39	38	2
Ukraine	41	38	28	12	23
<b>TOTAL</b>	<b>847</b>				

*Top 10 by country represents 59% of all abstracts submitted*

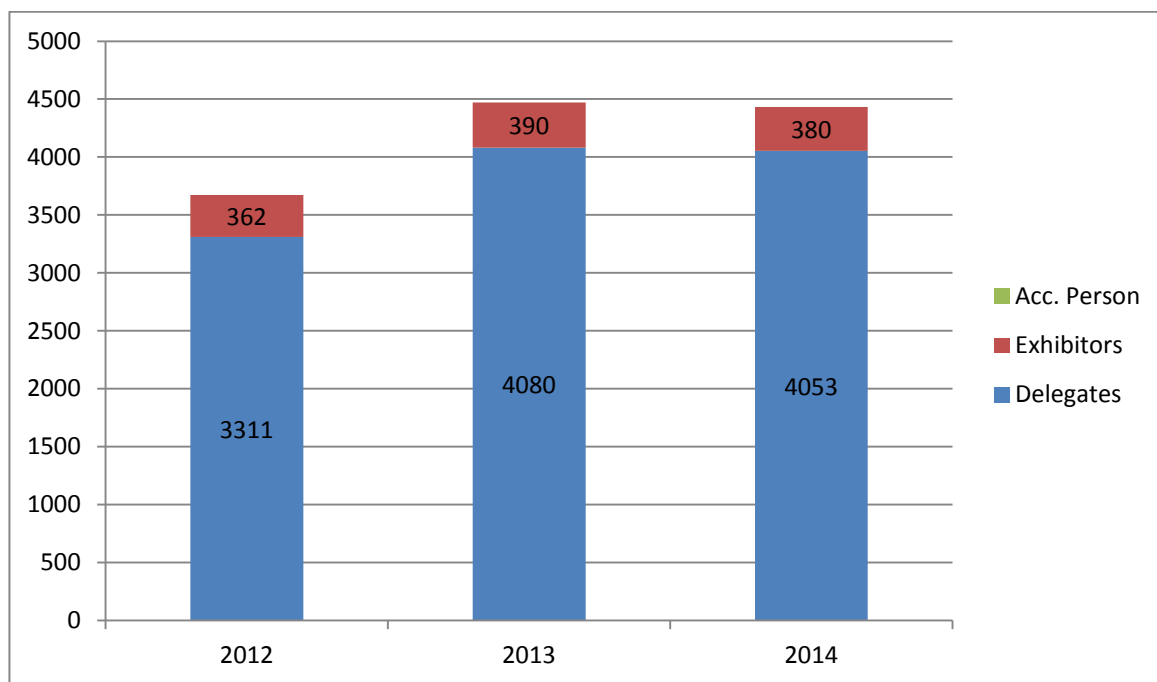
o Accepted Abstracts Vs No Show 2014



3 **REGISTRATION & ATTENDANCE**

**3.1 Total attendance**

	2011	2012	2013	<b>2014</b>	+/- 2013
Active delegates (incl Press)	2189	3311	4080	<b>4053</b>	-27
Exhibitors	317	362	390	<b>380</b>	-10
Accompanying persons	29	N/A	N/A	<b>N/A</b>	N/A
<b>Total</b>	2535	3673	4470	<b>4433</b>	-37





### 3.2 By Country

Country	2010	2011	2012	2013	2014
Albania	19	0	5	15	8
Algeria	0	0	0	6	2
Angola	0	0	0	1	0
Argentina	4	5	8	28	31
Armenia	10	2	2	8	13
Australia	29	19	14	38	39
Austria	54	36	34	61	38
Azerbaijan	5	0	2	4	2
Bahrain	1	2	0	3	3
Bangladesh	1	0	0	0	0
Belarus	4	5	7	4	9
Belgium	66	94	42	85	66
Benin	0	0	5	0	0
Bosnia and Herzegovina	3	1	91	40	24
Brazil	34	22	13	88	33
Bulgaria	19	19	28	50	21
Cameroon	0	0	1	0	0
Canada	16	12	13	25	26
Cape Verde	0	0	0	1	0
Chile	2	2	3	7	7
China, People's Republic of	9	4	3	21	19
Colombia	18	22	4	15	12
Costa Rica	0	0	0	0	0
Croatia	10	8	79	38	7
Cyprus	4	1	5	4	22
Czech Republic	57	25	17	61	25
Denmark	38	23	47	38	29
Dominican Republic	0	0	0	1	0
Ecuador	0	0	0	0	1
Egypt	4	1	2	4	38
El Salvador	0	0	0	1	0
Estonia	9	8	14	25	6
Faroe Islands	0	1	0	0	1
Finland	32	27	15	16	28
France	146	146	140	159	136
Gabon	0	0	0	0	1
Georgia, Republic of	3	1	0	0	6
Germany	277	154	147	232	218
Ghana	0	0	1	0	0
Greece	174	86	159	96	1418
Guadeloupe	0	0	0	0	0
Guatemala	1	1	2	3	4
Honduras	0	0	0	1	0
Hong Kong SAR, People's Republic of China	1	0	0	0	4

Hungary	46	38	33	24	19
India	4	6	6	66	76
Indonesia	19	12	4	8	8
Iran (Islamic Republic of)	2	3	2	1	2
Ireland	25	24	29	23	30
Israel	26	13	25	38	24
Italy	164	148	162	234	222
Japan	30	28	32	42	50
Jordan	1	0	0	3	1
Kazakhstan	0	0	4	2	13
Kenya	1	1	4	3	3
Korea, Republic of	10	8	9	14	14
Kosovo, Republic of	2	0	0	0	7
Kuwait	0	0	1	1	0
Kyrgyzstan	0	0	0	0	0
Latvia	16	4	5	17	13
Lebanon	9	1	1	8	14
Libya	4	0	0	0	18
Lithuania	8	6	6	76	0
Luxembourg	5	9	1	0	4
Macedonia, The Former Yugoslav Republic of	0	0	74	5	4
Malaysia	0	1	0	1	4
Malta	0	0	0	0	0
Mexico	6	8	3	15	25
Moldova, Republic of	0	0	0	0	1
Monaco	0	0	0	1	0
Montenegro	0	0	14	5	1
Morocco	0	6	0	2	3
Mozambique	1	0	0	0	0
Nepal	0	0	1	0	0
Netherlands	177	124	87	133	123
Netherlands Antilles	1	0	1	1	0
New Caledonia	0	0	0	1	0
New Zealand	6	1	5	5	4
Nigeria	0	1	1	4	2
Norway	68	36	30	52	17
Oman	1	0	0	0	3
Pakistan	0	2	0	0	1
Palestine Territories	0	0	0	0	1
Panama	1	0	0	5	1
Peru	2	3	0	6	6
Philippines	13	13	7	1	8
Poland	69	45	61	56	40
Portugal	98	91	51	931	61
Qatar	2	0	0	0	2
Reunion	1	0	0	0	0
Romania	62	71	54	85	44
Russian Federation	74	61	92	129	124
Saudi Arabia	13	10	9	14	16

Serbia	53	20	981	131	68
Singapore	3	3	3	11	4
Slovak Republic	23	12	17	28	15
Slovenia	42	29	72	26	6
South Africa	14	1	7	9	5
Spain	218	107	113	149	123
Sri Lanka	0	0	0	1	1
Sudan	0	0	0	0	1
Sweden	80	149	44	59	48
Switzerland	64	51	57	84	83
Syrian Arab Republic	1	0	0	0	0
Taiwan, ROC	9	6	2	3	11
Tanzania, United Republic of	2	0	0	0	0
Thailand	0	1	23	25	7
Tunisia	1	0	1	9	19
Turkey	15	47	21	22	22
Ukraine	22	15	25	49	43
United Arab Emirates	10	2	5	5	6
United Kingdom	120	135	133	145	132
United States of America	110	90	86	106	135
Uruguay	0	0	0	0	1
Uzbekistan	4	0	0	0	2
Venezuela	8	18	4	17	11
Vietnam	0	0	0	0	0
Yemen	3	1	0	0	4

#### Top 20 list

Rank	Country	Lisbon 2013	Athens 2014
1	Greece	94	1418
2	Italy	234	222
3	Germany	228	218
4	France	159	136
5	United States of America	106	135
6	United Kingdom	145	132
7	Russian Federation	123	124
8	Netherlands	134	123
9	Spain	149	123
10	Switzerland	83	83
11	India	66	76
12	Serbia	131	68
13	Belgium	82	66
14	Portugal	931	61
15	Japan	42	50
16	Sweden	60	48
17	Romania	85	44
18	Ukraine	55	43
19	Poland	57	40
20	Australia	38	39

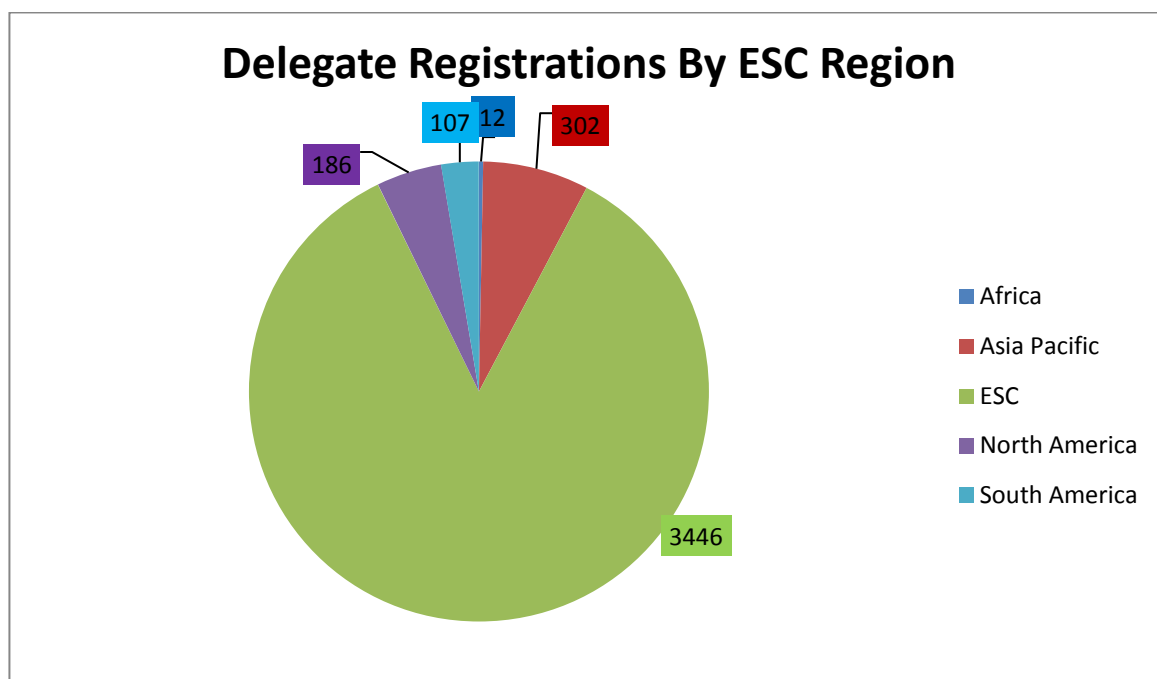
Top 10:

Rank	Lisbon 2013	Athens 2014
1	Portugal	Greece
2	Italy	Italy
3	Germany	Germany
4	France	France
5	Spain	United States of America
6	United Kingdom	United Kingdom
7	Netherlands	Russian Federation
8	Serbia	Spain
9	Russian Federation	Netherlands
10	United States of America	Switzerland

### 3.3 By Region

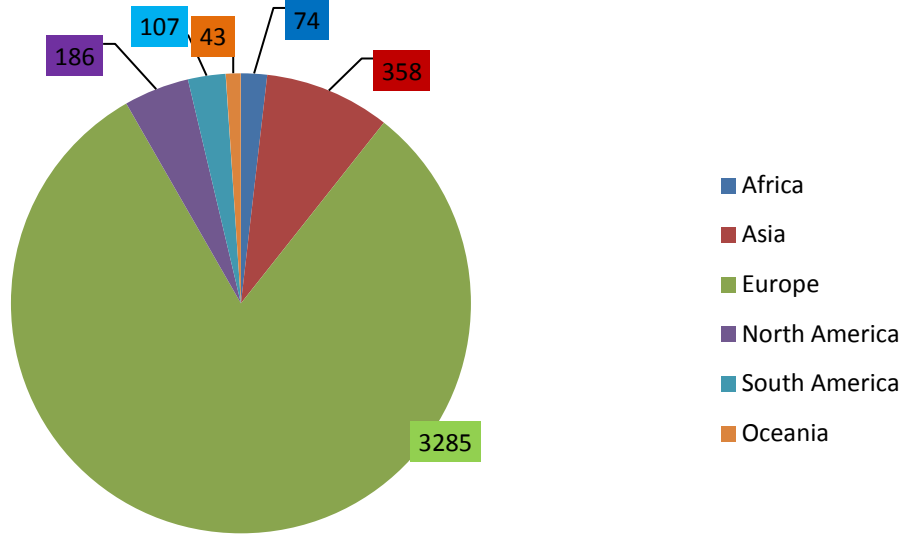
	2013	2014	+/-2013
Africa	20	12	-8
Asia Pacific	266	302	+36
ESC countries	3479	3446	-27
North America	144	186	+42
South & Central America	171	107	-64*
<b>Total</b>	<b>4080</b>	<b>4053</b>	<b>-27</b>

\* Lisbon 2013 was very attractive for Brazilians.



By Continent:

## Delegate Registrations By Continent



4 INDUSTRY

4.1 Exhibitors

28 Exhibitors

Number of exhibitor badges total: 380

4.2 Exhibition





<b>Company Name</b>	<b>2011 (m<sup>2</sup>)</b>	<b>2012 (m<sup>2</sup>)</b>	<b>2013 (m<sup>2</sup>)</b>	<b>2014 (m<sup>2</sup>)</b>
6th Asia Pacific Congress of Heart Failure	9	0	0	<b>0</b>
Abbott Vascular	0	0	9	<b>9</b>
Alere	40	9	9	<b>10</b>
Armstrong Medical Ltd	0	0	0	<b>12,5</b>
Bayer	0	0	0	<b>49</b>
BG Medicine Inc	9	18	18	<b>0</b>
BioVentrix	0	0	18	<b>9</b>
BMEYE BV	0	0	0	<b>0</b>
BMS/Pfizer Ltd	40	41,25	0	<b>0</b>
Boston Scientific	20	19,5	0	<b>0</b>
CardioKinetix, Inc.	0	0	0	<b>12</b>
Cardioentis Ltd	0	9	15	<b>20</b>
CircuLite Inc	0	9	12	<b>0</b>
Critical Diagnostics	0	0	9	<b>0</b>
ESC/HFA	55	55	55	<b>74</b>
Experimetria / WPI	0	9	9	<b>0</b>
GE Healthcare	35	27	12	<b>12</b>
HeartWare	15	18	20	<b>10</b>
Hellenic Cardiological Society	0	0	9	<b>9</b>
Hellenic College of Cardiology	0	0	0	<b>9</b>
Hemofarm AD	0	9	0	<b>0</b>
Impulse Dynamics	0	0	20	
IOANNIS KONSTANTARAS	0	0	0	<b>6</b>
John Wiley & Sons Ltd	0	0	0	<b>12</b>
Lisboa Convention Bureau	0	9	0	<b>0</b>
LoneStar Heart, Inc.	12	0	9	<b>12</b>
Medtronic	52	45	30	<b>20</b>
Mespere LifeSciences Inc.	0	0	0	<b>9</b>
NI Medical	0	0	0	<b>9</b>
Novartis Pharma AG	48	49,5	60	<b>127</b>
Orion Pharma	20	0	24	<b>12,5</b>
Oxford University Press	9	9	9	<b>0</b>
Pfizer Ltd	90	102,75	0	<b>0</b>
Pharma Nord	0	0	9	<b>0</b>
Philips Healthcare	9	9	0	<b>0</b>
ResMed Europe	32	32	21	<b>20</b>
Richter Gedeon	0	18	0	<b>0</b>
Robert Bosch Healthcare GmbH	16	0	0	<b>0</b>
Roche Diagnostics	0	0	0	<b>9</b>
Schiller AG	0	18	0	<b>0</b>
Scisense Systems Inc	0	9	0	<b>0</b>
Servier	120	140,25	120	<b>119</b>
St Jude Medical	0	12	20	<b>20</b>
Thermo Fisher Scientific (BRAHMS GmbH)	30	9	15	<b>18</b>
Thoratec Corporation	15	18	18	<b>0</b>
Vifor Pharma Ltd	68	40	40	<b>40</b>

Wisepress Medical Bookshop	9	0	8	<b>8</b>
Zoll CMS GmbH	9	10,5	15	<b>15</b>
<b>Total</b>	<b>753</b>	<b>754,75</b>	<b>613</b>	<b>692</b>

### 4.3 Satellite symposia

Satellite details per timeslot and date

Date	Time	Title	Topic	Sponsoring Company	Room Name and Size	Room Occupancy	Catering
17/05/2014	12:45-13:45 60 minutes	Fighting HF and severe MR: from prevention to devices	00.00 - Miscellaneous	Abbott Vascular	Mitropoulos 450	75%	Yes
17/05/2014	12:45-13:45 60 minutes	It's time to make a difference in acute heart failure	01.00 - Acute heart failure	Cardioentis AG	Trianti 850	75%	Yes
18/05/2014	12:45-13:45 60 minutes	Breadth of Indications matters... Overcoming the burden of thrombosis	03.50 - Atrial fibrillation	Bayer HealthCare	Skalkotas 380	35%	Yes
18/05/2014	12:45-14:00 75 minutes	Oral selective Xa inhibition: from novel to everyday practice	03.50 - Atrial fibrillation	Bristol Myers Squibb / Pfizer	Ionian Sea 500	30%	Yes
18/05/2014	12:45-14:00 75 minutes	Improving CRT response: patient selection, therapy and patient care	10.01 - Cardiac resynchronisation therapy	Medtronic	Trianti 850	45%	Yes
18/05/2014	12:45-14:00 75 minutes	Aiming for the right targets in heart failure management	15.00 - Drug therapy, other	Novartis Pharma	Mitropoulos 450	120%	Yes
18/05/2014	12:45-13:45 60 minutes	Biomarkers in acute and chronic heart failure	21.00 - Biomarkers	Roche Diagnostics	Aegean Sea 150	115%	Yes
18/05/2014	18:15-19:45 90 minutes	Effective care transition in heart failure	01.50 - Chronic heart failure	SERVIER	Trianti 850	50%	No
18/05/2014	18:15-19:15 60 minutes	Unmet needs in HFrEF and HFpEF and possible solutions	01.50 - Chronic heart failure	Bayer HealthCare	Mitropoulos 450	30%	Yes
18/05/2014	18:15-19:15 60 minutes	Central sleep apnoea in heart failure – the road to management	07.00 - Co-morbidities (inc COPD, anaemia, cachexia)	Charité University Berlin / Respicardia	Skalkotas 380	15%	No
18/05/2014	18:15-19:15 60 minutes	From symptoms to biomarker assisted diagnosis in heart failure	21.00 - Biomarkers	Thermo Fisher Scientific	Aegean Sea 150	15%	No
19/05/2014	12:45-13:45 60 minutes	Translating new evidence from the CHAMPION trial into clinical practice - What does it mean to HF care?	00.00 - Miscellaneous	St Jude Medical	Trianti 850	7%	Yes
19/05/2014	12:45-14:00 75 minutes	Perspectives on heart failure in 2014 and beyond: a global call to action	02.00 - Heart failure diagnosis	Medscape Education / TheHeart.org	Ionian Sea 500	60%	Yes

19/05/2014	12:45-13:45 60 minutes	Sleep disordered breathing in heart failure: time for cardiologists to take control	07.00 - Co-morbidities (inc COPD, anaemia, cachexia)	ResMed	Aegean Sea 150	55%	Yes
19/05/2014	12:45-13:45 60 minutes	The 2014 update on CRT therapy in heart failure	10.00 - Devices / Artificial heart / CRT / ICD	Charité University Berlin / BIOTRONIK	Skalkotas 380	40%	Yes
19/05/2014	12:45-13:45 60 minutes	BNP: still a pioneering tool	21.01 - Biomarkers (natriuretic peptides)	Alere	Mitropoulos 450	100%	Yes
19/05/2014	18:15-19:15 60 minutes	The mitochondria in heart failure: a target for therapy	15.00 - Drug therapy, other	Charité University Berlin / Stealth Peptides	Mitropoulos 450	25%	No

Satellite symposia participation since 2010

<b>Company name</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
BG Medicine	1	1	1	0	<b>0</b>
Alere	2	1	1	1	<b>1</b>
Bayer	0	0	0	0	<b>2</b>
Biotronik	1	0	0	0	<b>0</b>
Boston Scientific	1	1	0	0	<b>0</b>
BRAHMS	1	0	0	0	<b>1</b>
Cardiorentis	0	0	0	0	<b>1</b>
Charité University	0	0	1	2	<b>3</b>
GE Healthcare	1	1	1	1	<b>0</b>
HeartWare Inc	1	0	0	0	<b>0</b>
Impulse Dynamics	0	0	0	1	<b>0</b>
Medtronic	1	1	1	1	<b>1</b>
Novartis	1	1	1	1	<b>1</b>
Pfizer	1	2	2	1	<b>1</b>
Resmed	0	0	0	0	<b>1</b>
Roche Diagnostics	0	0	0	0	<b>1</b>
RESPICARDIA	0	1	0	0	<b>0</b>
Servier	1	1	1	1	<b>1</b>
St Jude Medical	1	1	1	1	<b>1</b>
Thoratec	1	1	1	1	<b>0</b>
The heart.org	0	0	0	1	<b>1</b>
Vifor Pharma	1	1	1	0	<b>0</b>
<b>TOTAL</b>	<b>15</b>	<b>11</b>	<b>13</b>	13	<b>17</b>

#### 4.4 Sponsorship & advertising

Sponsorship & Advertising	HF 08	HF 09	HF 10	HF 11	HF 12	HF 13	HF14
Adverts	3	3	2	1	1	Abbott	
Flyers						Abbott	
Abstract CD-Rom		1	1	1	1	Vifor	
Note Pads	1						
Badge laces		1	1	1	1	BG Medicine	Cardiorentis
Delegate bags		1					Vifor
WebSpace	1	1					
Bookmark	1	1		1	1		Cardiorentis
Final Programme back cover							Pfizer
Info Screen							
Package: Note pads, Pens		1	1	1			
Mobile Application	N/A	N/A	N/A	N/A	1	Resmed	Servier
Congress News	N/A	N/A	N/A	N/A	1		
Grant	1	3	2	3			
Onsite Advertising							Novartis

#### 4.5 Hands-On Tutorials

##### Hands-On Room 1

Hands-On Tutorials organised & sponsored by **Abbott Vascular**

**“Deep dive in understanding the Percutaneous Mitral Valve Repair procedure for treating Mitral Regurgitation”**

Sunday 18 May, 08.30-9.30

Monday 19 May, 08.30-9.30

Hands-On Tutorials organised & sponsored by **Abbott Vascular and Philips Healthcare**

**“Hands-on Percutaneous Mitral Valve Repair: Device & Screening”**

Sunday 18 May, 10.00-11.30 / 13.00-14.30 / 15.00-16.30

Monday 19 May, 10.00-11.30 / 13.00-14.30 / 15.00-16.30

##### Hands-On Room 2

Hands-On Tutorials organised & sponsored by **ResMed**

**“Screening & diagnosing sleep disordered breathing in HF - Clinical aspects & tools”**

Sunday 18 May, 10.00-11.00 / 13.00-14.00

Monday 19 May, 10.00-11.00 / 15.45-16.45

##### Hands-On Room 3

Hands-On Tutorials organised & sponsored by **HeartWare**

**“Benefits of Ventricular Assist Device therapy for end-stage heart failure patients”**

Sunday 18 May, 10:30 - 11:30 / 14:30 - 15:30

5 WEB REPORT

5.1 Google adwords campaign

Adwords campaign run between 6 April to 21 May 2014. 8 adverts groups drove traffic to the home page of HF2014 congress and represented 6 634 clicks.

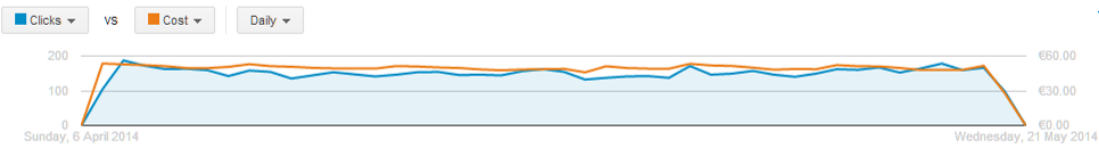
The adwords had a good position and increased traffic to the Heart Failure 2014 congress website.

Ad group report (6 Apr 2014-21 May 2014)

Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Heart failure	946	17 180	5.51%	0.27	251.66	1.4
Acute heart failure	102	1 634	6.24%	0.24	24.53	1.2
Cardiomyopathy	126	1 494	8.43%	0.35	44.57	1.1
Valvular heart disease	33	2 173	1.52%	0.36	11.89	1.1
Co-morbidities	0	0	0.00%	0.00	0.00	0.0
Heart failure with preserved ejection fraction	1	19	5.26%	0.58	0.58	1.0
Hypertension	1 867	44 030	4.24%	0.36	667.25	1.2
Ischaemia	3 559	81 477	4.37%	0.33	1,176.59	1.3
<b>Total</b>	<b>6 634</b>	<b>148 007</b>	<b>4.48%</b>	<b>0.33</b>	<b>2,177.07</b>	<b>1.3</b>

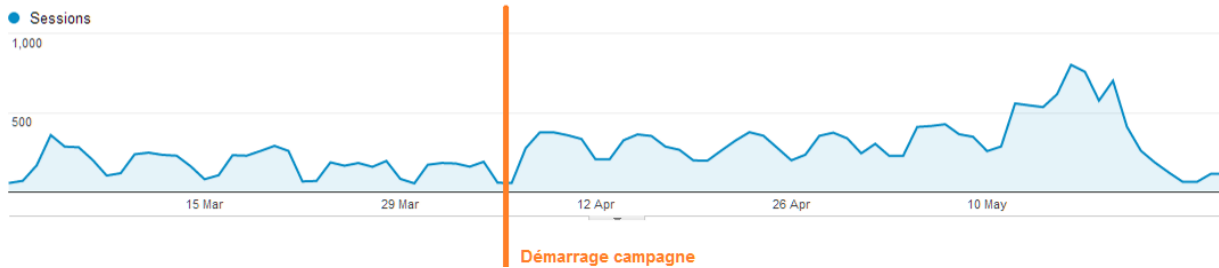


Adwords



The adwords contributed to raise awareness of the Heart Failure 2014 congress website on the period with a higher number of visits as soon as the adwords campaign started.

Analytics



Adwords campaign has increased by 37% the traffic on the Heart Failure 2014 congress website.

Page ?	Sessions ?	Pageviews ?	Pages / Session ?	Avg. Time on Page ?
	<b>16,552</b> % of Total: 2.68% (618,435)	<b>30,880</b> % of Total: 1.56% (1,984,015)	<b>1.87</b> Site Avg: 3.21 (-41.85%)	<b>00:01:18</b> Site Avg: 00:01:15 (4.46%)
1. /congresses/heart-failure-2014/Pages/welcome.aspx	8,818 (53.27%)	13,586 (44.00%)	1.54	00:01:22
2. /congresses/heart-failure-2014/Pages/welcome.aspx?hit=adw-hf2014	6,156 (37.19%)	6,526 (21.13%)	1.06	00:01:28
3. /congresses/heart-failure-2014/Pages/welcome.aspx?hit=wca	974 (5.88%)	6,331 (20.50%)	6.50	00:01:18
4. /congresses/heart-failure-2014/Pages/welcome.aspx?hit=nav	509 (3.08%)	4,162 (13.48%)	8.18	00:01:07
5. /CONGRESSES/HEART-FAILURE-2014/Pages/welcome.aspx	55 (0.33%)	102 (0.33%)	1.85	00:01:32
6. /congresses/heart-failure-2014/Pages/welcome.aspx?h=	13 (0.08%)	20 (0.06%)	1.54	00:01:03



## 5.2 Overall web statistics

Page path level 3 ?	Sessions ?	↓	Pageviews ?	Pages / Session ?	Avg. Time on Page ?
	<b>58,595</b> % of Total: 1.62% (3,606,425)		<b>180,701</b> % of Total: 1.43% (12,654,330)	<b>3.08</b> Site Avg: 3.51 (-12.11%)	<b>00:01:34</b> Site Avg: 00:01:19 (18.07%)
1. /Pages/	<b>38,714</b> (66.07%)		97,508 (53.96%)	2.52	00:01:19
2. /scientific-programme/	<b>8,841</b> (15.09%)		37,822 (20.93%)	4.28	00:01:39
3. /registration/	<b>6,063</b> (10.35%)		21,056 (11.65%)	3.47	00:01:54
4. /congress-to-you/	<b>2,272</b> (3.88%)		9,028 (5.00%)	3.97	00:01:51
5. /attendance/	<b>1,416</b> (2.42%)		3,476 (1.92%)	2.45	00:02:10
6. /travel-city/	<b>712</b> (1.22%)		5,468 (3.03%)	7.68	00:02:03
7. /hotels/	<b>396</b> (0.68%)		3,924 (2.17%)	9.91	00:04:10
8. /exhibition-industry/	<b>158</b> (0.27%)		1,440 (0.80%)	9.11	00:01:33
9. /Documents/	<b>20</b> (0.03%)		976 (0.54%)	48.80	00:01:53
10. /pages/	<b>3</b> (0.01%)		3 (0.00%)	1.00	00:00:00

Overview of the whole congress website, 1 Sep 2013- 31 May 2014

Heart Failure 2014 received over 180,000 page views between September 2013 and May 2014

Page path level 2 ?	Sessions ?	↓	Pageviews ?	Pages / Session ?	Avg. Time on Page ?
	<b>576,675</b> % of Total: 15.99% (3,606,425)		<b>1,823,585</b> % of Total: 14.41% (12,654,330)	<b>3.16</b> Site Avg: 3.51 (-9.88%)	<b>00:01:32</b> Site Avg: 00:01:19 (16.52%)
1. /esc-2014/	<b>158,447</b> (27.48%)		493,250 (27.05%)	3.11	00:01:34
2. /esc-2013/	<b>85,687</b> (14.86%)		272,477 (14.94%)	3.18	00:01:52
3. /heart-failure-2014/	<b>58,595</b> (10.16%)		180,701 (9.91%)	3.08	00:01:34
4. /Pages/	<b>50,720</b> (8.80%)		99,143 (5.44%)	1.95	00:00:51
5. /euroecho2013/	<b>29,221</b> (5.07%)		139,260 (7.64%)	4.77	00:01:29
6. /europrevent-2014/	<b>25,708</b> (4.46%)		88,562 (4.86%)	3.44	00:01:27
7. /esc-2012/	<b>21,784</b> (3.78%)		38,105 (2.09%)	1.75	00:02:11
8. /frontiers-in-cardiovascular-biology-2014/	<b>18,499</b> (3.21%)		69,416 (3.81%)	3.75	00:01:14
9. /world-cardio-agenda/	<b>13,503</b> (2.34%)		71,992 (3.95%)	5.33	00:01:46
10. /acute-cardiac-care-2013/	<b>11,247</b> (1.95%)		48,742 (2.67%)	4.33	00:01:25

Page views of all congresses, 1 Sep 2013- 30 May 2014

### 5.3 Congress to You

The Congress to You section was devised as an area of the congress website which would provide full coverage of the congress, including congress news, late breaking trials, photos, press releases, key sessions and more. The "Access your congress content" menu was also displayed on the Heart Failure 2014 website section homepage.

<p><b>Access your congress content</b></p> <ul style="list-style-type: none"> <li>&gt; <a href="#">Congress News</a></li> <li>&gt; <a href="#">In the Press</a></li> <li>&gt; <a href="#">Congress reports</a></li> <li>&gt; <a href="#">Programme highlights</a></li> <li>&gt; <a href="#">Photos</a></li> <li>&gt; <a href="#">Abstracts</a></li> <li>&gt; <a href="#">Slides</a></li> </ul>	<p>Access news, congress reports, session highlights, photos, slides, webcasts, and other practical information before, during and after the congress.</p> <p>Whether you're attending or not, make sure to <b>bookmark and check back</b> here for all the content from Lisbon.</p> <p>Access <b>practical info</b> about the congress and the city of <b>Athens</b>.</p>
	<p>Join the conversation on Twitter: <a href="#">#heartfailure2014</a></p>

### 5.4 Congress news

Date	Title
20 May 2014	<a href="#">Invitation to attend Heart Failure 2015 in Seville, Spain</a>
20 May 2014	<a href="#">Safety demonstrated for stem cell delivery technology in HF</a>
20 May 2014	<a href="#">Defining Mars and Venus in HF</a>
20 May 2014	<a href="#">HFA Online Learning Programme</a>
19 May 2014	<a href="#">IN-TIME analysis reveals equal telemonitoring benefits for ICD and CRT-D devices</a>
19 May 2014	<a href="#">Optimal outcomes require increased vigilance for HF co morbidities</a>
19 May 2014	<a href="#">Study group on Peripartum Cardiomyopathy</a>
19 May 2014	<a href="#">HFA celebrates 10 productive years</a>
18 May 2014	<a href="#">TOPCAT reveals regional differences in spironolactone effectiveness for HFpEF</a>
18 May 2014	<a href="#">RELAX-AHF study confirms diuretic response predicts outcome in HF</a>
18 May 2014	<a href="#">Voyaging into the parallel universe of micro RNAs</a>
18 May 2014	<a href="#">Why is it important to have awards at medical meetings recognising good research?</a>
17 May 2014	<a href="#">Welcome to the World Congress on Acute Heart Failure</a>
17 May 2014	<a href="#">Defining the role of VADs</a>
17 May 2014	<a href="#">How could emergency care be improved for patients with acute heart failure?</a>
17 May 2014	<a href="#">Iron deficiency predicts outcome in AHF</a>
17 May 2014	<a href="#">Biomarker predicts Peripartum Cardiomyopathy</a>

## 5.5 Press releases

Date	Title
19 May 2014	<a href="#">Novel device successfully treats central sleep apnoea in heart failure</a>
19 May 2014	<a href="#">IN-TIME shows equal benefit of home telemonitoring in ICD and CRT-D patients</a>
18 May 2014	<a href="#">Cardiovascular diseases rise during Greek financial crisis</a>
18 May 2014	<a href="#">Heart failure hospitalisation more than doubles in IBD flares</a>
18 May 2014	<a href="#">Clinicians urged to consider spironolactone in HFPEF despite TOPCAT results</a>
17 May 2014	<a href="#">Sleeping pills increase CV events in heart failure patients</a>
17 May 2014	<a href="#">RELAX-AHF: Poor diuretic response associated with worse clinical outcomes</a>
17 May 2014	<a href="#">Negative iron balance predicts acute heart failure survival</a>
17 May 2014	<a href="#">Biomarker test for Peripartum Cardiomyopathy could help reduce death after giving birth</a>

## 5.6 Congress reports

The second Edition of the Heart Failure Congress reports, conducted by Prof. Maggioni and Prof Mebazaa, Editors-in-Chief. Each congress report was promoted via topnews on the ESC website and on twitter.

Date	Title	Authors
18 May 2014	<a href="#">Post discharge assessment after a heart failure hospitalisation</a>	Doctor Jelena Celutkiene
18 May 2014	<a href="#">Temporary mechanical circulatory support: patient and device selection</a>	Professor Adelino Leite-Moreira
18 May 2014	<a href="#">Practical overview of Heart Failure with Preserved Ejection Fraction (HFpEF ) for the clinician</a>	Professor Barry Greenberg
18 May 2014	<a href="#">Novel biomarkers in heart failure: eventual targets for therapy</a>	Professor G Michael Felker
18 May 2014	<a href="#">How to improve everyday clinical practice in acute heart failure</a>	Professor Mariell Jessup
18 May 2014	<a href="#">Atrial fibrillation in heart failure patients</a>	Professor Antonis S Manolis

## 5.7 Congress to you

This year the Congress to You section had the 4<sup>th</sup> most page views between September 2013 and May 2014 despite only going live right at the beginning of the congress.

It has had more page views than last year (8 856) with a gain of approximately 200 page views.

Page path level 3 ?	Sessions ?	Pageviews ?	Pages / Session ?	Avg. Time on Page ?
	<b>58,595</b> % of Total: 1.62% (3,606,425)	<b>180,701</b> % of Total: 1.43% (12,654,330)	<b>3.08</b> Site Avg: 3.51 (-12.11%)	<b>00:01:34</b> Site Avg: 00:01:19 (18.07%)
1. <a href="#">/Pages/</a>	<b>38,714</b> (66.07%)	<b>97,508</b> (53.96%)	2.52	00:01:19
2. <a href="#">/scientific-programme/</a>	<b>8,841</b> (15.09%)	<b>37,822</b> (20.93%)	4.28	00:01:39
3. <a href="#">/registration/</a>	<b>6,063</b> (10.35%)	<b>21,056</b> (11.65%)	3.47	00:01:54
4. <a href="#">/congress-to-you/</a>	<b>2,272</b> (3.88%)	<b>9,028</b> (5.00%)	3.97	00:01:51
5. <a href="#">/attendance/</a>	<b>1,416</b> (2.42%)	<b>3,476</b> (1.92%)	2.45	00:02:10
6. <a href="#">/travel-city/</a>	<b>712</b> (1.22%)	<b>5,468</b> (3.03%)	7.68	00:02:03
7. <a href="#">/hotels/</a>	<b>396</b> (0.68%)	<b>3,924</b> (2.17%)	9.91	00:04:10
8. <a href="#">/exhibition-industry/</a>	<b>158</b> (0.27%)	<b>1,440</b> (0.80%)	9.11	00:01:33
9. <a href="#">/Documents/</a>	<b>20</b> (0.03%)	<b>976</b> (0.54%)	48.80	00:01:53
10. <a href="#">/pages/</a>	<b>3</b> (0.01%)	<b>3</b> (0.00%)	1.00	00:00:00

Page views of the Heart Failure 2014 congress site (split by sections), 1 Sep 2013- 31 May 2014

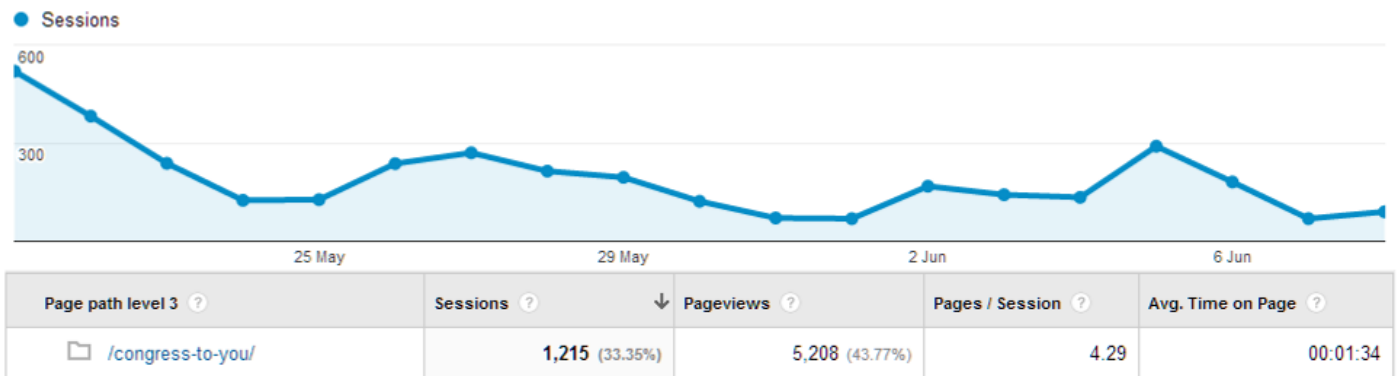
### The Congress to You section

Page path level 3 ?	Sessions ?	Pageviews ?	Pages / Session ?	Avg. Time on Page ?
	<b>4,772</b> % of Total: 8.15% (58,527)	<b>11,941</b> % of Total: 6.25% (191,025)	<b>2.50</b> Site Avg: 3.26 (-23.33%)	<b>00:01:43</b> Site Avg: 00:01:14 (38.77%)
1. <a href="#">/Pages/</a>	<b>2,596</b> (54.40%)	<b>5,001</b> (41.88%)	1.93	00:01:22
2. <a href="#">/congress-to-you/</a>	<b>1,306</b> (27.37%)	<b>4,191</b> (35.10%)	3.21	00:02:01
3. <a href="#">/attendance/</a>	<b>389</b> (8.15%)	<b>748</b> (6.26%)	1.92	00:01:59
4. <a href="#">/scientific-programme/</a>	<b>301</b> (6.31%)	<b>1,257</b> (10.53%)	4.18	00:01:30
5. <a href="#">/travel-city/</a>	<b>97</b> (2.03%)	<b>364</b> (3.05%)	3.75	00:02:30
6. <a href="#">/registration/</a>	<b>69</b> (1.45%)	<b>269</b> (2.25%)	3.90	00:02:34
7. <a href="#">/exhibition-industry/</a>	<b>9</b> (0.19%)	<b>47</b> (0.39%)	5.22	00:02:05
8. <a href="#">/hotels/</a>	<b>5</b> (0.10%)	<b>30</b> (0.25%)	6.00	00:01:17
9. <a href="#">/Documents/</a>	<b>0</b> (0.00%)	<b>34</b> (0.28%)	0.00	00:02:08

Page views of the Heart Failure 2014 congress site (split by sections), 17-20 May 2014

### 5.8 Congress to you after the congress

The Congress to You continued to pick up visits even two weeks after the congress. With a steady, and expected, decline.



Page views within the Congress to You section, 21 May 2014 - 8 June 2014

### 5.9 Daily congress news

Daily congress news sent in the morning of each day to 11 800 recipients. The content was primarily sourced from the onsite congress newspaper.

The news were highlighted with a main article, followed by the rest of the daily news. In addition to news, photos from Athens, the congress twitter hashtag, daily sessions not to miss, the congress mobile app as well as the new Heart Failure Association (HFA) membership programme were all cross-promoted.

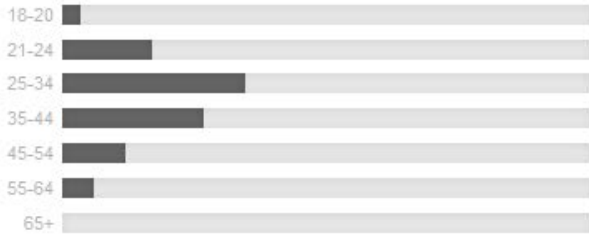
### 5.10 Twitter

17 May 2014 to 20 May 2014

**1.5K INTERACTIONS**   
**BY 69 UNIQUE USERS**

@mentions	93	
Messages Sent	471	
Messages Received	93	
Clicks	279	
Retweets	1.4k	
Direct Messages (sent)	0	
New Followers	154	
You Followed	0	
Direct Messages (received)	0	

FOLLOWER DEMOGRAPHICS

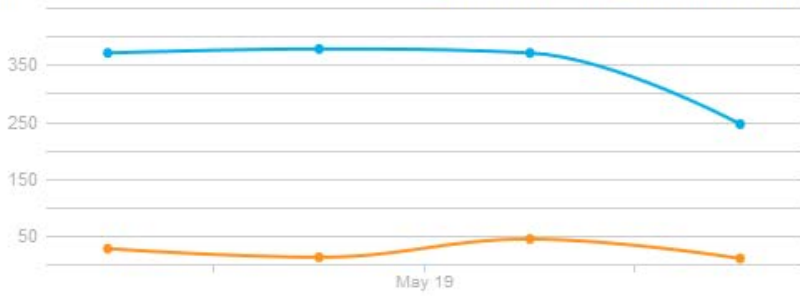


TWITTER STATS



DAILY ENGAGEMENT

— @MENTIONS 93 — RETWEETS 1,366



OUTBOUND TWEET CONTENT

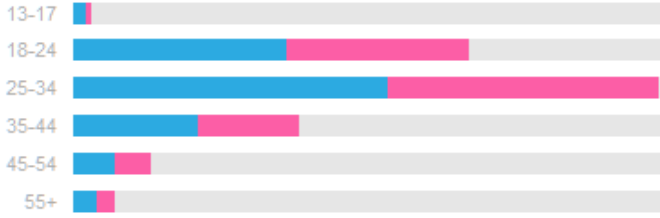


## 5.11 Facebook

17 May 2014 to 20 May 2014

New Fans **1.3k** 'Unliked' Your Page **39**  
**52,489** Total Likes and **2,581** people talking about this

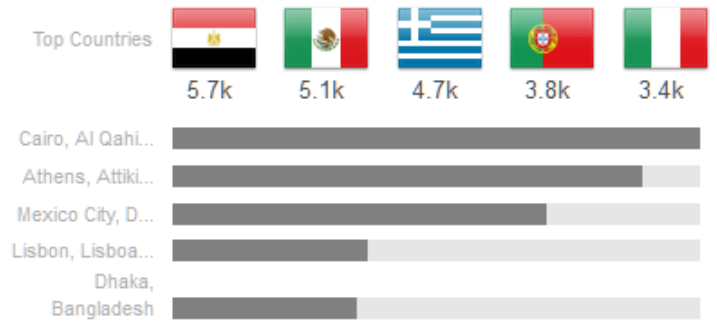
### IMPRESSIONS BY AGE & GENDER



**54%**  
MALE

**46%**  
FEMALE

### IMPRESSIONS BY LOCATION



AVG. PER POST      TOTAL

Reach	5.4k	<b>59.3k</b>
People Talking About This	35	<b>390</b>
Engagement	13%	<b>10%</b>

Message Sent ▾

	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement
ESC Congress is the world's largest #cardiovascular event... May 20, 2014 at 5:30 pm	11.5k	436	141	129	5	16	3.8%
[Photo] May 20, 2014 at 2:00 pm	7.0k	849	4	3	--	1	12.19%
[Photo] May 20, 2014 at 1:41 pm	1.2k	261	10	10	--	--	21.29%
[Photo] May 19, 2014 at 5:40 pm	4.9k	585	9	8	--	2	11.89%
[Photo] May 19, 2014 at 5:30 pm	749	221	7	7	--	1	29.51%
[Photo] May 19, 2014 at 8:47 am	4.5k	553	12	11	--	1	12.31%
If you haven't submitted your abstract yet, this is your ... May 19, 2014 at 7:20 am	5.6k	164	49	46	1	5	2.95%
[Photo] May 18, 2014 at 4:27 pm	6.3k	710	28	26	1	3	11.33%
[Photo] May 17, 2014 at 8:01 pm	6.5k	682	18	15	1	3	10.49%
[Photo] May 17, 2014 at 4:53 pm	5.8k	709	61	56	2	8	12.22%
[Photo] May 17, 2014 at 2:16 pm	5.4k	782	51	46	--	7	14.6%

## 6 SURVEY SENT TO HEART FAILURE 2014 PARTICIPANTS

This survey is sent to all Heart Failure congress participants, **2 191** emails sent.

The survey obtained **298** answers that represent: **14%** knowing that 10% reply is the average answers' rate. As a comparison last year the answers collected represented 10% of the 2013 edition. In 2014 the survey was sent 2 weeks after the event. The results have been grouped into categories as follow:

1. Delegates' profile and intention to attend next year
2. Delegates' level of satisfaction
3. Delegates' opinion on the Heart Failure Mobile app
4. Delegates' involvement in the HFA

### Delegates' profile

Delegates' profile is one of the most important element to understand the audience need to be clearly understood to propose the most valuable for them to attend again Heart Failure Congress in 2015. The survey focused on demographics: the gender, age range, the profession and place of work and on the behaviour: Journals and website preferences, number of congresses attended per year, and intention to attend next year.

### Delegates demographics

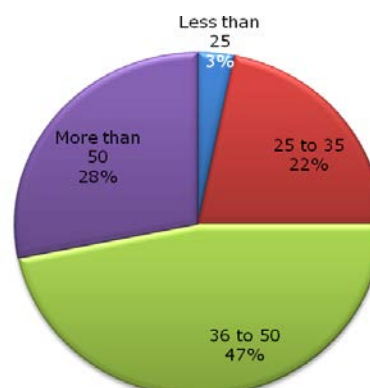
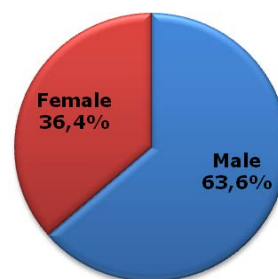
Heart failure congress 2014 reached **64%** of Men and **36%** of Women.

The repartition here is slightly different from the repartition obtained in 2013: **42%** of women participants compared to **58%** of men in 2013.

Repartition per age range

**47%** of the Heart Failure participants who answered the questionnaire are between 36 and 50 years old. In 2013 this population was less represented during the congress (36% in 2013)

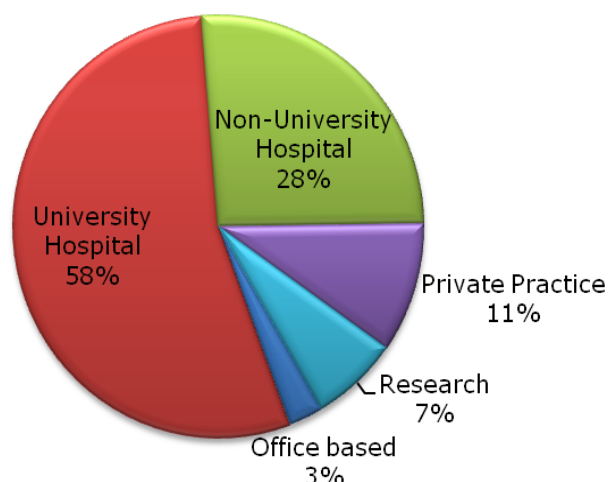
The young heart Failure community (under 35 years old) represents **25%** of the answers (36% in 2013)



**67.2%** of the audience is a cardiologists, then **12.7%** are cardiologists in training and **5.7%** are scientists. The other **14.4%** are Nurses, surgeons, Intensivists, emergency room physicians, general practitioners, Industry representatives, medical students, Internal medicine physicians and technicians.

**More than a half** on the respondents works in a University Hospital, **a 1/3** in a non University hospital, **11%** in Private practice **and 7%** in Research.

These statistics give us a delegate profile overview.



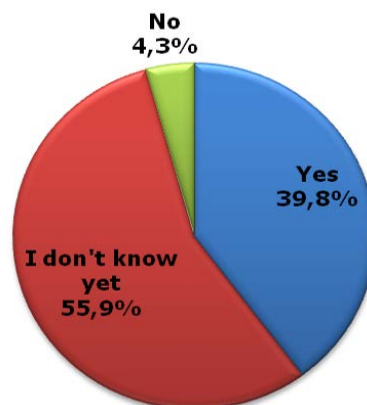


## Delegates' behaviour

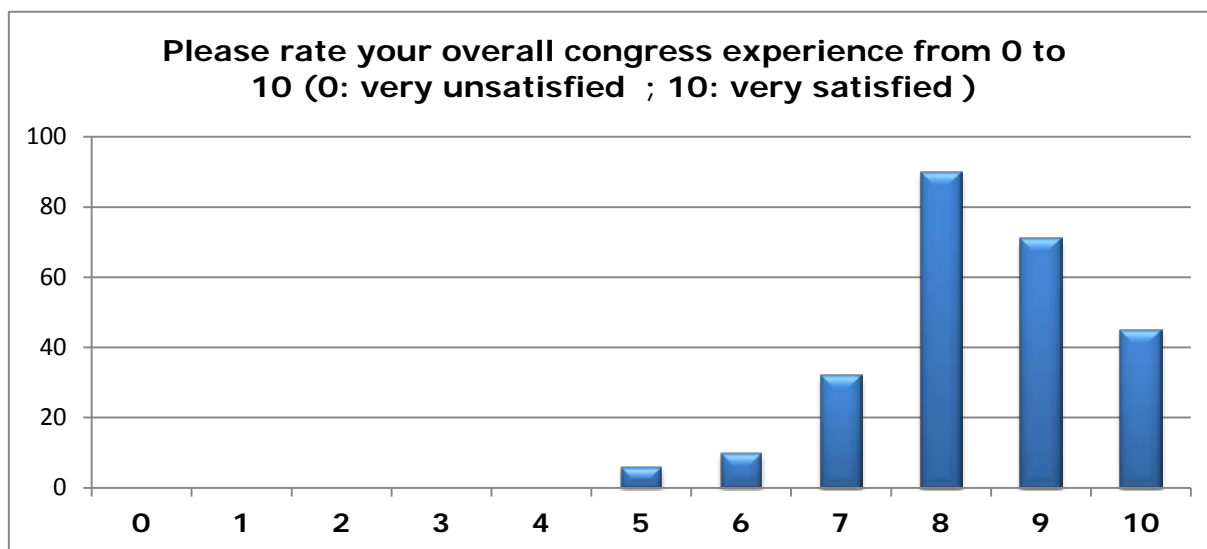
### Are you planning to attend next year?

Top 3 reasons:

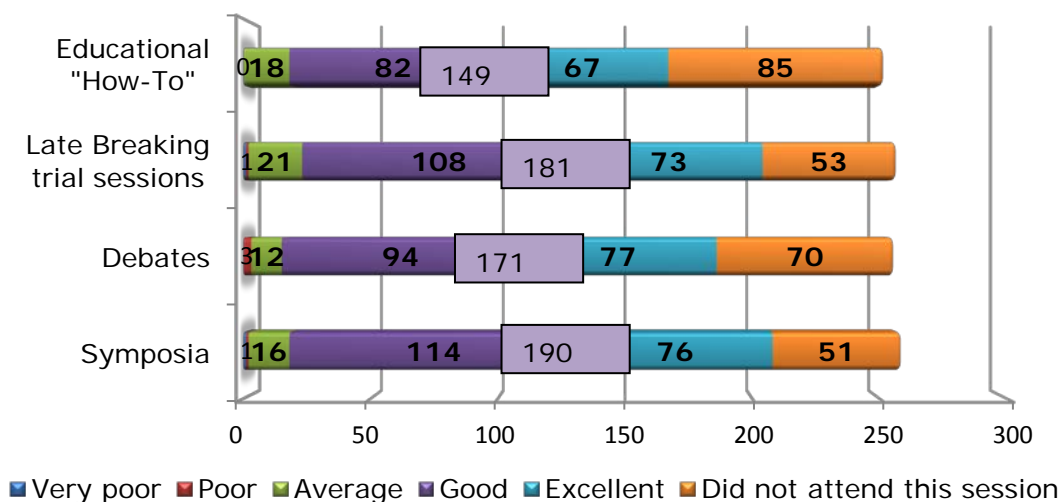
The quality and content of the scientific programme	197
To keep up-to-date with new developments in Heart Failure	184
Presenting abstract/poster/research	123



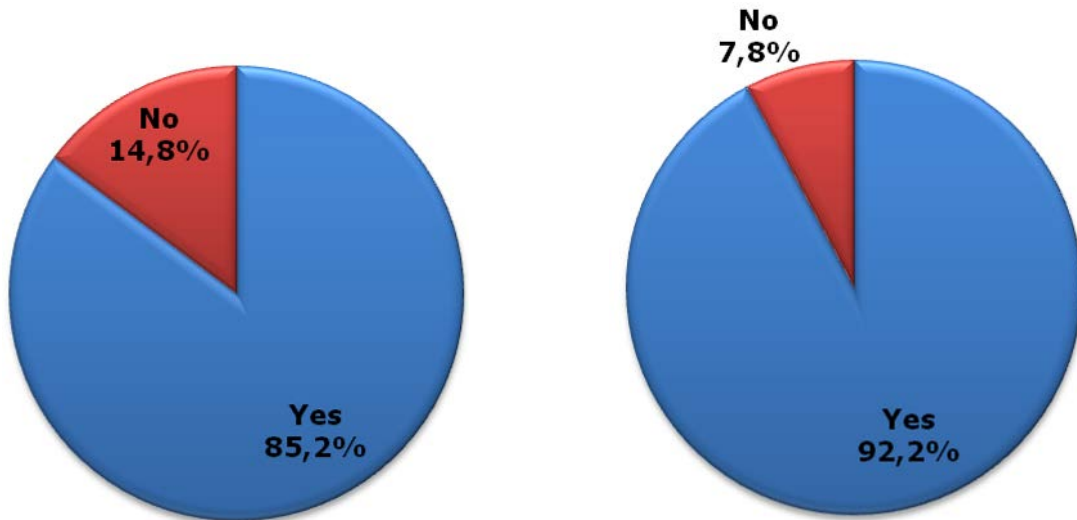
## Delegates' level of satisfaction



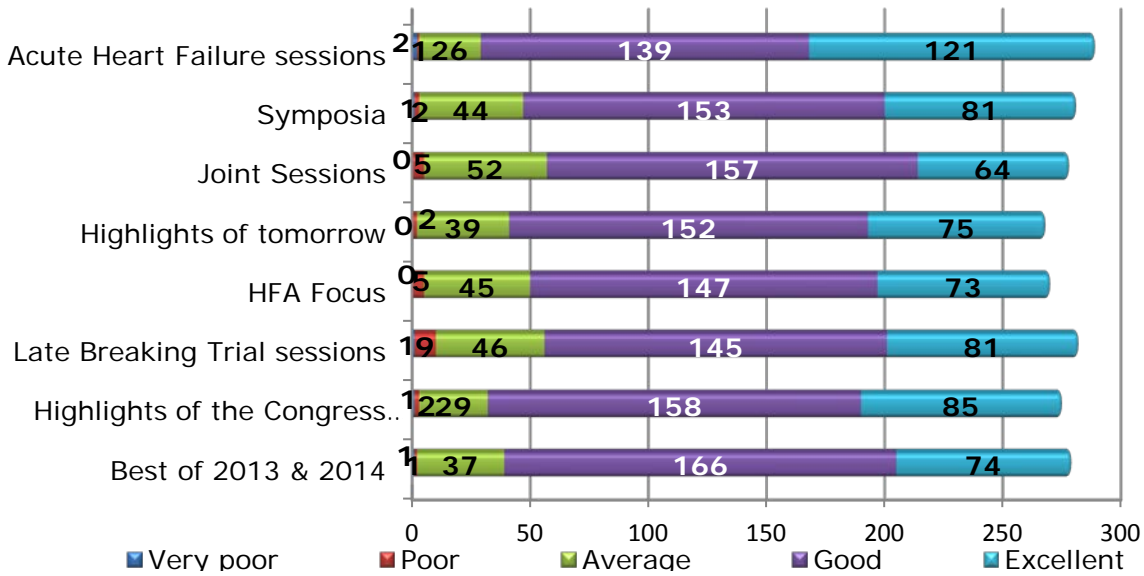
### Please give us your opinion on these scientific



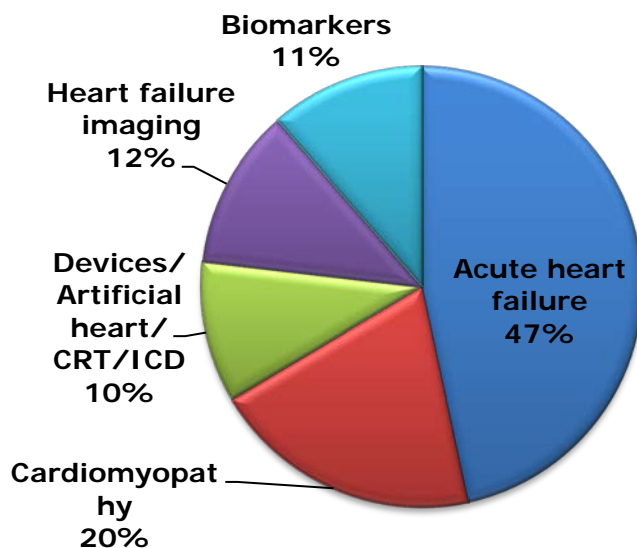
Is the WC-AHF a plus to the HF2014 congress?    Were you aware of it?



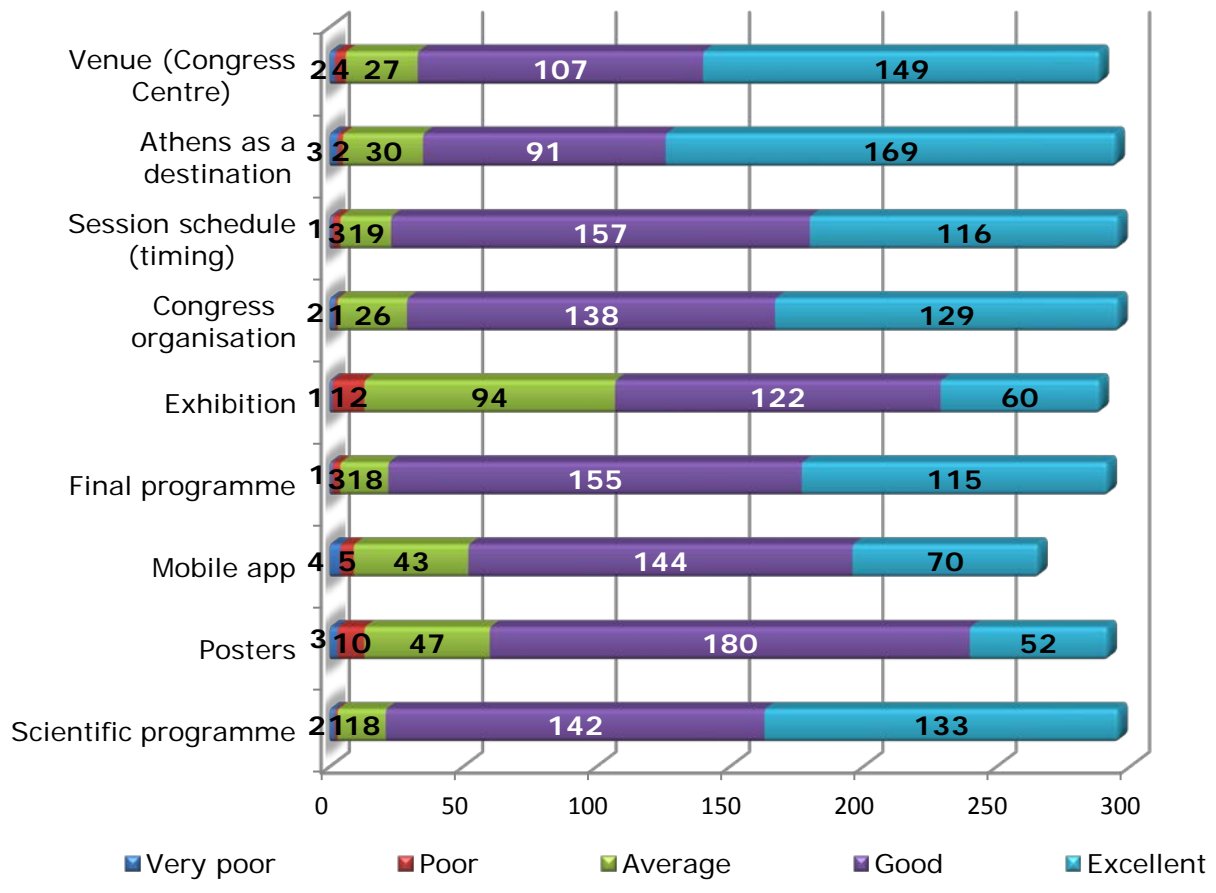
Please give us your opinion on these special



Which of the following topic(s) are of most interest to you?

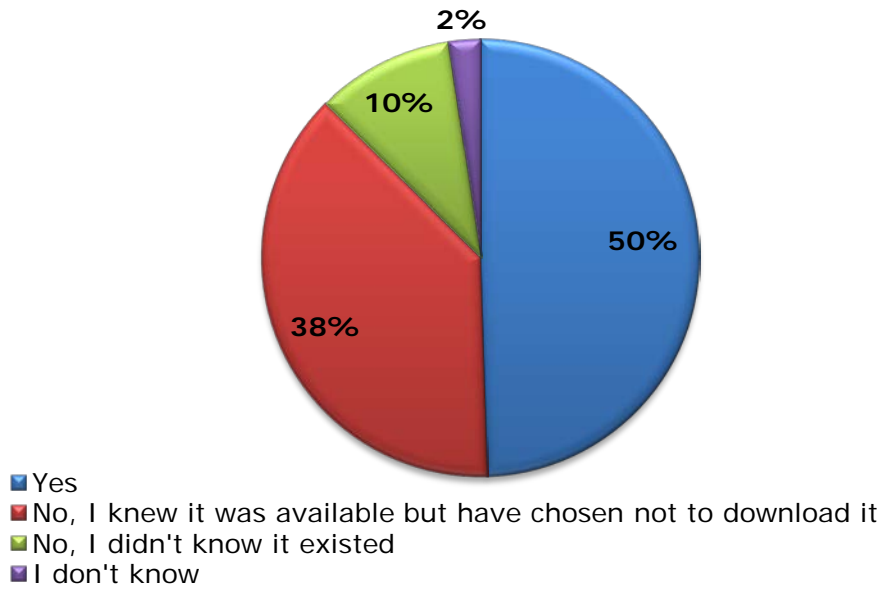


**Please rate the following in terms of fulfilling your expectations at Heart**

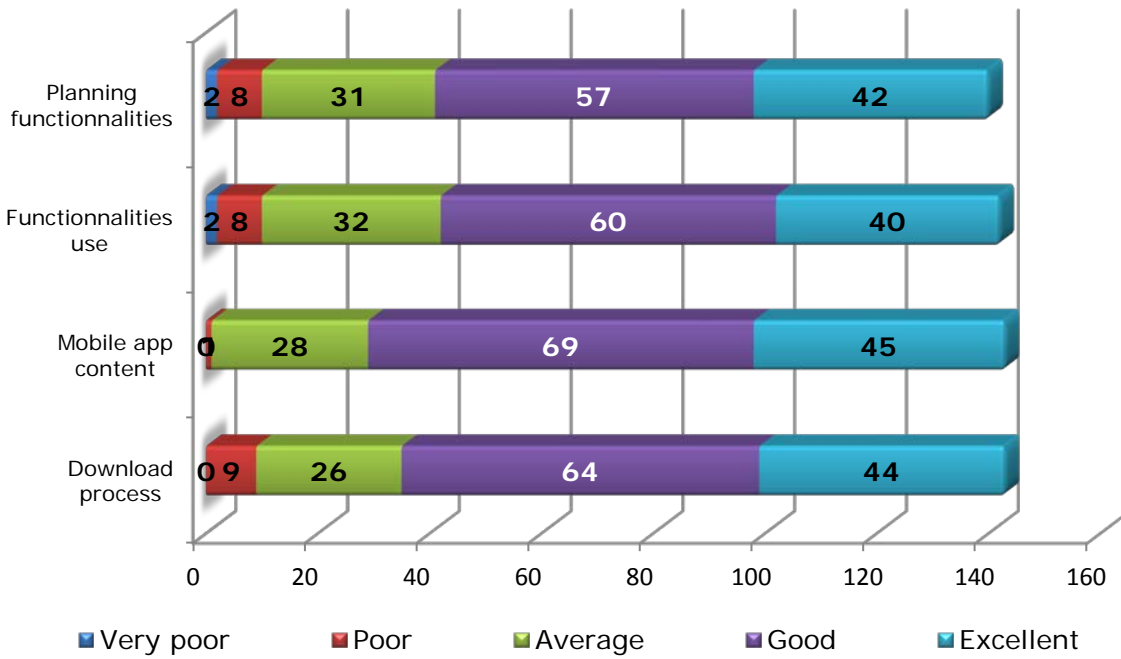


**Delegates' opinion on the Heart Failure Mobile app**

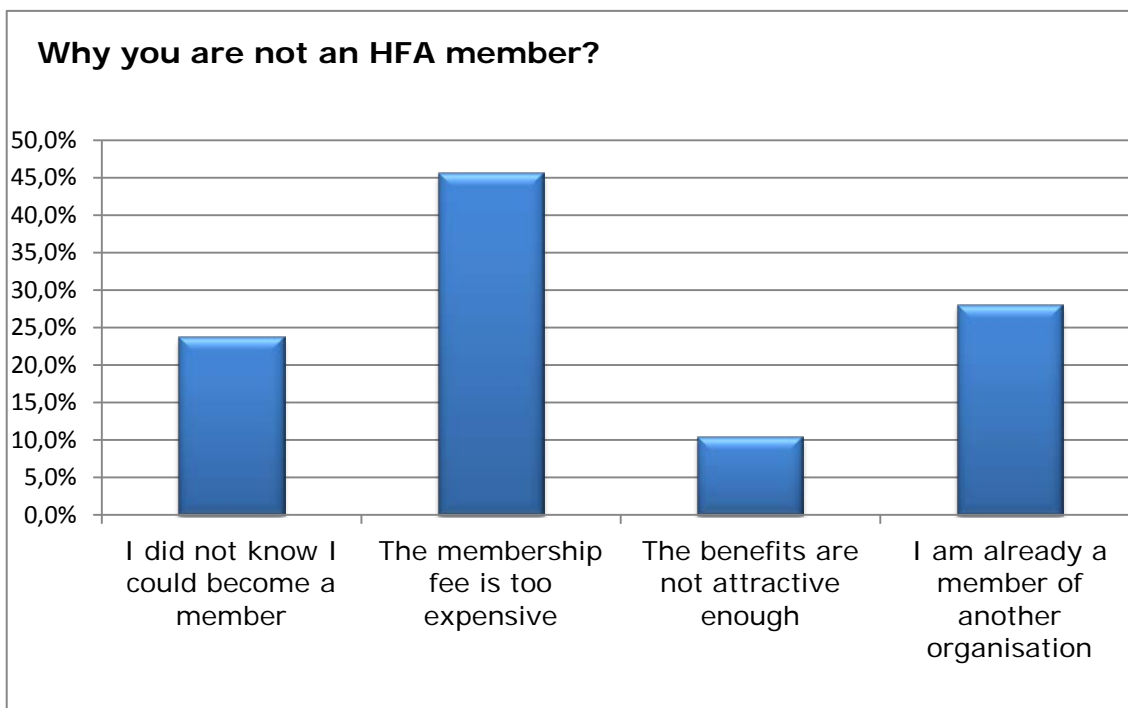
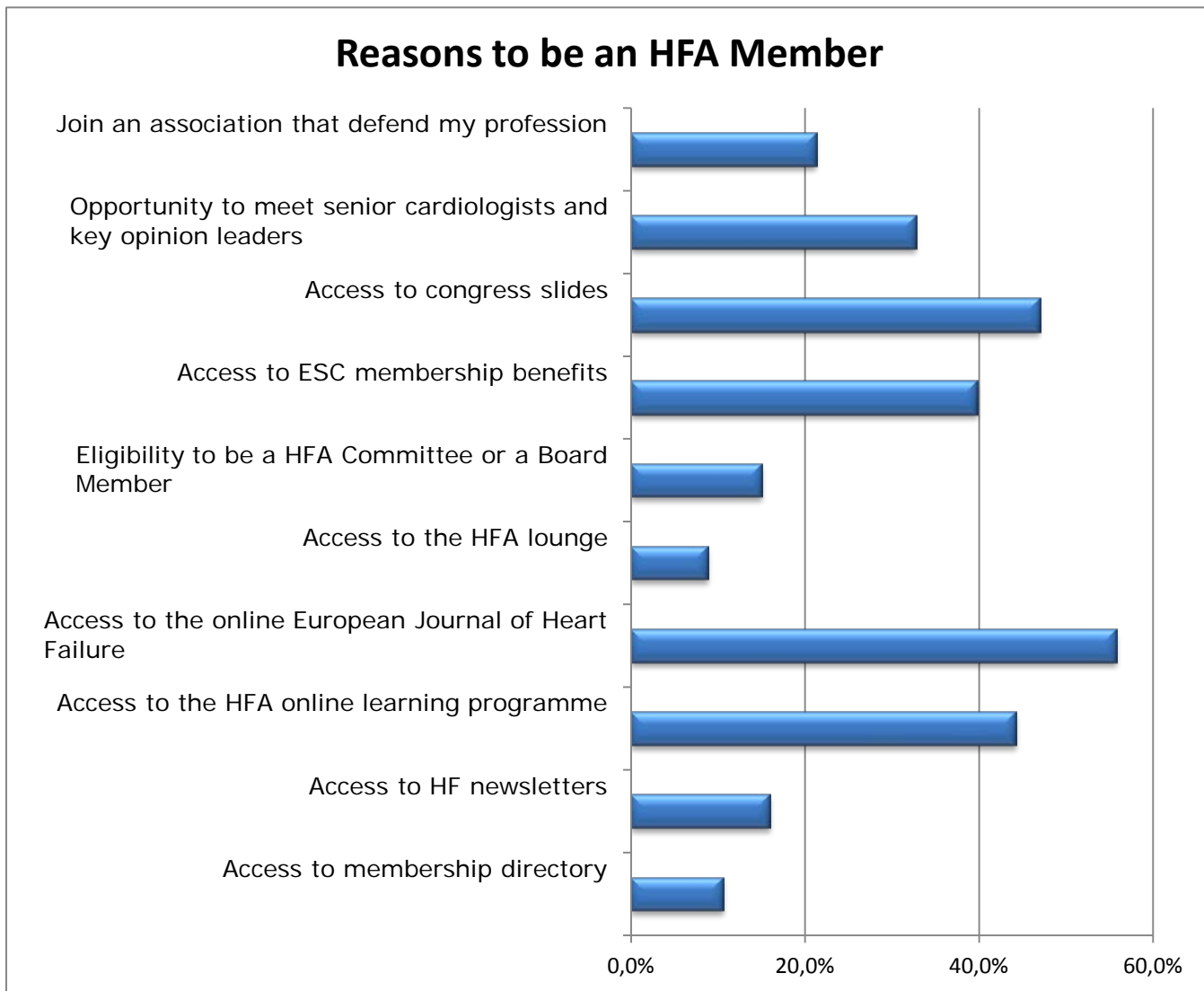
**Did you download the mobile app (Heart Failure 2014) produced for this Congress?**



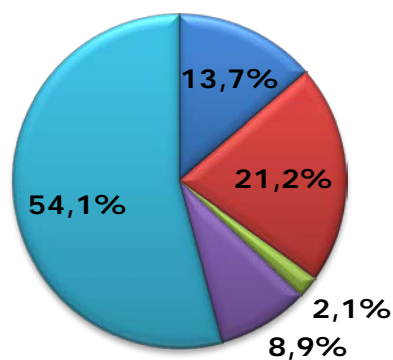
**Please rate the following mobile app elements**



**Delegates' involvement in the HFA**

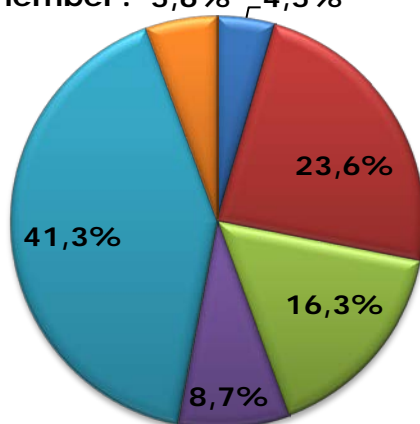


**Did you benefit from your exclusive access to the HFA members Lounge?**



- Yes, I was very satisfied
- Yes, I was quite satisfied
- Yes, but I was dissatisfied
- Yes, but I was indifferent

**Are you an HFA member? 5,6% 4,5%**



- Yes, I am a fellow of the HFA 2014
- Yes I am a Basic member
- Yes I am an Online member 2014