

Heart Failure Congress Industry Debrief Report – 28-05/2018

Organised by the Heart Failure Association of the ESC

HEART FAILURE 2018

including the World Congress on Acute Heart Failure

26-29 MAY

VIENNA

Heart Failure: classical repertoire, modern instruments



 **HFA**
Heart Failure Association
European Society of Cardiology

www.escardio.org/heartfailure



Agenda

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

Organisation	Participants
30 Industries Present	
ESC	<ul style="list-style-type: none">- Anne Laure Leuba – Congress Manager- Malek Lebsir –Industry Relations Team Mang.- Olga Kruger –Industry Relations AM- Sandra Chaudanson – Congress Production- Abir Ghorab – Industry Services Project Mang.- Gisela Valky Pons – Industry Services
Congress Centre	<ul style="list-style-type: none">- Florian Wacht, Project Manager StandOut
Supplier	<ul style="list-style-type: none">- Stefan Grunwald – Fairexx

You can consult the [full slide deck](#) that was presented at the Industry debrief

Objective of the industry debrief:

The Industry Debrief (which is organized during each congress by the ESC) is an opportunity for our teams to share key figures and outcomes of the congress, giving a first update before the congress comes to a close. Our industry partners and exhibitors are invited to share their experience, feedback and specific comments on the overall organization. This input allows us to follow up internally and make improvements moving forward.

- Introduction & Welcome by Olga Kruger
- Presentation of congress, key figures and scientific highlights by Anne Laure Leuba (Congress Manager)
- Presentation of Industry Figures & Highlights by Olga Kruger
- Feedback Round per Industry
- Wrap-Up

Global feedback

The global feedback from industries was good: Venue, attendance and scientific program are perceived as a great achievement at this year's edition and the result / delivery of the congress is a success.

Industries expressed good feedback and compliments with regards to the organization and delivery of the congress. However, the preparation phase and communication with ESC was not as free-flowing as usual given the fact that many members of the team have changed since the Industry Site Visit in October 2018. Sponsors would have preferred to receive stronger communication on the changes and introduction of the new ESC focal points. The use of generic mailboxes made it even harder to identify the right contact for industry partners.

Focused feedback...

...on Exhibition

- The compact design and location of the exhibition in the middle of congress science was highly appreciated especially as delegate traffic was great and dynamic thanks to this. Opening hours of the exhibition areas came into discussion and some industries advocated for an earlier opening (at the same time as scientific sessions begin) although this was not a broadly shared opinion. Many Exhibitors asked for more control and security from the venue and ESC as an organizer prior to the official opening. ESC explained that any additional security or ropes would need to come from each industry in order to manage and control their booths. As delegates are attending sessions that take place in lecture rooms within the exhibition area (which is a strategic decision in order to better integrate industry exhibition to the scientific activities of the congress and improve delegate flow – ESC cannot close and isolate the exhibition hall). As booths are getting more sophisticated with digital/technical features, industries will need to adjust build up times for the special booths.

...on Industry Sponsored Sessions / Educational grants

- Overall feedback was very good especially as the attendance was strong and consistent. Industry organizers would appreciate to receive updates on the faculties attending the congress in order to better manage their satellite symposia faculty invitation and logistical organization. The perception of attendance within sessions varies strongly and therefore in future the ESC industry services either will align with industries before reporting on those figures or not include them during the industry debrief, if we lack resources to track session attendance precisely.

...on Registration

- Industries reported that with regards to "industry" processes & participation there's a lot of room for improvement as for example the possibility to change names or a more digitalized listing system for participants to avoid manual filling.
- Waiting times at the exhibitor registration queue was perceived as too long.

...on Communication

- Globally industries would have appreciated the ESC industry team to highlight more prominently the changes in teams and communicate more about new members and their roles.

...on suppliers/catering

- The local caterer Gerstner was perceived as a little unpleasant in regards to their communication. Further industries felt that too many different deadlines for different packages were given, which made it more complex for organization with Gerstner. However, the final result and quality of service and food delivered at the congress was perceived as high quality and the team onsite was responsive and always available.