

# 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](http://www.escardio.org/heartfailure)



## Agenda

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

<b>Participants</b>	
<b>Industry Partners</b>	<ul style="list-style-type: none"> <li>– Abbott Vascular International BVBA</li> <li>– Abiomed Europe GmbH</li> <li>– Alnylam Pharmaceuticals</li> <li>– AstraZeneca UK Ltd</li> <li>– Bayer AG</li> <li>– Boehringer Ingelheim International</li> <li>– Boston Scientific</li> <li>– CHF Solutions</li> <li>– Critical Diagnostics</li> <li>– CVRx, Inc.</li> <li>– Fresenius Medical Care</li> <li>– Impulse Dynamics Germany GmbH</li> <li>– John Wiley &amp; Sons Ltd</li> <li>– Magnisense SE</li> <li>– Medtronic International Trading SARL</li> <li>– Novartis Pharma AG</li> <li>– Orion Pharma</li> <li>– Pfizer France</li> <li>– Prothena Therapeutics Limited</li> <li>– Radcliffe Cardiology</li> <li>– RenalGuard Solutions Inc</li> <li>– Roche Diagnostics International Ltd</li> <li>– SERVIER INTERNATIONAL</li> <li>– Thermo Fisher Scientific</li> <li>– Vifor (International) AG</li> <li>– Wisepress Online Bookshop Ltd</li> <li>– Zoll CMS GmbH</li> </ul>
<b>ESC</b>	<ul style="list-style-type: none"> <li>– Anne Laure Leuba – Congress Manager</li> <li>– Malek Lebsir – Industry Relations Team Mang.</li> <li>– Olga Kruger – Industry Relations AM</li> <li>– Sandra Chaudanson – Congress Production</li> <li>– Abir Ghorab – Industry Services Project Mang.</li> <li>– Gisela Valky Pons – Industry Services</li> </ul>
<b>Congress Centre</b>	<ul style="list-style-type: none"> <li>– Florian Wacht, Project Manager StandOut</li> </ul>
<b>Supplier</b>	<ul style="list-style-type: none"> <li>– Stefan Grunwald – Fairexx</li> </ul>
<b>Absent</b>	<ul style="list-style-type: none"> <li>– Katrin Windl (Project Manager Messe Wien)</li> <li>– Martin Kreidl (Venue Manager Messe Wien)</li> <li>– Andrea Jann (Gerstner Catering Messe Wien)</li> <li>– Monika Diek (Charité Berlin)</li> </ul>

**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 at the end of each congress by the ESC) is an opportunity for our teams to firstly update and share on the key figures and outcomes of the congress, giving a first update. Our industry partners 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 by industries was good: Venue, attendance and scientific programme are perceived as a great achievement at this year's edition and the result / delivery of the congress is a success.

Industries provided good feedback and compliments with regards to the organization and delivery of the congress. However, the preparation phase and communication with ESC was perceived as less smooth 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 more communication on these changes and an introduction to the new ESC contact persons. The use of general mailboxes made it even harder to identify the right contact person.

### **Focused feedback...**

#### ...on Exhibition

- The compact design and location of the exhibition in the middle of congress science was highly appreciated especially as the delegate traffic was strong. Opening hours of the exhibition areas came under discussion and some industries advocated for an earlier opening (at the same time as scientific sessions begin), however this was not a commonly shared opinion. Industry Partners will therefore be consulted via an online survey regarding exhibition hours for Heart Failure 2019. Many Exhibitors asked for more control and security from the venue and ESC as an organizer prior 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 delegates flow), ESC cannot close and isolate the exhibition hall. As booths are getting more sophisticated with more digital/technical components, there is a clear need for additional build-up time for many 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 invitations and logistical organization. The perception of attendance within sessions varies strongly and therefore in the future the ESC industry team will either 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 onsite or a more digitalized listing system for participants to avoid manual filling.
- Waiting times at the exhibitor registration queue were 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 harsh in their communication style. Furthermore, industries felt that too many different deadlines for different packages were given, that 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 standard and the team onsite was reactive and very present.