

• **Heart Failure**  
& World Congress on  
Acute Heart Failure **2019**

• **HEART FAILURE  
FROM ALPHA   
TO OMEGA **

• **25-28 MAY - ATHENS, GREECE**



**Megaron - Athens International Conference Centre, HFA Room A – Heart Failure 2019 Industry Debrief  
Agenda & Meeting Notes**

**27/05/2019 – 11.00 am**

**HFA Leadership**

Professor Andrew Coats – *President Elect*

**ESC Participants**

Anne-Laure Leuba – *Congress Manager*  
Christelle Matteo – *Sales Administration, Industry Support*  
Gisela Valky Pons – *Project Manager, Industry Services*  
Laurie-Anne Pereira – *Account Manager, Industry Relations*  
Lisa Merolli – *Project Manager, Industry Services*  
Malek Lebsir – *Team Manager, Industry Relations*  
Maud Mallet – *Project Manager, Industry Services*  
Melanie Rafflegeau – *Team Manager, Industry Support*  
Nata Nambatingué – *Associate Director*  
Olga Kruger – *Account Manager, Industry Relations*  
Olga Pabion – *Project Manager Institution Database, Industry Support*  
Paul Gasc – *Congress Manager*

**Congress Center**

Roula Nomikou – *Account Manager, Megaron*

**Suppliers**

Benjamin Chotteau – *Leni*  
George Sarlos – *Aria*  
Peter Theodorides – *Vision*  
Stefan Grunwaldt – *Fairexx*

**Industry Partners**

Ali Charlemagne – *Abbott*  
Alice Yu – *AstraZeneca*  
Bernd Mueller – *Bayer*

Francesca Molisso – *Ashfield*  
Heike Schwende – *Novartis*  
Henry Maseruka – *Novartis*  
Karen – *Akcea Therapeutics*  
Marie-Laure Schenck – *Abbott*  
Marina Biola – *Servier*  
Melanie Ingram – *WRG Live*  
Nick Todd – *Swordfish Advertising Limited*  
Pirita Einimo-Ranta – *Orion Pharma*  
Rajesh Jangra – *Novartis*  
Sandra Vodene – *Thermo Fisher Scientific*  
Sophie Nisse-Durgeat – *WeHealth Digital Medicine*  
Tamara Krcmar – *Servier*  
Thierry Schulmann – *Vifor*  
Virginie Delage – *Medtronic*  
Viviane Knerr – *Alnylam Pharmaceuticals*

### **Agenda**

- Introduction – Malek Lebsir
- Welcome – Professor Andrew Coats
- Heart Failure 2019, key figures and congress highlights – Anne-Laure Leuba
- Industry presence – Malek Lebsir
- Industry feedback
- Heart Failure 2020 & wrap-up – Anne-Laure Leuba

### **Objective of the meeting**

To present key figures of the congress and innovations, share congress experience and collect feedback.

### **Presentation**

The slideware presented during the Industry Debrief is available [here](#).

### **General comment**

HFA is in a healthy position now. Education activities and research promotion are very successful. They want to continue to grow. It was announced during the meeting that there is a wish to implement an HF Forum in 2020 to enhance interactivity with Industry partners and HFA.

An Industry site visit for Heart Failure 2020 is scheduled on 17 September 2019 in Barcelona.

### **Comments from Industry Partners**

- **Vifor:** The exhibition was in a great location and integrated within the scientific activities with lecture rooms all around. They had a positive feedback on the sessions which were well attended. Badge readers are very useful. Indeed, they can collect important information (data profile) and allocate them by category (booth/lecture room). The poster area A was not optimal, the B area was better. The moderated posters were very good, but they suggest improving sound system. Lunch boxes inside the room would have been easier, outside is not convenient and difficult to manage. Suggestions: educational corner on often diseases inside the exhibition, that take place in other congresses. They would also have liked to have more offer in terms of sponsorship.
- **Akcea Therapeutics:** They had a positive feedback on their session but were not aware that the Agora 1 was located outside. They did not know the Agora was an open room. Communication should be clearer on this. It was challenging to organise badge scanning and food for their audience. It was also difficult to register a group through the portal; it can be improved.
- **Alnylam Pharmaceuticals:** Good experience. Their Practical Tutorials room was with a good capacity and exceeded expectations. Calypso worked very well and is easy to use for the booth. The

fact that you can add questions is highly appreciated. To scan the people who attend sessions, classical badge readers are easier (some were out of battery unfortunately).

- **Thermo Fisher:** Positive feedback. They appreciated the fact that exhibition area is well integrated within the scientific area (e-learning zone) and hope it will continue in this way. The Heart Failure mobile app is convenient and very useful.
- **Abbott:** Good congress, they only faced some badge scanning issues during the sessions as bar codes for the delegates are smaller than the ones for exhibitors, it was challenging. The exhibition was better than expected on the map. They had a good feedback on the sessions which were well attended, logistically speaking it was better on the second slot. The Practical Tutorials went well. They are very pleased with their scientific presence.
- **Servier:** Great congress and very positive feedback in general. Abstracts were difficult to find. It was not clear for them the information displayed before the symposium starts. There is an area for improvement, and they suggested to have the flyers of the sponsors on the screen 5 minutes prior to the start of the symposium (intersession branding). The Experts on the Spot session had a nice atmosphere for the guests. The location of the booth was challenging at the beginning but with efforts of everybody it worked with good flow, circulation of people from both sides. They had a problem with lunch boxes, it was a mess at the beginning, and it should have been better to distribute them inside if possible. The direction signs for meeting rooms can be improved and the delivery of the hostess on the first day did not work.
- **WeHealth Digital Medicine:** Very interactive and good congress.
- **Novartis:** Overall it was a good congress and successful despite challenges, but it opened the floor to creativity. Electricity costs were excessive. Exhibition was nice and smooth. Nice atmosphere in this congress centre. Posters were very far; it should be part of the integrated experience. HF congress is better and better. The area of improvement can be to create a poster area with more technology to enhance interactivity.
- **AstraZeneca:** The lighting was turned off on their booth space during the Industry Site Visit so they planned a lot of lights for the stand to be sure that it will be bright. Finally, the lights of the congress center were turned on and the additional lights were not necessary at all. They noticed the quality of the lecture rooms, the good sound system and a beautiful set-up. They had small issue because of the session cancelled before their symposium and there was no specific announcement. The suggestion will be to use a digital poster to promote the session in front of the door. The splash advert contributed to the good attendance to the session. They mentioned a good Wi-Fi coverage during the event, and everything went well logistically speaking. Another suggestion will be to add tables and chairs in the registration area to check badges.