

#### **ESC participants:**

Aoife Delmas – Industry Director

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#### **List of Industry participants:**

3M Deutschland GmbH	Andrea Eming	Medtronic International	Lisa Braghi
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Abbott Vascular	Els Maes	Mylan	Sabah Abibes
Abbott Vascular	Marie-Laure Schenck	Novartis Pharma AG	Rajesh Jangra
ACIST Medical	Marilene den Exter Blokland	Novartis Pharma AG	David Stanavage
Actelion	Ingrid Marti	Novartis Pharma AG	Eduardo Vidal
AstraZeneca	Alice Yu	Novartis Pharma AG	Heike Schwende
Bayer	Frank Dräger	Novo Nordisk A/S	Stephanie Stephanou
Bayer	Angela Rogalla von Bieberstein	Orion Pharma	Pirita Einimö-Ranta
Biosense Webster	Sabrina Cassata	Pfizer Ltd	Maria Elvira Franco
Biosense Webster	Graça Costa	Pfizer Ltd	Irem Tek
Biotronik	Una Metzger	Philips Medical	Moritz Dieck
Boehringer Ingelheim	Felix Schneberger	Recordati Spa	Maria Luisa Caneparo
Boehringer Ingelheim	Diana Günster	Recordati Spa	Marco Bordonaro
Boehringer Ingelheim	Friederike Hoffmann	Roche Diagnostics	Laura Brager
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Cardioline	Mircea Dumitrescu	SERVIER	Sophie Nisse-Durgeat
Cardioline	Xavier Dupeyron	SERVIER	Carole Choplin
Daiichi Sankyo	Dilek Uygungelen	SERVIER	Véronique Morris
Daiichi Sankyo	Alexandra Wolf	Siemens Healthcare	Verena Schnoerer
Daiichi Sankyo	Michael Kerschnitzki	Siemens Healthcare	Nadine Kraus
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Ferrer	Roberto Alvarez	Sorin	SylvieLarde
Lindacare	Eric Airiau	Zoll	Julia Sigle

**The ESC presented the follow-up on the different action areas which have been identified by the Exhibition Taskforce as opportunities for improving contact with delegates at ESC Congresses. Discussions took place around the following categories with regards ongoing & desired changes:**

## Exhibition Taskforce Meeting

### 29 October 2018

### Executive Summary & Key points

#### Navigation

- **Touch screen tables**  
The interactive exhibition map shown on the 3 tables available at the entrance of each exhibition halls during ESC Congress 2018 appears to have been useful to delegates but requires further review as many delegates did not take the time/do not have the time to explore. To be reviewed for future events.
- **Exhibition map flyer**  
This flyer was judged very helpful to locate stands and this initiative will be renewed in 2019.
- **Exhibition map panels**  
This very simple and convenient way to display the exhibition maps will be renewed in 2019.
- **Information points and “Ask me” hostesses**  
It would be wise to have information points in the exhibition halls with hostesses to encourage human interaction with delegates and lead them to the exhibitors' stands.  
The ESC will assess the feasibility and resources to implement this service in 2019.
- **Geolocation in Mobile App using beacon technology**  
The ESC is moving cautiously but seriously on this subject with the clear objective to implement this technology as soon as possible. More information will be provided during the 2019 Industry Congress Forum. The first implementation will be a pilot project. A detailed analysis of the results will be necessary before the ESC can think of possible applications that can be proposed to our partners. Industry partners suggested running a pilot project using beacon technology rather than a general roll-out; this would allow us to look at the qualitative value of this technology. For example, suggest buy –in to delegates wishing to enter pilots, offer them customized educational tracks in their areas of interest & use the technology to analyse actual behavior matched with participant feedback on the learning experience.

#### Delegate experience

- **Catering outlets and networking areas**  
Being able to create catering/networking areas within exhibition halls will be an asset to facilitate networking, attract and keep delegates in close vicinity of exhibitor stands. Catering outlets should not be limited to coffee stations but to offer snacks and convenience food.  
The ESC takes this need into consideration for its event. In 2019 the feasibility will be assessed according to the available space after the stands have been assigned. The ESC will also assess resources based on these spaces.
- **“Meeting on the Go”**  
These popular areas allow delegates/ sponsors to meet in dedicated spaces freely available and free of charge. The ESC plan to create a “Meeting on the Go” area in each of the Exhibition Halls for ESC Congress 2019 with a mix of partially closed and open meeting spaces. The feasibility and resources will be assessed according to the available space after the stands have been assigned.
- **Exhibition opening hours signage**  
The ESC should emphasize the exhibition opening hours via standing signs place in exhibition areas strategic locations. This information should also be mentioned in most of the Congress publications.

## Executive Summary & Key points

- **Photocall wall**  
A photocall wall could be set up to allow delegates to take pictures against a backdrop promoting the Congress, available social networks and hosting city. This playful service could allow delegates to mark their presence on site and distribute it via social networks to show people not attending the congress why they should be part of the experience.
- **Lounge/Relax areas**  
Suggestion of the creation of Lounge/Relax areas with sound. Many delegates are jet-lagged and should be able to relax in what can sometimes be a stressful & tiring congress environment

### Communication

- **Congress preparation**  
According to surveys, delegates prepare their visits. This preparation should be encouraged by giving delegates the possibility to organise meetings with exhibitors via the Mobile App. The ESC is currently looking into adding this feature to the Congress App.
- **Stand activities dissemination**  
Delegate preparation should also be encouraged by providing the activities planned on stands as far in advance as possible on the Mobile App and ESC Website. The ESC plans to include exhibitors stand activities in the Mobile App. This information will replace the usual "Company & Product description". Stands activities could also be listed in the Industry Programme booklet.
- **Real time access to visitor's data**  
The ESC plan to offer the possibility to rent smartphones to industry partners onsite with the necessary technology specifically developed to qualify delegate contacts in real time at the congress.
- **eBlast - Pre & Post Congress**  
The ESC offers the possibility, via unsegmented customized mailing, to promote exhibition spaces, sponsored sessions or share any other news of interest to ESC Congresses pre-registered delegates a few days prior to the Congresses or Post-Congress to a broad audience.  
The general opinion among our Industry Partners was that segmented email-marketing lists will help to get better open and click rates. By narrowing our focus and sending messages to targeted groups with the ESC databases (i.e. country, field of interest), delegates will find these eBlasts more relevant and relevant campaigns should get better results.  
The ESC Industry Team will collaborate with the ESC Marketing Team to implement segmented eBlasts as soon as possible.
- **ESC Mobile App promotional opportunities**  
There was a consensus on the need to move towards additional advertising opportunities in the ESC Mobile App. To date, in addition of a Congress Mobile App sponsorship, the ESC offers a limited number of "Splash Adverts" and related push notifications available for our Industry Partners to purchase. These "Splash Adverts" aims to promote sponsored sessions.  
For ESC Congress 2019 the ESC considers doubling the number of available "Splash Adverts".