The Art of Medical Congresses

Industry Forum

Aoife Delmas – 31/05/2018
Congresses are a very relevant & unique platform for learning & exchange of strong, independent scientific content

Leave a legacy by supporting cardiology professionals in delivering better care & reducing the burden of disease
Art of ESC Congresses

- Serving the community – listening to & meeting their needs
- Innovation – actively seeking & embracing change
- Fostering learning – raising standards for all
- Application of science – facilitating exchange for better care
Key Challenges

- **Challenges in healthcare system**
  - Time, Regulations
  - Budgets for education

- **Digital information overload**
  - Reputable
  - Available
  - Impactful

- **Individualised Learning**
  - Content beyond science: communication, stress
  - Adaptive content by age, country, specialty

Our Focus Areas:  
- Young Community - Research
- Interactivity - Destinations
- Member Support - Global
Industry Congress Forum: focus on partnership
Going further together

- Share strategy & best practice
- Raise congress standards
- Serve the medical professional community
- Agree on partnership roadmap