

The Art of Medical Congresses

Industry Forum

Aoife Delmas – 31/05/2018

ESC – Congress Focus



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**



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