The Art of Medical Congresses

Industry Forum

Aoife Delmas – 31/05/2018



ESC – Congress Focus





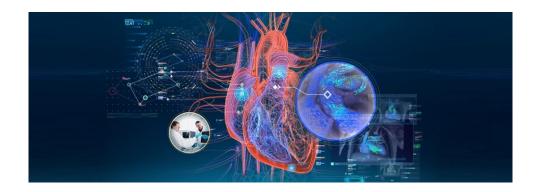
Congresses are a very **relevant & unique platform for learning** & exchange of strong, independent scientific content

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

Art of ESC Congreses



- **❖** 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