Industry Forum

Who are we talking to and what are we saying:
ESC Congress 2018

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The ESC’s Mission

To reduce the burden of cardiovascular disease
ESC Marketing’s goal for Congress is twofold: to bring a sharper audience focus, and to ensure the Congress delivers on our Brand promise.

**Brand promise**
What we promise to deliver to our audiences

**Uniting Experts.**
**Advancing Knowledge.**

**Brand values**
How we behave as an organisation

- **Authoritative**
  Respected for excellence, education and expertise.

- **Integrity**
  Adhering to strong principles for the greater good.

- **Influencing**
  Helping change the outcome for the better.

- **Innovative**
  Always looking forward and confidently exploring new alternatives.
Who are we talking to?
In short, the global cardiology community

We engage with 95,000 cardiovascular professionals in the ESC Community

Across 2018, to build a sense of One ESC Family, we are focusing on the following communities:

• Our **Heartland** audience – our paying ESC/Association members and Fellows - our most engaged HCPs who can best advocate for us amongst peers and the wider sector
• Our growing **Young Community** – those under 40 for whom ESC can offer support throughout their career, and for whom we aim to become lifelong partners
• HCPs in the **US, China, Japan and India** – where we think ESC can increase support to help them better disseminate science and network with peers across the world
And what are we saying about ESC Congress? As Roxana says “it’s just the best!” – you can’t miss it!

**Pre Congress**
- Meet Legends
- Where the world of cardiology comes together
- Latest Science
- Translating Science
- “Unmissable”
- The world wants to hear your science!
- Where the ESC family comes together
- Global reputation
- World’s largest CV Congress

**During Congress**
- ESC is your Family: welcome
- Experts throughout the Congress
- Our Diversity is our Strength
- Celebration of Discovery
- ESC supports you throughout your career
- We showcase your science
- Together, improving patient care
- Take the next step (CME, Membership etc.)
- All embracing of all specialties

The world wants to hear your science!
Thank you