

Industry Forum

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

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**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!



Thank you