ESC Congress Industry Forum

Technology improving Delegates experience

Ghislain DAVAL

31 May 2018
ESC Projects and Systems Objectives 2018-2019

- Member centric website personalisation and recommendation
- My ESC Account
- Search
- Congress 365
- Profiling to know our members’ needs and interests
- CRM as master contact database
- Congress experience
- New registration solution
- Rolling membership
- Customised communications
- User Experience
- Solutions
- Database
- GDPR
- Systems
- Security
- Project Management
- PMO
- Solutions reliability and stability
Customer Relationship Management

CRM to manage our relationships and interactions with members and potential members.

• ESC strategy is to:
  • Integrate all our tools and services in the CRM
  • Personalise to drive the individual member experience
  • Go for Social CRM
  • Use Artificial Intelligence to automate where possible
Recommendation and Personalisation

Capitalise on visits on our systems to better know our members and visitors (needs and interests):

• Escardio.org: more than 500,000 sessions per month
• ESC pocket guidelines mobile app: 100,000 sessions per month
• Congress 365: 35,000 sessions per month
Bring more exposure to ESC scientific content and ESC speakers; disseminate and guarantee longevity of that content.

- Search significantly improved
- New recommendation mechanisms
- New presentation page
- Speaker page
- Rating
Congress app

Indoor Navigation to enable our participants:
• To find their current location and orientation on a map
• To search for and to locate Points Of Interest (POI’s) on a map
• To reach selected destinations via the shortest route

Real-time and historical Flow analysis:
• To allocate staff according to area of occupancy
• To prevent potential safety issues
• To improve the layout of future events
Thank you for your attention
Your feedback is welcome