

ESC Congress Industry Forum

**Technology improving Delegates
experience**

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ESC Projects and Systems Objectives 2018-2019

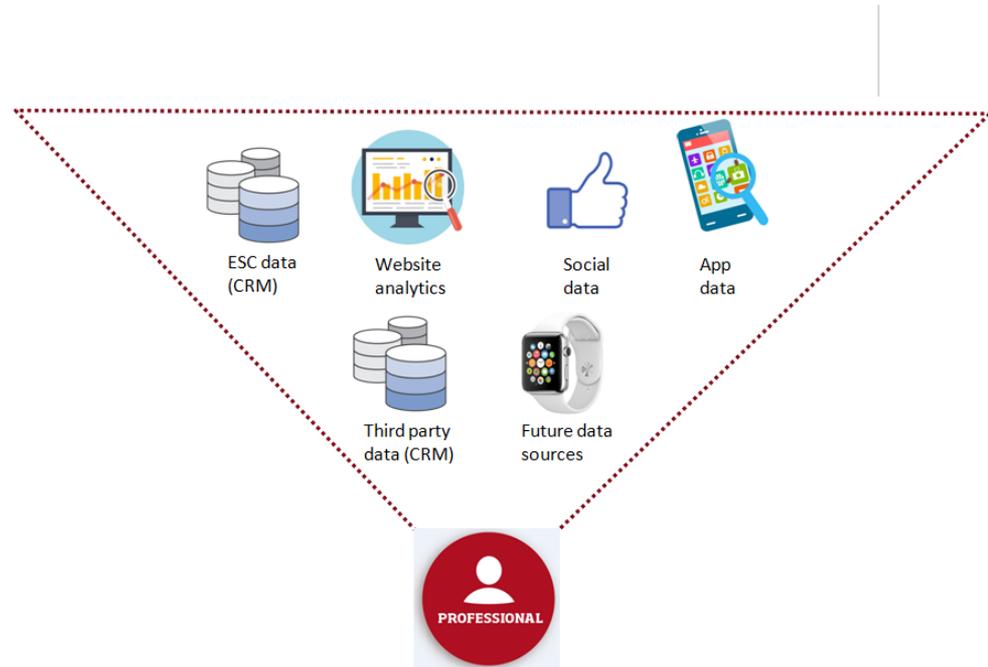


Customer Relationship Management

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

- **ESC strategy is to :**

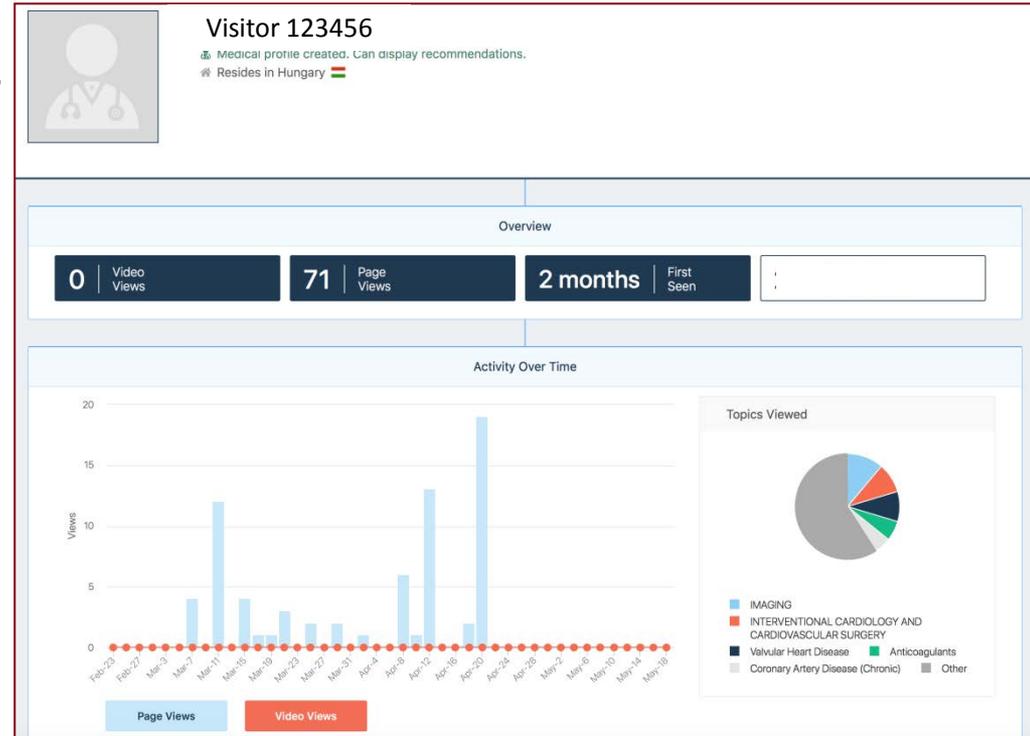
- Integrate all our tools and services in the CRM
- Personalise to drive the individual member experience
- Go for Social CRM
- Use Artificial Intelligence to automate where possible



Recommendation and Personalisation

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

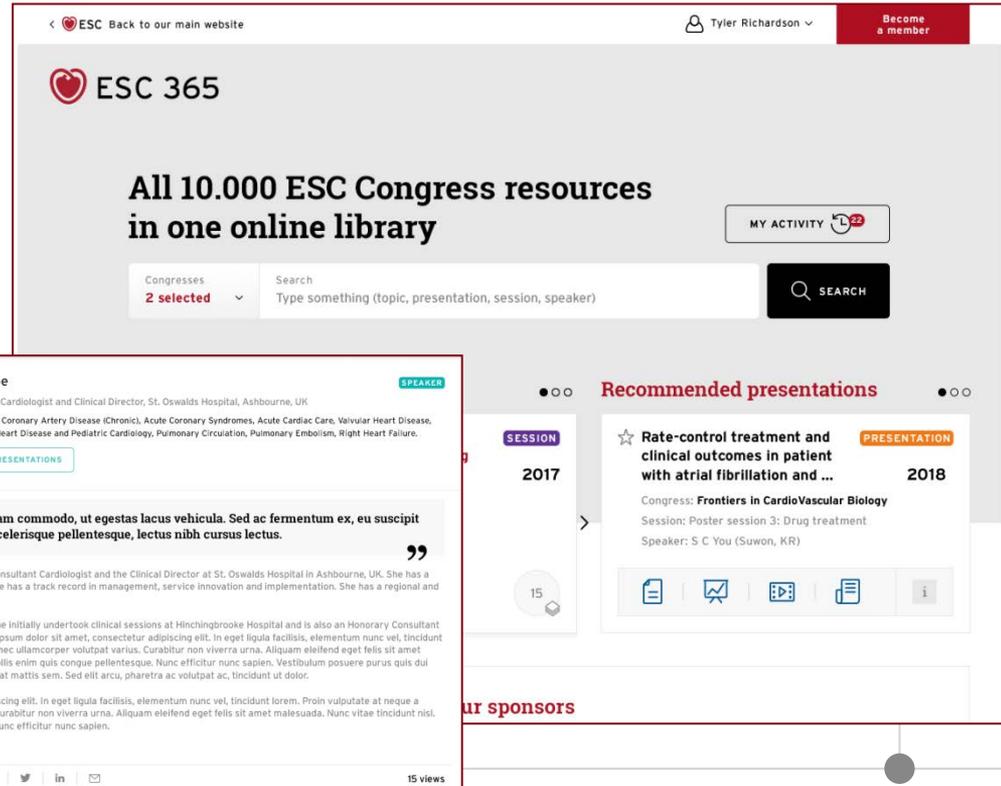
- Escardio.org : more than **500 000** sessions per month
- ESC pocket guidelines mobile app : **100 000** sessions per month
- Congress 365 : **35 000** sessions per month



ESC 365

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

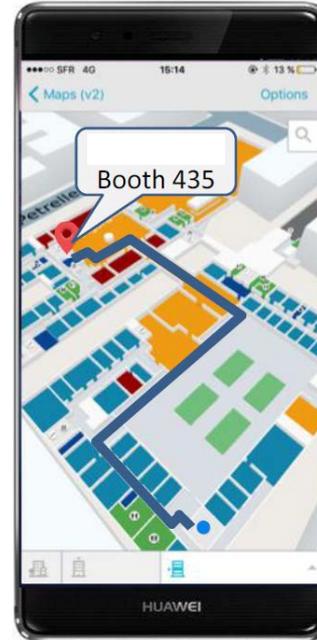


The screenshot displays the ESC 365 online library interface. At the top, there is a navigation bar with the ESC logo, a link to the main website, a user profile for Tyler Richardson, and a 'Become a member' button. The main heading reads 'ESC 365' with a sub-heading 'All 10.000 ESC Congress resources in one online library'. Below this is a search bar with a dropdown menu for 'Congresses' (2 selected) and a search input field. A 'SEARCH' button is located to the right. The interface is divided into two main sections. The left section features a speaker profile for Jane Doe, a Consultant Cardiologist and Clinical Director at St. Oswalds Hospital, UK. Her profile includes a photo, a '6 PRESENTATIONS' button, and a quote: 'Praesent pharetra neque nec quam commodo, ut egestas lacus vehicula. Sed ac fermentum ex, eu suscipit quam. Integer ultricies, erat ac scelerisque pellentesque, lectus nibh cursus lectus.' Below the quote is a bio paragraph. The right section is titled 'Recommended presentations' and shows a list of presentations. The first one is 'Rate-control treatment and clinical outcomes in patient with atrial fibrillation and ...' from the 2018 Congress 'Frontiers in CardioVascular Biology', presented by S C You (Suwon, KR). The interface also includes a 'MY ACTIVITY' button with a '23' notification and a '15 views' indicator at the bottom right.

Congress app

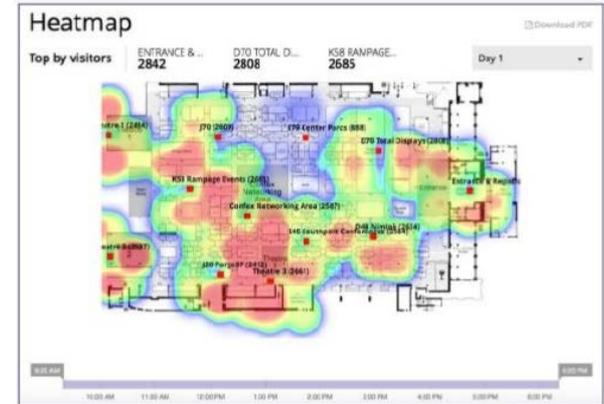
Indoor Navigation to enable our participants:

- 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