

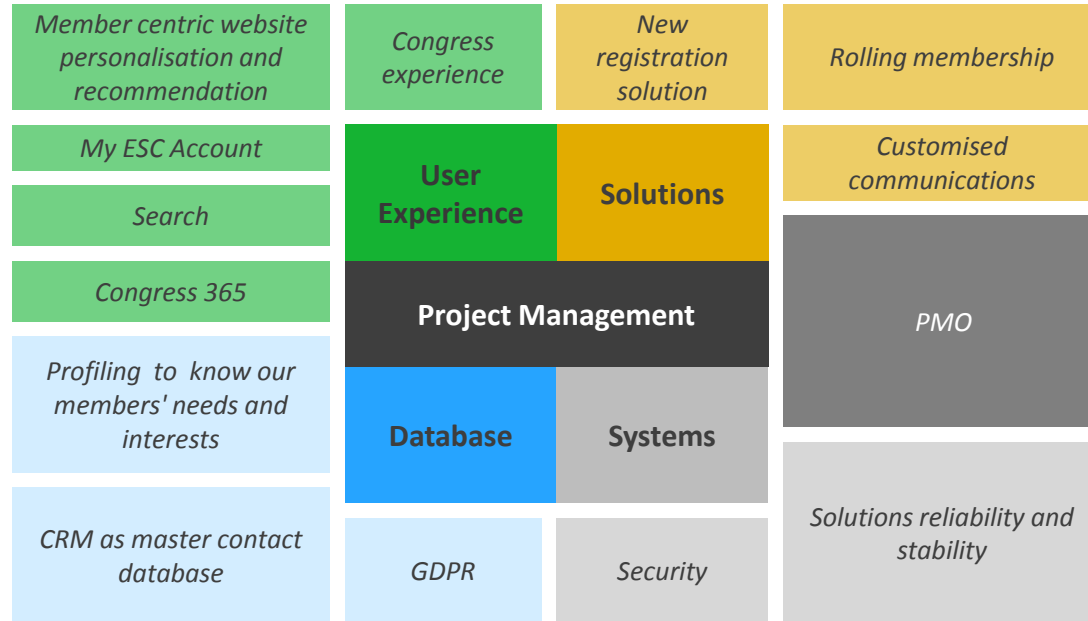
ESC Congress Industry Forum

**Technology improving Delegates
experience**

Ghislain DAVAL

31 May 2018

ESC Projects and Systems Objectives 2018-2019

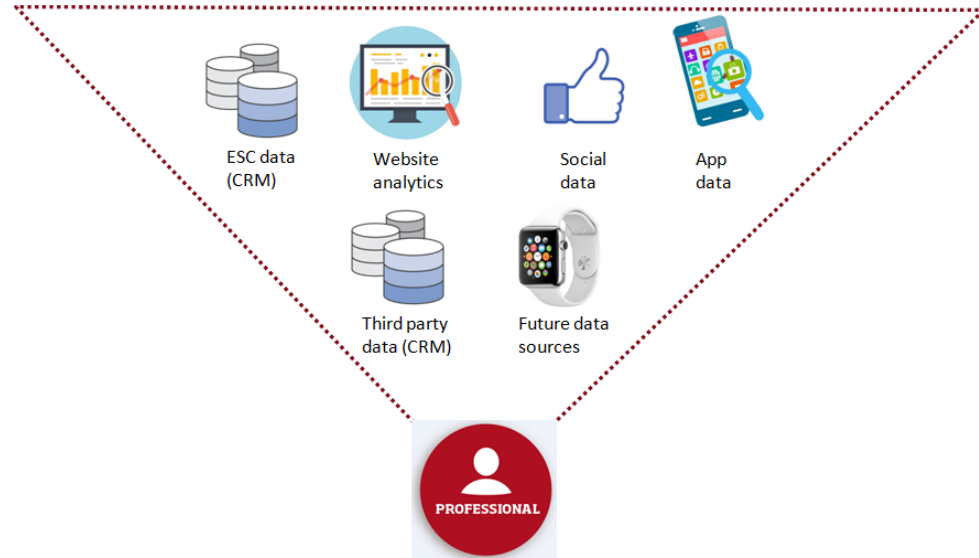


Customer Relationship Management

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

- **ESC strategy is to :**

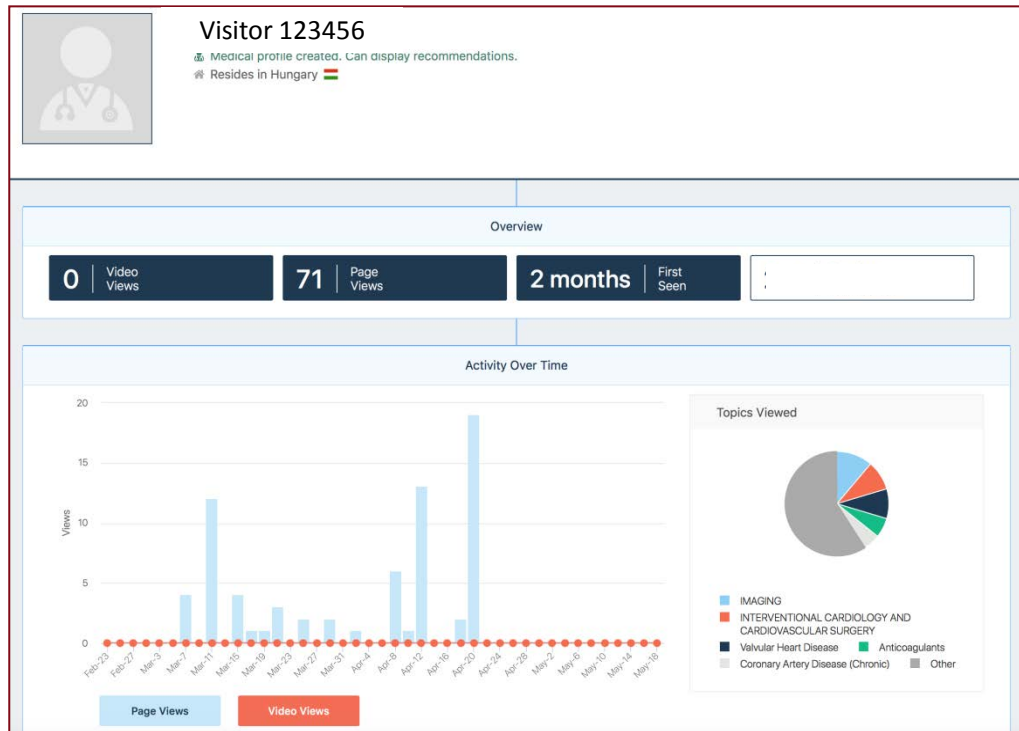
- Integrate all our tools and services in the CRM
- Personalise to drive the individual member experience
- Go for Social CRM
- Use Artificial Intelligence to automate where possible



Recommendation and Personalisation

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

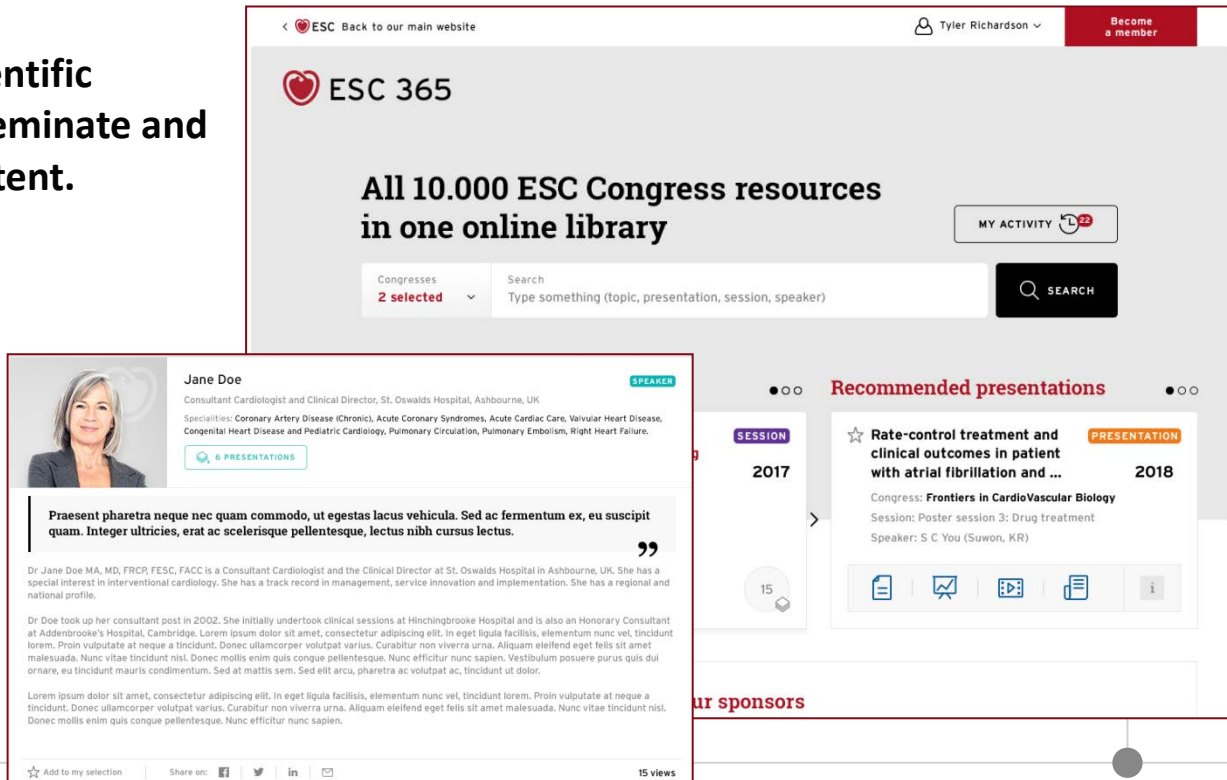
- Escardio.org : more than **500 000** sessions per month
- ESC pocket guidelines mobile app : **100 000** sessions per month
- Congress 365 : **35 000** sessions per month



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's a navigation bar with a link to the main website, a user profile for Tyler Richardson, and a 'Become a member' button. The main header features the ESC 365 logo and the text 'All 10.000 ESC Congress resources in one online library'. Below this is a search bar with a dropdown for 'Congresses' (2 selected) and a search input field. A 'MY ACTIVITY' button with a heart icon and '22' is also present. The main content area is divided into two sections. The left section shows a speaker profile for Jane Doe, a Consultant Cardiologist and Clinical Director at St. Oswalds Hospital, Ashbourne, UK. It includes her photo, a list of specialties, a '6 PRESENTATIONS' button, and a quote. The right section, titled 'Recommended presentations', shows a list of presentations with details like the year (2017, 2018), session, congress, session, and speaker. At the bottom, there's a 'our sponsors' section.

< ESC Back to our main website

Tyler Richardson ▾ Become a member

ESC 365

All 10.000 ESC Congress resources in one online library

MY ACTIVITY 22

Congresses 2 selected ▾ Search Type something (topic, presentation, session, speaker) SEARCH

Jane Doe **SPEAKER**
Consultant Cardiologist and Clinical Director, St. Oswalds Hospital, Ashbourne, UK
Specialties: Coronary Artery Disease (Chronic), Acute Coronary Syndromes, Acute Cardiac Care, Valvular Heart Disease, Congenital Heart Disease and Pediatric Cardiology, Pulmonary Circulation, Pulmonary Embolism, Right Heart Failure.
6 PRESENTATIONS

Præsent 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.

Dr Jane Doe MA, MD, FRCP, FESC, FACC is a Consultant Cardiologist and the Clinical Director at St. Oswalds Hospital in Ashbourne, UK. She has a special interest in interventional cardiology. She has a track record in management, service innovation and implementation. She has a regional and national profile.

Dr Doe took up her consultant post in 2002. She initially undertook clinical sessions at Hinchinbrooke Hospital and is also an Honorary Consultant at Addenbrooke's Hospital, Cambridge. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In eget ligula facilisis, elementum nunc vel, tincidunt lorem. Proin vulputate at neque a tincidunt. Donec ullamcorper volutpat varius. Curabitur non viverra urna. Aliquam eleifend eget felis sit amet malesuada. Nunc vitae tincidunt nisi. Donec mollis enim quis congue pellentesque. Nunc efficitur nunc sapien. Vestibulum posuere purus quis dul ornare, eu tincidunt mauris condimentum. Sed at mattis sem. Sed elit arcu, pharetra ac volutpat ac, tincidunt ut dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In eget ligula facilisis, elementum nunc vel, tincidunt lorem. Proin vulputate at neque a tincidunt. Donec ullamcorper volutpat varius. Curabitur non viverra urna. Aliquam eleifend eget felis sit amet malesuada. Nunc vitae tincidunt nisi. Donec mollis enim quis congue pellentesque. Nunc efficitur nunc sapien.

☆ Add to my selection Share on: Facebook Twitter LinkedIn Email 15 views

Recommended presentations

SESSION 2017 **PRESENTATION** 2018

☆ **Rate-control treatment and clinical outcomes in patient with atrial fibrillation and ...**

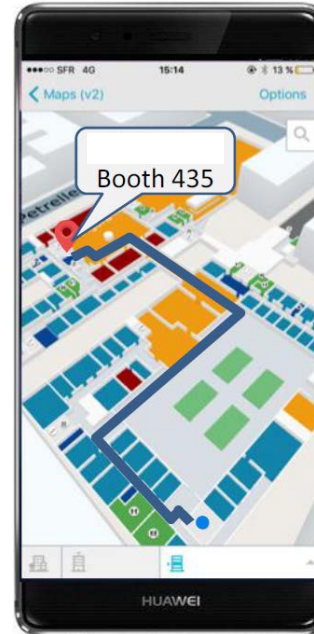
Congress: **Frontiers in CardioVascular Biology**
Session: Poster session 3: Drug treatment
Speaker: S C You (Suwon, KR)

15

our sponsors

Congress app

Indoor Navigation to enable our participants:



Thank you for your attention
Your feedback is welcome