

# ESC Meeting Delegates Needs: Today & Tomorrow

*Content Depth & Breadth*

C Gouillard

# The ESC's mission is to reduce the burden of cardiovascular disease

## Advancing cardiovascular science for longer, healthier lives

- Train and Educate
- Promote research and endorse evidence-based cardiology
- Disseminate knowledge
- ***Raise standards***
- ***Influence practice***



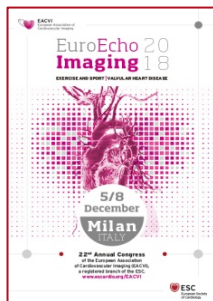
# Congress Contribution to the Educational Journey

## From Updates on Information to translation for Daily Practice

- **ESSENTIAL KNOWLEDGE**
- **UPDATES for Practice & Research**
- **DISCUSSIONS**
- **TRANSLATION FOR PRACTICE**
- **TRANSLATION FOR IMPLEMENTATION and EVALUATION in Practice**

# BREADTH

## ESC addressing the entire Scope of the Cardiovascular Medicine



# BREADTH



## CONTENT OBJECTIVES - (DEPTH)

**Depth** of learning refers to the extent to which specific topics are focused upon, amplified and explored.

- **Knowledge Transfer**
  - Educational & Scientific Programme
  - Expert Faculty
- **Original Research**
  - Abstract Submission & Visibility given to these programmes
- **Late-Breaking Science**
  - Hosting the latest and most relevant Late-Breaking Trials & Updates – Registries & Late Breaking Translational Research

# Content Objectives of ESC Congress

## A reliable source of **Information & Education**

### “The ESC Stamp”

#### STAYING AHEAD ON ALL CONTENT FRONTS

- Original Research
- Continuing Medical Education / Delivery of Education
- Meaningful Content for an **International Audience**
- Updates on Latest Developments
- Anticipating Shifts in the Profession



- **IMPORTANT FOCUS**
  - Digital Medicine
  - Socio-Economic Landscape
  - Research evolution
  - Use of technology to disseminate knowledge and information (blended learning , the congress is ONE of the steps in the Educational Journey)
  - Demonstrate impact to Practice and to Patient outcome (programme shift to more practice focussed sessions and take home message contextualised for Patient)
- **NEW PROFESSIONAL PROFILES**



THANK YOU