

# ESC Congress Industry Forum

**Visitor Experience & Innovation**

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31 May 2018

# Our goal

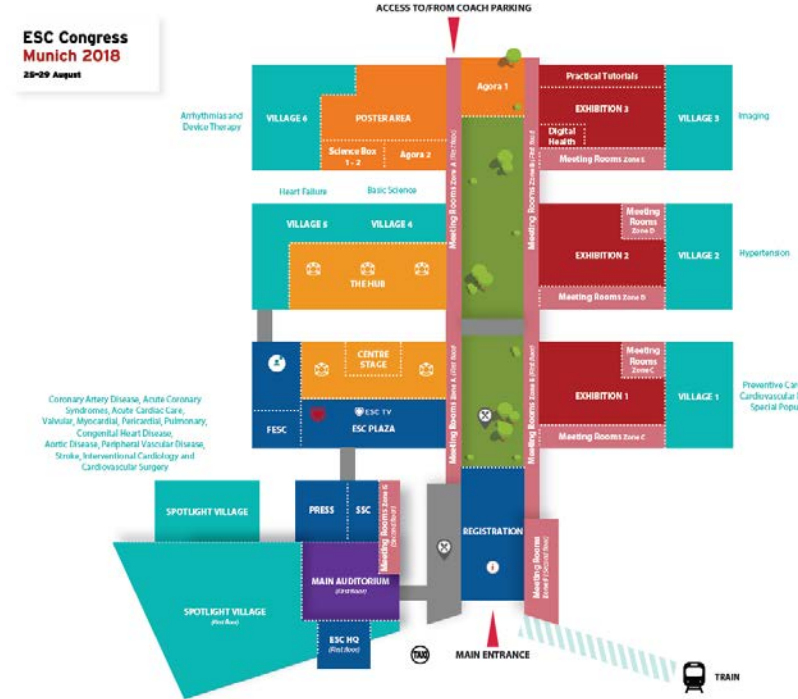
- Offering a rewarding experience to all our stakeholders, that starts at the launch of the congress, 9 months prior to the start date (Abstract, Registration, Hotel), and continues until the last day of the congress
- Addressing the different audiences we cater for, from members, to global partners, to delegates, to faculty, to abstract presenters, to industry partners, to journalists, etc
- Staying at the forefront in the field of cardiovascular event and maintaining our competitive advantage

# Our priorities

- Enhancing our Communications and increasing our Social Media footprint
- Improving our Customer care by developing our Marketing tactics and expertise
- Maintaining a state-of-the-art Congress infrastructure
- Offering lean processes through our Information Systems
- Keeping on developing new Digital Tools
- Innovating on sessions format and timeline
- Seeking new opportunities for development

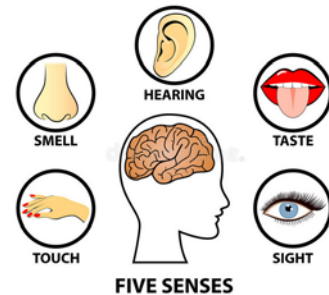
# On-Site Experience

- Compact Congress layout required
- Traffic flow carefully studied
- Lecture Rooms spread around the Venue
- Exhibition centrally located, surrounded by science
- Catering, seating, networking areas
- Delegates' time pressure



# On-Site Experience

- We want delegates to take home good memories from the Congress
- To achieve that objective, it is essential to take into account individuals' five senses
  
- **Sight** New ESC branding, focus on design
- **Taste** ESC requirements on F&B to meet international audience's needs
- **Hearing** New this year, special focus on music and sound effect
- **Smell** Next on the list
- **Touch** More hands-on activities instead of passive learning
  
- Bottom line, it's all about emotional intelligence



# Brand perception

- New ESC Family Branding (launch 2017)
- Legitimacy / Guarantee of quality
- Event design / Look & Feel
- Personalised approach
- Membership programme



# How does Music affect the Brain?

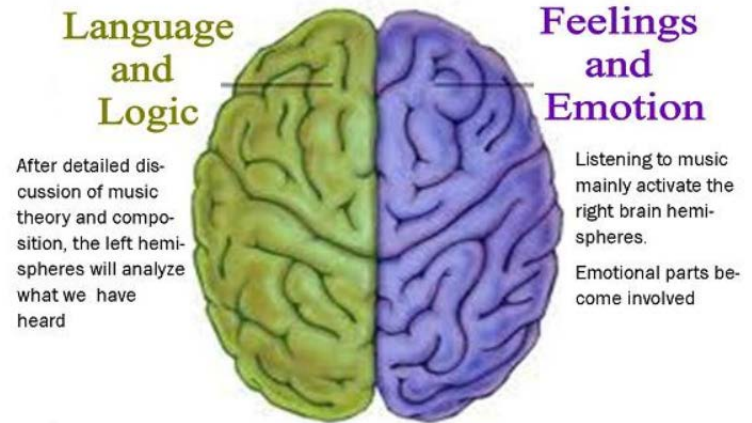
**Conference has traditionally ignored sound, resulting in stressful, fatiguing experiences for delegates and often for speakers too!**

## **Music is medicine for the mind!**

- Reduce stress and fatigue
- Improve cognition and speech intelligibility
- Increase wellbeing
- Increase customer satisfaction

## **@ESC Congress 2018:**

- Dedicated sound in some areas
- Unique “sound branding” created





# Registration

- First impression
- Zones concept
- Ongoing process improvements
- New system plan      2019 for Individuals  
                                    2020 for Groups





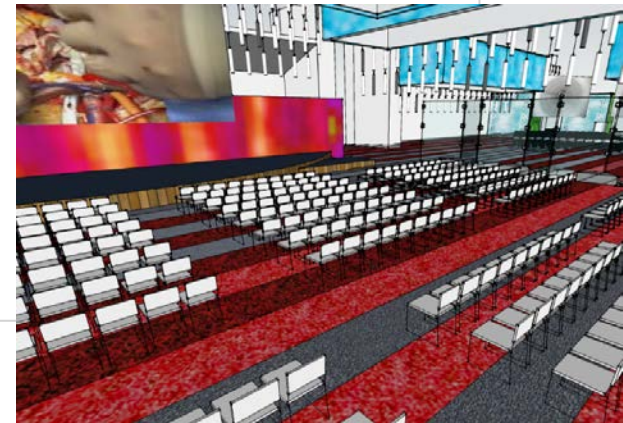
# Lecture Rooms

- Overall number of Rooms increasing 
- Overall number of Seats decreasing 
- Move away from darkness
- Preference for day light (natural / artificial)
- Whiter and colourful fabrics



# Open Lecture Rooms

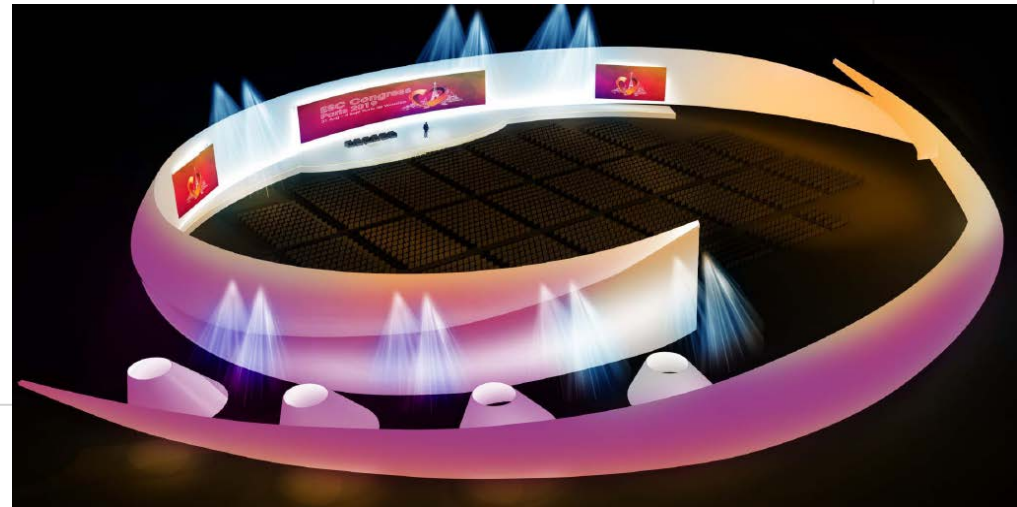
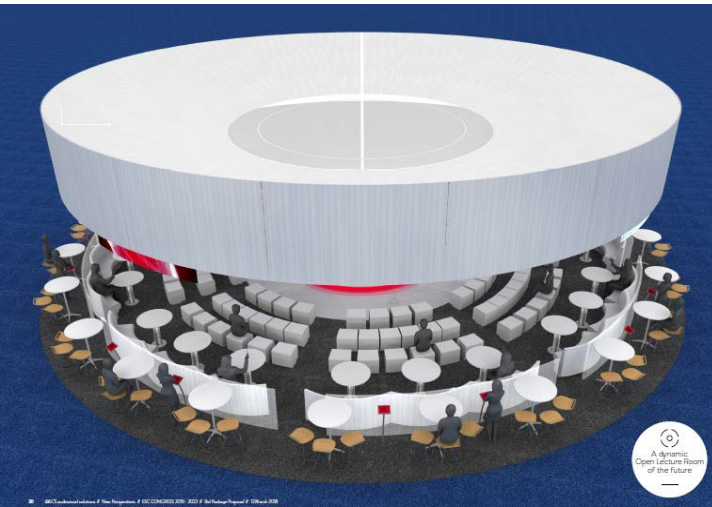
- Enhancing delegate experience
- Providing cross-topic synergies
- Offering a state-of-the-art environment





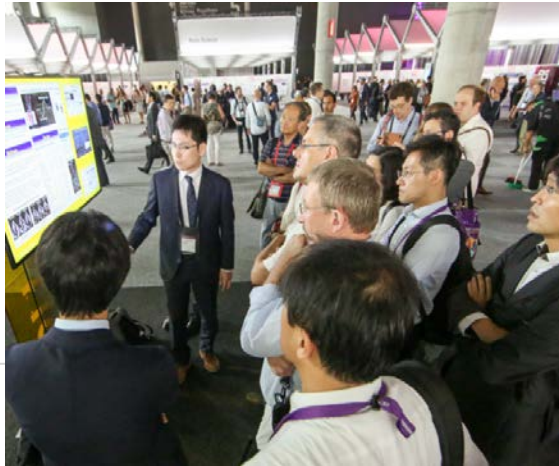
# Coming next

- On-going tender
- Focus on Pricing, but also on Innovation, Experience and Sustainability



# Poster Area

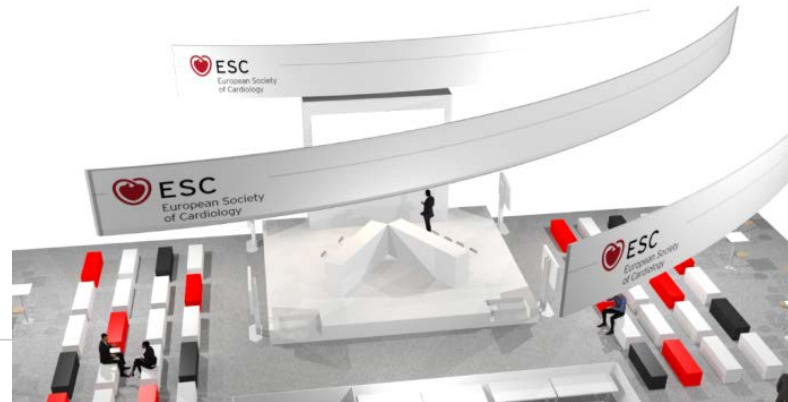
- Promote dialogue and exchange
- Provide value to Young presenters
- Various formats featured





# ESC Plaza

- ESC Stand
- National Cardiac Societies
- Affiliated Cardiac Societies
- International Associations
- ESC TV
- CPR Workshops
- Members' Lounge
- New – Research Funding Pole



# ESC Stand

- Welcome
- Membership
- Shop
- Education
- Science and Research
- Future congresses

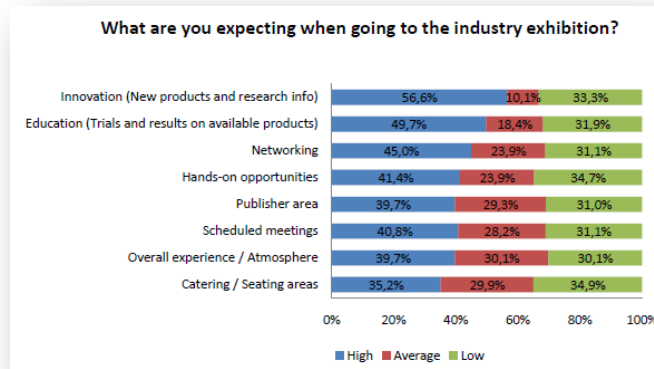


 **ESC**  
European Society  
of Cardiology



# Exhibition

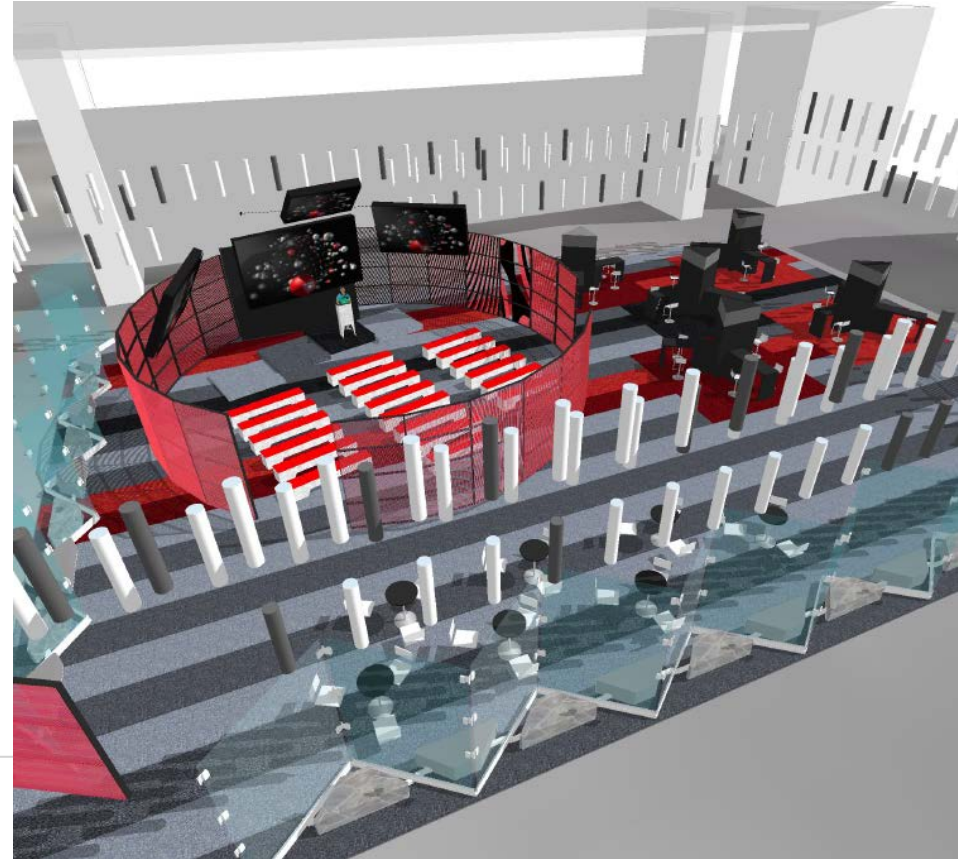
- Communication
  - Opening hours
  - Exhibition layout
  - Hospitality
  - Networking
- Navigation
- Mood and setting





# Digital Health Area

- Second year after pilot in Barcelona 2017
- Call for Technology – deadline June 11
- ESC Committee created at Board level







# Congress Educational Grants

▪ ESC Congress 2018	<b>455</b>	
- ESC Educational Grants	289	
- ESC/NCS Educational Grants	79	
- NCS Travel Grants	77	
- Industry Sponsored Grants	10	
▪ EHRA 2018	<b>707</b>	
- EHRA Educational Grants	500	(467 on-site)
- Industry Sponsored Grants	207	(193 on-site)



Thank you

