ESC Congress
Industry Forum

Visitor Experience & Innovation
Nata Nambatingué

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
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

How does Music affect the Brain?
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
Exhibition

- Communication
- Visitor experience
  - 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
Security matters

- Security agency
  - Advise ESC on Security assessment for all congresses
  - Give a report on the city where the congress is organised
  - Support throughout the year
  - Expertise for industry Chief Security Officers

- Additional security
  - Traffic barriers in front of the Venue
  - Airport security gates/metal detectors at the entrance
  - Sniffer dogs in the cloakroom
  - Undercover security guards
Congress Educational Grants

- ESC Congress 2018 455
  - ESC Educational Grants 289
  - ESC/NCS Educational Grants 79
  - NCS Travel Grants 77
  - Industry Sponsored Grants 10

- EHRA 2018 707
  - EHRA Educational Grants 500 (467 on-site)
  - Industry Sponsored Grants 207 (193 on-site)
Thank you