

# Industry@ESC Congresses

## ESC Congresses Exhibition Survey

● Industry Forum – 31 May 2018

# Exhibitions – are we hitting the target?



Do cardiology professionals consider exhibitions @ congresses:

- ❖ Bring value to the event?
- ❖ Provide them with relevant information for their practise?
- ❖ Suggestions for change

# ESC Cardiology Professionals: December 2017

## Your feedback will impact future exhibitions

One of industry's key investments in cardiology is the exhibitions they stage at ESC Congress

We would like to know if industry exhibitions @ ESC Congresses meet your needs and what you would improve in the future.

Please give your feedback here:

When attending congress, did you visit the industry exhibition?



Yes



Passed through



No

Your suggestions will have a lasting impact on exhibitions @ ESC Congress.

Thank you for your time.

ESC Industry Team

# When attending congress, did you visit the industry exhibition?



Yes

**1553 individuals**



Passed through

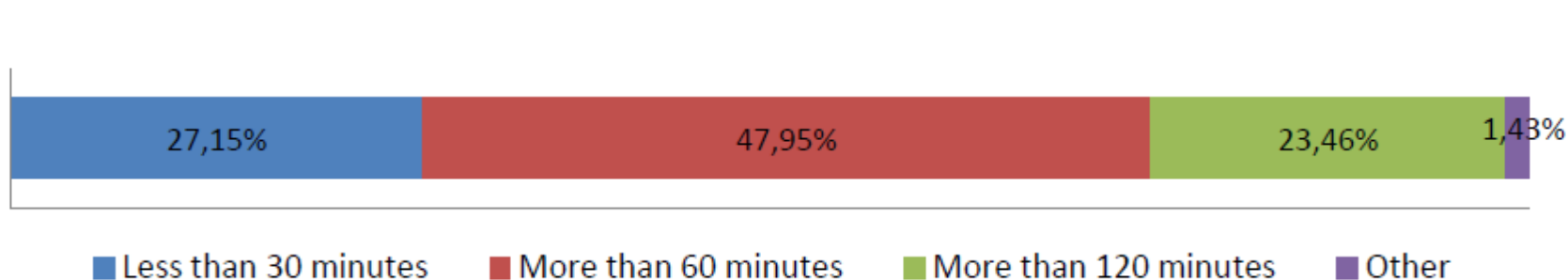
**325 individuals**



No

**98 individuals**

Please mention the amount of time spent during your visit to the industry exhibition:



The majority (71,41%) of the respondents spent more than 60 minutes in the exhibition.

Approximately a quarter (23,46%) of the respondents spent more than 2 hours in the exhibition.

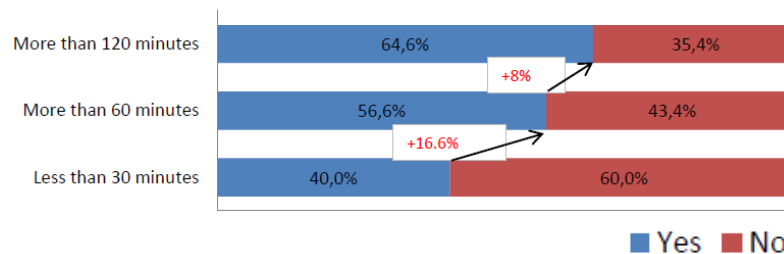
# Did you plan your visit of the industry exhibition in advance of the congress?



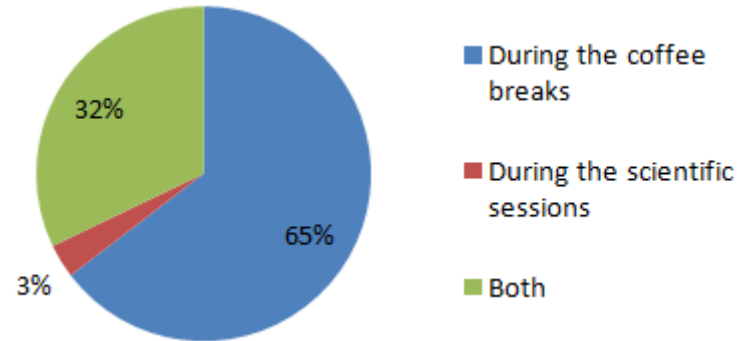
- Yes: 54%
- No 46 %

There is a direct correlation between advance planning of a visit to the industry exhibition and time spent in the exhibition.

**Did you plan your visit of the industry exhibition in advance of the congress?**

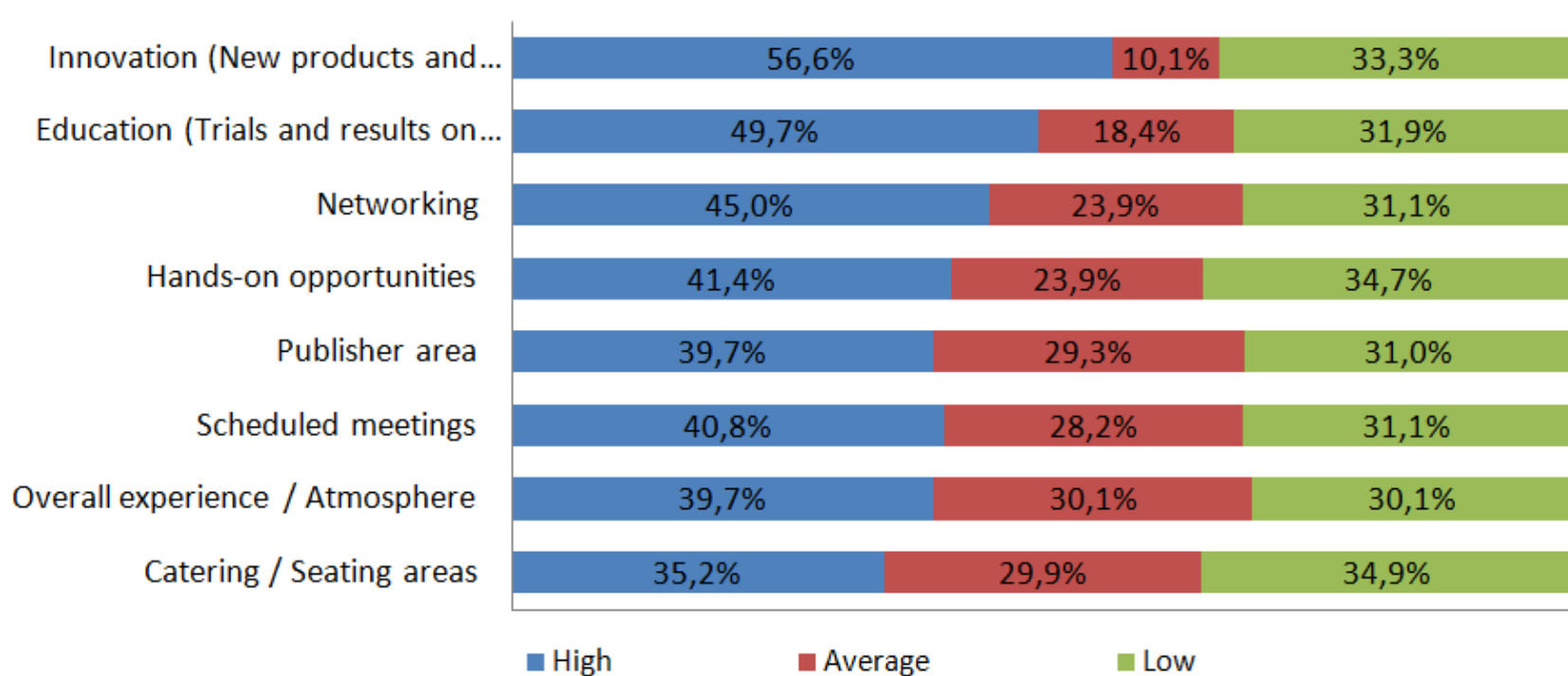


Please mention when you visited the industry exhibition:



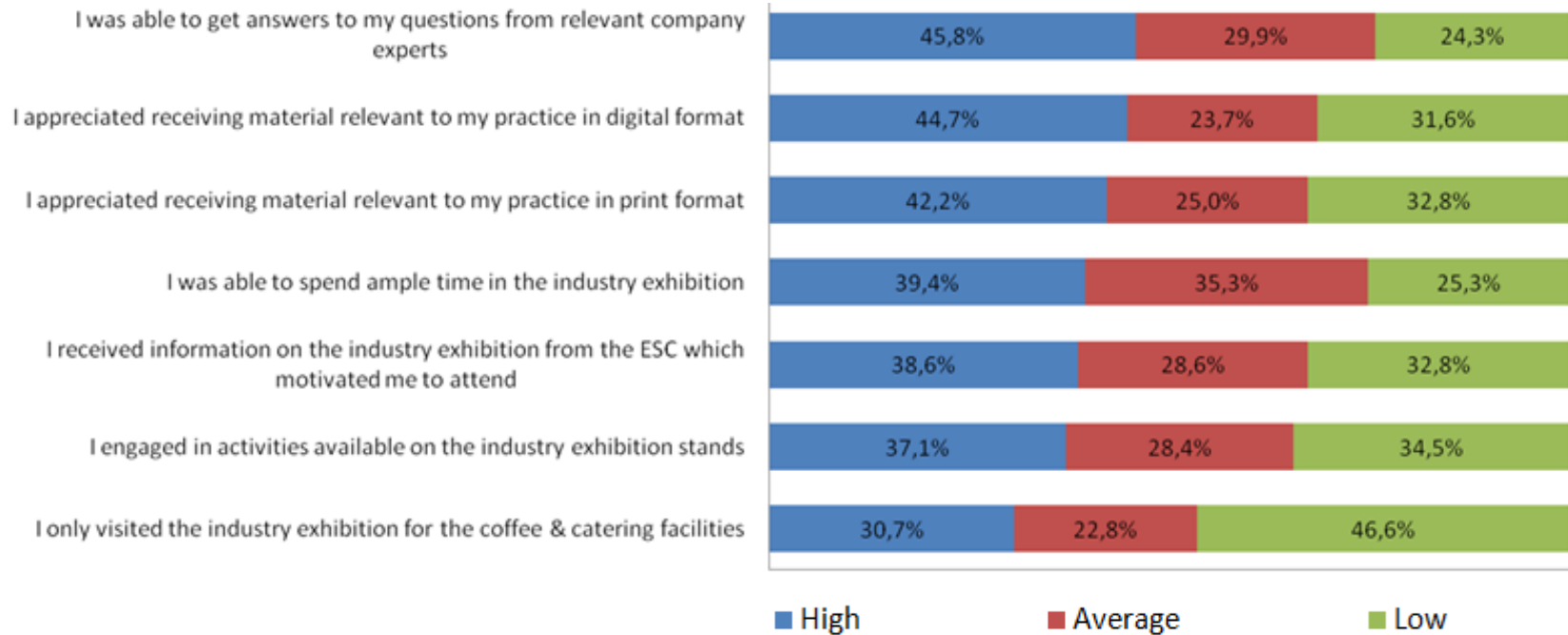
Points to need for catering/ seating areas on stands or in area as most of delegates are expected to visit during their coffee breaks.

# What are you expecting when going to the industry exhibition?

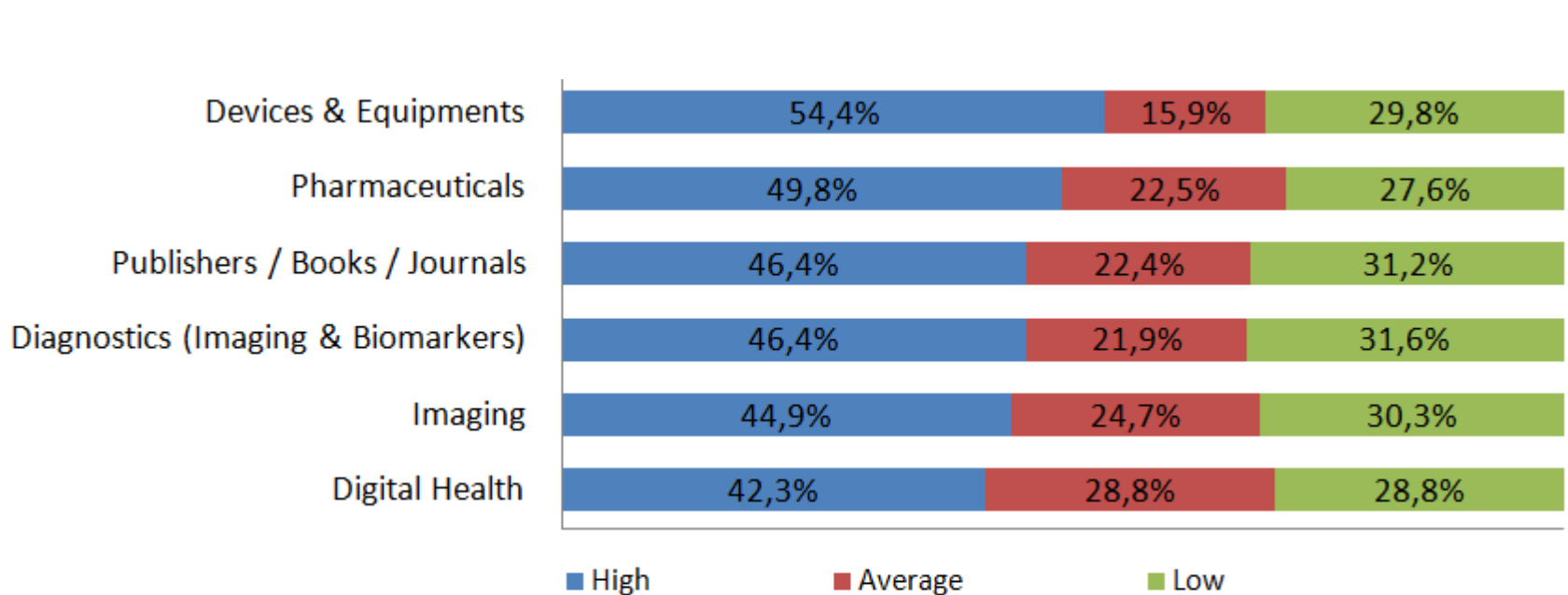




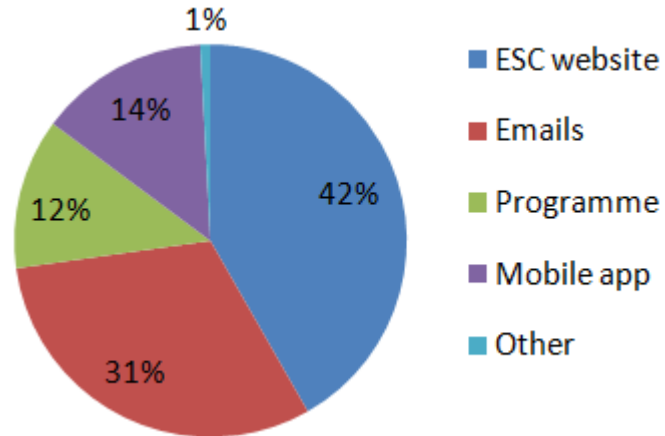
# Can you confirm which of the below statements apply to you?



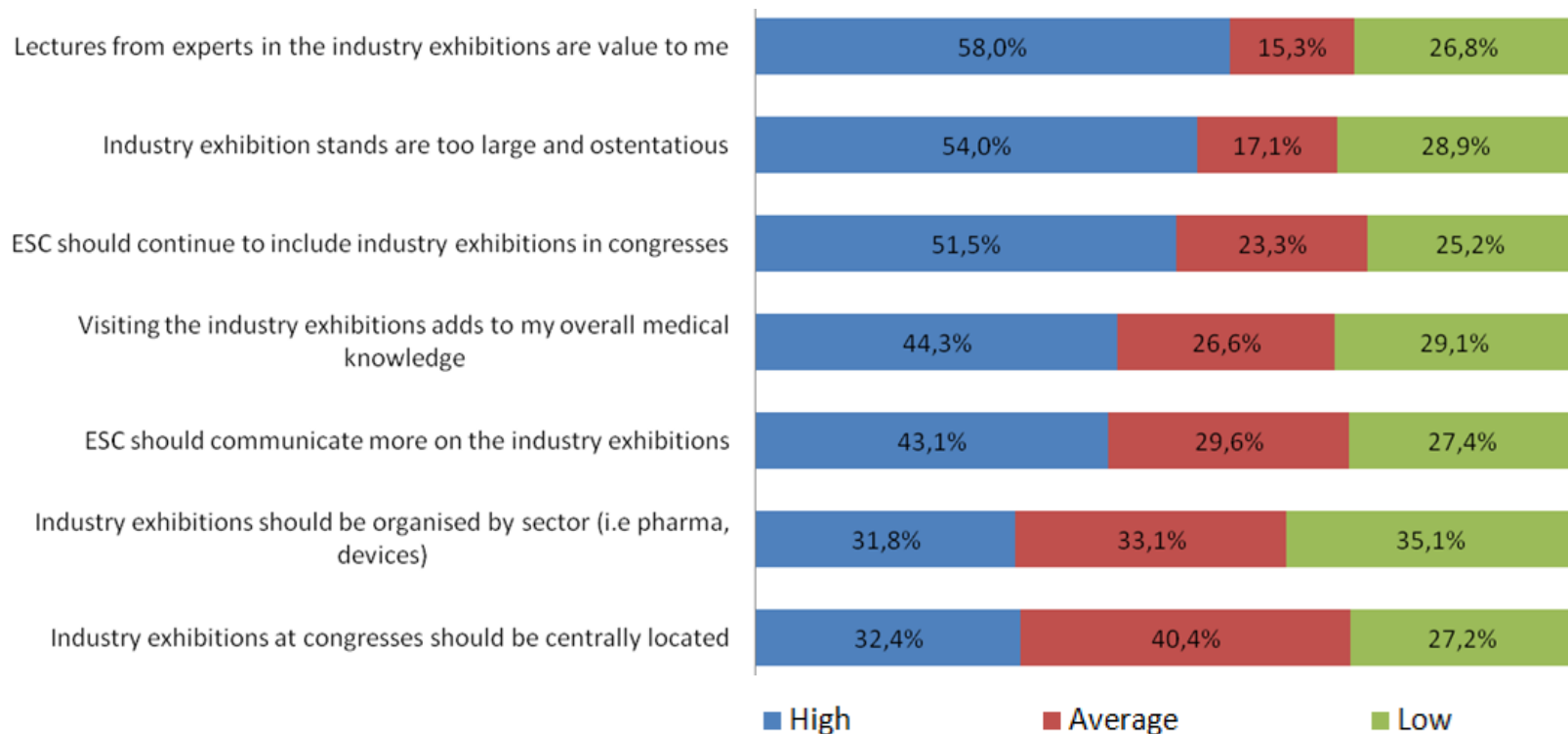
# What sectors interested you the most ?



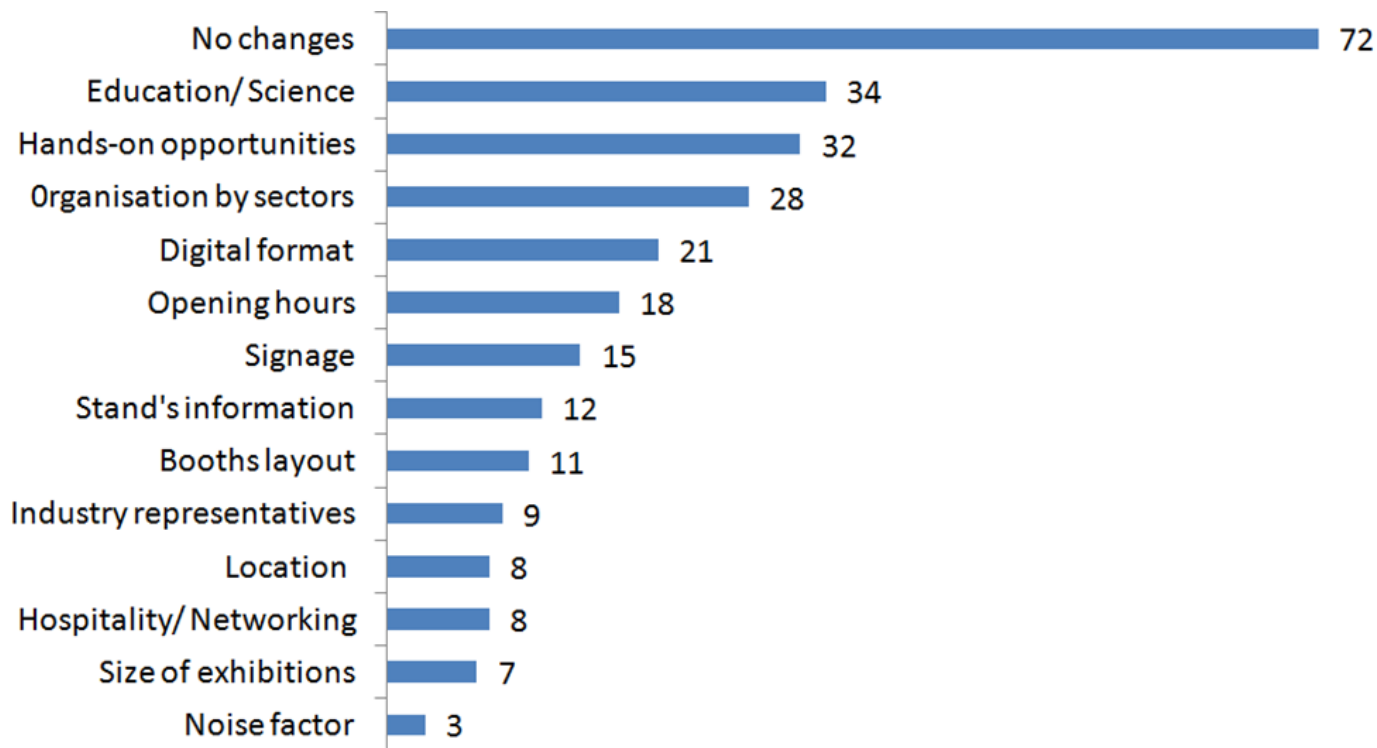
Please specify by which channel do you prefer to receive information on exhibitions



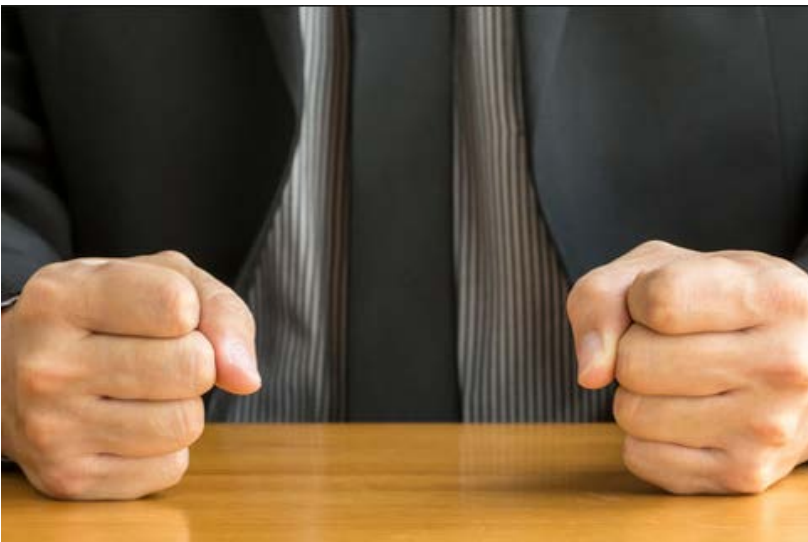
Please rate the following statements which best suits your opinion:



Please suggest at least one change which you would like to see ESC make to industry exhibitions to better serve your needs as a cardiology professional?



# I did not attend industry exhibitions!



- I do not find information available in the industry exhibition interesting to me (53%)
- I perceive information in the industry exhibition as biased & commercially driven (50%)
- Industry exhibition stands are too large and ostentatious (45%)
- Industry exhibitions should be organised by sector (37%)

## Comments

"I didn't see the industry exhibitions"

"More "real" data less "industry-generated" data"

# What ESC could consider...



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





# Exhibition Task Force preparatory work...



Topics	Names	Companies
Communication	Sophie Nisse-Durgeat Katie Thureau Nina-Sophie Schumacher Virginia Hayward	Servier Boston Scientific Boehringer Ingelheim Pfizer
Visitor Experience	Joanna Lawlor Piero Pollesello Annette Salla Bernd Mueller	AstraZeneca Orion Pharma BIOTRONIK Bayer
Navigation	Dany Ruinet Wendy Visser Karen Ash Brooke Neus	Sanofi Philips Novartis Medtronic