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.

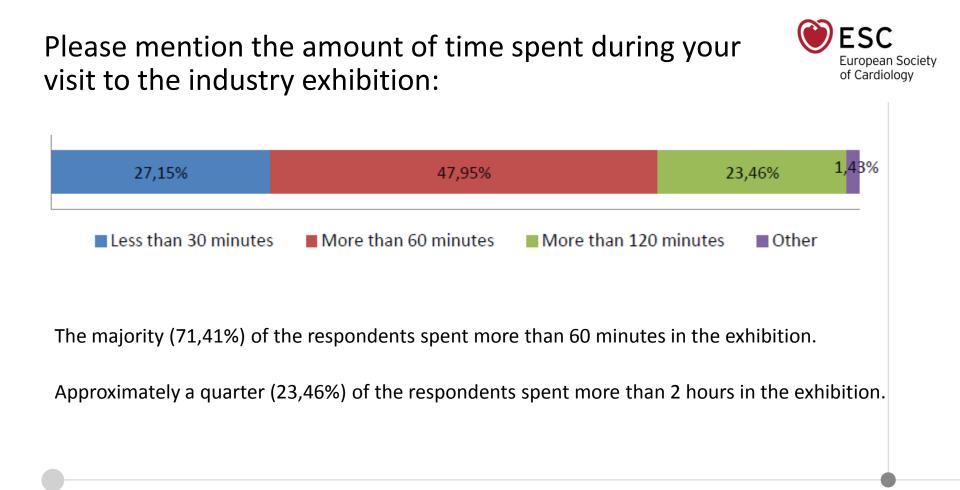
ESC Industry Team



When attending congress, did you visit the industry exhibition?







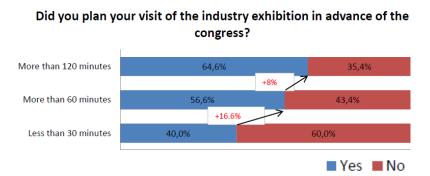
Did you plan your visit of the industry exhibition in advance of the congress?



\bigcirc	ESC
	European Society of Cardiology

- Yes:	54%
- No	46 %

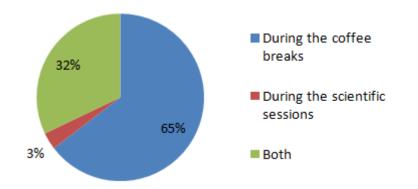
There is a direct correlation between advance planning of a visit to the industry exhibition and time spent in the exhibition.



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?



Innovation (New products and	56,6%	10,1%	33,3%
Education (Trials and results on	49,7%	18,4%	31,9%
Networking	Networking 45,0% 23,9%		31,1%
Hands-on opportunities	41,4%	23,9%	34,7%
Publisher area	39,7%	29,3%	31,0%
Scheduled meetings	40,8%	28,2%	31,1%
Overall experience / Atmosphere	39,7%	30,1%	30,1%
Catering / Seating areas	35,2%	29,9%	34,9%
	High Average	Low	

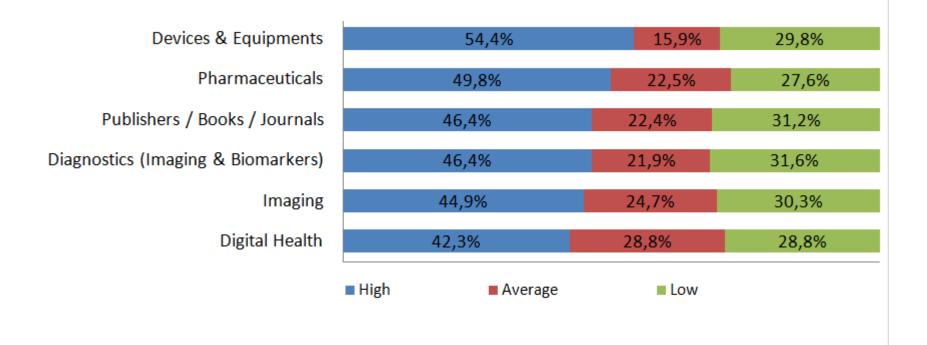


Can you confirm which of the below statements apply to you?

	■ High	Average	Low
I only visited the industry exhibition for the coffee & catering facilities	30,7%	22,8%	46,6%
I engaged in activities available on the industry exhibition stands	37,1%	28,4%	34,5%
I received information on the industry exhibition from the ESC which motivated me to attend	38,6%	28,6%	32,8%
I was able to spend ample time in the industry exhibition	39,4%	35,3%	25,3%
I appreciated receiving material relevant to my practice in print format	42,2%	25,0%	32,8%
appreciated receiving material relevant to my practice in digital format	44,7%	23,7%	31,6%
I was able to get answers to my questions from relevant company experts	45,8%	29,9%	24,3%

What sectors interested you the most ?

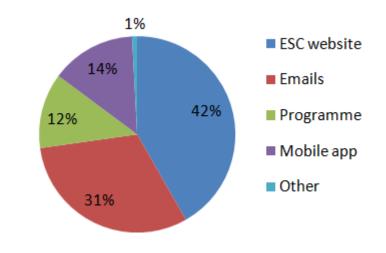




Please specify by which channel do you prefer to receive information on exhibitions







Please rate the following statements which best suits your opinion:



Lectures from experts in the industry exhibitions are value to me

Industry exhibition stands are too large and ostentatious

ESC should continue to include industry exhibitions in congresses

Visiting the industry exhibitions adds to my overall medical knowledge

ESC should communicate more on the industry exhibitions

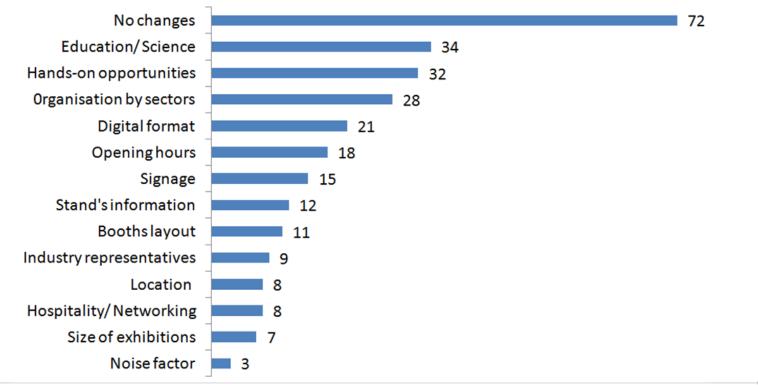
Industry exhibitions should be organised by sector (i.e pharma, devices)

Industry exhibitions at congresses should be centrally located

58,0%			15,3%	26,8%	<u>,</u>
54,0%			17,1%	28,9%	
51,5%			23,3%	25,2%	%
44,3%		20	6,6%	29,1%	
43,1%		2	9,6%	27,4%	,
31,8%	:	33,1%		35,1%	
32,4%	40,4%		27,2%	,)	
■ High	Ave	rage		Low	

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

What industry partners could consider...





- Clinical and science information and less marketing
- Less complex stands
- Easier navigation on stands
- More space for presentations and hands-on
- More information on stands activities and lectures
- Appropriate experts available to respond
- More information in digital format
- Adjust the noise level of activities

Exhibition Task Force preparatory work...





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