Communication with Industry partners

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Communication tools - Overview

- **Escexhibition.org**
  - Our dedicated Industry partner website

- **Emailing**
  - Receive the latest information regarding Congresses

- **Product Catalogue**
  - Browse through the ESC’s global offer

- **Escardio.org**
  - ESC's official website

- **Industry Prospectus**
  - Discover our congress offer

- **Project Descriptions**
  - Get a sense of our Non-Congress initiatives.
Communication tools - Focus

Escexhibition.org
Our dedicated Industry partner website

- The go-to source for all the latest information on upcoming and past congresses
- Submit your orders via our online application forms

Access all information related to ESC initiatives such as Congress & Events, Journals, Guidelines, Education, Research and much more!

Escardio.org
ESC's official website
Communication tools - Focus

Emailing
Receive the latest information regarding Congresses

Industry Prospectus
Discover our congress offer

- Sales launch
- Deadlines
- New products
- Invitations (Industry debriefs, surveys, other events...)

- Exhibition
- Industry Sponsored Sessions
- Sponsorship
- Rooms
- Key deadlines
Communication tools - Focus

Product Catalogue
Browse through the ESC’s global offer

Latest update now available on request or online!

Project Descriptions
Get a sense of our Non-Congress initiatives.

- Journals
- Guidelines
- Education
- Research
- ESC General
- Subspecialties
- Advocacy
- And much more!

- Educational initiatives
- Research and Dissemination
- Annual events
- ESC tools
Any questions?
Workshop: How to improve our communications with Industry

**Topic 1: Format**
What is the ideal format for each tool?
- Prospectus/Catalogue: Paper - Digital - Both?
- escardio.org: dedicated Industry interface vs current format
- Project description: slide ware vs. detailed word document
- Industry Mobile App (linked to escexhibition all-in-one)

**Topic 2: Content**
What do you look out for in our communications?
- escexhibition: All-in-one platform? (orders, follow-up/dashboard, invoicing, congress and non congress offer?)
- emailing: Congress only or congress and non-congress information
- Product Catalogue: global ESC activities or only those eligible for sponsorship?

**Topic 3: Frequency**
How often would you like to receive news?
- Emailings: how oftern per topic (congress/non-congress)
- Industry Prospectus: how early should the offer be provided before congress?
- How often would you like to be informed of deadlines?