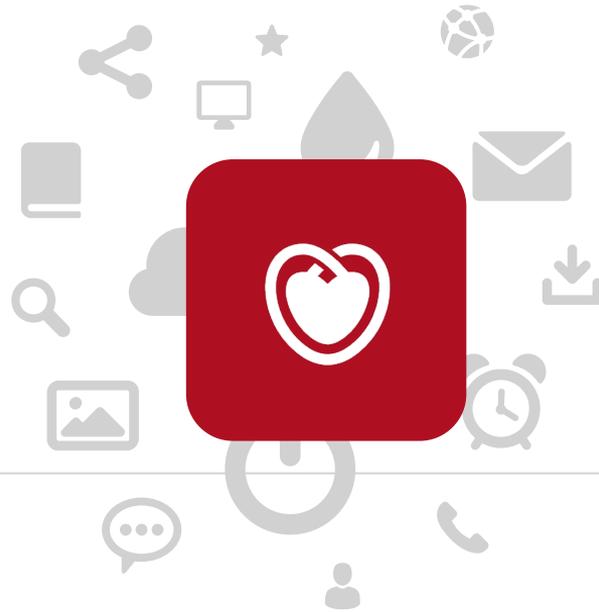# Communication with Industry partners

Alexander Craik, Industry Support Team

01/06/2018

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.

ESC
European Society
of Cardiology

Communication tools - Focus

Escexhibition.org
Our dedicated Industry partner website

Escardio.org
ESC's official website

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

Updated daily

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

Updated daily

ESC
European Society of Cardiology

Communication tools - Focus

ESC
European Society
of Cardiology

Emailing

Receive the latest information regarding Congresses

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

1 mailing per congress per month

- Exhibition
- Industry Sponsored Sessions
- Sponsorship
- Rooms
- Key deadlines

1 per congress
Updated when necessary
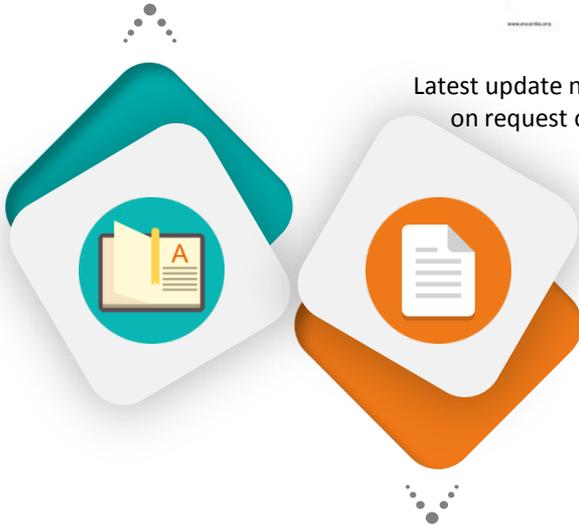
Industry Prospectus

Discover our congress offer

Communication tools - Focus

Product Catalogue

Browse through the ESC's global offer

Latest update now available on request or online!

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

Updated twice a year

- Educational initiatives
- Research and Dissemination
- Annual events
- ESC tools

Produced all year-round

Project Descriptions

Get a sense of our Non-Congress initiatives.

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?