

ESC Congresses Industry Forum
31 May & 01 June 2018 – EHH
Executive Summary & Action points

ESC Participant

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Industry Partners

Abbott Vascular- Marie-Laure Schenck
Abbott Vascular- An Cherlet
Abbott Vascular - Anne Laure Parmentier
AstraZeneca - Michelle Popa
AstraZeneca - Joanna Lawlor
Bayer - Stephanie Erdmann
Bayer – Angela Rogalla von Bieberstein
Biosense Webster Europe - Sabrina Cassata
Biotronik - Annette Salla
Boehringer Ingelheim - Craig Hunter
Boehringer Ingelheim - Nina-Sophie Schumacher
Boston Scientific - Kirsten Thurau
Edwards Lifesciences - Taline Satamian
Edwards Lifesciences - Pavlina Moore
Edwards Lifesciences - Shauna Siew
Medtronic - Anna-Maria Maturo
Medtronic - Lisa Braghi
Novartis - Karen Ash
Novartis - Henry Maseruka
Novo Nordisk A/S - Stephanie Stephanou
Novo Nordisk A/S - Anne Sofie Røstbjærg
Orion Pharma - Piero Pollesello
Pfizer - Virginia Hayward
Sanofi - Dany Ruinet
SERVIER - Sophie Nisse-Durgeat
Siemens Healthcare - Evelyn Zemke

Summary:

1. *Who are we talking to and what are we saying*

As partners, we have very similar goals, and it's great we can have this kind of open, creative forum to constantly improve the Congress experience together.

We all know we need to stay audience-focused if we are to move forward together, as competition for professionals' time and resources is only going to increase. Happily, there was universal recognition that nothing beats face to face interaction which ESC Congresses are incredibly well placed to provide.

2. *Technology improving Delegates experience*

Project & Systems objective: System innovations to better know our members, delegates and visitors (needs and interests) in order to personalise our products and services

3. Content Depth & Breadth

Our Objective: is to deliver trusted, relevant and valuable information for the clinicians and researchers to improve their daily practice and ultimately impact patient care.

Being THE essential point of reference for the information they need, guidelines to support their practice and education needs to enhance their career as well as pro-actively address new trends and topics which may affect their daily practice and careers.

4. Visitor Experience & Innovation

Our goal: Staying at the forefront in the field of cardiovascular event; offering a rewarding experience to all our stakeholders including members, global partners, delegates, faculty, abstract presenters, industry partners and journalists; last but not least, keeping on innovating, listening and collaborating

5. ESC Congresses Exhibition Survey

6. ESC General update

Our goal: As part of the ESC strategy to understand and adapt to individual member needs, the ESC has also reviewed fees and will make a difference between the general standard fee which is set to increase year on year compared with the Professional Member Fee at the ESC Congress. With the additional focus on data quality and new EU data regulations, ESC will no longer enable free name changes; a name change will incur the newly applicable fee. A specific quota has been set aside by company for free onsite name changes; this will be updated in the Guidelines.

7. Digital Health

Digital services will revolutionize all levels of healthcare and for this reason Digital Health is a key element of the future for the ESC. We want to be the number 1 channel of Digital Health solutions for cardiology and a strong partner for all size companies who are actors in this rapidly developing field.

The ESC invites partners to inform, educate and prepare the cardiology community for this Digital Health revolution. This is a change to start something new together and create a deep level of understanding on the needs of the future physician – plans including more congress activities, a journal & other educational & research initiatives.

8. Communication with Industry Partners

The ESC deploys various communication tools in order to communicate with Industry Partners, from digital to more traditional formats including:

- ✓ Our dedicated websites: escardio.org (corporate) & escehibition.org (industry platform)
- ✓ Emailing campaigns
- ✓ Industry Prospectus (congress offer)
- ✓ Product Catalogue (Global overview of ESC initiatives)
- ✓ Project Descriptions for our non-congress initiatives

Action points/next steps:

Next Industry forum dates proposal

27 – 28 March

03 – 04 April

05 – 06 June

12 – 13 June