

AGENDA

ESC Congresses Industry Forum
31 May & 01 June 2018
European Heart House – Room 1 & 2

Day 1

12:00 – 13:00	LUNCH	60'
13.00 – 13.30	Welcome and introduction <i>Aoife Delmas, ESC Director</i>	30'
	ESC Meeting Delegates Needs: Today & Tomorrow	
13.30 – 13.40	Who are we talking to & What are we saying <i>Steve Lang, ESC Marketing Team Manager</i>	10'
13.40 – 13.50	Congress Technology improving Delegates experience <i>Ghislain Daval, ESC Projects & Systems Director</i>	10'
13.50 – 14.00	Content Depth & Breadth <i>Christine Guillard, ESC Scientific Prog. & Content Initiatives Team manager</i>	10'
14.00 – 14.10	Visitor Experience & Innovation <i>Nata Nambatingué, ESC Congress & Event Operations Team manager</i>	10'
14.10 – 14.30	Mood & Settings <i>Jonny Round, The Sound Agency</i>	20'
14.30 – 14.45	COFFEE BREAK	15'
14.45 – 15.10	Exhibition Taskforce survey results <i>Aoife Delmas, ESC Industry Director</i>	25'
15.10 – 16.00	Workshops: Exhibition Taskforce Group 1: Communication Group 2: Delegates experience Group 3: Navigation	50'
16.00 – 17.00	Presentation of main priorities, by group	60'
17.15	Bus: European Heart House -> Hotel	
20.00	Dinner	

Day 2

08.45	Bus: Hotel -> European Heart House	
09.30 – 10.00	ESC General update <i>Aoife Delmas, ESC Industry Director</i>	30'
10.00 – 10.45	Digital Health @ESC <i>Prof. Martin R. Cowie</i> <i>Turo Laitinen, ESC Account Manager</i>	45'
10.45 – 11.00	How ESC communicates with industry partners <i>Alexander Craik, ESC Product Development Officer</i>	15'
11.00 – 11.30	Workshops: How to improve? Group 1: Format Group 2: Content Group 3: Frequency	30'
11.30 – 11.45	Presentation of main priorities, by group	15'
11.45 – 12.00	Conclusions & Action points <i>Aoife Delmas, ESC Industry Director</i>	15'
12.00 – 12.45	LUNCH & DEPARTURE	45'
12:45	Bus: European Heart House -> Nice Airport	