

## **Preliminary AGENDA**

**ESC Congresses Industry Forum**  
**Congresses in an evolving environment**  
5 & 6 June 2019  
European Heart House – Room 1 & 2

### **Day One: 13.00 – 17.00**

#### Introduction

- Evolving needs of physicians; focus on young – ESC Market Research Learnings & Plans
- Technology facilitating exchange – ESC evolving technologies supporting congresses
- Breakout session: Measuring value of congress attendance; why & how?
- GDPR impact at ESC Congresses – registration update

### **Day Two: 09.30 – 12.30**

- Advocacy initiatives at ESC Congress – focus public & patient
- Innovations in science at ESC Congress; Focus 2019
- Innovations for partners at ESC Congress 2019 including Exhibition Taskforce outcomes

#### Conclusion