

Minutes from Industry Forum – 31 May 2011

European Heart House

Attendees:

Industry Partners: Abbott Products Operations (Chantal Vekens), Actelion Pharmaceuticals Ltd (Ingrid Marti), AstraZeneca (Marianne Weimers), Bayer Schering Pharma (Olivia Al-Obaidi & Angela Von Bieberstein), BIOTRONIK (Jacky Melikian), Boehringer Ingelheim International GmbH (Ralf Trabold), Daiichi Sankyo Europe GmbH (Valérie Koetzel & Benoit Creveau), F. Hoffmann-La Roche (Martin Hess-Janorschke), Iroko Cardio International (Silvia Stendardo & Anja Schaefer-Jugel), Lilly (Leo van Maanen), Medtronic (Christine Dettwiler), Menarini International (Andrea Forgione), Merck Serono (Beatrice Blonde-Tavernier), Novartis (Marco Arnold), Pfizer (Meredith Stampler), Philips Medical Systems (Janusz Bielczynski), Recordati (Stefano Petrucci), ResMed Europe (Carolin Feistle), Sanofi (Sylvia Fondaneche & Dany Ruinet), SERVIER (Sylvain Gaudron), Siemens AG Healthcare Sector (Thomas Reichert)

ESC: Isabel Bardinnet, Ben Hainsworth, Aoife Delmas, Nikolaj Tomma, Fabrice Calabrese, Kristina Simon, Abir Ghorab, Nouredine M'Ghari, Dominique Jumeau, Maud Payssé, Nata Nambatingué, Linda Olivereau, Manila Lesenechal

Meeting:

Welcome from Isabel Bardinnet (CEO, European Society of Cardiology)

Isabel welcomed all those present and presented the importance of the ESC in an advocacy role with governments, industry and their associations as well as associations representing the profession. The ESC aims to provide life-long learning to the profession guiding the cardiologists throughout their career from their graduation cardiologist to retirement, through training, sub-speciality certification, education platform (lifelong distance learning) & scientific exchange.

Ben Hainsworth (Director – Congresses & Meetings Division)

Ben presented the ESC Congress as a meeting with a growing international context; we work constantly to maintain the position, profile, independence, quality of the meeting. We are now acutely aware of a new external environment where regulatory pressures are playing a growing role. The ESC is working on new and appropriate solutions given the environment for future congresses: achieving responsible mindset, organisational sustainability, audit, process, integrity, ethics, declaration of interest, pro active business modelling, aligning resources, monitoring.

Delegate revisited: The delegate profile is changing at the ESC Congress with an increasing number of countries, increase of delegate participation from non ESC countries like Japan, Brazil...; New generations, more women, emerging markets, more individual, involvement of other disciplines, heterogeneous community. Our Marketing department is communicating directly with our delegates and closely following trends.

The Scientific Programme content and delivery will adapt to EU and non EU demand (Asian Markets, South America) and become more selective through efficient meeting, independent and unbiased science, accredited content, multiformat, customised packages. The use of technology should facilitate human exchange by creating interaction.

Aoife Delmas (Head of Industry Services Department)

Aoife gave us feedback regarding the following points raised during 2010 Industry Forum:

- Guidelines review 2010: positive process with significant outcomes
- Hanging Points: pilot project underway
- EBAC Communication: Educational Programme/ Not Promotional – clear distinction will be made in future
- Weblinks: issue not resolved but evaluation still in process
- Application fee for booth space is now applicable rather than deposit
- Webcasts (platform): to be launched at ESC Congress 2011

Then, Aoife presented some new projects for 2011:

- Mobile Device Application will be available in Paris to allow mobile access to the scientific programmes, general information, Industry activity, Floor plan, search). This application is free of charge for the delegates. Any feedback from the Industry will be appreciated.
- Webcasts: we have replied to demand and ensured you can now extend the reach of your Satellite Symposium. The Film is posted on our website within 48 hours and will be available to all visitors free of charge, will be promoted by the ESC.
- Interaction Exhibition Map Terminal: 10 terminals available in the exhibition area to improve delegate experience and facilitate exchange in the exhibition.
- Group registration: update to current system to allow for exports: quick and user friendly system, personalised area to save group data from year to year.
- Exhibitor Badges does not allow attending the scientific session as these sessions are for healthcare professionals only. Significant number of badges are provided free of charge for the staff working on the stand only. Diamond badges give access to the sessions.
- Accrued Points are calculated by the ESC in function of investment in exhibition, sessions, sponsorship (bonus) and group registration. The Accrued Point Ranking will be published this year on 12 September and any feedback on calculation needs to be provided by 14 September before list finalised.

Questions:

- Is the Hospitality suite included in the Accrued Points? [Not for the moment but will be reviewed.](#)
- Will the Mobile Application be available on other congresses? YES
- Is the Mobile Application free of charge for delegates? YES
- Do we have a Twitter Platform? Not for the moment but under review
- Is the Mobile Application an offline application? YES
- Group registration/ accommodation Management: [Need a CRM tool, industry proposes to share their tools with us.](#)
- Why do Exhibition Badges have limitation as certain staff member from Industry are interested in Scientific session and need to assist at the same sessions as their customers? [Diamond badge allocation will be reviewed for future congress to allow access to scientific sessions for a limited number of industry staff: the ESC has subsequently agreed to provide all exhibitors with up to 5 Diamond Exhibitor Badges free of charge for access to scientific sessions in Paris. Badges will be provided with the company name only, no personalisation: all orders need to be sent to \[exhibition@escardio.org\]\(mailto:exhibition@escardio.org\)](#)
- Mobile Application: Free access for everyone? Yes, only need to download the application which will be available early in august.
- Internet on the stand: Service to pay – this should be available to all free of charge.
- Accompanying person have to pay some fee but they have no access to the exhibition, they can only assist to the opening ceremony: this category of registration will not be available in the future.

Comments from the Industry:

- Advance Programme: Accreditation is on the same pages as excursion. In the future, this type of communication should be separated.

Feedback from the Industry - Marianne Weimers (AstraZeneca – Presentation from Closed Industry Meeting)

In the closed industry meeting on 30 May evening, 18 companies were represented.

Suggestions from the Industry Partner:

- Improve collaboration: Task Force should be consulted on any changes to the Guidelines, Industry Partners should be informed.
- Highlight changes in new version of the guidelines
- Discuss details of webcasts on Industry sponsored sessions: topic for this afternoon?

Questions:

- Why is the ceiling hanging limited to stands larger than 349m²?
- Why do exhibition badges no longer give access to scientific sessions? How can we compensate this new regulation?
- Why should press releases be reviewed by ESC at all? Irrespective of that: The deadline of 15 August 2011 is unrealistic.
- Why do we have to pay 1210€ for displaying our press releases?
- Why don't you provide a schedule of who will pick a stand when? Need more visibility on the booth schedule (assignment), should be more comfortable to plan.
- Why are upper decks on stands not permitted?

Answers:

- Hanging Points: This a pilot project for Paris and as such was limited in its scope – we have made this fit in with our current stand high and transparency rules but will [ensure a complete evaluation of the project moving forward](#).
- Schedule for stand assignment: [ESC agrees that we can provide more visibility of the potential date for selection of stands and will do so for ESC Congress 2012](#).
- Upper Decks: rules in our current guidelines conflict with this point: transparency, venue constraints, and adaptable stand design. [Would need to be carefully reviewed and accessible to all to ensure we maintain the careful aesthetics and ease of exchange in the exhibition](#).
- Collaboration: [ESC proposes to meet with Guidelines Committee Representatives in Paris to discuss potential amendments to Guidelines](#).

Questions:

- BIOTRONIK: Double Deck (scientific part of their stand activity) It works very well – Guidelines should be reviewed – Upper Deck Stands need to be reviewed due to the evolution of the exhibition.
- HangingPoints: Industry disagreed with the limited scope of the pilot project. All companies are in the same situation. We should ensure access and visibility for everyone: [Aoife replied that we will get back to the Industry Partners regarding evaluation of hanging points post-Paris](#).

EBAC, Future of Exhibits (Task Force report)

Scientific Exhibits: Creating an appropriate environment for communication in the exhibition

- EFPIA is positive towards the initiative and seems to have embraced the full proposal as a potential project
- Clear regulations will be needed to avoid disguised promotion

Hotel/ Accomodation: Transparency still needed on the Room rate, Breakfast, commission, VAT and also regarding the cancellation policy per hotel: Ben commented that we were waiting for feedback from housing committee put together from last year's industry site visit and would be happy to work with this committee to ensure share of relevant information.

The possibility of a pre-booking 18 month before would be appreciated but this would necessitate working on accrued points from two years previous.

Transportation: discussions were held on plans for transportation in Paris and the ESC assured all partners that this had received a lot of our careful attention with a transportation committee, dedicated web pages and email hotline. Meetings have been held and will be held daily with the city during the congress, additional agents will be in place in all stations of Metro/RER to assist our delegates.

Press: ESC Press Officer (Jacqueline Partarrieu) replied to questions from industry on press releases, she assured companies that the ESC did not validate content of their press releases but asked to be informed of all possible press release where possible. Re. The cost of the industry display rack, this is a communication tool which allows companies to display corporate documentation in the press area, otherwise press releases can simply be displayed on the press tables.

LUNCH

Feedbacks from the 3 Roundtables

Group 1 – Industry Educational Sessions – New formats to address the prescribers of today? Fabrice explained that EBAC and Industry Educational Sessions must be separated. We should no longer use generic term of "Industry Educational Sessions" to refer to all industry sessions in order to distinguish accredited programmes from product information . ESC should encourage collaboration with the Industry in order to determinate the needs for tomorrow: Interactivity between sessions/ new format of small lecture rooms. Webcasts: important tools for the future: access larger populations.

Group 2 – Changing face of exhibition – How will communication in the exhibition need to evolve?We have to develop more specific interest and we need to find a scientific attraction instead of commercial/ marketing ploys on stands. Still a strong need for physical exhibitions in traditional format particularly from device and equipment who have a hands-on necessity around their products. Need to engage delegate prior and post-congress, personalise communication and exchange on stands to add value for the participant.

Group 3 – Online communication at the ESC Congress – how can we leverage the virtual opportunity?

Face to Face is the best way to communicate but we have to use new technologies and speak about the content. Pre & Post congress video could be developed as Congress is not limited to 5 days but should continue to live beyond. We need to be very interactive to keep attention of delegates. New techniques give new opportunities but will not replace the congress of the face to face meetings.

The ESC thanked all companies for their participation and input throughout the day and felt that considerable progress had been made. All presentations are available on www.essexhibition.org and the points for action duly followed up. We look forward to meeting all our partners in Paris for the ESC Congress 2011!