

# **Welcome to the ESC Congress Industry Forum pre-meeting**

# Agenda

- Previous minutes
- Status reports from taskforces
  - Industry/ESC Collaboration Guidelines
  - EBAC/Future of Exhibits
  - Future of Scientific Communications
  - Hotel and Accommodation
- Agree on key communication to the ESC based on the taskforce status reports
- Specific items to be addressed as highlighted by ESC Congress Industry

## Forum members

- Exhibitor badges – Collaboration Guidelines changes
- Transportation guidance to delegates at ESC 2011
- Symposia information and video recordings at ESC 2011
- Sponsorship items incl WIFI
- Future ESC congress venues
- Review of the agenda for the meeting with ESC on May 31
- Need for additional taskforces
- Others

# ESC Guidelines

## Suggestions from the Industry Partner Meeting on 30 May 2011

- Improve collaboration, e.g. on planned changes to be introduced by ESC:
  - Task force should be consulted.
  - 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?
- Recommendations:
  - Why is the ceiling hanging limited to stands larger than 349 m<sup>2</sup>?
  - Why do exhibitor badges no longer give access to scientific sessions? How can we compensate for 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?
- Question: Why are upper decks on stands not permitted?



# Future of exhibits

## Task force report

- Description of project sent to EFPIA in January 2010
- Presentation at EFPIA Code Steering Group meeting March 2010
- Presented and discussed at EFPIA Code Steering meeting on April 14, 2011
- Addressed again at EFPIA Code Steering Group on May 3, 2011

# Future of exhibits

## Status

- EFPIA is positive towards the initiative
- Clear regulations need to be in place in order to avoid disguised promotion
- Aiming for a code change
- If positive, implementing code change in 2012

## Objective

Enhancing research & medical education at congresses

Creating insight and understanding of the major undertakings involved in developing new medicines

Enhancing the reputation of industry as a scientific partner

## Deliverables

- Creating an (other) area for interaction with HCPs, besides the traditional exhibition area, which would be strictly devoted to scientific communication between R&D representatives and delegates at the congress
- Engaging with scientific & medical societies and congress organisers to allocate space for a “Research & Medical Education Campus” (R&ME Campus) at congresses, and agree strict requirements applicable in this reserved area
- Engaging with accreditation bodies endorsing CME programmes

## Scientific exhibits

Creating an appropriate environment for communication and interaction about ongoing research initiatives, allowing for scientific exchange in a “low pressure” environment

## Requirements

- The “R & ME Campus” (scientific area) should be clearly differentiated from the company’s commercial area, using visible means to distinguish both areas
- Information provided at the “R & ME Campus” should focus on research, and not contain any product branding or trademarks
- The area should be manned by senior scientific and medical staff from the company’s R&D function; no sales or marketing staff should access this area
- Gifts and promotional items are totally banned from the “R & ME Campus”
- Any printed materials and all communication on the “R & ME Campus” should have a strong research focus and be strictly limited to scientific reprints and general information about the research conducted



IPCAA's "Cardiology" Working Group has initiated discussions with the European Society of Cardiology (ESC) and the European Board for Accreditation in Cardiology (EBAC).

IPCAA's Working Group asked for EFPIA support, and requested that EFPIA issues guidelines on the requirements for the management of "R & ME Campus" areas at scientific congresses.

#### For discussion

- Support of the Compliance Committee for the "R & ME Campus" approach
- If so, agreement on the requirements applicable to "R & ME Campus" areas

#### Follow-up

- Draft guideline for submission to Board / Executive Committee approval – by 30 April 2011
- Reach out programme to scientific & medical societies – consolidating approach with ESC / EBAC, and agreeing on implementation with major societies – 2011 Q2-3

# EBAC

## Task force report

- New EBAC chairman - Reinhart Griebenow
- New EBAC secretary - Berit Griebenow
- New EBAC office in Cologne (Köln)

# EBAC

## Task force report

- Two meetings
  - December 17, 2010
  - May 20, 2011

# EBAC

## Task force report

Participants at meeting on May 20

### **EBAC Advisory**

Prof T Binder

Prof T Gillebert, ESC

Prof R Griebenow, Chairman

Dr R Schäfer, CEO

Prof H Weber

Ms B Griebenow

### **ESC**

Ms Aoife Delmas

Ms Line Joubert

### **Committee Industry & Publishing/Educational Companies Representatives**

Ms S Bazille – Boston Scientific International

Mr T Brüggemann - Biotronik

Mr C Pym – Oxford University Press

Mr O Kaagman – Medcon International

Mr D Quist – St Jude Medical

Ms S Oster - Lilly

Ms T Persson – A+Science

Mr E Pozniak - Siyemi

Dr D Schmiemann-Link – Novartis

Ms S Siedler – Springer

Ms M Weimers - AstraZeneca

# EBAC

## Major progress

- EBAC will now accredit educational programmes at other congresses than the ESC
- Also educational programmes in other countries than the EU will be accredited (not US)
- EBAC is now accrediting also on-line programmes
- EBAC will now accredit national events with international attendance
- EBAC will now accredit national events in case a national accreditation authority does not exist
- Time to approval is shorter

# EBAC

## What needs to be further addressed

- Need of better understanding and differentiation between Satellite symposia and EBAC Accredited Educational Programmes at the ESC congress
- Better understanding of EBAC among other congress organisations than the ESC

# **Hotel/Accommodation task force**

## **Transparency**

- Room rate**
- Breakfast**
- Commissoion**
- VAT**





# Agenda

## ESC Congress Industry Forum, 31 May, 2011

08.30 Departure from the hotel in Nice to European Heart House

09.30-11.00 Welcome (Isabel Bardinet)  
The ESC Congress – changing trends (Ben Hainsworth)  
ESC Congress 2011 – what's new? (Aoife Delmas)

### Industry Matters

11.15-12.30 Feedback from closed industry meeting: issues for address (Marianne Weimers)

### Roundtable discussions

13.30-15.00 Group 1: Industry Educational Sessions – new session formats to address the prescribers of today?  
Group 2: Changing face of exhibition – how will communication in the exhibition need to evolve?  
Group 3: Online communication at the ESC Congress – how can we leverage the virtual opportunity?

### Feedback from Roundtables & Discussion

15.00-16.30 Open discussion & debate on roundtable reports

