

"Ever wonder how you could improve contact with ESC Congress Delegates?"

"Are you interested in maximising your messages to leading cardiologists worldwide?"

"Are you looking for means of measuring your return on action and ROI of your activities at the ESC Congress?"

... This presentation is for you!



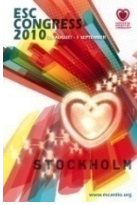
Delegate Contact Data Quality

at the ESC Congress 2010

The ESC is putting considerable resources and efforts into improving the quality of the data it holds for congress delegates

WE NEED YOUR SUPPORT to improve congress delegates' data quality so that we can provide a better service to:

- **Congress Delegates**
e.g. delivery of complimentary journal subscription to their mailing address, delivery of pre-congress mailing inserts and other congress information
- **YOU (Exhibitors, Industry Sessions Organisers & Sponsors)**
e.g. provide you with more info. on your congress contacts to maximise your ROI, better reports from your badge readers, increase impact of your pre-congress mailing inserts

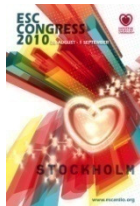


ESC Congress 2010 Group Registration

What we need :

from the person(s) responsible for registering your congress delegates
[yourself, your subsidiary(ies), your agency(ies)]

1. Correct **nominative details** (*i.e. Family Name, First Names*) of each delegate you invite
2. Correct **email address** of the delegate for ecommunications (not the email address of the subsidiary nor agency!)
3. Correct **physical address** of the delegate for Industry Pre-Congress Mailing Inserts and for the journal subscription (not the address of the subsidiary nor agency!)

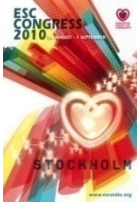


HOW YOU CAN HELP US HELP YOU:

For the ESC Congress 2010 Group Registration:


examples (this list is not exhaustive)


- **Inform/Educate your staff, your subsidiaries & your agencies**
(forward this communication) so that we all work towards a common goal
- Ask your sales reps, your subsidiaries, your agencies to **collect the details of your delegates** when they visit/contact them - prior to the registration process
- Ask your sales reps to **invite your congress participants to log-in to their "My ESC" accounts themselves** to review and update their more personal details such as "place of work" & "fields of interests"
- Ask your staff, your subsidiaries, your agencies to **provide accurate data when registering delegates for the ESC Congress**
- Do not forget to use the "Name change" functionality and/or contact us to update the registration of a delegate if you receive **updated details post-registration**

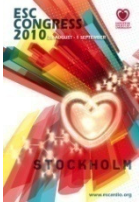


NEW this year:

Your Company will be notified directly
if we notice that the group registrations received for your group(s)
do not match the required standards detailed on the previous slide

NEW: Once your group has been registered, the ESC will contact the congress delegates to encourage them to complete their online profile prior to the Congress (through the  **"Raise Your 'My ESC' Profile"** Campaign, *see advertisement on the final slide*)

NEW: During the ESC Congress 2010 in Stockholm, an intensive initiative - part of the  **"Raise Your 'My ESC' Profile" Campaign** – is being introduced to collect data from the largest possible number of delegates
(*we will provide you with further information on this initiative in the coming weeks so that you may brief your stand staff accordingly*)



For your information:

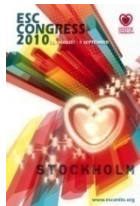
The aims of the “Delegates Contact Data Quality” initiative are to:

1. **Obtain** correct/accurate **contact information** (*i.e. physical and electronic addresses*) and **profile** (*i.e. professional activity, place of work and fields of interest*) for the largest possible number of delegates (*for whom we do not already have this information*)
2. **Update/Complete** the contact information and profile of delegates (*for whom we already have only part of this information or the information is out-of-date*)

Current Status: a need for better data for our target audiences

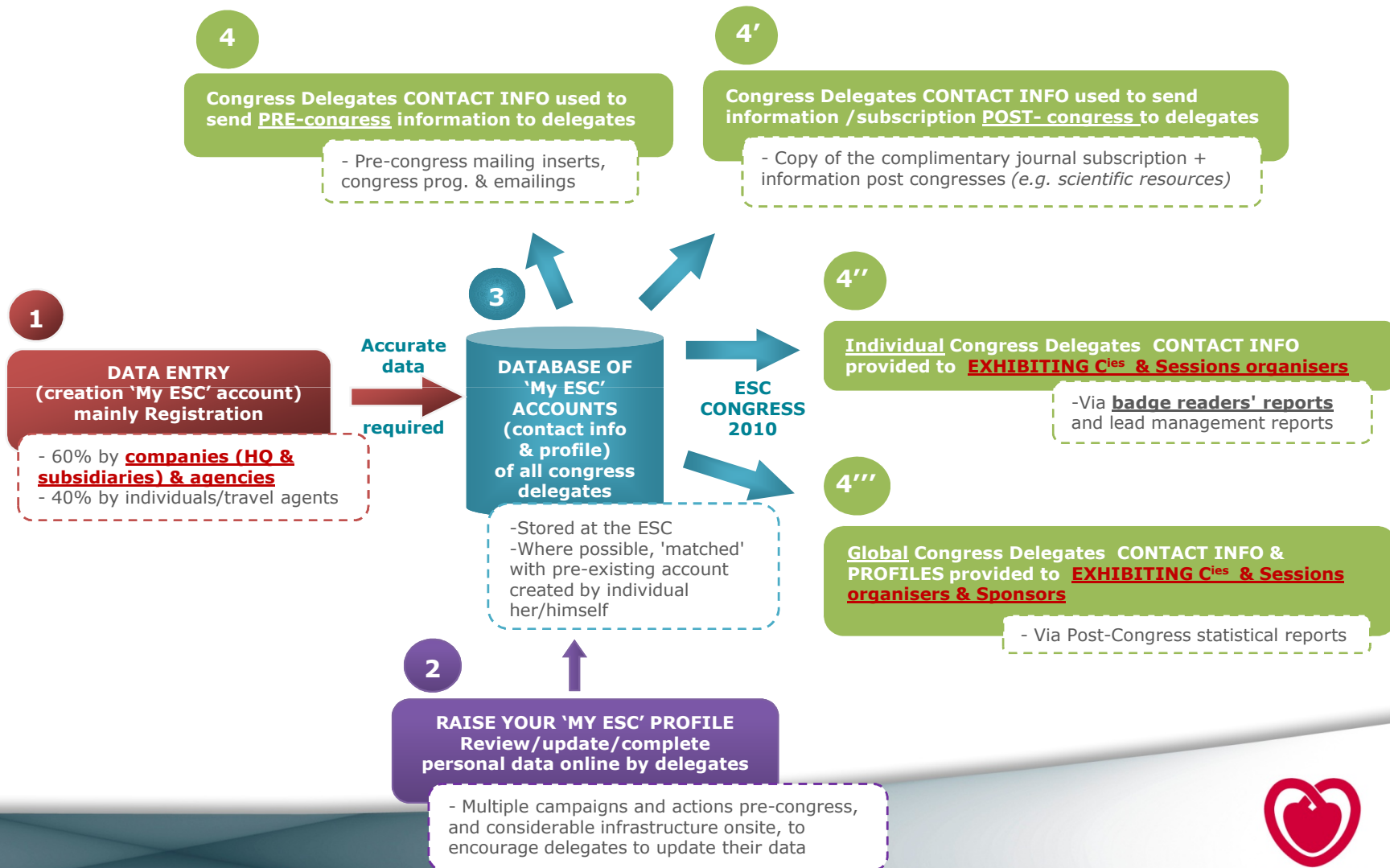
- **Figures:** When the ESC Congress 2009 closed, we had collected:
 - email address from 72% of congress delegates
 - correspondence addresses from 75% of congress delegates
 - **Only 29% professional activity, 25% place of work, 27% fields of interest**
- Delegate’s data acquisition is obtained through creation/update of “My ESC” accounts by delegates
- The creation of a “**My ESC” account** is mandatory for abstract submission, individual & group registration, Membership & FESC applications, etc. Registration & abstract submission to the ESC Congress are the N°1 reason for the creation of a “My ESC” account
- **Data acquisition:** 60% of the registration data is provided through group registration (*i.e. agencies, companies or their subsidiaries play a key role in data acquisition*), 4 500 new accounts created every year through group registrations

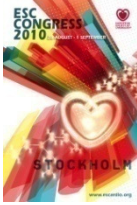
Visit: <https://escol.escardio.org/MyESC> for more information



SUMMARY:

(the data you feed into the system pre-congress directly impacts what you get back post-congress)

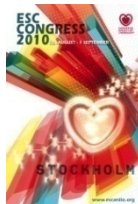




SUMMARY:

You, your subsidiaries, agencies need **quality data** for the delegates you register for the ESC Congress 2010, in order to:

1. Ensure we **correctly identify** individuals who have already entered all their data themselves in the database *(We will link these data to your registrations so that we use the details individuals have supplied and can then give them a credible service at the Congress)*
2. **Contact the delegates prior to the Congress and provide them with key information** concerning their forthcoming congress experience *(e.g. remind them key congress deadlines, send them the congress programmes, send them the interactive Exhibition map to plan their visit to the exhibition, send them the industry pre-congress mailing inserts, the list of industry supported educational sessions, etc)*
3. Ensure that delegates **receive their copies of the journals** *(for which most registration fees include an annual subscription)*
4. Enable us to provide you with **complete and accurate personal , contact and profile data (of INDIVIDUAL delegates who visited your stands during the ESC Congress)** in your Badge Readers' reports and Lead Management System reports
5. Improve the **statistics on GLOBAL Congress delegates' profiles** provided to you post congress (on ESCexhibition.org & in the Guidelines for Industry Participation) to evaluate your return on action



Raise Your "My ESC" Profile
An incentive to collect
Delegates contact data
for the ESC Congress 2010

UPDATE & WIN

BE A WINNER

By completing your "My ESC" profile, you will be automatically entered into a prize draw

20 Lucky Winners will each win

■ an iPod touch

(loaded with all available e-versions of Abridged ESC Practice Guidelines)

PLUS

■ a Compendium of Abridged ESC Guidelines (New Edition)



BE THE FIRST TO KNOW

"Less is More"

By sharing your contact information and fields of interest with us, you will receive only the very latest & most relevant information to you

Save Time

collecting your CME certificate on-site*

Receive your journal on time**

BE SEEN TO ACT RESPONSIBLY

Identify yourself within your scientific community & enhance your active contribution to the Society

Provide your electronic contact details to reduce unnecessary printing & mailing. Resources that can be better used on our life-saving, scientific & educational initiatives

The smiley logo on your congress badge will indicate whether or not you have updated your profile

BE ENVIRONMENTALLY FRIENDLY

By providing us with your contact details & subscribing to electronic communications you will help us **save paper, reduce unnecessary mailings & reduce waste**

"The World's leading cardiovascular congress goes to the European Green Capital"



Visit www.escardio.org/raisemyprofile to enter your details

Deadline: last day of the ESC Congress 2010 (1 September 2010)

**Together we are making a difference...
Thank you for your cooperation!**

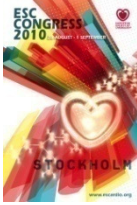


*If you have not provided your details pre-congress, hasten on-site will ask you to do so before collecting your CME certificate
** By providing a specific delivery address, you will guarantee receipt of your copies of European Heart Journal or Cardiovascular Research in 2011 (included in your ESC Congress 2010 registration fee)
The Prize draw terms and conditions are available on www.escardio.org. The prize draw will take place on 15 September 2010. Pictures for illustration purposes only.

www.escardio.org

**Delegates Contact Data Quality
ESC CONGRESS 2010**





*We hope these efforts will lead to a substantial improvement
in the data we will provide to you post-congress*

Together we can make a difference...

Thank you for your cooperation!