

EUROECHO 2011

& other Imaging Modalities

The International Congress on Echocardiography and Non-Invasive Cardiovascular Imaging

POST CONGRESS REPORT



HUNGARY
Budapest
7-10 December 2011

The fifteenth Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,
in cooperation with the Working Group on Echocardiography of the Hungarian Society of Cardiology

www.euroecho.org



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1. GENERAL INFORMATION




1.1 Introduction

The European Association of Echocardiography (EAE), a registered branch of the European Society of Cardiology, organised EUROECHO 2011, its fifteenth annual meeting in Budapest, Hungary 7-10 December 2011.

EUROECHO is now established as the major peer meeting in cardiovascular ultrasound in Europe, with a special focus on research and education. The congress takes place every year in December.

1.2 History

Past 3 congresses with location and dates

		Active delegates	Total Participants
	EUROECHO & other Imaging Modalities 2011 <u>Budapest, Hungary</u> 7-10 December 2011	3177	3613
	EUROECHO 2010 <u>Copenhagen, Denmark</u> 8-11 December 2010	2843	3246
	EUROECHO 2009 <u>Madrid, Spain</u> 9-12 December 2009	3000	3416

1.3 Committees

EUROECHO 2011 Programme Committee

Committee Members

EAE 2011 Board Members

Dr. LP Badano
President

Dr B.A. Popescu
Secretary

T. Edvardsen
M. Galderisi
J.J Gomez de Diego

Prof P. Lancellotti
President-Elect

Prof F. Flachskampf
Treasurer

Coucillors
A. Hagendorff
E. Plonska-Gosciniak
F. Rigo

Prof. JL Zamorano
Past President

R. Senior

EUROECHO 2011 Programme Committee

Prof P. Lancellotti
Chairperson Programme Committee

Dr J.J. Gomez de Diego
Dr J. Magne

Scientific Programme Directors

N. Bruining
N.Cardim
B. Cosyns
E. Donal
L. Ernande
A.Hagendorff
J. Hung
B. Lung
O. Miller
A. Neskovic
P.Pibarot
E. Plonska
R. Sicari
J.U. Voigt
Prof N.Özer
P. Wouters

Prof P Kaufmann
Prof F Rademakers
Scientific Programme Directors

Prof Albert Varga
Local Host

1.4 Congress dates and location

Euroecho and other Imaging Modalities 2011 took place in Budapest, Hungary from 7 to 10 December.

1.5 Venue

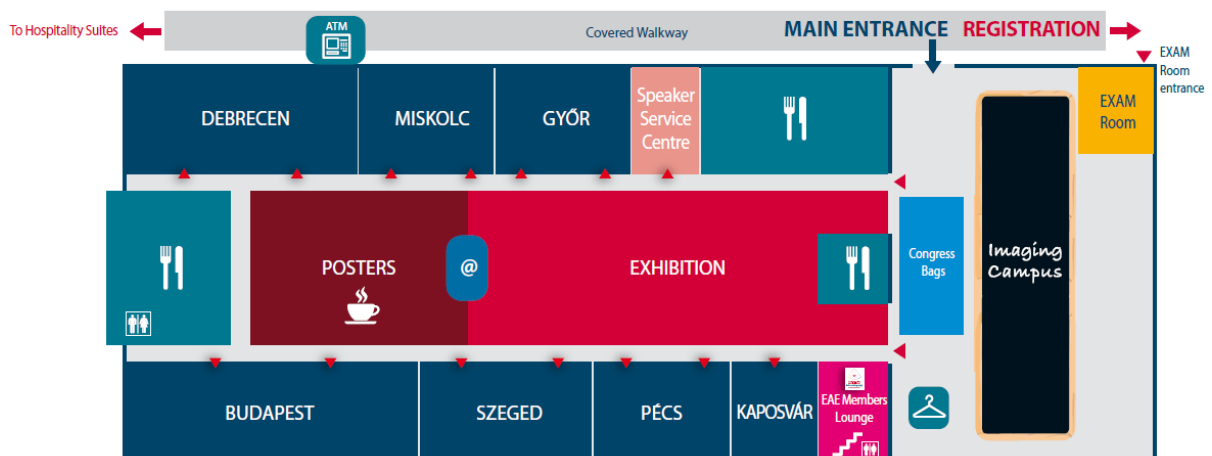
Hungexpo

H-1101 Budapest
Albertirsai ut 10
Hungary
Web Site: www.hungexpo.hu



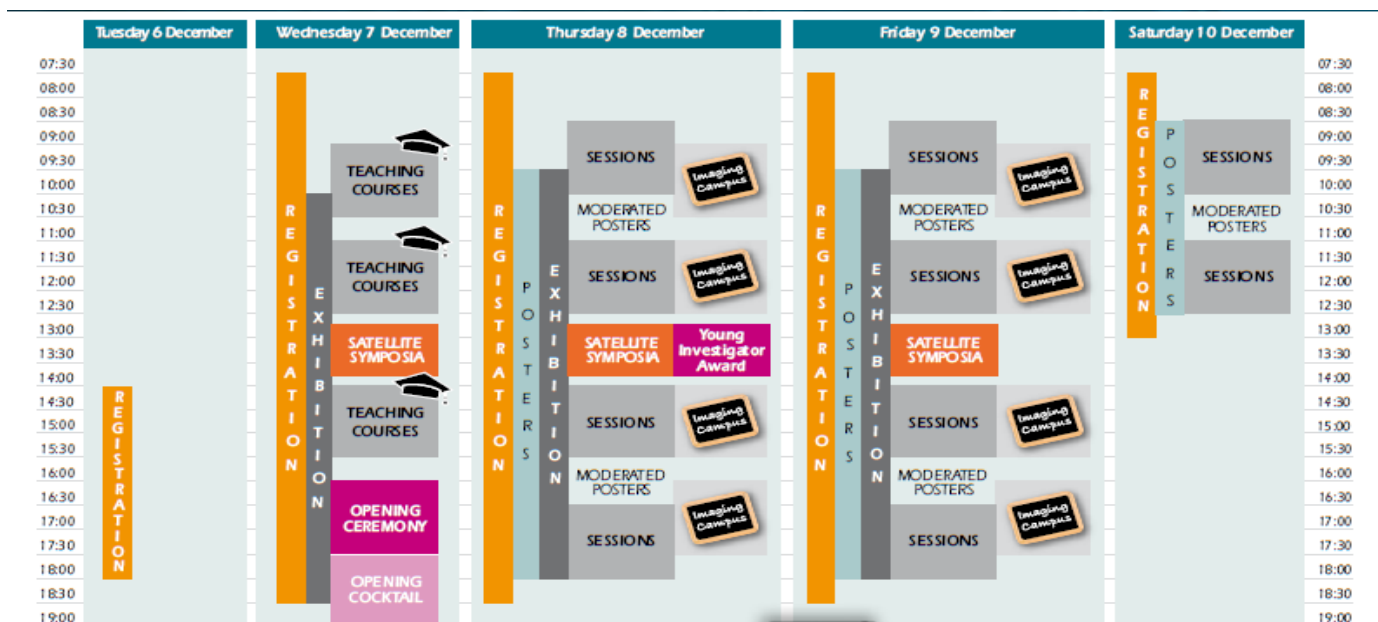
LEVEL 0	▶▶ MAIN ENTRANCE Registration (outside the main hall) Cloakroom Imaging Campus Rooms 1 to 5 Exhibition Area International Echo Area Web Space Speaker Service Centre Poster Area Catering Area All lecture rooms (800 seats, 600, 400, 300, 250, 250, 100) Exam room
LEVEL 1	Congress Staff office EAE Members Lounge EAE Board Room

Building Floor Plan



The venue was optimal in terms of congress layout. Easy access to all lecture rooms, exhibition & Poster Area in the heart of the congress, in between the lecture rooms. Hungexpo was a bit far away from the city centre and metro access, shuttles have therefore been organised for all participants.

1.6 Timetable



2. SCIENTIFIC INFORMATION

2.1 General Information

7	Lecture rooms
5	Imaging Campus rooms
139	Sessions in total – All included
93	Pre-arranged sessions <ul style="list-style-type: none">11 Clinical Seminar2 Debate Session9 Main Session4 Special Session22 Symposium31 Teaching Course14 EAE Imaging Campus – including 8 How to Sessions -
19	Abstract Based sessions: <ul style="list-style-type: none">8 Oral abstracts sessions5 Poster sessions5 Moderated Posters sessions1 YIA session
1218	Abstracts received <ul style="list-style-type: none">690 Accepted (of which 16 were withdrawn after acceptance)528 Rejected
287	Faculty Members (excl. Industry Imaging Campus & Satellites)
555	Roles (excl. Industry Imaging Campus & Satellites) <ul style="list-style-type: none">182 Chairperson roles27 Panel roles3 Judges AbstractMentor roles not included343 Speaker Roles <p>EAE Members amongst faculty 367 roles held by EAE members 188 roles held by non EAE Members</p> <p>In persons : 162 faculty members are EAE Members and 124 faculty are non EAE members</p>
48	Teacher roles in Imaging Campus sessions <ul style="list-style-type: none">24 Faculty members to fill these roles
7	Satellites
34	Imaging Campus Sessions (14 EAE Sessions & 20 Industry Sessions)

2.2 Special sessions

Teaching courses

Wednesday Courses

Course on contrast echocardiography

Course organised by the Hungarian Working Group on Echocardiography

Course on the aortic valve and the aorta organised with the ESC WG on Nuclear Cardiology & Cardiac CT

Course when and why using TEE in decision making - organised jointly with the European Association of Cardiothoracic Anaesthesiologists (EACTA)

Course on clinical application of 3D echocardiography

Course on Cardiac function and mechanics - organised jointly with the American Society of Echocardiography

Course on congenital heart disease organised by the ESC WG on Grown-up Congenital Heart Disease

NEW SESSIONS in 2011

Clinical Imaging Sessions:

Patient-oriented, Case-based: In each session, the lectures address specific related topics starting with, and based on, a practical case illustration. The session-concluding lecture and discussion will be oriented on decision making, therapeutic options and management, including pharmaceutical and devices/surgery options.

Clinical Pathways Sessions:

Lecture about the state of the art of the topic (conference) followed by challenging cases presented with the experts.

ECHO at JEOPARDY:

A series of cases presented under specific categories - The team hit the buzzer the fastest with the correct answer active participation of the audience - prizes won included 2 EAE Textbook & 2 Echo Book
Friday 9 December - 16:30 to 18:00 - Room SZEGED

Imaging Campus*

*See Imaging Campus chapter n° 6

POSTER

This year the Poster Area was located in a central area next to the exhibition and directly outside the lecture rooms next to the International Echo area – it was extremely well attended and interactive – Some International Echo Area stands were still not attended and this is most certainly a missed opportunity for these societies due to the high level of attendance in the area.

NEW FEATURES:

HIGH SCORE abstracts

Highlighted throughout the poster zone – with a special signage – Presenters were awarded a “High Score Abstract Presentation Certificate” and a book – The High Scorers belonging to the EAE Club 35 were awarded a High Score Abstract Presentation Certificate” and a EAE Textbook.

Poster Mentoring:

A special aisle of posters was dedicated to the applicants to the Poster Mentoring.

To qualify presenters had to have submitted their abstract under the option YIA – be less than 35 y of age and have registered to the congress before 30 September 2010 with the CLUB 35 Package. – the Club 35 registration package price will also be refunded to them.

An informal meeting was scheduled with an EAE member of the board / senior faculty to meet / greet the new EAE Club 35 member and discuss their career as well as their research.

On-line Abstracts Only (Second year running)

Computers were available in the poster area to consult abstracts online from the PDF of the supplement published right before the congress.

Online pdf supplement to the European Journal of Echo link is provided on the website.

Oral Abstract Session

A new format was organised for these sessions to include in each session a panel of experts in addition to the Chair Editorialist concluding presentation (started in 2010)

Instructions were sent along with the details of the abstracts to all faculty (Chairpersons & Panel) .

The objectives was to add value to the session for the audience (with the panel discussion and views on the research presented) as well as for the presenter (opportunity to exchange with senior faculty on his/her research)

2.3 Abstracts

- General information

	2009	2010	2011	+/- 2010/2011
Submitted	1224	1087	1218	131
Accepted	694	689	689	-
- oral	43	43	43	-
- poster	600	596	596	-
- moderated poster	51	50	50	-
% acceptance	56,70%	63,50%	56,50%	-7%

- By Topic

Abstracts per Main topic	SUBMITTED	ACCEPTED	NO SHOW	Withdrawn	Presented
The echocardiographic examination	36	26	7	-	19
Assessment of diameters, volumes and mass	53	36	8	-	28
Non-invasive hemodynamics derived from echo-Doppler	26	18	3	3	12
Assessment of systolic function	107	59	3	-	56
Assessment of diastolic function	52	14	4	-	10
Ischemic heart disease	78	44	5	1	38
Heart valves	154	87	9	-	78
Cardiomyopathies	107	74	5	4	65
Systemic and pulmonary hypertensive heart disease	71	44	4	1	39
Pericardial disease	3	1	-	-	1
Basics in congenital heart disease in the adult	35	15	-	-	15
Masses, tumors and sources of embolism	25	8	1	1	6
Diseases of the aorta	21	12	-	-	12
Stress echocardiography	64	31	2		29
Transesophageal echocardiography	30	12	-	-	12
Contrast echocardiography and tissue harmonic imaging	24	19	2	1	16
Real-time three-dimensional echocardiography	54	27	1	1	25
Tissue Doppler and speckle tracking	163	99	7	3	89
Magnetic Resonance Imaging	19	11	-	-	11
Computed tomography	19	13	1	1	11
Miscellaneous	77	40	2	-	38
Total	1218	690	64	16	610

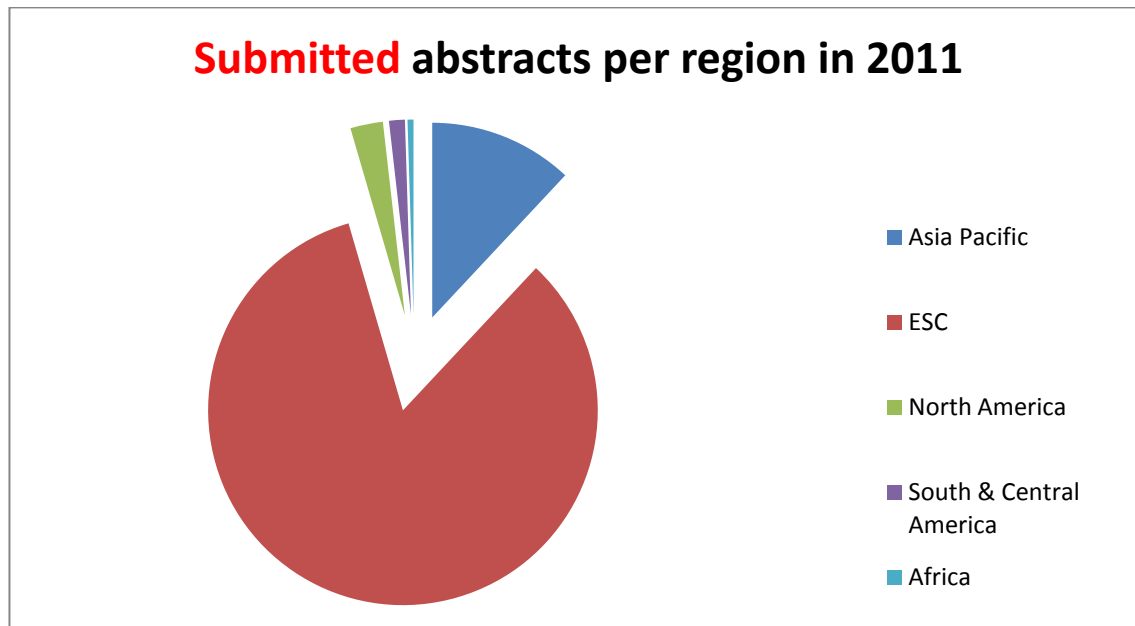
○ By Country

Region	2010		2011		+/- accepted
	<i>Submitted</i>	<i>Accepted</i>	<i>Submitted</i>	<i>Accepted</i>	
Albania	1	0	1	1	1
Algeria	1	0	1	0	0
Argentina	1	1	5	2	1
Armenia	3	2	2	1	-1
Australia	4	3	6	4	1
Austria	10	7	5	4	-3
Azerbaijan	1	0	1	0	0
Belarus	7	2	6	1	-1
Belgium	21	17	17	15	-2
Bosnia and Herzegovina	1	0	5	0	0
Brazil	10	5	10	4	-1
Bulgaria	6	6	6	4	-2
Canada	16	12	10	4	-8
Chile	1	0	-	-	0
China, People's Republic of	16	11	15	8	-3
Croatia	4	2	7	5	3
Cyprus	4	1	2	0	-1
Czech Republic	11	5	9	4	-1
Denmark	38	30	8	5	-25
Egypt	29	11	27	13	2
Finland	2	1	2	2	1
France	48	36	48	31	-5
Georgia, Republic of	3	0	3	1	1
Germany	44	33	34	23	-10
Greece	43	23	33	21	-2
Hong Kong SAR,	1	1	2	2	1
Hungary	14	7	26	14	7
India	5	2			-2
Indonesia	6	2	2	1	-1
Iran (Islamic Republic of)	4	2	23	4	2
Ireland	9	5	4	1	-4
Israel	6	2	10	4	2
Italy	153	104	168	108	4
Japan	27	19	29	15	-4
Korea, Republic of	14	9	43	27	18
Kosovo, Republic of	6	4	4	2	-2
Kuwait			1	0	0
Latvia	1	1	1	0	-1
Lithuania	5	4	4	3	-1
Macedonia, The Former Yugoslav Republic of			1		1
Malaysia			1	0	0
Mexico			2	1	1
Monaco	1	0	3	1	1
Montenegro			2	0	0
Nepal			1	0	0
Netherlands	18	14	23	18	4
Norway	27	20	28	24	4
Philippines	4	1	2	0	-1
Poland	85	55	87	46	-9
Portugal	27	14	53	29	15
Romania	47	29	58	36	7
Russian Federation	23	9	32	9	0
Saudi Arabia	5	3	3	1	-2
Serbia	36	17	25	15	-2
Singapore	6	4	4	1	-3

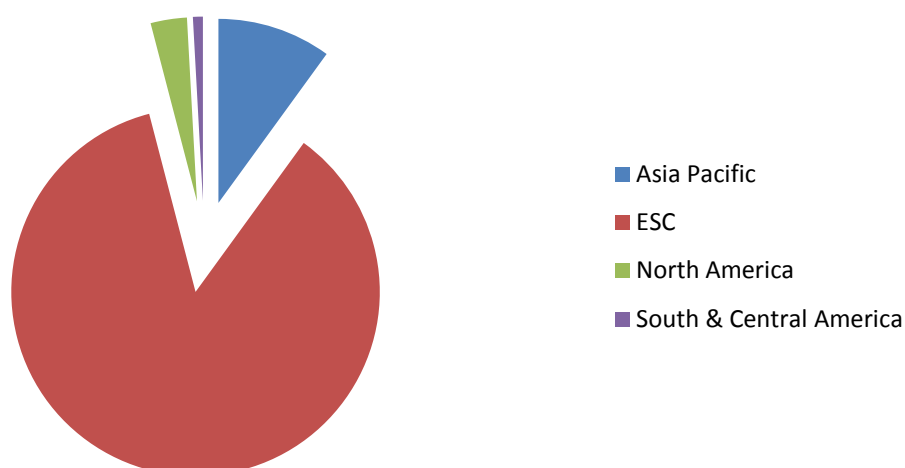
Slovak Republic	6	3	3	1	-2
Slovenia			5	1	1
South Africa			1	0	0
Spain	83	46	99	46	0
Sri Lanka			1	0	0
Sudan			3	0	0
Sweden	41	28	34	21	-7
Switzerland	8	6	8	5	-1
Taiwan	4	4	4	3	-1
Tunisia			8	2	2
Turkey	23	17	32	20	3
Ukraine	1	0	5	0	0
United Arab Emirates	1	1	6	3	2
United Kingdom	50	37	80	55	18
United States of America	15	11	21	17	6
Uzbekistan			2	0	0
Total	1087	689	1218	690	1

- By Region

	2010		2011		% accepted 2011
	<i>Submitted</i>	<i>Accepted</i>	<i>Submitted</i>	<i>Accepted</i>	
Africa (non ESC)	0	0	4	0	0
Asia Pacific	98	62	146	69	7
ESC	946	598	1019	593	-5
North America	31	23	33	22	-1
South & Central America	12	6	16	6	0
Total	1087	689	1218	690	1



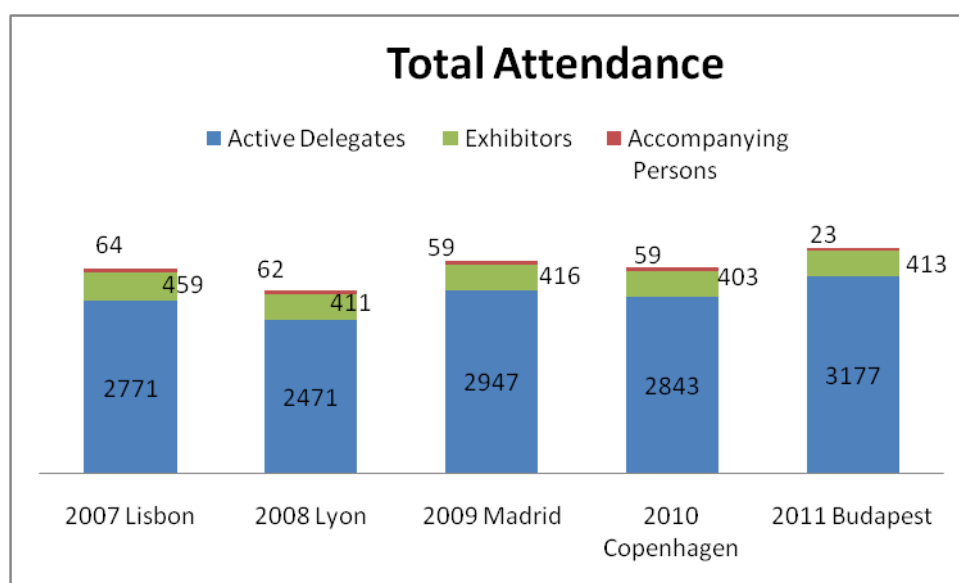
Accepted abstracts per region in 2011



3. REGISTRATION & ATTENDANCE

3.1 Total attendance

	2009	2010	2011	+/- 2010
Active delegates (incl Press)	2947	2843	3177	+11.75%
Exhibitors	416	403	413	+2.5%
Accompanying persons	59	59	23	-61.02%
Total	3422	3 305	3613	+9.32%



3.2 By Country

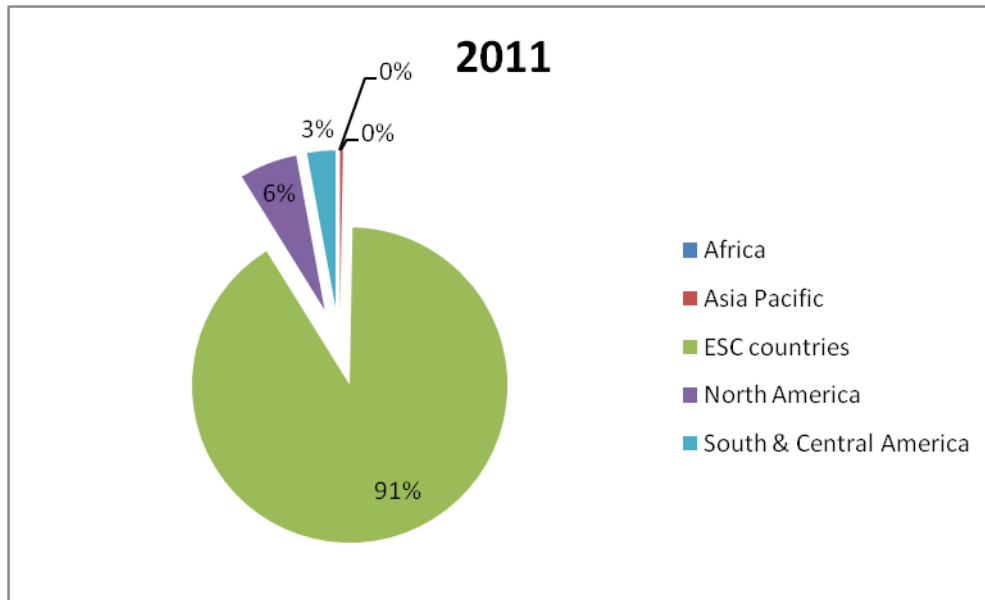
Country	2010	%	2011	%
Albania	22	0,77%	51	1,61%
Argentina	3	0,11%	3	0,09%
Armenia	3	0,11%	1	0,03%
Australia	18	0,63%	15	0,47%
Austria	47	1,65%	44	1,38%
Azerbaijan	2	0,07%	2	0,06%
Bahrain	1	0,04%		0,00%
Belarus	2	0,07%		0,00%
Belgium	61	2,14%	95	2,99%
Bosnia and Herzegovina	20	0,70%	28	0,88%
Brazil	11	0,39%	16	0,50%
Bulgaria	58	2,04%	55	1,73%
Canada	22	0,77%	28	0,88%
Chile	1	0,04%		0,00%
China, People's Republic of	16	0,56%	7	0,22%
Colombia	4	0,14%	2	0,06%
Congo	0	0,00%	1	0,03%
Croatia	22	0,77%	48	1,51%
Cyprus	9	0,32%	22	0,69%
Czech Republic	37	1,30%	28	0,88%
Denmark	180	6,33%	43	1,35%
Ecuador	0	0,00%	1	0,03%
Egypt	3	0,11%	7	0,22%
Estonia	8	0,28%	4	0,13%
Finland	19	0,67%	19	0,60%
France	79	2,78%	253	7,96%
Georgia, Republic of	6	0,21%	8	0,25%
Germany	67	2,36%	89	2,80%
Greece	344	12,10%	375	11,80%
Guatemala	1	0,04%	1	0,03%
Hungary	42	1,48%	151	4,75%
Iceland	1	0,04%	1	0,03%
India	9	0,32%	3	0,09%
Indonesia	5	0,18%	12	0,38%
Iran (Islamic Republic of)	18	0,63%	15	0,47%
Iraq	2	0,07%	7	0,22%
Ireland	27	0,95%	35	1,10%
Israel	18	0,63%	21	0,66%
Italy	234	8,23%	244	7,68%
Japan	27	0,95%	18	0,57%
Kazakhstan	2	0,07%	1	0,03%
Korea, Democratic People's Republic Of	1	0,04%		0,00%
Korea, Republic of	18	0,63%	37	1,16%
Kosovo, Republic of	2	0,07%	6	0,19%
Latvia	15	0,53%	11	0,35%
Lebanon	9	0,32%	7	0,22%
Libyan Arab Jamahiriya	3	0,11%		0,00%
Lithuania	16	0,56%	18	0,57%
Luxembourg	2	0,07%	1	0,03%
Macedonia, The Former Yugoslav Republic of	3	0,11%	3	0,09%
Malaysia	1	0,04%	1	0,03%
Malta	5	0,18%	5	0,16%
Mexico	1	0,04%	3	0,09%
Monaco		0,00%	1	0,03%
Mongolia	2	0,07%		0,00%
Montenegro	7	0,25%	6	0,19%
Morocco	1	0,04%		0,00%
Myanmar	1	0,04%		0,00%
Netherlands	131	4,61%	124	3,90%

New Zealand	1	0,04%		0,00%
Nigeria	1	0,04%	1	0,03%
Norway	89	3,13%	72	2,27%
Pakistan	1	0,04%		0,00%
Palastine Territories		0,00%	1	0,03%
Peru	1	0,04%	1	0,03%
Philippines	2	0,07%		0,00%
Poland	115	4,04%	112	3,53%
Portugal	59	2,07%	54	1,70%
Qatar	1	0,04%		0,00%
Reunion	1	0,04%	1	0,03%
Romania	133	4,68%	123	3,87%
Russian Federation	23	0,81%	22	0,69%
Saudi Arabia	29	1,02%	34	1,07%
Serbia	89	3,13%	123	3,87%
Singapore	12	0,42%	5	0,16%
Slovak Republic	14	0,49%	14	0,44%
Slovenia	24	0,84%	27	0,85%
South Africa	4	0,14%		0,00%
Spain	116	4,08%	122	3,84%
Sri Lanka		0,00%	1	0,03%
Sudan		0,00%	4	0,13%
Sweden	105	3,69%	88	2,77%
Switzerland	31	1,09%	38	1,20%
Syrian Arab Republic	3	0,11%		0,00%
Taiwan, ROC	5	0,18%	6	0,19%
Tanzania		0,00%	1	0,03%
Thailand	0	0,00%	11	0,35%
Tunisia	2	0,07%	1	0,03%
Turkey	31	1,09%	30	0,94%
Uganda		0,00%	2	0,06%
Ukraine	5	0,18%	9	0,28%
United Arab Emirates	8	0,28%	14	0,44%
United Kingdom	222	7,81%	220	6,92%
United States of America	47	1,65%	61	1,92%
Venezuela		0,00%	2	0,06%
Yemen	1	0,04%		0,00%

TOP 10 COUNTRIES	
Greece	375
France	253
Italy	244
United Kingdom	220
Hungary	151
Netherlands	124
Romania	123
Serbia	123
Spain	122
Poland	112

3.3 By Region

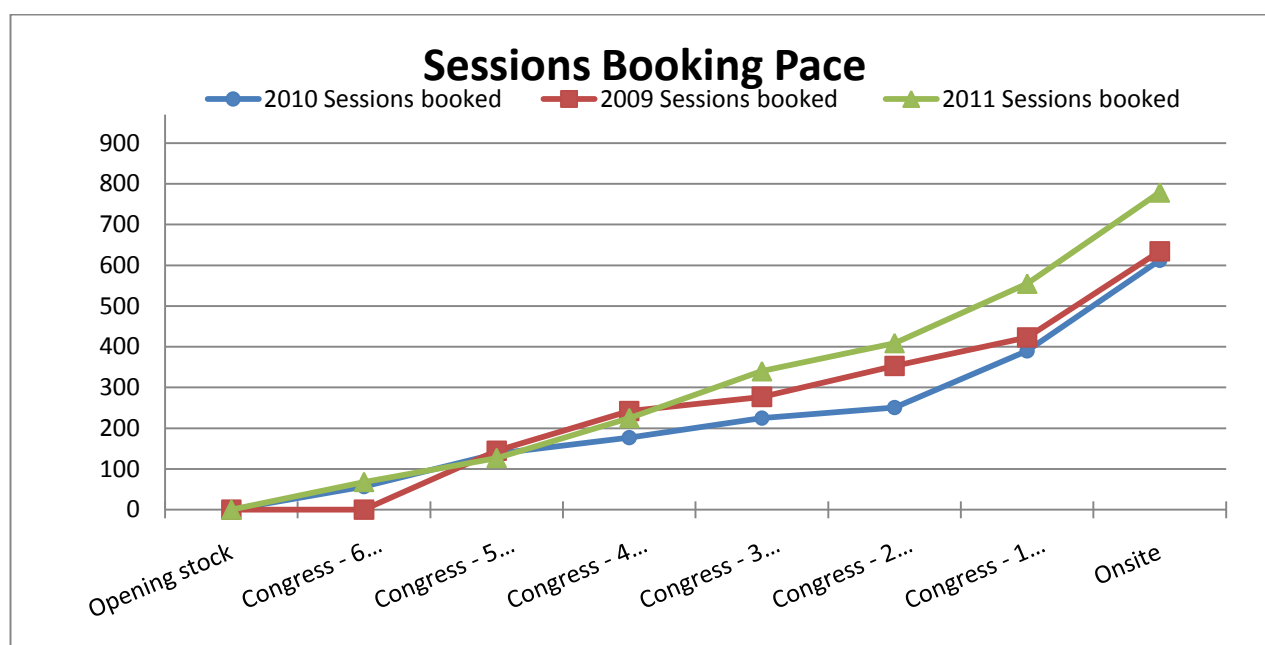
	2010	2011
Asia Pacific	5	9
ESC countries	2567	2863
North America	180	187
South & Central America	70	92
Total	2843	3177



3.4 Imaging Campus

THURSDAY	Imaging Campus 1	Imaging Campus 2	Imaging Campus 4	Imaging Campus 5	
Organised by	ALOKA	GE Healthcare	EAE	The EAE Club 35	
09:00 - 10:30	How to scan the carotid and easy markers in preventive cardiology	Fundamentals of speckle tracking 2D Strain	-	How to write an original scientific paper focused on non-invasive imaging?	
11:00 - 12:30	How to scan the carotid and easy markers in preventive cardiology	12:00 - 13:30 Clinical use of speckle tracking 2D strain and automated function imaging (AFI) and AutoEF	Heart valve diseases (aortic, mitral, tricuspid, pulmonary)	How to write and illustrate a case-report on imaging techniques?	
14:00 - 15:30	How to scan the carotid and easy markers in preventive cardiology	Fundamentals of speckle tracking 2D Strain	-	How to prepare and give an effective oral presentation?	
16:00 - 17:30	How to scan the carotid and easy markers in preventive cardiology	Clinical use of speckle tracking 2D strain and automated function imaging (AFI) and AutoEF	Heart valve diseases (aortic, mitral, tricuspid, pulmonary)	Abstract submission & poster presentation	
FRIDAY	Imaging Campus 1	Imaging Campus 2	Imaging Campus 3	Imaging Campus 4	Imaging Campus 5
Organised by	Philips Healthcare	ESAOTE	Siemens AG, Healthcare Sector	EAE	The EAE Club 35
09:00 - 10:30	Cardiac Motion Quantification for deformation Imaging	Personalized approach to preclinical atherosclerosis by ultrasound	Color flow volume analysis	3D Echo and cardiac anatomy	How to interpret the statistics in original research papers?
11:00 - 12:30	Cardiac Motion Quantification for deformation Imaging	Personalized approach to preclinical atherosclerosis by ultrasound	Color flow volume analysis	3D Echo and cardiac anatomy	How to prepare and get the EAE certification on TTE/TEE/CHD?
14:00 - 15:30	Cardiac Motion Quantification for deformation Imaging	Personalized approach to preclinical atherosclerosis by ultrasound	Quantifying Myocardial Function by Speckle Tracking	3D Echo and cardiac anatomy	How to critically read a research paper?
16:00 - 17:30	Cardiac Motion Quantification for deformation Imaging	Personalized approach to preclinical atherosclerosis by ultrasound	Quantifying Myocardial Function by Speckle Tracking	3D Echo and cardiac anatomy	How to design and write a scientific research project?

Booking Pace



Workshop Bookings

As in previous years some sessions were far more popular than others. The "How To" sessions organised by the EAE all sold out very quickly however this can be explained by the fact that they were free of charge. Subsequent very low turnout for these sessions gives further evidence that free sessions do not guarantee good turnout and a nominal charge should be maintained to ensure only those really intending to attend will register. Full session details on the next page.

Tickets Sold and Used per Session

Session (Organiser)	Date & time	Places Booked	Actual Attendees	% of actual attendees
3D Echo & Cardiac anatomy (EAE)	09/12/11 0900-1030	26	25	96%
	09/12/11 1100-1230	32	19	59%
	09/12/11 1400-1530	27	27	100%
	09/12/11 1600-1730	24	24	100%
Abstract Submission & Poster Presentation (EAE)	08/12/11 1600-1730	32	7	22%
Cardiac Motion Quantification for Deformation Imaging (Philips)	09/12/11 0900-1030	24	21	88%
	09/12/11 1100-1230	24	21	88%
	09/12/11 1400-1530	24	24	100%
	09/12/11 1600-1730	15	13	87%
Clinical Use of Speckle Tracking 2D (GE)	08/12/11 1200-13-30	25	20	80%
	08/12/11	25	21	84%

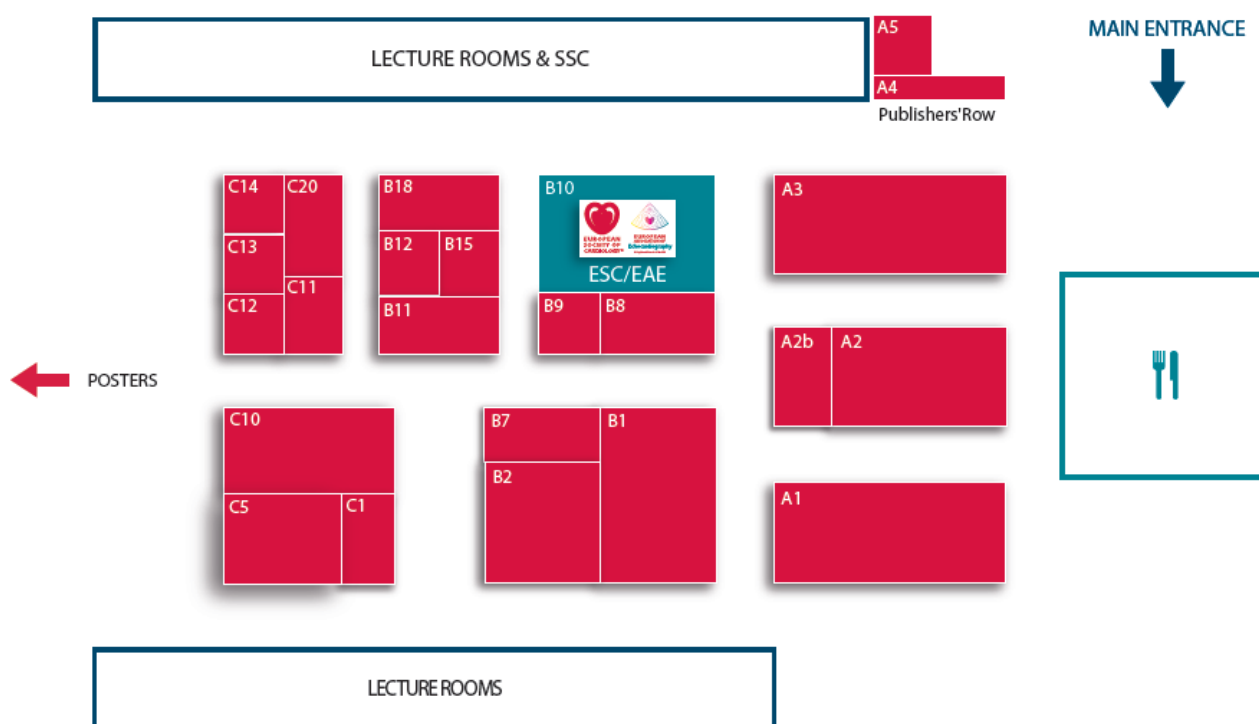
	1600-1730			
Fundamentals of Speckle Tracking 2D (GE)	08/12/11 0900-1030	25	22	88%
	08/12/11 1400-1530	25	21	84%
Heart valve Diseases (EAE)	08/12/11 1100-1230	30	28	93%
	08/12/11 1600-1730	30	30	100%
How to critically read a research paper (EAE)	09/12/11 1400-1530	33	13	39%
How to design & write a scientific research project (EAE)	09/12/11 1600-1730	38	12	32%
How to interpret the statistics in original research paper (EAE)	09/12/11 0900-1030	35	14	40%
How to prepare and get the EAE certification on TTE/TEE (EAE)	09/12/11 1100-1230	35	21	60%
How to prepare and give an effective oral presentation (EAE)	08/12/11 1400-1530	31	14	45%
How to scan the carotid & easy markers in preventive cardiology (ALOKA)	08/12/11 0900-1030	8	8	100%
	08/12/11 1100-1230	25	21	84%
	08/12/11 1400-1530	17	14	82%
	08/12/11 1600-1730	7	4	57%
How to write an original scientific paper focused on non-invasive imaging (EAE)	08/12/11 0900-1030	30	11	37%
How to write and illustrate a case report on imaging techniques (EAE)	08/12/11 1100-1230	31	8	26%
Personalised approach to preclinical atherosclerosis by ultrasound (ESAOTE)	09/12/11 0900-1030	4	3	75%
	09/12/11 1100-1230	18	6	33%
	09/12/11 1400-1530	14	10	71%
	09/12/11 1600-1730	4	3	75%
Quantifying myocardial function by speckle tracking (Siemens)	09/12/11 1400-1530	21	18	86%
	09/12/11 1600-1730	8	7	88%
Valve assessment with 3D full volume colour flow echocardiography (Siemens)	09/12/11 0900-1030	6	6	100%
	09/12/11 1100-1230	26	25	96%
Total	incl VAT	779	541	69%
	excl VAT			

4. Industry

4.1 Exhibitors

Number of stands
22 in total

Number of exhibitor badges
413 in total



4.2 Exhibition

Company	Square meters
	2011
3W Informed BV	9
ALOKA Holding Europe AG	70
American Society of Echocardiography	18
ARDMS	-
Bracco	18
CAE Healthcare	
Edwards Lifesciences SA	9
ESAOTE SpA	27
ESC/EAE	54
GE Healthcare	90
HeartWorks by Inventive Medical Ltd	9
MediMatic	18
Medison Europe	-
Medispec Ltd	12
MEDRAD Europe BV	-
Oxford University Press	9
Philips Healthcare	90
Samsung Medison	38.5
Shire	
Siemens AG Healthcare Sector	72

TomTec Imaging Systems	18
Toshiba Medical Systems	45
Tristel Solutions Ltd	9
VentriPoint Diagnostics	9
VisualSonics	9
Wisepress Medical Bookshop	10
ZONARE Medical Systems GmbH	12
Total	655.5 m²

4.2 Satellites symposia

This year 7 satellite symposia have been organised during EUROECHO 2011

Wednesday 7 December 2011 - 12:45-13:45

▣ Added value of 2D and 4D deformation imaging in clinical settings

Satellite Symposium organised by **GE Healthcare** in room **SZEGED**

Chairpersons: **F-A. Flachskampf** (Uppsala, SW); **L-P. Badano** (Padua, IT)

Thursday 8 December 2011 - 12:45-13:45

▣ Clinical benefits of improving left ventricular remodelling and function with ivabradine

Satellite Symposium organised by **SERVIER** in room **BUDAPEST**

Chairpersons: **M. Komajda** (Paris, FR); **J. L. Zamorano Gomez** (Madrid, ES)

▣ 3D Echo - Current guidelines and future developments – Panel discussions and clinical cases

Satellite Symposium organised by **Philips Healthcare** in room **DEBRECEN**

Chairpersons: **M-J. Monaghan** (London, UK); **J.L. Vanoverschelde** (Brussels, BE)

▣ 3D wall motion tracking in clinical applications

Satellite Symposium organised by **Toshiba Medical Systems** in room **MISKOLC**

Chairpersons: **H.J. Nesser** (Linz, AT); **T. Edvardsen** (Oslo, NO)

▣ Valvular Heart Disease & LV Function

How can Echocardiography contribute to more diagnostic accuracy?

Satellite Symposium organised by **Siemens AG, Healthcare Sector** in room **PECS**

Chairperson: **P. Lancellotti** (Liege, BE)

▣ Non-invasive diagnosis of CAD - Time to change patient management?

Satellite Symposium organised by **Bracco** in room **SZEGED**

Chairperson: **L. Agati** (Rome, IT)

Friday 9 December 2011 - 12:45-13:45

▣ Transcatheter aortic valve implantation (TAVI) for high risk patients with severe aortic stenosis

Satellite Symposium organised by **Edwards Lifesciences** in room **BUDAPEST**

Chairperson: **A. Berrebi** (Paris, FR)

Function Spaces:

- GE Vivid Lounge
- Siemens AG
- Aloka
- Philips Healthcare

4.3 Sponsorship & advertising

Sponsorship, Advertisement & Promotion Investment

This year there were several new Sponsorship items on offer: a new Industry Programme with an integrated Note Pad; the first ever Congress News for a sub-specialty congress for which we had a sponsor – Siemens. We also introduced the Mobile Application with Abbott Vascular as a sponsor.

Edwards	Advance & Final Programme Back Covers
Siemens	Congress News – New!
Abbott	Mobile Application – New!
Philips Healthcare	Badge laces
Servier	Congress Grant

5. ANNEX

Social Media



Facebook

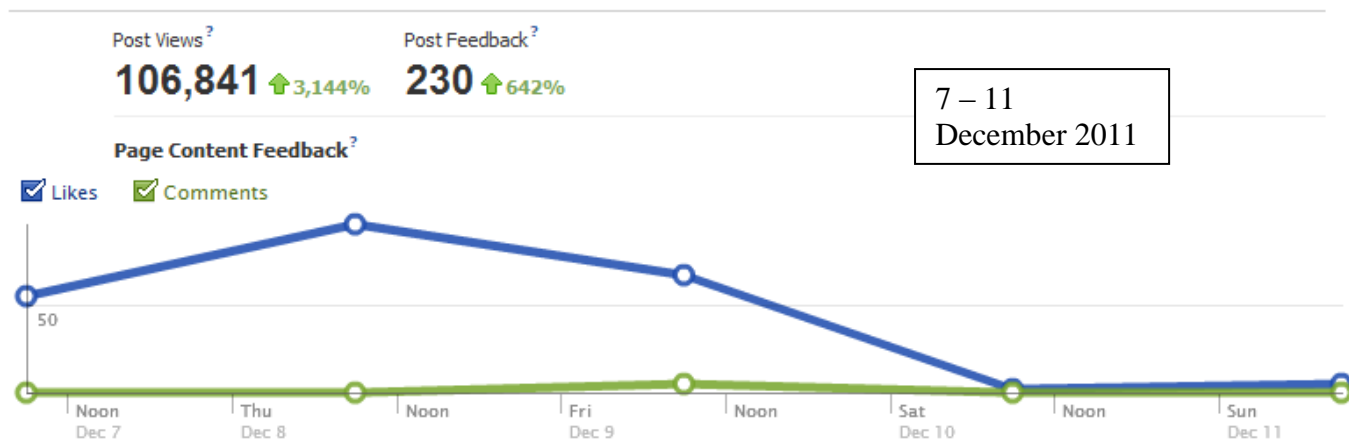
Facebook was used to great effect:

Sharing **press releases**:
Sharing **photos** from the **build up, congress**
and **special events**
Sharing **Congress reports** published during the
Congress
Sharing the **Congress news articles**

106,841 fans (and non-fans) of the ESC viewed a news story posted between 7-11 December (the dates during which EUROECHO posts were made on Facebook).

Our posted stories resulted in **230** direct interactions (either likes or comments).

Interactions [See Details](#)





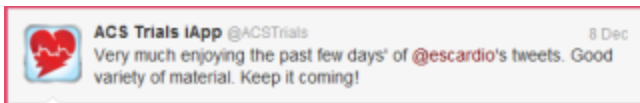
Twitter was used with the hashtag **#euroecho2011**

Content tweeted by us:











- Photos from EUROECHO
- EUROECHO press releases
- Special session (Young Investigator Awards)
- EUROECHO Congress News articles
- EUROECHO Congress Reports

The tweets got a good amount of re-tweets by

- Medical professionals
- Belgian Working Group on Heart Failure and Cardiac Function
- And more



From the Most Popular Links, we can see that during EUROECHO the press releases, Key profile portraits and scientific articles from the Congress News as well as Congress reports got a lot of attention both in terms of clicks as in terms of mentions as shown below.

	SW Cardiovascular @SWCVA RT @escardio cool #echo technology but strict limitations without doppler escardio.org/congresses/eur...	13 Dec
	SAGEhealthandnursing @SAGEnursehealth RT @escardio: When a picture's worth a thousand words: the coming of age of 3-D echo ow.ly/7TQkC #euroecho2011	9 Dec
	Écho Santé Ontario @EchoOntario_FR @escardio: examen de la dysfonction microvasculaire coronarienne chez les femmes. Pour en savoir plus: ow.ly/7TdxH	9 Dec
	Echo Women's Health @EchoOntario @escardio reports it's WISE to consider microvascular coronary dysfunction in women. Read more here: ow.ly/7TdxH	9 Dec
	Neelesh Bhandari @edmeesh RT @escardio: 3D evaluation of left ventricular function in heart valve disease goo.gl/fxGXl [report] #euroecho2011	9 Dec
	ACS Trials iApp @ACSTrials Very much enjoying the past few days' of @escardio's tweets. Good variety of material. Keep it coming!	8 Dec
	Arrhythmia Alliance @KnowYourPulse The Arrhythmia Alliance Daily is out! bit.ly/sV9CIM ▶ Top stories today via @lizduffy1 @nhsbt @drsurnadas @escardio @startinghearts	9 Dec
	michael caesario @michaelcaesario RT @escardio: Echocardiography offers the future for infarct size quantification ow.ly/7RhcP #euroecho2011	7 Dec
	Brian S. McGowan PhD @BrianSMcGowan 1000*3 words? RT @escardio: When a picture's worth a thousand words: the coming of age of 3-D echo ow.ly/7TQkC #euroecho2011	9 Dec
	jeffilano @jephlo RT @escardio: Echocardiography offers the future for infarct size quantification ow.ly/7RhcP #euroecho2011	7 Dec

Congress-Newsletter

Newsletters: paper and electronic versions

EUROECHO 2011 featured expanded coverage.

This consisted of three parts: website / printed newsletter / electronic newsletter mailings.

The four editions were completed/validated/printed before the congress.

Each edition covered:

- An introductory article highlighting: the Congress, the EAE, the Journal and EAE Membership
- A full-page scientific article on a topic chosen by Luigi Badano, written by the journalist
- Testimonials on various topics chosen by Luigi Badano, written by the journalist
- Key speaker profile on a person chosen by Luigi Badano, written by the journalist
- Misc. activities or events taking place during the Congress

Additionally, there were four editions of the **E-newsletters** which crossed over, borrowing from the pre-prepared printed content. However, as each edition was prepared during the congress, additional information such as press releases and Congress Reports were added.

Each edition covered:

- **All topics** and highlights listed above for the printed version.... **PLUS...**
- ESC Press releases published live to coincide with the Congress
- Live Congress Reports published during the Congress

e-newsletters

Wednesday 7 December 2011 – 1st edition

<http://news.escardio.org/q/13kH0dliiS/wv>

Thursday 8 December 2011– 2nd edition

<http://news.escardio.org/q/13kH0lftk8/wv>

Friday 9 December 2011- 3rd edition

<http://news.escardio.org/q/13kH0mzEPI/wv>

Saturday 10 December 2011 – 4th edition

<http://news.escardio.org/q/13kH0nTqky/wv>

Printed Matters

Congress Documents

- EE 2011 Final Programme + Erratum
- EE 2011 Industry Programme (new format)
- EE 2011 Congress News (new)
- EE 2011 Certificates
- EE 2012 Posters
- EE 2012 First Announcement
- EE 2012 Light box
- EE 2012 Business Cards

Association Documents

- EAE/ EE 2011 Quiz (new)
- EAE Certificates
- EAE roll up
- EAE Join Flyer
- EAE Education Flyer (new)
- Club 35 Roll up (new)
- Club 35 stand corner design (new)
- Club 35 Advert

Resources from the congress:

Congress reports:

Following the continued success of the ESC Congress reports, the initiative has been extended to subspecialty congresses. The EUROECHO 2011 congress has been the first to adopt this initiative and the project has been launched at the end of August. This document is the closing report of the project. It contains results regarding the workload, the timeframe and the results of the initiative in terms of traffic and number of reports obtained. This should serve as input when setting-up similar projects for other sub-specialty congresses.

Patrizio Lancellotti was named Editor in Chief and chose 17 pre-selected session Chairpersons to write a report.

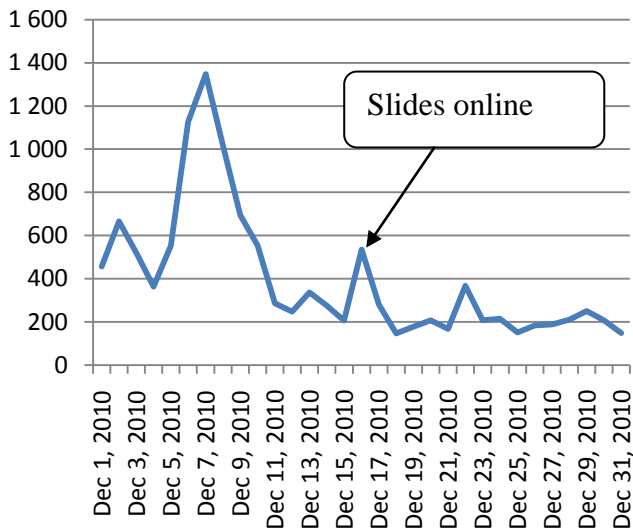
- Number of Chairpersons invited to write a report: 17
- Number of positive responses: 15
- Number of reports published: 16 (1 Chairperson was replaced by someone else. One Chairperson submitted a report although he was not invited to do so)

This shows great mobilisation on behalf of the Chairpersons at the Congress and is an excellent response rate, especially for a first time.

Comparing EUROECHO 2010 and EUROECHO 2011, we notice that the Congress Reports greatly contributed to increased visitors and views as well as maintaining a longer peak of interest in the Congress:

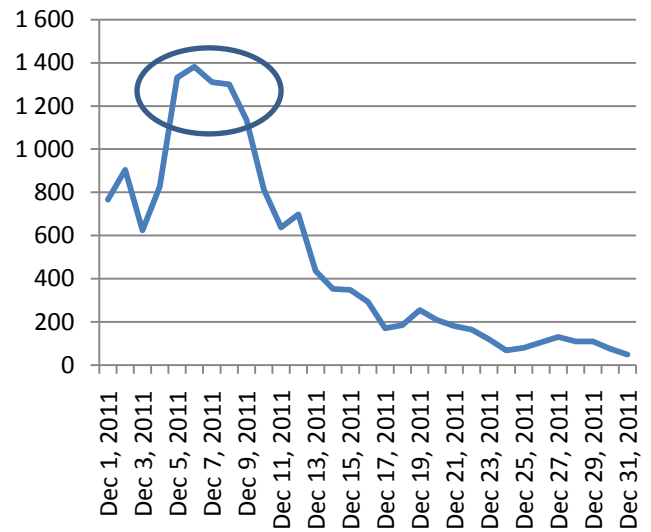
EUROECHO 2010
8-11 December

Views on EUROECHO Website 1-31 December 2010



EUROECHO 2011
7-10 December

Views on EUROECHO Website 1-31 December 2011



Last year, there was a clear peak of interest in the days before the Congress, but the traffic decreased very quickly the day after the congress starts.

This year, we observed that the number of visitors on EUROECHO pages is high and remains high during the whole duration of the congress.

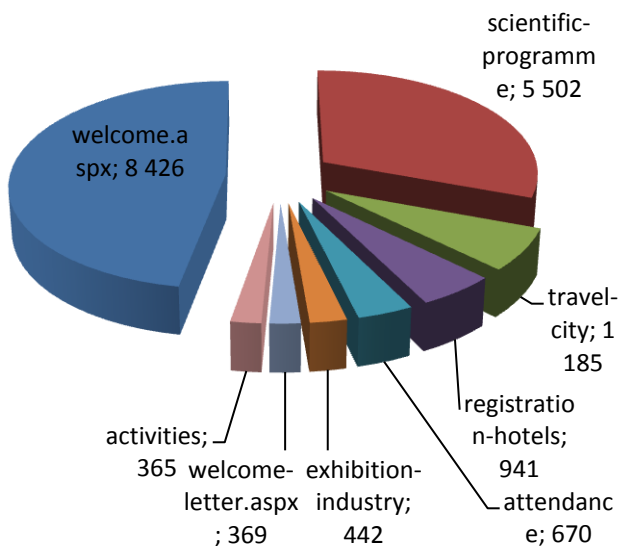
This year, there were also a lot more visits and page views thanks in large part to the Congress reports which generated a lot of interest as shown below:

EUROECHO 2010

Web page visits
12,295

Web page views
43,426

EUROECHO 2010 Visits by section

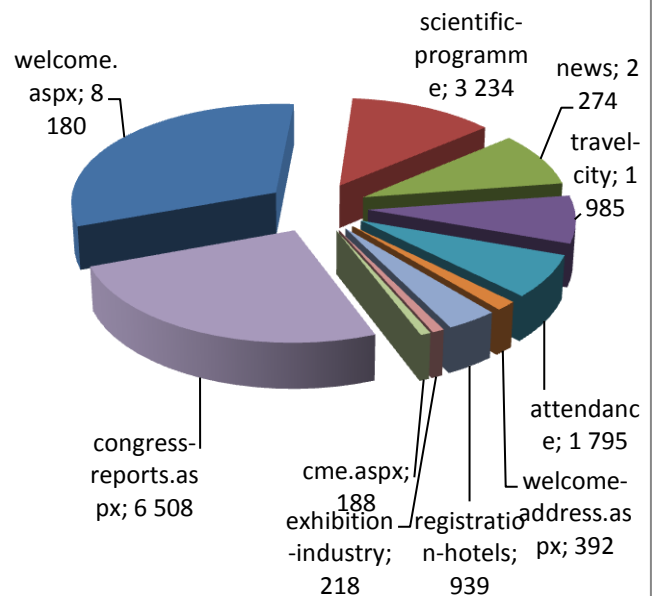


EUROECHO 2011

Web page visits
15,128

Web page views
43,655

EUROECHO 2011 Visits by section



Note: The Congress reports visits did not take traffic away from other sections, it added to the overall web traffic of the congress.

Note2: The slides from the EUROECHO 2010 Congress were released in December, whereas 2011 EUROECHO presentations were only released in January which explains why there is not so much disparity between December 2010 and December 2011.

Slides

337 slide presentations were reviewed by the Web Committee. From this, 74 presentations selected for EAE members access of which 5 were chosen to be freely accessible online. They were then put online on 13 January 2011 and promoted via E-campaigns and don't miss promotion items on the escardio Web Site.

<http://www.escardio.org/congresses/euroecho2011/scientific-programme/Pages/resources.aspx>

Webcasts

5 of the 9 How-to sessions held during EUROECHO were Webcasted and put online on 22 December 2011

<http://www.escardio.org/congresses/euroecho2011/scientific-programme/Pages/resources.aspx>

Videos

- 1 Videos were filmed from the Heart House to collect testimonials from Prof Patrizio Lancellotti and Dr Luigi Badano.



655 views on the video of Prof Patrizio Lancellotti speaking about the scientific programme of EUROECHO 2011.



938 views on the video of Dr Luigi Badano speaking about EUROECHO 2011.

Press activity

ESC Press releases:

07 Dec 2011	Echocardiography offers the future for infarct size quantification
07 Dec 2011	EUROECHO meeting underlines importance of echocardiography to evaluate cardio toxicity in cancer patients
22 Nov 2011	"EUROECHO & other Imaging Modalities": New and varied imaging techniques facilitate personalised medicine
24 Oct 2011	Congress Alert: EUROECHO & other Imaging Modalities 2011: New patient emphasis

Press coverage:

Arrhythmia Watch

Big News Network.com

Bio-Medicine

BioTop

Bragança Jornal Diário

Breastcancer.org

Corriere dell'Umbria

Diagnostic & Invasive Cardiology

EchoTalk - Ecocardiografia e Cardiologia

Emedist.com

European Hospital

Health Fitness and Beauty

Health and Medical News and Resources

Health Imaging Hub | All Countries News

Health News

HealthCanal.com

Heart Rock

Hospimedia.com

Hospimedia.com

Innovations Report Online

Innovations Report Online

Medicaid and Medicare

Medical Changes

Medical Imaging

Medical News Today

Medicexchange.com

MediLexicon

MedPage Today

Municipios Web

NCBuy.com

News-Medical.net

NewsRx.com

PhysOrg.com

PSL Group

Radiology News, Education | Medical Imaging Resources| Diagnostic Imaging Hub

SAGE Connection

SALUTE DOMANI ∞ IL PORTALE DEL BENESSERE

SALUTE DOMANI ∞ IL PORTALE DEL BENESSERE

Science Codex

Sociedad Española de Cardiología

The heart of the matter

The Howard Group Insight Newsletter

Turizmus Online

World Book and News

Industry

4 Traders

Digital Journal.com

Ein News

iStockAnalyst

LIVE-PR

Marketwire

Morningstar.com

NewsBlaze

PR-inside.com

StreetInsider.com

SYS-CON Media Online

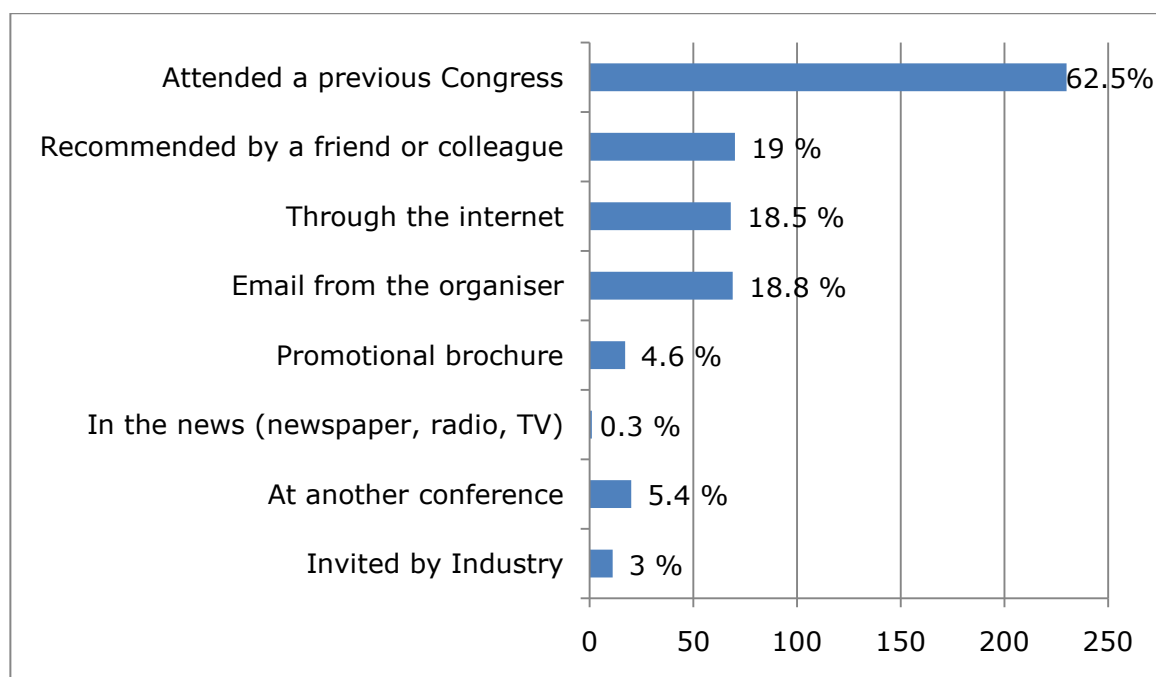
Yahoo! Finance

The Howard Group Insight Newsletter

5.1 Post Congress Survey

3 182 participants received this survey, 385 responded

1/ How did you hear about the congress?



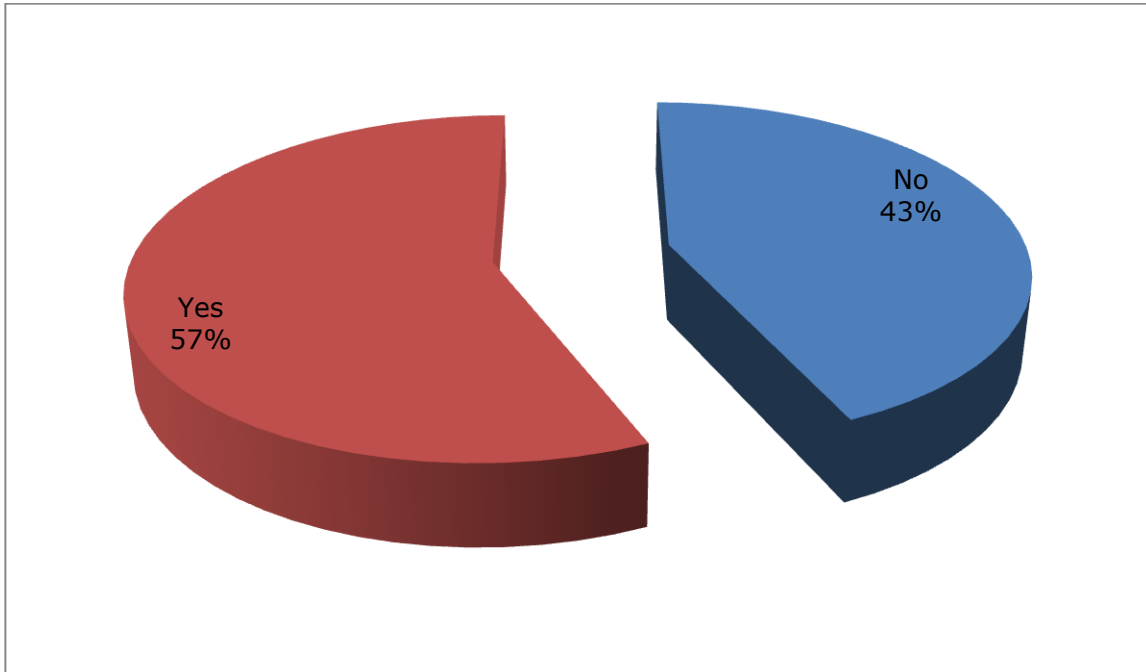
2/ Please rank the following factors from 1 to 6 in terms of their importance to your decision to attend the congress this year (1 = most important)

	1	2	3	4	5	6	Response Count
Able to learn CME Credits at the congress	19.8% (73)	16.6% (61)	17.4% (64)	9.5% (35)	12.5% (46)	24.2% (89)	368
Quality and content of the scientific programme	47.1% (177)	22.9% (86)	8.8% (33)	5.9% (22)	6.6% (25)	8.8% (33)	376
Funding from a sponsor	17% (61)	12% (43)	15.6% (56)	6.7% (24)	12.3% (44)	36.3% (130)	358
Funding from an employer	16.2% (55)	12.9% (44)	12.4% (42)	7.9% (27)	14.1% (48)	36.5% (124)	340
The opportunities to network and work on career development	18.6% (67)	27.2% (98)	17.8% (64)	8.9% (32)	12.5% (45)	15% (54)	360
EAE Membership / committee business to attend to	16.1% (57)	19.2% (68)	14.6% (52)	10.4% (37)	11.8% (42)	27.9% (99)	355

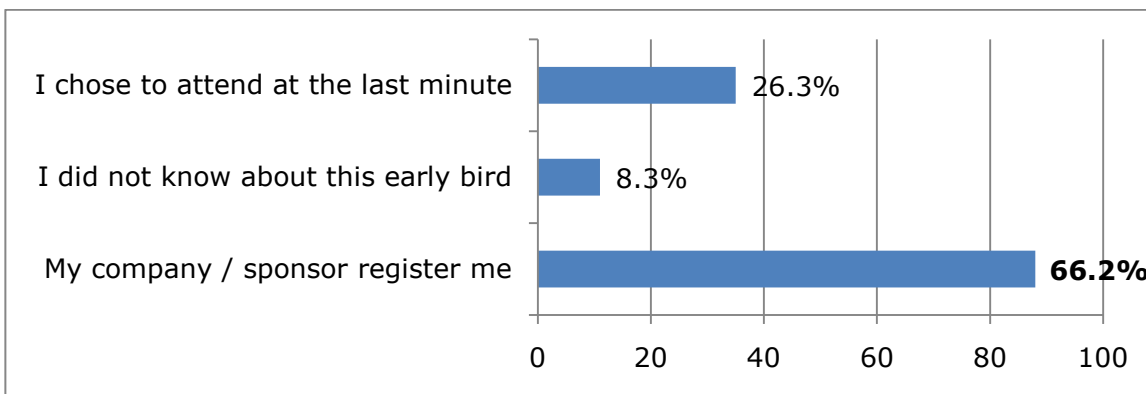
3/ Please rate the following in terms of expectation fulfilments:

	Excellent	Good	Average	Poor	Very poor	N/A	Response Count
Programme schedule	38% (144)	52.5% (199)	8.4% (32)	0.8% (3)	0.3% (1)	0.0% (0)	379
Programme content	38.7% (147)	49.7% (189)	10.5% (40)	1.1% (4)	0% (0)	0% (0)	380
Poster content	14.4% (54)	52.8% (198)	25.3% (95)	1.9% (7)	0.3% (1)	5.3% (20)	375
Imaging Campus sessions	15.6% (57)	31.8% (116)	13.2% (48)	2.5% (9)	0.5% (2)	36.4% (133)	365
Industry Sponsored Sessions	9.5% (35)	41.1% (152)	27% (100)	2.4% (9)	1.6% (6)	1.6% (6)	370
Exhibition Area	16.8% (63)	39.9% (150)	31.1% (117)	9% (34)	1.6% (6)	1.6% (6)	376
Exhibitors in general	14.1% (53)	48.3% (181)	28% (105)	5.6% (21)	2.1% (8)	1.9% (7)	375
Organisation	29.6% (112)	46.7% (177)	14.8% (56)	6.1% (23)	2.1% (8)	0.8% (3)	379
Budapest as a destination	39.1% (148)	40.9% (155)	16.6% (155)	1.8% (7)	1.1% (4)	0.5% (2)	379

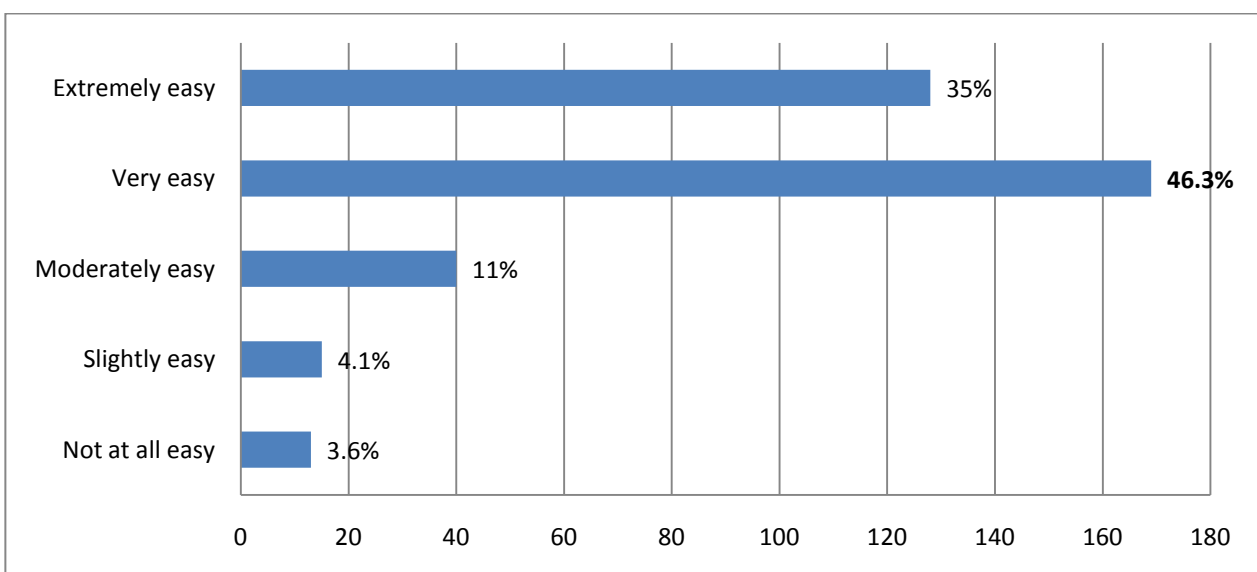
4/ Did you benefit from the online early bird registration?



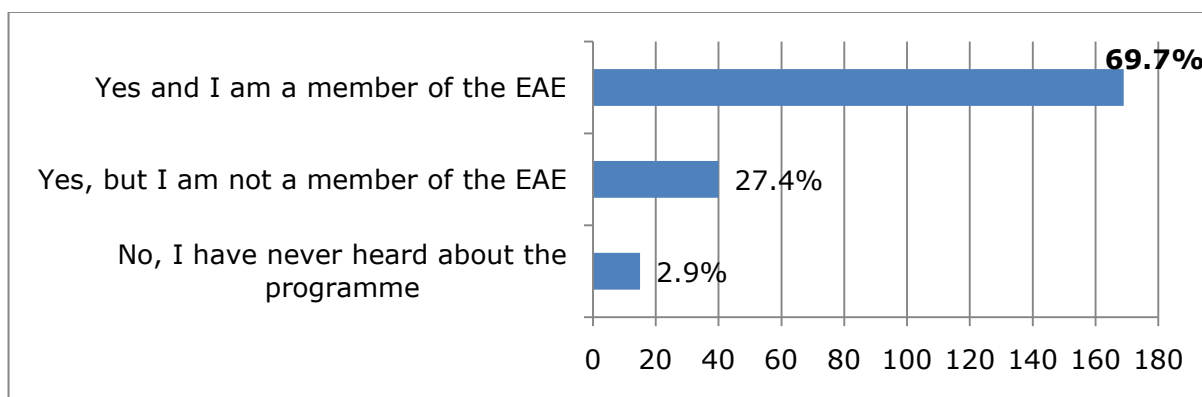
5/ If not why not?



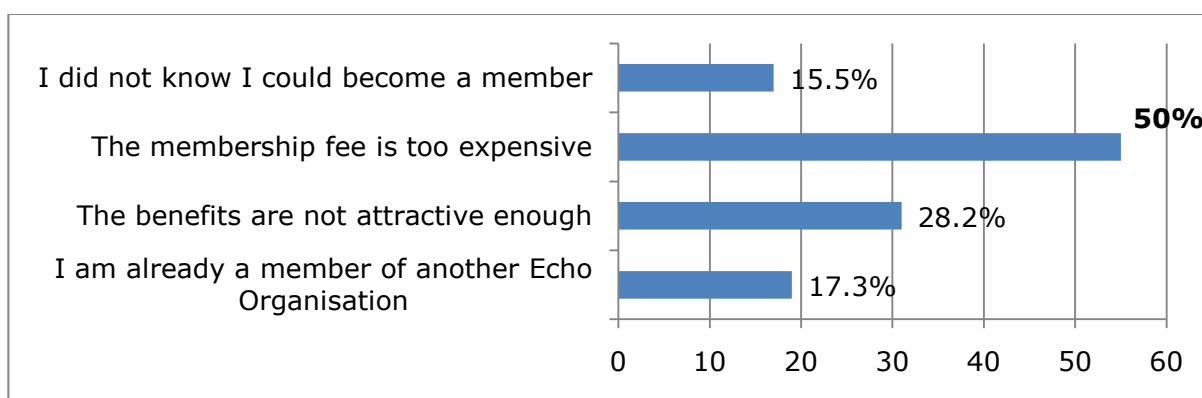
6/ How easy was the registration process for this event?



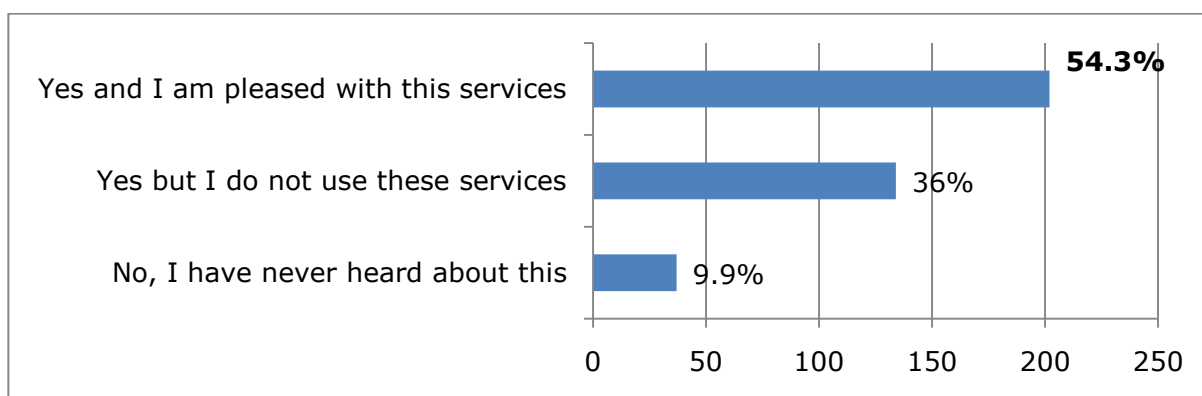
7/ Have you ever heard of the membership programme of the European Association of Echocardiography (EAE)?



8/ If you are not a member of the EAE please tell us why?



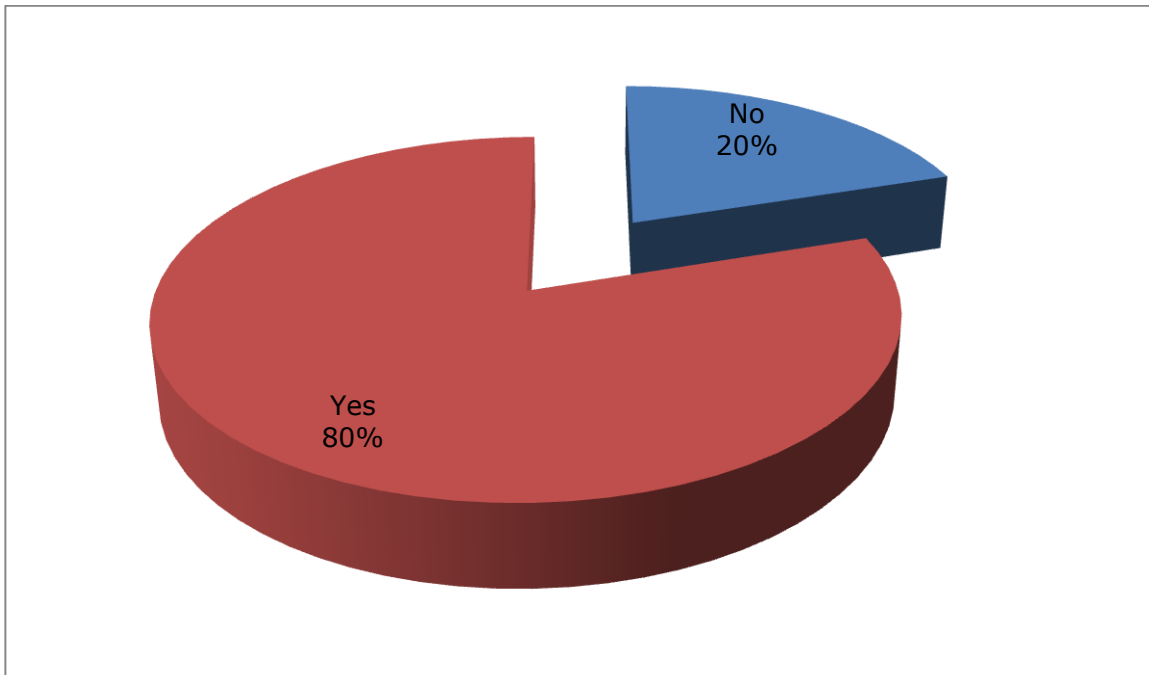
9/ Did you know at Euroecho, members of the EAE have exclusive services (discount, special desk, bag and lounge access)?



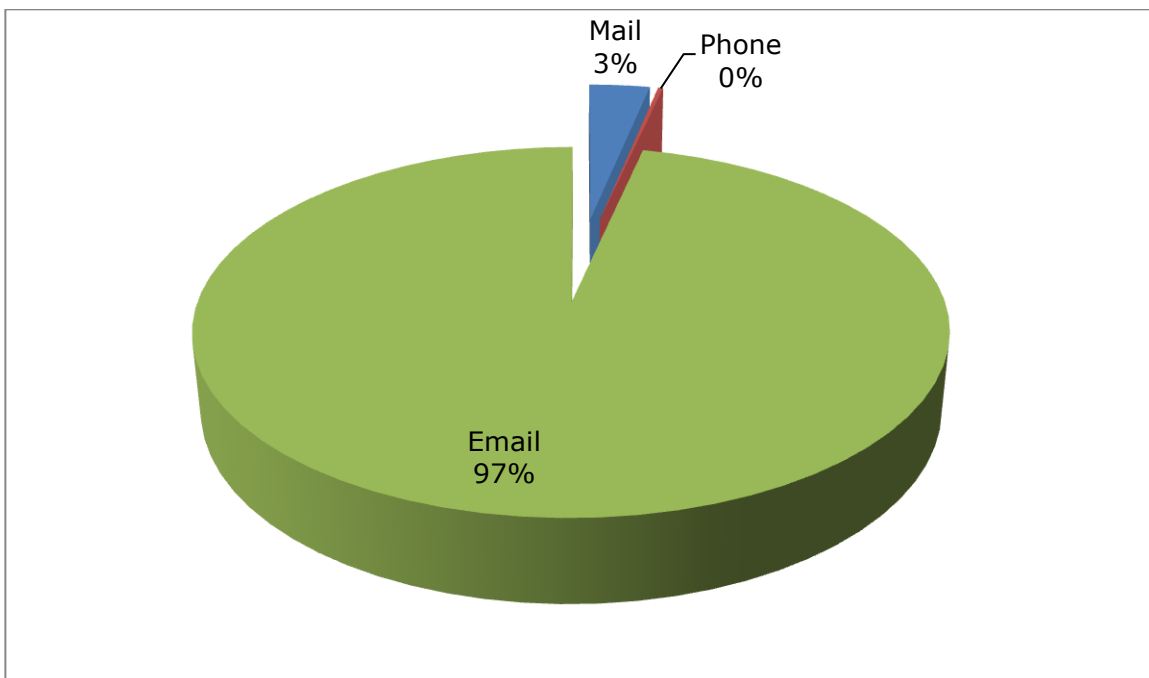
10/ Please rate your preferences for the following new initiatives:

	Excellent	Good	Average	Poor	Very poor	N/A	Response Count
Mobile Application	34.1% (125)	34.6% (127)	9.8% (36)	2.5% (9)	0.5% (2)	18.5% (68)	367
Industry Programme	10.9% (40)	47.6% (175)	24.2% (89)	3.3% (12)	0.5% (2)	13.6% (50)	368
Congress reports	20.8% (77)	51.5% (191)	19.7% (73)	2.2% (8)	0.5% (2)	5.4% (20)	371
Congress News	21.3% (79)	50.4% (187)	21.3% (79)	2.2% (8)	1.6% (6)	3.2% (12)	371
Shuttle buses	41% (154)	35.1% (132)	11.4% (43)	2.4% (9)	3.5% (13)	6.6% (25)	376
Airport welcome desks	19.2% (69)	25.3% (91)	10.8% (39)	3.1% (11)	3.3% (12)	38.3% (138)	376
Members Lounge	24.9% (90)	30.7% (111)	11.4% (41)	5% (18)	1.1% (4)	26.9% (97)	361
Early buyer catering system	8% (29)	24.7% (90)	21.2% (77)	4.9% (18)	2.7% (10)	38.5% (140)	364
Self service desks	13.4% (49)	33.8% (124)	21.1% (81)	7.9% (29)	3% (11)	19.9% (73)	367

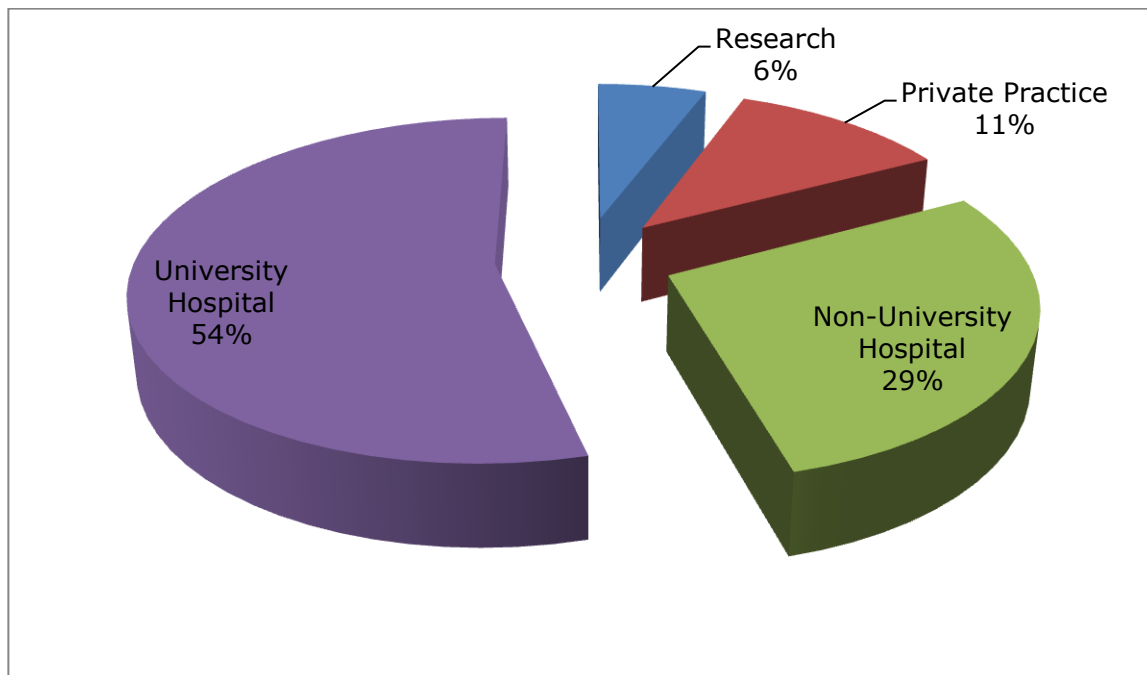
11/ Do you plan to attend the next EUROECHO congress in Athens?



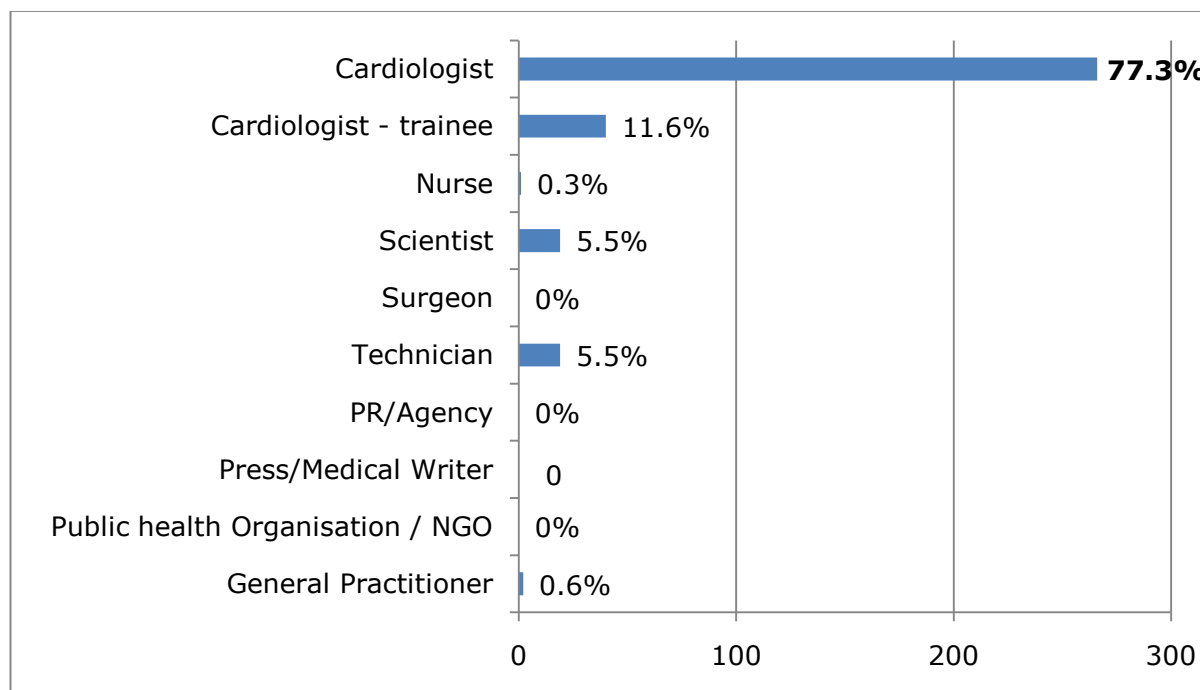
12/ How would you prefer to receive additional information regarding this event?



13/ What is your place of work?



14/ What is your profession?



15/ How do you keep up with your medical education?

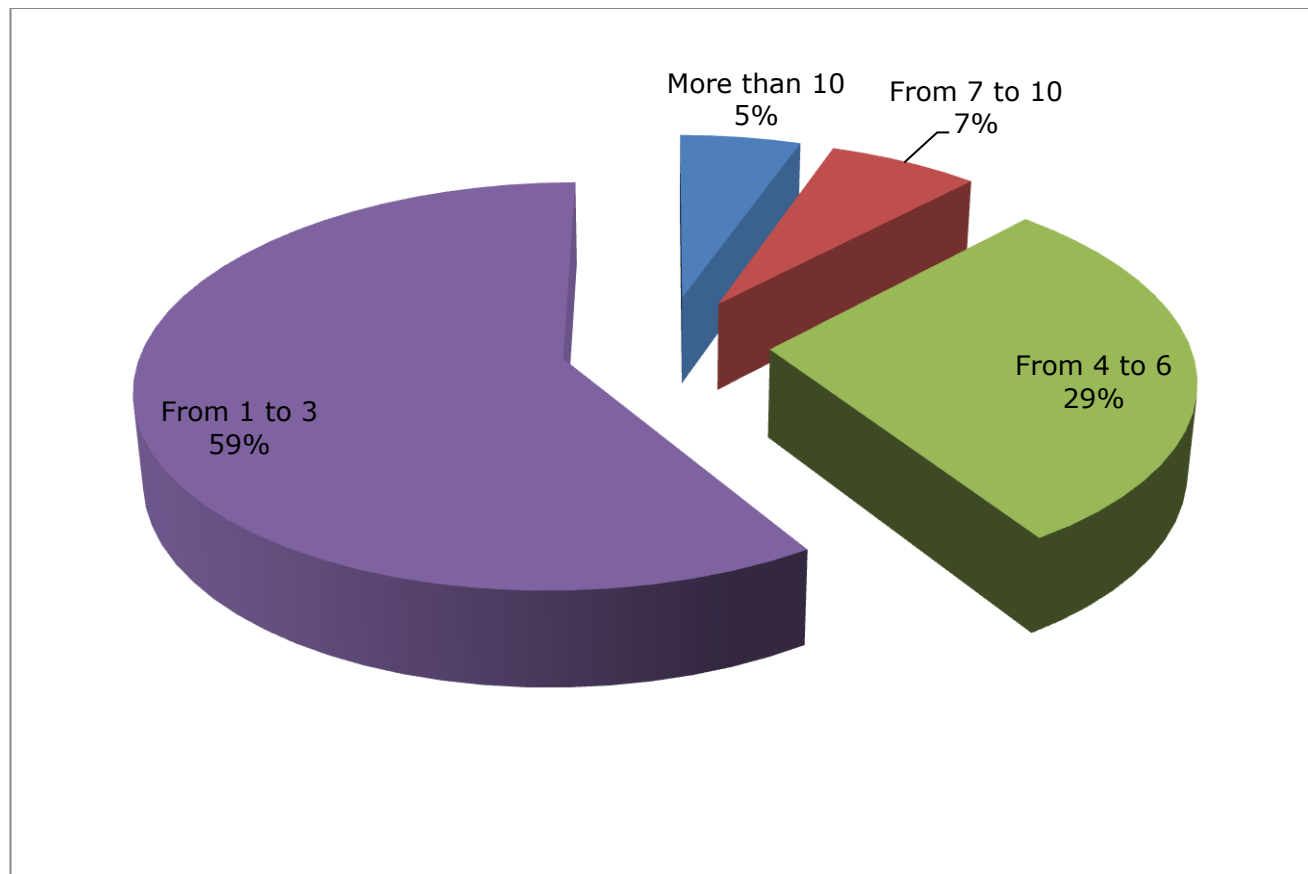
	Very important	Important	Not very important	Not important	Response Count
Scientific articles + MCQ tests	65.1% (237)	31.6% (115)	2.7% (10)	0.8% (3)	364
Live events (courses,	62.5% (228)	36.2% (132)	1.4% (5)	0% (0)	365

congresses)					
Webinars	21.5% (74)	44.8% (154)	27% (93)	8.1% (28)	344

16/ Who paid your expenses at the congress?

	Yourself	Your Institute / Hospital	The Industry	Response Count
Hotel	37.5% (135)	25.6% (92)	36.9% (133)	360
Flight	38% (131)	27.8% (196)	34.2% (118)	345
Registration	29.6% (100)	29.6% (100)	40.8% (138)	338
Transportation	79.1% (277)	10% (35)	10.9% (38)	350

17/ How many medical congresses did you attend this year?



THE EUROPEAN ASSOCIATION OF ECHOCARDIOGRAPHY (EAE)
PRESENTS

Athens - Greece
5-8 December

Euroecho²⁰¹² & other imaging modalities

The 16th Annual Meeting of the European Association of Echocardiography, a Registered Branch of the ESC,
In cooperation with the Working Group on Echocardiography of the Hellenic Cardiological Society

www.escardio.org/EAE

