



## Industry Debrief Meeting – 28 June 2011

### Participants:

Hervé Kerzherou	St Jude	Aoife Delmas	ESC
Jacky Melikian	BIOTRONIK	Valérie Thiollet	ESC
Sonja Arndt	BIOTRONIK	Annalisa Zannoni	ESC
Sylvie Lardé	Sorin	Kristina Simon	ESC
Lillian Cuccu	Biosense Webster	Maud Paysse	ESC
Bente Hartmann	GE Healthcare	Fabrice Calabrese	ESC
Christine Dettwiler	Medtronic	Abir Ghorab	ESC
Ana Carrazon	IFEMA	Anne-Laure Leuba	ESC
Enzina Callasione	Arturo Blanco	Grant Robertson	ESC
Cyril Cano	Key4Events		
Ben Hainsworth	ESC		

### Discussions:

Ben Hainsworth, Congresses and Meetings Division Director, welcomed everyone to the meeting. Initial feedback from the meeting from delegates and the leadership has been very positive, with record attendance figures emphasizing the high levels of learning and interest in the meeting. Ben commented on the discussions that are currently ongoing between EHRA and Cardiostim. Both parties have reached an agreement in principle to work towards a format in the future where both congresses would work together in a more collaborative manner; EHRA would take responsibility for the scientific programme of both meetings but each meeting would maintain its respective organisation and work individually with industry partners.

Annalisa Zannoni, EHRA EUROPACE Congress Manager, then took the floor to comment on the participation figures. The meeting attracted a record number of 5564 participants vs 3500 in Berlin in 2009. A breakdown by country and profile was commented on with a commitment to the industry to provide them with more detailed statistics in coming weeks.

Aoife Delmas, Head of the Industry Services Department, spoke of extensive industry support for EHRA and changes in the regulatory and business environment. She commented on the new conditions for Exhibitor Badges and committed to finding a compromise whereby a certain number of Exhibitor Badges would allow access to sessions in 2013. Due to the growing dimension of the meeting, Aoife acknowledged that there was a need to forward our planning and that we would should aim to have the Guidelines for Industry Participation ready six months earlier. A site visit for our industry partners will be organized in order to aide in the planning process and allow more time to prepare this important congress in the best possible conditions.

Jacky Melikian raised the question of clearly identifying with whom she worked and the ESC agreed to pursue closer relations with the industry and work both on an individual basis for specific needs and collaboratively around site visits and communication via our website and emails.

Jacky commented that everything went well (sessions, organization, Fairexx, booth activity) and that this was the first time in 23 years that her booth was not ready for the congress opening. She felt that there was a real need to extend build-up hours on all build-up days to at least 23:00 or later. They had to pay a high fee to secure an exceptional extension of the build-up times. She commented that having delegates enter the Exhibition before the official opening was very problematic. Industry partners present seemed to agree that the Exhibition should close on the last day at 18:00 and exhibition opening hours should be the building opening hours from 9:00 to 18:00. Jacky stressed the necessity of having a Business Center available at all times. She felt cleaning was expensive and not necessarily efficient. She emphasized a problem they had encountered with the internet and how this adversely affected a data capture service that they had procured. Liliane Cuccu noted they had experienced similar internet problems.

Ana Carrazon from IFEMA responded that they had not been aware of the data capture service being offered and had they known of this service prior the congress, they would have adapted their internet offer accordingly. They reacted as soon as they became aware of the issue. With regards to free wi-fi in the congress centre; this is a business service that the organizer would need to pay for to ensure wide participant access.

Sylvie Lardé said they very much appreciated Damian Basto's professionalism and assistance at registration. She did however, have a PC stolen from their stand during the night. She also would like to see more flexibility for exhibition build up with longer opening hours. They had encountered problem with their drivers who could not find the coach parking – lack of signage.

Hervé Kerzreho raised the query of the pertinence of the onsite advertising in the Avenida as he felt most people came via coach. The ESC confirmed that over 50% of the delegates walked to the entrance not counting the large numbers of delegates out in the Avenida during the day.

General comments concerning the Satellite organization were positive. The industries were in majority pleased with the catering, and the food, one exception was plates that were mentioned by BIOTRONIK.

Aoife thanked everyone for their contribution to the meeting and confirmed that the presentation, minutes and further statistics would be available on the industry website, [www.esceexhibition.org](http://www.esceexhibition.org), in the coming weeks. We will be in contact with all partners for EHRA EUROPACE 2013 prior Cardioslim.