

Industry Forum

Learnings from 2018
(and what we're doing about it)

Steve Lang, ESC Communication & Marketing

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**To reduce the burden of
cardiovascular disease**

What's got us thinking
this year?



ESC
European Society
of Cardiology



Create A Community Worth Joining

When there's an abundance of everything, the scarce thing is *attention*.

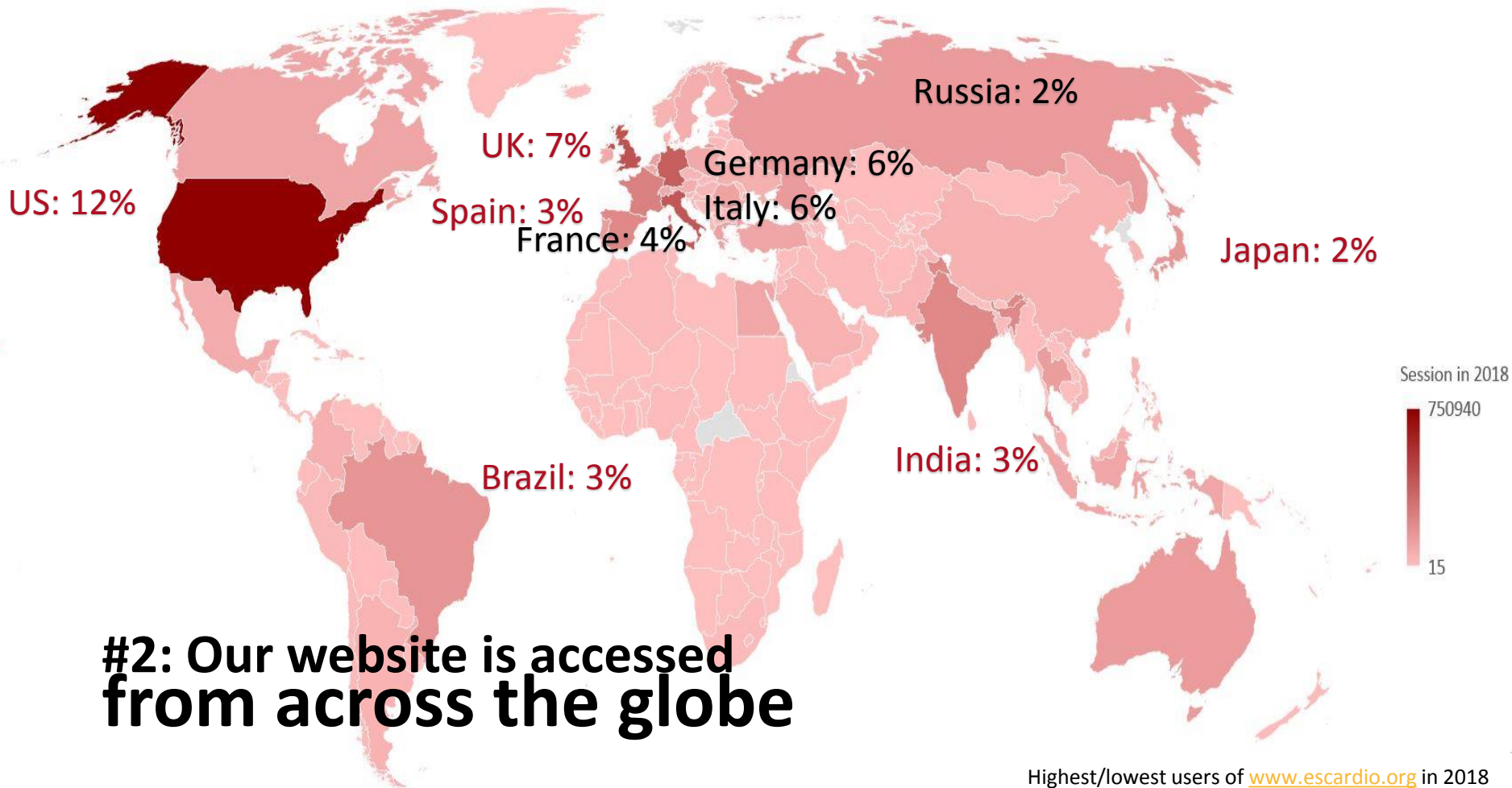
You can get attention if you can connect people across the globe who share your values, your story.

So: Build a "tribe": a group of people who have a *shared sense of meaning and connection*

**#1: Over half our contacts are
under 40 years old**



Source: ESC database



#2: Our website is accessed from across the globe

Highest/lowest users of www.escardio.org in 2018
(measured by sessions) *source: Google Analytics, accessed 28 Feb 2019

Key learnings from ESC Congress 2018

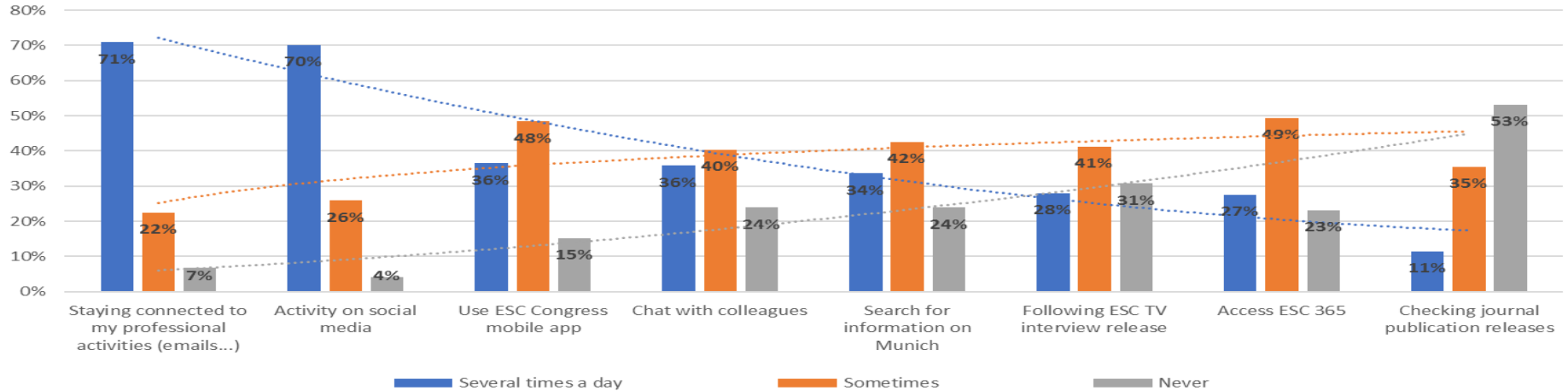
Of the 5,000 delegates who gave their feedback, 78% said “it was great!”

81% of delegates rated the scientific & education schedule «good » or « excellent »

Digital tools used by delegates:

- Before Congress: Planner, Mobile app, Final Programme and e-comms all used to prepare the Congress experience
- During Congress: Mobile App and ESC 365 become the key resources
- After Congress: ESC 365 unsurprisingly becomes vital as delegates consolidate their learning

And we asked a specific question about smartphone usage whilst at Congress:



Here are delegates' "Best Moments" at Congress...



**Words are represented in proportion with the number of mentions received from respondents*

Overall key learnings from 2018 research

- **Globally, there is a positive perception of ESC: Net Promoter Score of +48** (source: ESC Brand Tracker)
 - Interestingly, highest in N.American respondents (+60)
 - Asian countries value ESC's global reach – but travel/funding challenges hinder ESC Congress attendance
 - ESC Asia with APSC & AFC in Singapore is a bold first step (8-10 November)
- **Massive opportunity to grow awareness of key products like ESC 365**
 - Usage continues to grow – but awareness low in e.g. US (where AHA/ACC equivs v. pricey)
 - We're also looking at doing more to increase awareness of ESC generally in US/Canada
 - Convenience is king
- **The year-round experience we offer our Members needs a better balance**
 - Great experience in lead up/during/after ESC Congress; often more *'help yourself'* at other times
 - Particular focus on improving this Journey for under 40s and ESC Pro Members this year

What about the Young Community?



Digitally more aware, but still all about the Science

- **Over half of respondents expect to attend ESC Congress 2019**
- **22% of respondents attended ESC Congress 2018 edition, and of those, 6% had their fee covered by a grant, 5% paid it themselves, and 4% were covered by industry sponsorship**
- **Unsurprisingly, this group use digital communications far more frequently than the average**
 - e.g. overindexing on frequency of use of mobile apps, WhatsApp, Facebook/LinkedIn/Twitter
- **The Young typically value the same ESC attributes as the average cardiologist**
 - i.e. “influential guidelines” / “communicate the latest science” / “develop my medical skills”
- **The ESC Pocket Guidelines app is the product most frequently consulted**
 - followed by online EHJ & Congresses app

And Finally: some questions for 2019 we want to answer...

At what career stages can ESC be more appealing to Young, a ‘Community Worth Joining’?

- Hypothesis: at two critical career stages
 - #1: decision to become a cardiologist on finishing med school
 - #2: choosing to specialise in one branch of cardiology
- How should we engage with them – with what messages/approach/media/frequency etc?
- How can we do all the above in tandem with our partners societies?

What’s the ideal “ESC customer journey” for a paying member of the ESC?

- And how does that differ for someone under 40? Or outside Europe? On lower salaries?

How do we get more cardiologists to start that journey with us?

- Receiving ESC newsletters, creating an account, discovering the breadth of our work...

How can we ensure the future success of ESC Digital Summit & ESC in Asia with APSC & APC?

- Learn what works, iterate, get better at communicating its strengths, grow it

Thank you