Technology facilitating exchange

ESC evolving technologies supporting congresses

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The context

- Scepticism about the future of medical congresses
- ESC Congress remaining very strong, despite predictions a few years back
- Continuing value of people meeting to learn at congresses
- But… wide offer out there, thus the need to guarantee pleasant and rewarding onsite experience for our delegates
- To address it, ESC is looking at how technologies can improve and extend this onsite experience

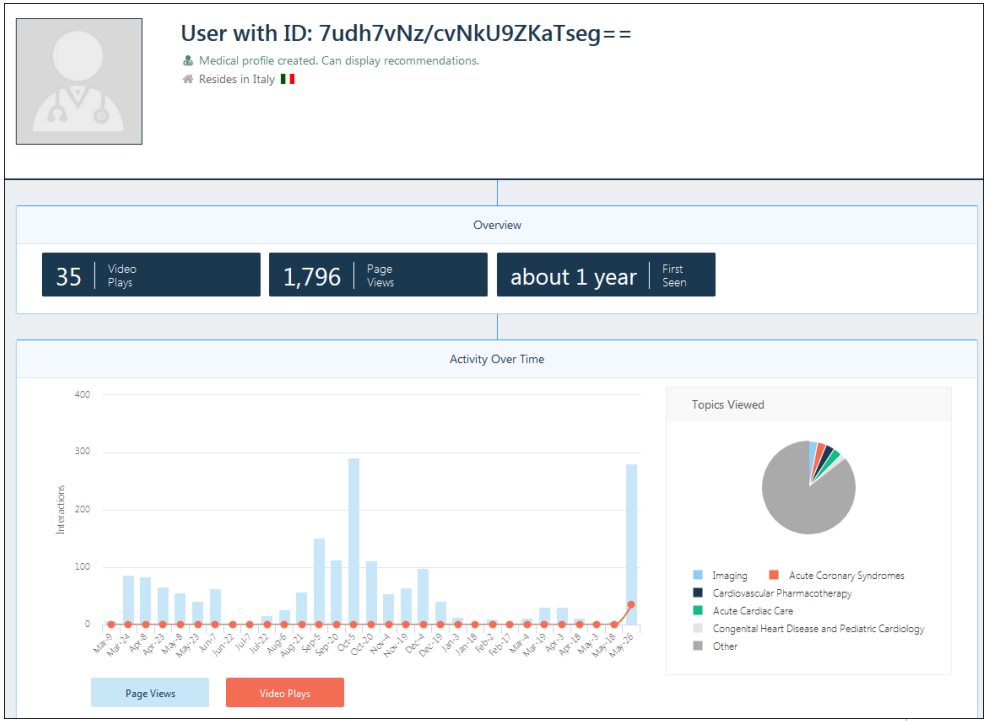
Technology to improve congress experience

- Segmentation, personalisation
- Exchange, interactivity
- Delegate experience
- Online Congress (offsite participation)

Segmentation, personalisation

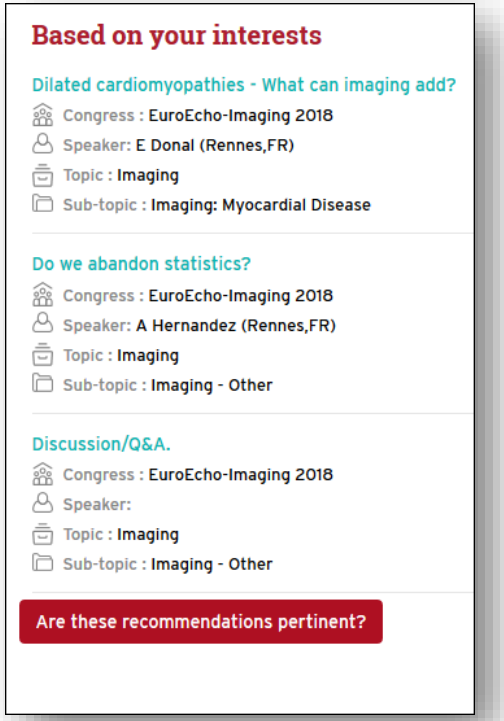
ESC is investing in profiling technologies

- Based on tagging (single topic list) and rating (coming soon)
- Profile (behaviour) + CRM data allow to suggest relevant content



Segmentation, personalisation

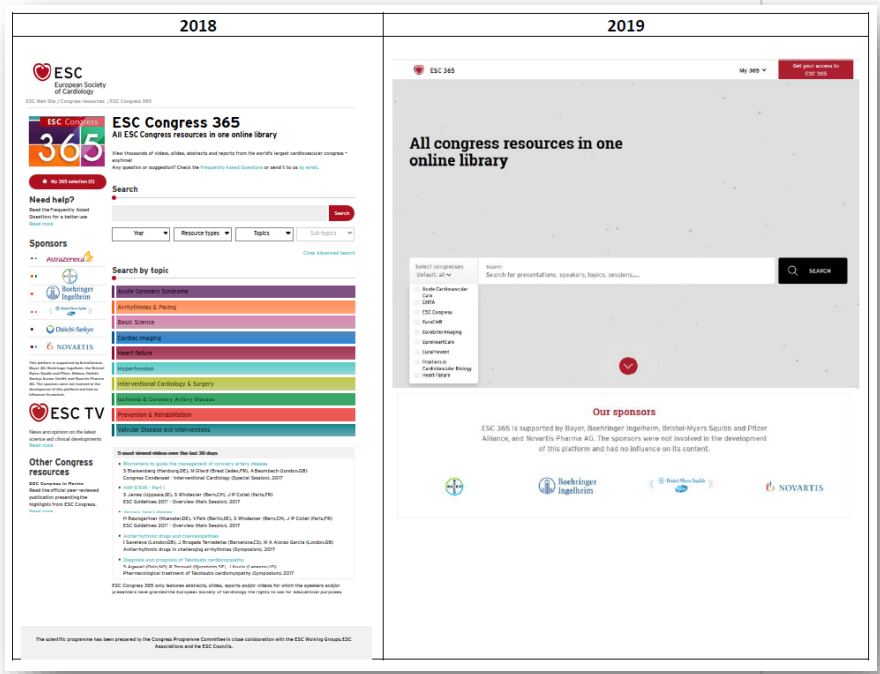
- **ESC 365 – recommendations based on profile**
  - Implemented (assessment by committee members on going)
  - To develop : Personalised track recommendation



ESC 365

Key achievements in 2018

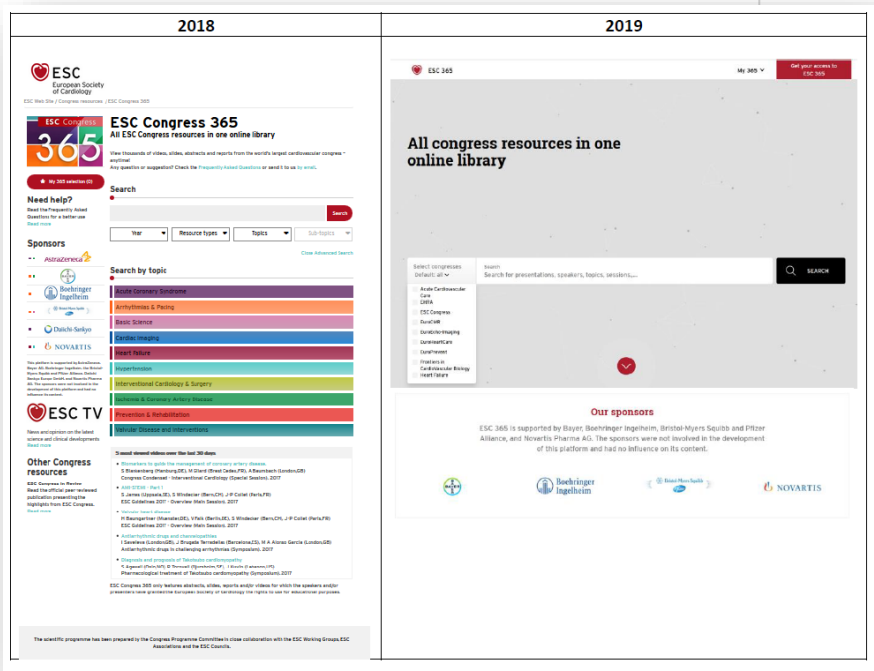
1. Addition of **scientific content** from **ESC Associations congresses**
2. Integration within the **ESC Membership scheme**, as part of the 2016-2020 ESC Strategic Plan
3. **Redesign & Technical improvements** to the platform (including improved search features)
4. **Mobile version** navigation improvements & integration within the ESC Congresses multi-event app
5. Towards even more **personalised** and **interlinked** content



ESC 365

Major developments to happen in 2019

1. Further improve the recommendation functionality and the assessment of presentations
2. Allow efficient bookmarking
3. Enhance networking
4. Further improve visibility of industry sponsors



ESC Congresses Mobile App

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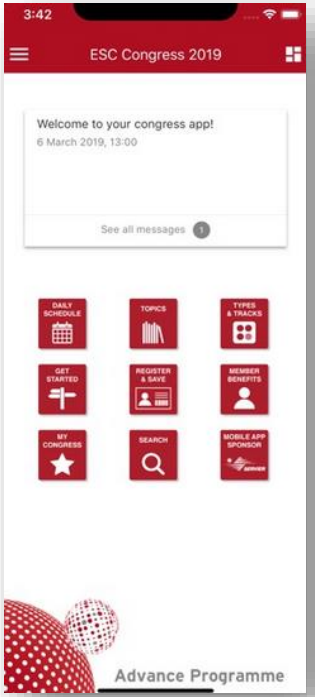
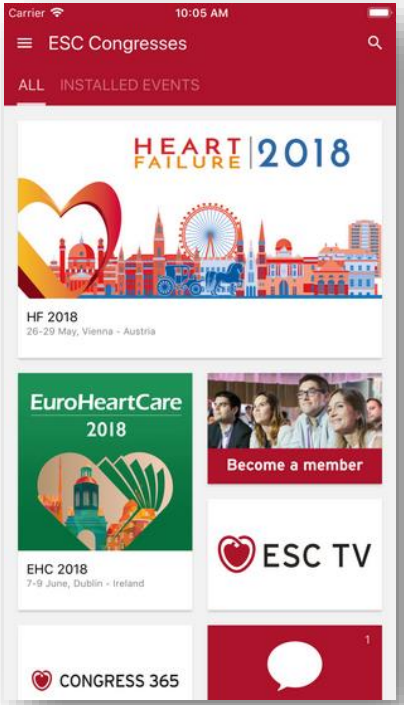




Interactivity within rooms

- **Functionalities as of today – focus on scientific**
  - Voting
  - Ask a question
  - Cardiology Quiz
  - Rating – providing feedback to Congress Chairs

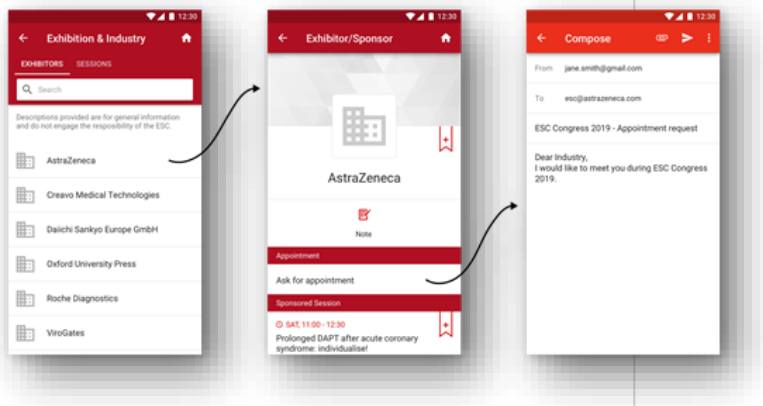
New this year

- **ESC Congress Mobile App 2019 – Geolocation (beacon)**
  - For Paris : “find my way” – work in progress
  - To develop : delegate tracking, enabling future personalisation of services

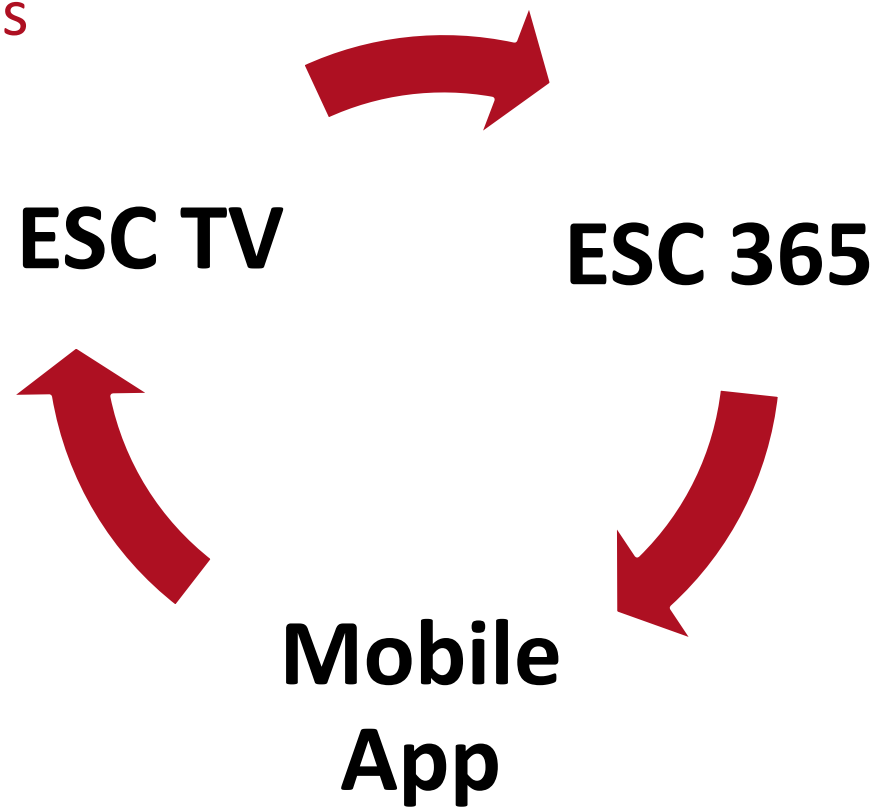
New this year

- **Ask for appointment**
  - Within ESC Congress **Mobile App** 2019
  - For delegate to reach Industry Partners and other Exhibitors
  - Feature appearing only if industry email provided
  - Outcome of Industry Task Force

- **In the pipeline**
  - Simultaneous translation on participant's smartphone



Interconnections



Delegate experience

Registration Process (new system)

ESC Congress 2019

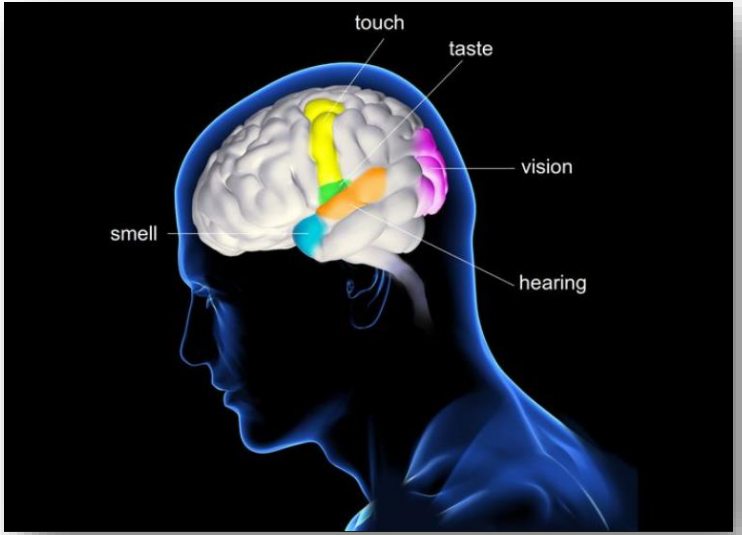
Saturday 31 August - Wednesday 4 September 2019

Standard Late fee until 31 July 2019 €750.00* ~~€833.33~~	Day ticket Monday 2 september Late fee until 31 July 2019 €466.67* ~~€545.83~~	Day ticket Saturday 31 august Late fee until 31 July 2019 €466.67* ~~€545.83~~
Day ticket Tuesday 3 september Late fee until 31 July 2019 €466.67* ~~€545.83~~	Day ticket Sunday 1 september Late fee until 31 July 2019 €466.67* ~~€545.83~~	Professional member aged 35 and under ⓘ Eligibility Late fee until 31 July 2019 €408.33* ~~€812.50~~
ACNAP Members (Nurses and allied professionals) ⓘ Eligibility Late fee until 31 July 2019 €370.83* ~~€420.83~~	Half day ticket Wednesday 4 september Late fee until 31 July 2019 €270.83* ~~€304.17~~	General Cardiology & Emergency Care Tracks - Saturday ⓘ Eligibility €45.83 *

Delegate experience

Five Senses

- Music (including ESC sonic logo)
- Perfume (ESCent)
- Day light
- Commodities (sitting, electricity…)
- Wide range of food options
- Smaller Lecture Room capacities



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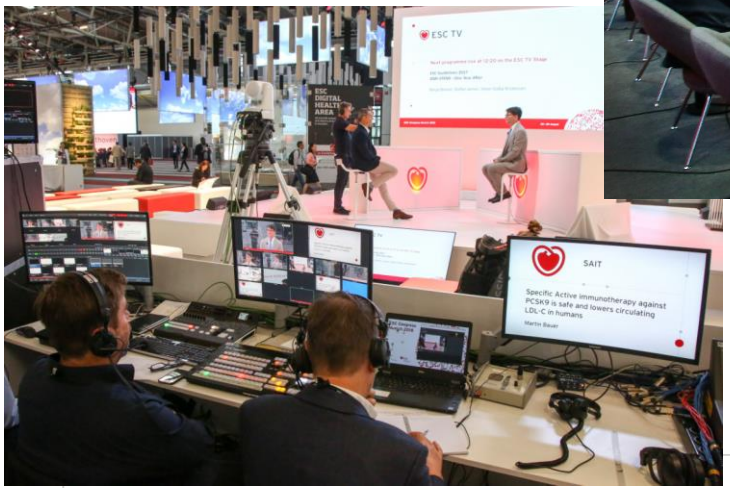

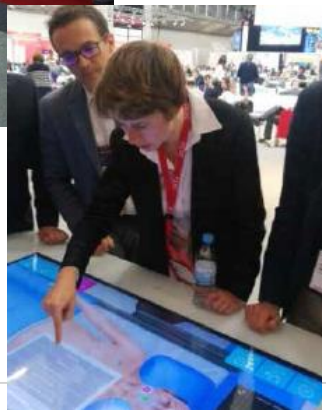

Online Congress

Offsite participation

- A strong Online Presence of ESC Congress to extend the REACH and IMPACT of the science presented at ESC Congress beyond the physical attendance
- Opportunities for Engagement with the LIVE Audience
- Opportunities to demonstrate the value of ESC Congress and the ESC
- Target audience: Congress attendees and non-attendees
- The online resources shall be offered in addition to on-site resources but not cannibalise it

Online Congress

Offsite participation

Improved session technologies

- Breakfast Buzz
- Congress wrap-ups in local language (pilot)
- Live from ESC Congress on www.escardio.org
- Highlight Buzz

Breakfast Buzz

Shifting towards Social Media

- Breakfast Buzz becomes a social media discussion
- Discussion on Twitter every morning during congress (Sunday, Monday, Tuesday, Wednesday), at the same time > create engagement and expectations for next morning
- Discussion will be based on the ESC TV wrap-up from the day before
- Experts from the wrap-up to respond to Twitter's questions/comments in the morning

Measure for Success – Objectives Set

- Views on the related Wrap up Programme increase from Y-1
- Social Media / Twitter participation
- Number of questions asked
- Relevance and Reach of the discussions initiated via this programme

Congress Wrap-ups in selected languages

A pilot project involving NCS / ACS, Congress Attendees and Offsite Participants

ESC European Society of Cardiology

Project

- A pilot project Combining Key Take Home Messages from ESC Congress with discussions on Local/Regional implications
- Selected languages wrap-ups presented in the HUB Live Streamed (promoted to on-site target audience)
- Selection NCS/ACS :
  - For **French**: France, Belgium, Switzerland, Luxembourg, Algeria, Tunisia, Morocco, Lebanon, Canada, Mauritius
  - For **Japanese**: Japan
  - For **Spanish**: Spain and Interamerican societies as well as Argentina, Mexico
  - For **Russian**: for the size and scope of the potential Live Audience and engagement of Russia in last year's Pilot Event
- Live streamed event. Tuesday 3rd September. Time tbc
- Available to participating Societies via an ESC stand alone Webpage (one page per language)

Congress Wrap-ups in selected languages

A pilot project involving NCS / ACS, Congress Attendees and Offsite Participants

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Format of the wrap-up: a 60 min programme

- Key messages from the ESC Congress, in English (official content)
- Content supervised by the Editorial Team of the Highlight Session
- Discussion about local implications: in local language

Measure for Success – Objectives Set

- NCS / ACS Engagement in the Project and feedback
- Attendance Onsite
- Remote views
- Remote Engagement (via the Q&A system)
- Post event poll

Live From ESC Congress on Escardio.org

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Project:

- A series of pre-selected sessions to be broadcasted live (real time) on ESC Website – “Imposed” Programme
- Content Selection – Media/Communication Committee & CPC Chairs
- Industry sessions Broadcast
- ESC TV Interviews inserted in inter-session breaks
- ESC TV Daily Wrap up played several times = Promoting the Breakfast Buzz Programme
- Display Home-Page Escardio.org – Dedicated Window

Promotion:

- Onsite Delegates
- Offsite Audience & Past delegates

Format :

- 12 Hours Programme – Looped overnight

Measure for Success – Objectives Set

- Views on website – click through
- Log in to full views
- Time spent
- Industry Participation

Highlight Buzz

- During the ESC highlight session

- Live Stream of the Highlight Session, Viewing Online accompanied by the option to ask Questions on the presentation given

    1 – Answering Questions = Highlight presenters or VIP Faculty

- Restrictions on the programme accessibility

    1 – Pro member advantage / Pre - Registration Required

    2 – Incoming Question / Posting Replies system

Measure for Success – Objectives Set

- Number of participants connected
- Number of questions received

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Key dates

- **Call for Technology and Innovation:** 14 June
- **Early registration:** 5 August
- **Late registration:** 9 September
- **Last minute registration**: 26 September

www.escardio.org/Digital-Summit