

Measuring value of congress attendance; what & how?

Breakout Session – Group 1
05 June 2019

1) **Participation & Satisfaction:** In the area of congress participation & delegate satisfaction:

- What relevant metrics is the ESC currently providing you with today to demonstrate the participation and the satisfaction of the delegates?
 - Profiling information is useful
 - Trends are useful for the budget making decision
- What could we be doing differently?
 - **Geo-tracking:** Information on participation behavior such as how many hours onsite, how many sessions are they attending, age categories, by geographies?
 - Personal data might not be essential - Averages might be enough
 - Report tables need to be more visually impactful, provide key insights & executive summaries
 - Provide key info on trending topics & speakers
 - Qualitative survey results to be shared with industry post event – key findings for new topics

2) Learning value: In the area of delegates' engagement (learning exchange) and knowledge retention at congresses:

- What elements is the ESC currently providing you with today to demonstrate learning value?
 - Not much - much more difficult to measure than attendance data, more insights on satisfaction would be interesting to start with
- What could we be doing differently?:
 - Geo-tracking essential to make the experience more effective, make improvements (popular sessions, average participation duration – leaving point)
 - Get closer to take home messages from session attendance/congress attendance
 - Post session attendance message could be sent through the App/email – rate the speaker, ask for more information (apply to ESC & industry sessions)
 - Follow-Up emails from booth visits coming from ESC would be interesting to rate experience
 - Question: Do we use the SPP & Mobile App planner to anticipate onsite needs (popular sessions etc)

Breakout Questions

3) **Transfer of Knowledge:** In the area of transfer of attained knowledge into practice?

- Do you consider it feasible to study the outcome of delegate learning at congresses and the translation of this knowledge into practice?
- Full needs assessment probably too ambitious – start small - add focus qualitative one on one market research : pre event research on individual expectations followed onsite qualitative interview & post event assessment (eg ask about key five learnings would be important)
- Feedback from this type of research could allow us build learning journeys (by topics/not) Post event:– what else would you need more to apply

Breakout Session – Group 2

05 June 2019

1) Participation & Satisfaction: In the area of congress participation & delegate satisfaction:

- What relevant metrics is the ESC currently providing you with today to demonstrate the participation and the satisfaction of the delegates?
 - Number of participants
 - Attendance by days
 - Participants to our session and qualitative on our session
- What could we be doing differently?
 - Bringing back the qualitative survey from a couple years ago?
 - Satellite – who came at our symposium – flagging the registration by the company (to review HCP journey)
 - Scanning entry to session (whether open and close room)
 - Attendance by time of the day as a global picture (not by symposium or satellite)
 - Attendance for all sessions (including sponsored one)
 - Who is devices specialist
 - How much time they spend in the exhibition
 - To cluster to segment
 - Using data to better plan (
 - Providing the report in a different format, more interactive
 - Have some highlights within the post congress report with specific topics or data mining
 - With app, push assessment question randomly focused on day by day satisfaction level question during the congress

2) Learning value: In the area of delegates' engagement (learning exchange) and knowledge retention at congresses:

- What elements is the ESC currently providing you with today to demonstrate learning value?
 - Topics of interest
 - Most attended sessions
 - List of physicians
- What does learning value mean for you/your company?
 - Understand HCP expectation/learning objective
 - Educate the HCP about my products
- What could we be doing differently?
 - Practical tutorial for remote participants
 - Enhancing the communication on interactive session
 - Pre and post test for samples of attendees
 - What did you learn today question pushed with app
 - How what you learn will impact your daily practice?

3) **Transfer of Knowledge:** In the area of transfer of attained knowledge into practice?

- Do you consider it feasible to study the outcome of delegate learning at congresses and the translation of this knowledge into practice?
 - Challenging
- Do you have experience in this area which you can speak about?
 - Center of excellency
- What models would you suggest using? Large/small congresses? Random groups, formats etc..
 - Commitment to change and tracking changes within practice

Breakout Session – Group 3

05 June 2019

Breakout Questions

- 1) Participation & Satisfaction:** In the area of congress participation & delegate satisfaction:
- What relevant metrics is the ESC currently providing you with today to demonstrate the participation and the satisfaction of the delegates? y
 - Post Congress Report – Attendance => Quantitative evaluation
 - **What could we be doing differently?**
Better understand the length of stay/participation/behavior
Session evaluation RED – ORANGE – GREEN - issue to address the REDs
POP UP After each session in the APP =

More topic Driven / session of interest
Tracking movement

Post Congress Poster Evaluation & Post Congress Evaluation on ESC365 => rating and maintaining engagement
- Metrics on OFF SITE Audience – the reach is important to Industry

Breakout Questions

2) Learning value: In the area of delegates' engagement (**learning exchange**) and **knowledge retention at congresses:**

What does learning value mean for you/your company?

- Learning Value implies sharing and transfer of the information received
- GRAAL - Demonstration of change of Behaviour

What elements is the ESC currently providing you with today to demonstrate learning value?

- Exchange / QA within the APP
- Voting

What could we be doing differently?

- Social Media Report on the “buzz” of the sessions
- Question on session objective meeting the Practice need
- Session evaluation rather than Presentation
- SHARE Button

Breakout Questions

3) Transfer of Knowledge: In the area of transfer of attained knowledge into practice?

- Do you consider it **feasible to study the outcome of delegate learning** at congresses and the translation of this knowledge into practice?
 - YES - Pre-Post test , case based to test
 - Knowledge application = how the knowledge help you use the product
 - First step is the AWARENESS of the purpose
 - ESC CONGRESS can not PRODUCE THIS
 - Do we need a LONG TERM ENGAGEMENT – A JOURNEY –
 - Congress as a TRIGGER
- Do you have experience in this area which you can speak about?
 - Webinars and Peer to Peer Events - Product launch – Customer Journey
- What models would you suggest using? Large/small congresses? Random groups, formats etc..
 - Addressing the individuals
 - Mixture of different activities year long
 - Consider Geographical origin