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
Breakout Questions

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)
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 excellence

- 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