Measuring value Congress Attendance

Industry Forum - Congresses
June 2019
“Without data, I am just another person with an opinion”

+50,000 annual congress delegates  
+31,000 paying members  
+500,000 monthly visitors to escardio.org  
+49,000 annual downloads Guidelines App  
+25,000 annual connections to 365 platform

Our mission:  
To reduce the burden of cardiovascular disease
Determining need & outcome

**Guidelines**
ESC Clinical Practice Guidelines present the relevant evidence and guidance to enable clinical decision making for best standards of care.

**Gap analysis & needs assessment**
ESC is well regarded as a source of high quality, unbiased, evidence-based scientific information and conducts thorough assessments on gaps in care to enable continuous improvement.

**Learning objectives & Educational programmes**
ESC delivers a broad portfolio of education and training programmes, in line with our continuous improvement programmes, and is a strong advocate for increasing care standards through professional development.

**ESC Registries & outcome measurement**
ESC runs registries and surveys providing reliable data on applications of CV epidemiology, diagnostic/therapeutic processes and adherence to guidelines.
Outcome measurement framework

Moore et al. (2009)
Adult Learning Principles

➢ Relevant content, activities
➢ Expose to different learning formats
➢ Engage different learning styles
➢ Sensory stimulation
➢ Practical applications
➢ Testing
Breakout Questions

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?

• What could we be doing differently?
Breakout Questions

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?

• What does learning value mean for you/your company?

• What could we be doing differently?
Breakout Questions

**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?

- Do you have experience in this area which you can speak about?

- What models would you suggest using? Large/small congresses? Random groups, formats etc..