

Measuring value of congress attendance; what & how?

Breakout Session
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?
- What could we be doing differently?

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?
- What does learning value mean for you/your company?
- What could we be doing differently?

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?
- 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..