DELIVERING CONTENT
change of perspective

C Gouillard
06 June 2019
A new « era »

WORLD OF EXPERIENCE

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESC Congress 2019</td>
<td>31 August - 04 September 2019, Paris - France</td>
</tr>
<tr>
<td>ESC Acute Cardiovascular Care 2020</td>
<td>07 - 09 March 2020, Athens - Greece</td>
</tr>
<tr>
<td>EHRA 2019</td>
<td>17 - 19 March 2019, Lisbon - Portugal</td>
</tr>
<tr>
<td>ESC Asia with APSC &amp; AFC 2019</td>
<td>08 - 10 November 2019, Singapore</td>
</tr>
<tr>
<td>ESC Digital Summit 2019</td>
<td>05 - 06 October 2019, Tallinn - Estonia</td>
</tr>
<tr>
<td>EuroCMR 2019</td>
<td>02 - 04 May 2019, Venice - Lido VE - Italy</td>
</tr>
<tr>
<td>EuroEcho 2019</td>
<td>04 - 07 December 2019, Vienna - Austria</td>
</tr>
<tr>
<td>EuroHeartCare 2019</td>
<td>02 - 04 May 2019, Milan - Italy</td>
</tr>
<tr>
<td>EuroPCR Course 2019</td>
<td>21 - 24 May 2019, Paris - France</td>
</tr>
</tbody>
</table>
A new « World »

WORLD OF INFORMATION => WORLD OF EXPERIENCE

Do not focus SOLELY on Information Dissemination

FOCUS on what the delegates will experience at the congress and do differently after the meeting

Congress to contribute to

⇒ Facilitating the decision / ability to change practice
⇒ Commitment to change
So many studies on Adult Learning ....

Adults must have a reason to learn.
Adults must be involved in the learning.
Adults learn by building on experience. Relate
Adults learn by doing. Experience
Adults learn in different ways and at different rates. Adults need a variety of methods.
Adults need a meaningful program. Effective programs are relevant to the ‘real world’ situation of the learners.
Adults need a safe and comfortable environment - Adults learn better when they feel comfortable and at ease with their peers.
Adults appreciate being treated with dignity and respect - Effective programs are concerned with gain, not with proving inadequacy.
So many studies on Adult Learning ....

Adults must have a reason to learn.
Adults must be involved in the learning.
Adults learn by building on experience. Relate
Adults learn by doing. Experience
Adults learn in different ways and at different rates. Adults need a variety of methods.
Adults need a meaningful program. Effective programs are relevant to the ‘real world’ situation of the learners.
Adults need a safe and comfortable environment - Adults learn better when they feel comfortable and at ease with their peers.
Adults appreciate being treated with dignity and respect - Effective programs are concerned with gain, not with proving inadequacy.

Nothing is remembered without emotion!

E. Kandel
Nothing is remembered without emotion!

E. Kandel
ESC is GEARED UP TO THINK DIFFERENTLY
PROVIDE A RELEVANT EXPERIENCE FOR THE DELEGATES

Scientific Affairs Committee – Actors in the Content

Atlas, Registries, Guidelines, Congress, Publications

A coordinated approach to Content Building

Integrate all elements for analysis Clinical Practice, Behaviors, identifying gaps and leading to a meaningful and relevant Congress and year long learning offer
We are Complex
so let’s not make it Complicated

1,600 Faculty from 70 Countries delivering content for 35,000 Delegates from 144 Countries
Over 11,000 Abstracts Submitted and 4,400+ Abstract accepted
600+ sessions across over 400 + Topics
Many Session types .. Too Many Session Tracks .. Some Themes .... Novelty every year ...

What’s New This Year

Largest Event in Cardiovascular Medicine
Record Breaking Years.....
We are Complex
so let’s not make it Complicated

1,600 Faculty from 70 Countries delivering content for 35,000 Delegates from 144 Countries
Over 11,000 Abstracts Submitted and 4,400+ Abstract accepted
600+ sessions across over 400 + Topics
Many Session types .. Too Many Session Tracks .. Some Themes .... Novelty every year ...
What’s New This Year
Largest Event in Cardiovascular Medicine
Record Breaking Years .....
We are Complex
so let’s not make it Complicated

Our Main Objective

SIMPLIFYING and ADAPTING A COMPLEX OFFER
into
AN ENJOYABLE AND IMPACTFUL LEARNING EXPERIENCE

Our Main Achievement 2018 – ESC SINGLE TOPIC LIST
Adapting - Anticipating - Reacting - Responding

Keep it simple and meaningful

Cardiology in 4 Days
Clinical Case Sessions – an additional 130 Cases from «the real world »
Focus with the Experts
Integrating the « differences »
  How should I treat
  Controversy track
  Guidelines implementation (Region/Country based)
Gamification & Animation (Staging)
Adapting - Anticipating - Reacting - Responding

- **InterACTIVE** – For Active Learning

- Shorter Sessions duration and Original Settings

- More Clinical Case based – More Applicability Demonstrations

- Experts in the Sessions are here for Translating not Teaching
  - Implications for daily Practice
  - Providing Solutions
  - Demonstration of better outcomes
Adapting - Anticipating - Reacting - Responding

- Satisfy the senses (light, music, food, feel)
- Free Time – let’s actually HAVE TIME to interact, network and make new friends
- There is a life beyond the Clinic –
  => Working on Professional Development programme
- Let’s talk about what is not OK in the clinic – Overcoming taboos
Adapting - Anticipating - Reacting - Responding

Make the content RESONATE

Explore these pathways to thinking and remembering
Engage Commitment to change

Take into account a Professional Environment and Societal Changes
Work-life balance / Social Skills / Team Spirit / Conflict Prevention
Legislation / International Environment
Addressing the future and
Preparing the workforce for the future

• ESC Academy
• Funding and Supporting Research
• Young Community
• Monitoring Atlas, Registries
• Communicating Advocacy, CRT
• Professional Development Programme
Addressing the future and
Preparing the workforce for the future

About the ESC Digital Summit
"Digital Health is disrupting the usual way the patients and healthcare professionals interact" Prof. Martin Cowie, FESC, Digital Health Committee chair
And ... beyond Congress

- ESC 365
- ONLINE PROGRAMMES – Webinar programmes
- ESCEL
- NCS Congresses
- Global Partners collaboration
  - NEW ! ESC ASIA together with APSC & AFC
“Any fool can know.
The point is
to understand.”

— Albert Einstein
KEEP CALM
BECAUSE SOMEDAY THESE
"KEEP CALM" SIGNS
WILL GO AWAY.
- Buster Guru