

# DELIVERING CONTENT

## change of perspective

C Guillard  
06 June 2019

# « ERA »

# WORLD OF INFORMATION

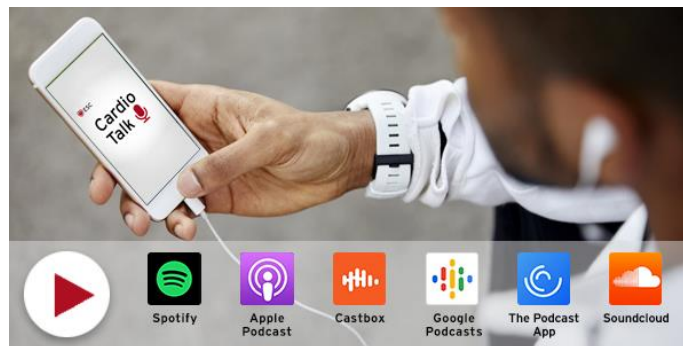


**ESC TV**

**NEWS  
&  
OPINION**

on the latest science and clinical developments

[escardio.org/escv](http://escardio.org/escv)



**ESC eLearning Platform**  
Anytime, Anywhere



**ESC 365**

**All congress resources  
in one online library**

New platform

Enhanced search function

Year round access




- Watch the sessions you missed or replay the ones you like at your convenience
- More than 84,500 cardiovascular slide sets, videos and abstracts from the ESC family of congresses

[www.escardio.org/365](http://www.escardio.org/365)

# A new « era »

## WORLD OF EXPERIENCE



**ESC Congress 2019  
together with World  
Congress of Cardiology**  
31 August - 04 September 2019  
Paris - France



**ESC Acute  
Cardiovascular Care  
2020**  
07 - 09 March 2020  
Athens - Greece



**EHRA 2019**  
17 - 19 March 2019  
Lisbon - Portugal



**ESC Asia with APSC &  
AFC**  
08 - 10 November 2019  
Singapore



**ESC Digital Summit  
2019**  
05 - 06 October 2019  
Tallinn - Estonia



**EuroCMR 2019**  
02 - 04 May 2019  
Venice - Lido VE - Italy



**EuroEcho 2019**  
04 - 07 December 2019  
Vienna - Austria



**EuroHeartCare 2019**  
02 - 04 May 2019  
Milan - Italy



**euro  
PCR**  
**EuroPCR Course 2019**  
21 - 24 May 2019  
Paris - France

# 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.**

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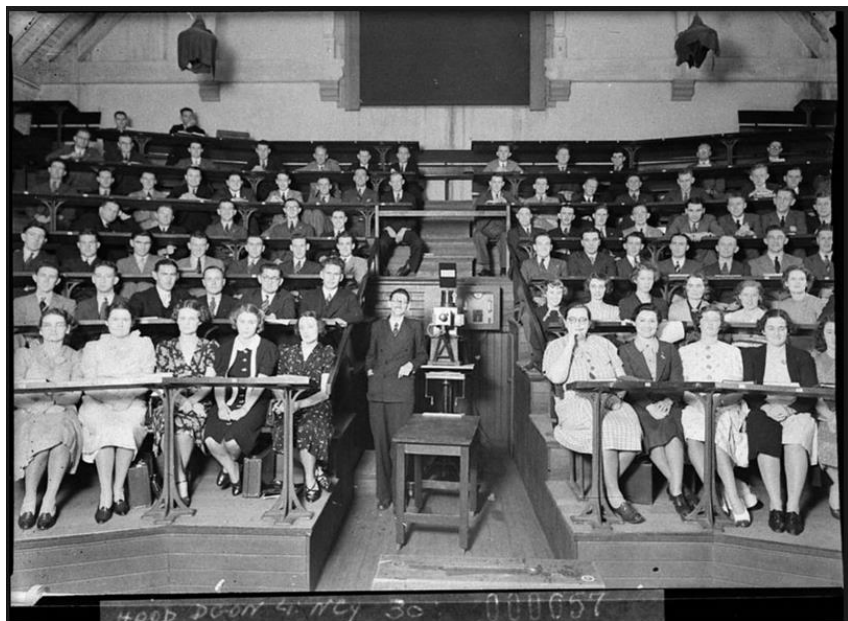
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# Nothing is remembered without emotion !

## E. Kandel



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# **ESC is GEARED UP TO THINK DIFFERENTLY PROVIDE A RELEVANT EXPERIENCE FOR THE DELEGATES**

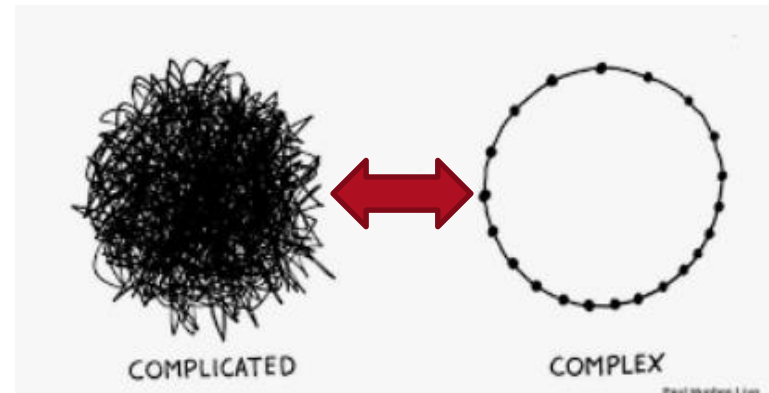
## **Scientific Affairs Committee – Actors in the Content**

**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

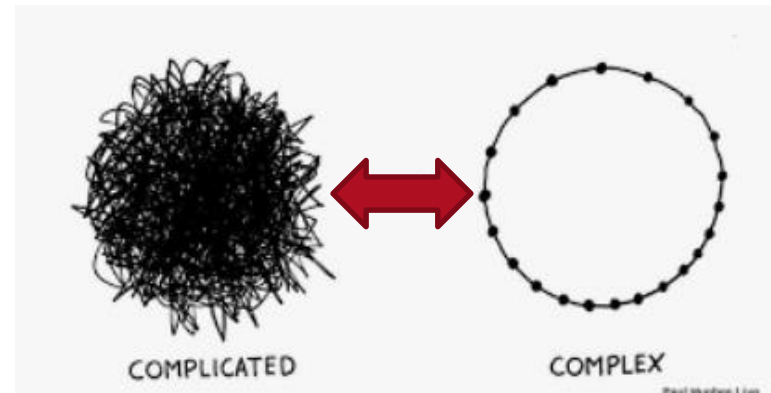
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## **What's New This Year**

Largest Event in Cardiovascular Medicine

Record Breaking Years .....

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..... ARE THESE THE ARGUMENTS TO  
GIVE THE DELEGATE THE MOTIVATION TO  
LEARN / TO CHANGE ?

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**

**keep it  
simple.**

# 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



**FIT FOR THE  
FUTURE**

# 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**





**KEEP  
CALM**

**BECAUSE SOMEDAY THESE**

**"KEEP CALM" SIGNS  
WILL GO AWAY.**

*- Buster Guru*

[www.BusterGuru.com](http://www.BusterGuru.com)