Industry@ESC Congresses

Innovations @ ESC Congresses
ESC Exhibition Taskforce output

06 June 2019
In every action and project we develop, we take into account the comments of our delegates and the outcomes of the exhibition task force working groups.
Exhibition Task Force – Survey & Meetings outcomes

Have we responded to the needs identified by the Exhibition Task Force?

❖ Navigation
❖ Delegate Experience
❖ Communication
Navigation: The exhibition is vast and the discovery of the industry offer must be facilitated in order to optimise the time available to delegates.
Navigation – Implemented in 2018

- Interactive exhibition map on touch screen tables
  3 touch screen tables – 1 per exhibition hall

- Exhibition Map flyer
  15 000 copies available on 11 display racks

- Exhibition Map panels
  6 panels (2m x 2m) – 2 per exhibition hall
Navigation – Discussed in forum and meetings

- Interactive map in Mobile App with geolocation, itinerary and travel time
- Beacon use to track the routes used
- Information points with hostesses or “Ask me” hostesses in exhibition area
Navigation – Implemented in 2019

- Exhibition Map flyer – 15 000 copies
- Exhibition Map panels
- Exhibition Map floor stickers
- Information points in Exhibition halls with “Ask me” hostesses
- Interactive map in Mobile App with geolocation, and delegates' journey
Delegate Experience: ESC Congresses delegates are looking for simple means of enhancing their delegate experience...From suitable opening hours, hospitality to networking and resting areas
Delegate experience – Implemented in 2018

- Catering retails in each Exhibition hall
- “Meeting on the go” in each Exhibition hall
- Sound experience
- Exhibition noise control
- Congress “Look & Feel” - Branding
- Exhibition opening hours
Delegate experience – Discussed in forum and meetings

- Catering outlets
- Networking areas
- Improved “Meeting on the Go” areas
- Opening hours communication
- Photo call wall
- Lounge/relax area
Delegate experience – Implemented in 2019/2020

2019
- Catering outlets
- Catering/Networking areas
- Improved “Meeting on the Go’ areas
- Opening hours communication
- Sound experience
- Noise control

2020
- ESC scent experience
Communication: increase communication on industry stands activities in advance through different media and support to emphasize strategy of the booths, innovations and key activities.
Communication – Implemented in 2018

- ESC Communications:
  - Promotion in congress video included on social media, emailing and web pages
  - Emailing highlighting the new exhibition opening hours
  - eDaily News including promotion of Digital Health and exhibition areas
  - Meet your ESC Team meeting & hospitality
Communication – Discussed in Forum and meetings

- Mobile App appointment feature
- Promotion of stands activities in Mobile App and Industry Programme
- Segmented pre and post-congress eBlasts
- Promotional opportunities in Mobile App
Communication – Implemented in 2019/2020

2019
- ESC Communications: video, emailing and eDaily News
- Meet your ESC Team meeting & hospitality
- CALYPSO: Real time access to visitor’s data
- Promotion of stands activities in Mobile App and Industry Programme
- Mobile App appointment feature

2020
- Segmented pre and post-congress eBlasts
- Promotional opportunities in Mobile App
Next steps ...  

❖ Communication  
- New dynamic customer support platform  
- Segmented pre and post-congress eBlasts  
- Mobile App promotional opportunities  

❖ Closure survey  
- Reach out to cardiology professionals attending our events with survey on industry interaction
Your feedback is very valuable to us...Thank you