

# 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



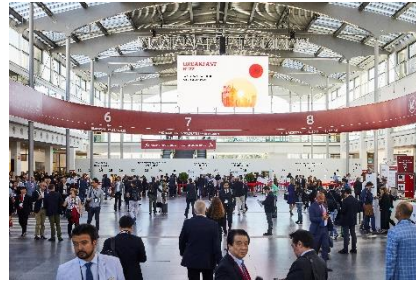
**Delegate Experience:** ESC Congresses delegates are looking for simple means of enhancing their delegate experience...From suitable opening hours, hospitality to networking and resting areas





# 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

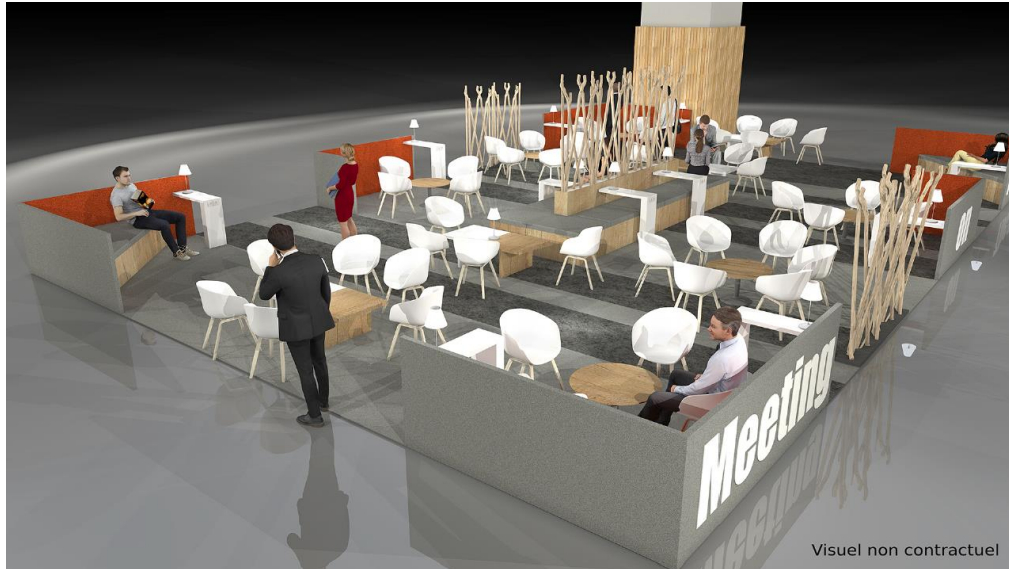


# Delegate experience – Discussed in forum and meetings

- 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

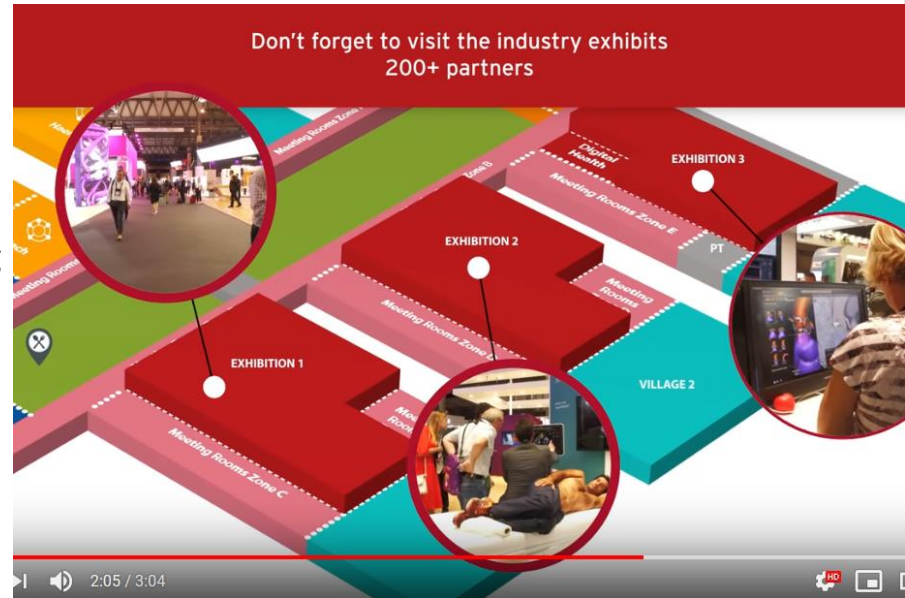


**Communication:** increase communication on industry stands activities in advance through different media and support to emphasize strategy of the booths, innovations and key activities



# 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



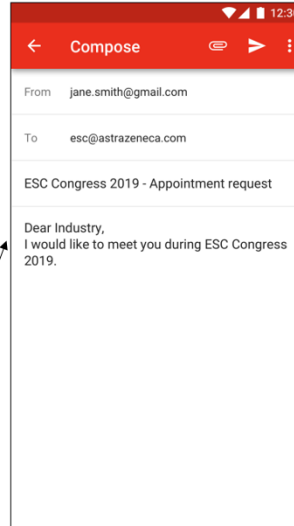
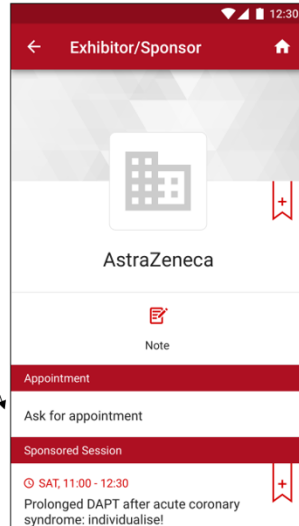
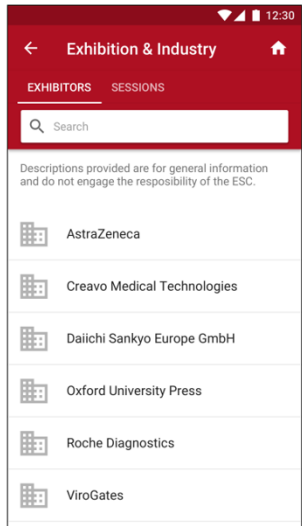
# Communication – Discussed in Forum and meetings

- 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



**ESC**

European Society  
of Cardiology

● **Stronger Hearts**  
**Longer Lives**

