

**ESC Congresses Industry Forum**  
**05 & 06 June 2019 – EHH**  
Executive Summary & Action points

**Industry Partners**

Abbott	Ali Charlemagne
Abbott	Anne-Laure Parmentier
Bayer AG	Karin Göhre
Bayer AG	Bernd Mueller
BIOTRONIK	Annette Salla
BIOTRONIK	Una Metzger
Boehringer Ingelheim	Friederike Hoffmann
Boehringer Ingelheim	Felix Schneberger
Boston	Anique van Beek
Edwards Lifesciences	Robin Ohlrogge
Novartis	Henry Masseruka
Orion Pharma	Piero Pollesello
Philips	Joana Lourenco
Roche Diagnostics	Laura Brager
SANOFI	Dany Ruinet
SERVIER	Marina Biola
SERVIER	Tamara Krcmar
Siemens Healthineers	Petra Schlichtner
VIFOR PHARMA	Thierry Schulmann
wehealth Digital Medicine	Sophie Nisse Durgeat

**Summary & Feedback:**

**1. Welcome and Introduction**

Isabel Bardinet, ESC CEO, presented the ESC strategic priorities and how congress is much more than the exchange of latest scientific information. ESC Congress is a truly global platform for raising standards for cardiovascular medicine; bringing together advocacy activities with a local Public (Le Coeur de Paris bat plus fort) & Policy (Health City Initiatives) Events, Guidelines updates & application sessions, professional development symposia beyond the science dealing with clinical research, management, publication plans, etc.

**2. Evolving needs of physicians; focus on young – ESC Market Research - Learnings & Plans**

Steve Lang, ESC Marketing Team Manager joined Isabel's introduction by showing the audience that everything the ESC does aims to advance the prevention, diagnosis and management of diseases of the heart and blood vessels, improve scientific understanding of the heart and vascular system. A recent survey showed that the scientific & education schedule is perceived as excellent and that over half ESC contacts are under 40 which the potential which we need to tap into to become key influencers amongst their peers.

**Feedback:** Reports are useful and important but should be compacted/ summarized with key information. Industry partners found the qualitative market researchwork to be very interesting and asked the ESC share as much as possible with them the key findings of those qualitative research in a feedback report.

A query dealt with how the ESC is supporting scientints in cardiovascular research as this is key to ensuring ongoing work and innovations in the area while the ESC has a number of initiatives supporting research such

as the provision of grants, a basis science congress & summer school no specific research has been completed in the area and this could be an area for focused market research moving forward.

### **3. Technology facilitating exchange – ESC evolving technologies supporting congresses**

Nata Nambatingué, Congress & Event Operations Associate Director, presented how the ESC uses technology innovations to improve congress experience by focusing on the segmentation & personalization, exchange & interactivity, delegate experience as well as, offsite participation.

Feedback: Industry partners showed a huge interest in Geo-tracking and expressed the need as now urgent to gain insights into the delegate experience, what is working or not working, have a better understanding of what can be improved. A initial geo tracking project will be launched at a small scale at ESC Congress and ESC will keep our partners informed of key finding and next steps.

### **4. Measuring value of congress attendance; why & how?**

Aoife Delmas, Industry Division Director, presented the significant work that ESC is doing in ensuring focused value in our educational programmes and how this can be translated into measuring value of congress attendance. Industry partners worked in groups to determine what additional factors would be required to demonstrate value in four different categories:

- a. Participation & Satisfaction – What relevant metrics the ESC currently providing you with today to demonstrate the participation and the satisfaction of the delegates?

- ✓ Profiling Information
- ✓ Trends are useful for the budget making decision
- ✓ Attendance information

Feedback on what could we be doing differently?

- ✓ Geo-tracking: information on participation behavior is key to improvements moving forward
- ✓ Reports: Key insights & executive summary is required in our reporting to relay key messages (use more infographics)
- ✓ Congress activity: Key information on trending topics & speakers (session evaluation) would be very useful
- ✓ ESC Survey findings: Share ESC main survey results with industry post event to work collaboratively on key findings
- ✓ Offsite audience: Share metrics on offsite audience to build on knowledge & opportunity

- b. 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?

- ✓ Topics of interest
- ✓ Attendance
- ✓ List of physicians
- ✓ Exchange/ QA within the App & Voting

What could we be doing differently?

- ✓ Geo-tracking: similar comments to above pointing to the importance of this topic
- ✓ Knowledge evaluation: ESC should consider how to send participants session evaluation via App to evaluate experience & knowledge acquisition Post session attendance message
- ✓ Live broadcasting: ESC should consider live broadcasting Practical tutorials for remote participants to increase educational impact
- ✓ ESC should consider developing & sharing a social media report on the “buzz” of the sessions
- ✓ ESC 365 Platform: ESC should consider adding a Share button to sessions which users view and appreciate

- c. 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?
- ✓ Participants agreed that applying a needs assessment & outcome approach to congress attendance was premature and to consider running Pre event research on individual expectations followed by onsite qualitative interview & post event assessment would be a welcome approach.

**Feedback: Suggestions to be shared across the ESC with consideration of priority application in line with resources; geo-tracking highlighted as a key area of interest moving forward.**

#### **5. GDPR impact at ESC Congresses – registration update**

Ghislain Daval, ESC Projects & Systems Director, explained how the ESC has implemented internal rules and procedures to be compliant with GDPR legislation and how we will now manage personal data at the ESC. The legislation has a direct effect on the congress registration process in order to be GDPR compliant: the personal email address of delegates will now become mandatory for registration to ensure that ESC can inform the registered delegate of their information in the ESC system. As such, the ESC will require individual email addresses for all group registrations for ESC Congresses in 2020, this will require a heads-up and more comprehensive work by industry partners with agencies in the coming months to ensure they can have the information to hand but will bring the considerable advantages of removing duplicates for industry groups, match with existing contact in our database & capability of the system to apply the right fee automatically (professional member fees where applicable) and importantly provide high quality data for lead retrieval (Onsite badge scanning).

**Feedback: The ESC will launch a pilot. We will write an official letter to industry partners confirming new registration requirement for all 2020 congresses.**

#### **6. Advocacy initiatives at ESC Congress – focus public & patient**

Elisabetta Zanon, ESC Advocacy Director gave an overview of the ESC advocacy activities and main priorities for 2019-2020 such as patient engagement, Public Event during ESC congress and New Heart Healthy cities initiative.

**Feedback: Industry partners confirmed their considerable interest in the topic and asked how they could share their company's advocacy work. The ESC plans to organise an Advocacy Industry Forum hopefully in Q4 2019 to enable further discussions and sharing of expertise on this key topic. Aoife asked our industry partners to come back with any feedback they may have in terms of patient involvement at Congresses as the ESC is very much embarking on our first steps with patient engagement and wants to do so in a manner which works for all our partners (mindful of legislation & industry restrictions)**

#### **7. Congress Content: a shift in perspective**

Christine Gouillard, ESC Scientific Programme & Content Initiatives Team Manager, presented the ESC change of perspective with regards to the learning approach to focus on the experience of learning and not simply on content & information dissemination

She referred to many studies on Adult learning which show that “nothing is remembered without emotion” (cf. E. Kandel). Following this, the ESC is geared up to think differently and to provide a relevant experience of the delegates. The main objective is to simplify and adapt a complex offer to an enjoyable and impactful congress learning experience.

Feedback: We have a very complex offer so we are going to simplify in learning some product, building into a questionnaire, survey on new products – what’s working, not working to have a real feedback on that.

Education Technique: This is an area where we will work to ensure we are more and more impactful understanding the individual’s learning journey. We have organised a dedicated Education Forum in the past, looking very specifically at education techniques and application in different contexts. It might be interesting for us to re do that in the context of congress, maybe we can build on that idea for the next industry forum. The ESC will share with industry partners the outcome of this year ongoing survey, observation research on faculty

#### **8. Innovations for partners at ESC Congress 2019 including Exhibition Taskforce outcomes**

Abir Ghorab & Maud Mallet, Industry Project Lead, presented the rationale of the Exhibition Taskforce which was created after analyzing the results of the survey conducted in December 2017. Abir reminded industry partners that the survey was sent to over 38 000 delegates who participated at least once in one of the ESC Congresses during the last 3 years. The Exhibition Taskforce identified from the survey feedback, 3 main topics to improve the exhibition experience for the delegate: Navigation, Delegate experience and Communication. Abir and Maud shared the outcomes and presented what has been already implemented in 2018 and what will be implemented this year in Paris and beyond.

Feedback: A survey will be send at the end of the year to finalise the exhibition Taskforce early 2020.

#### **Action points/next steps:**

- Next Congresses ISV:
  - EHRA 2020 – 28 June 2019
  - Heart Failure 2020 – 17 September 2019
  - ESC Congress 2020 – 29 & 30 October 2019
- A survey will be circulated to our industry partners to have their feedback on this year’s industry forum’s topics and a call for topics for our next industry forum.