

AGENDA

ESC Congresses Industry Forum
Congresses in an evolving environment
5 & 6 June 2019
European Heart House – Room 1

Day 1

- 13:00 – 14:00 **LUNCH**
- 14.00 – 14.15 Welcome and introduction
- 14.15 – 14.45 Evolving needs of physicians; focus on young – ESC Market Research Learnings & Plans
Steve Lang, ESC Marketing Team Manager
- 14.45 – 15.15 Technology facilitating exchange – ESC evolving technologies supporting congresses
Nata Nambatingué, Congress & Event Operations Associate Director
Ghislain Daval, ESC Projects & Systems Director
- 15.15 – 16.15 Measuring value of congress attendance; why & how?
Breakout session by group
- 16.15 – 16:30 **COFFEE BREAK**
- 16.30 – 17:00 Debrief of the breakout session, by group
- 17.00 – 17.30 GDPR impact at ESC Congresses – registration update
Ghislain Daval, ESC Projects & Systems Director
- 17.30 Bus: European Heart House -> Hotel
- 19.00 Bus Hotel -> Restaurant
- 19.30 Dinner
- 22.00 Bus Restaurant -> Hotel

Day 2

- 09.00 Bus: Hotel -> European Heart House
- 09.30 – 10.15 Advocacy initiatives at ESC Congress – focus public & patient
Elisabetta Zanon, ESC Advocacy Director
- 10.15 – 11.00 Innovations in science at ESC Congress; Focus 2019
Christine Guillard, ESC Scientific Prog. & Content Initiatives Team manager
- 11.00 – 11:15 **COFFEE BREAK**
- 11.15 – 11.45 Innovations for partners at ESC Congress 2019 including
Exhibition Taskforce outcomes
Abir Ghorab, Industry Project Lead
Maud Mallet, Industry Project Lead
- 11.45 – 12.00 Conclusions & Action points
Aoife Delmas, ESC Industry Director
- 12.00 – 12.45 **LUNCH & DEPARTURE**
- 12:45 Bus: European Heart House -> Nice Airport