AGENDA

ESC Congresses Industry Forum
Congress 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 Gouillard, 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