

ESC Congress 2020

The Digital Experience

29 August to 1 September

Post-Congress Report



ESC

European Society
of Cardiology

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Introduction

1. Background information

Prior to ESC Congress 2020 – The Digital Experience, an on-site event was scheduled to take place at RAI Amsterdam, in the Netherlands. Due to COVID-19 and the travel restrictions imposed to limit the spread of the virus, a physical ESC Congress could not be held, and ESC had to adapt and imagine a very different event.

Indeed, on 21 April, Dutch Prime Minister Mark Rutte, announced that “large events mean a risk of the virus spreading too quickly and too widely. The ban on events that require a permit has, therefore, been extended to 1 September 2020.”

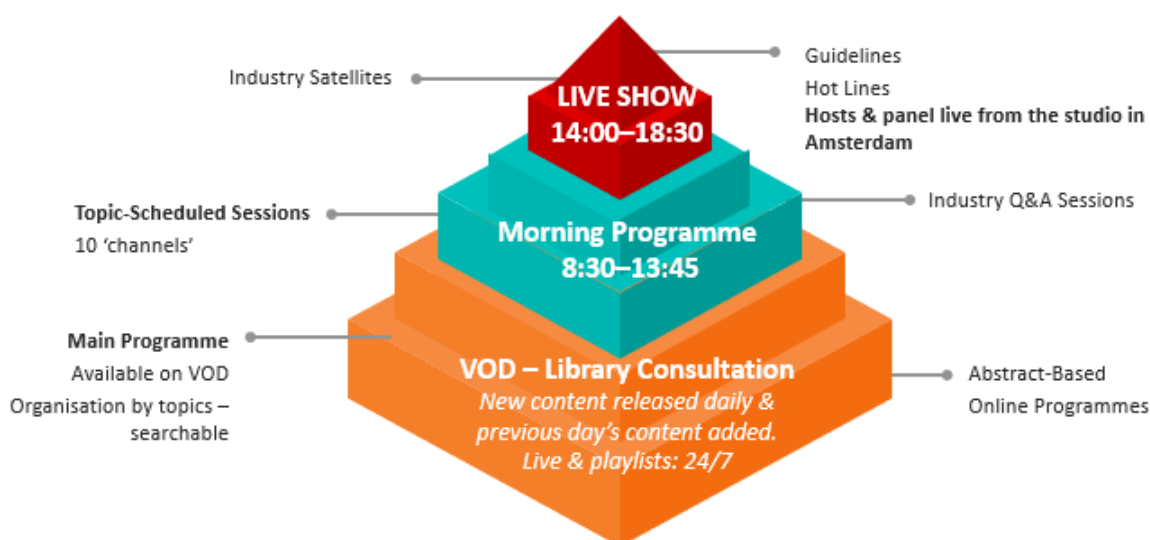
It took one month of reflection, definition, discussion, and agreements to conceive and define The Digital Experience. Content and programming also had to be reviewed to define suitable formats and session types.

2. Scientific content

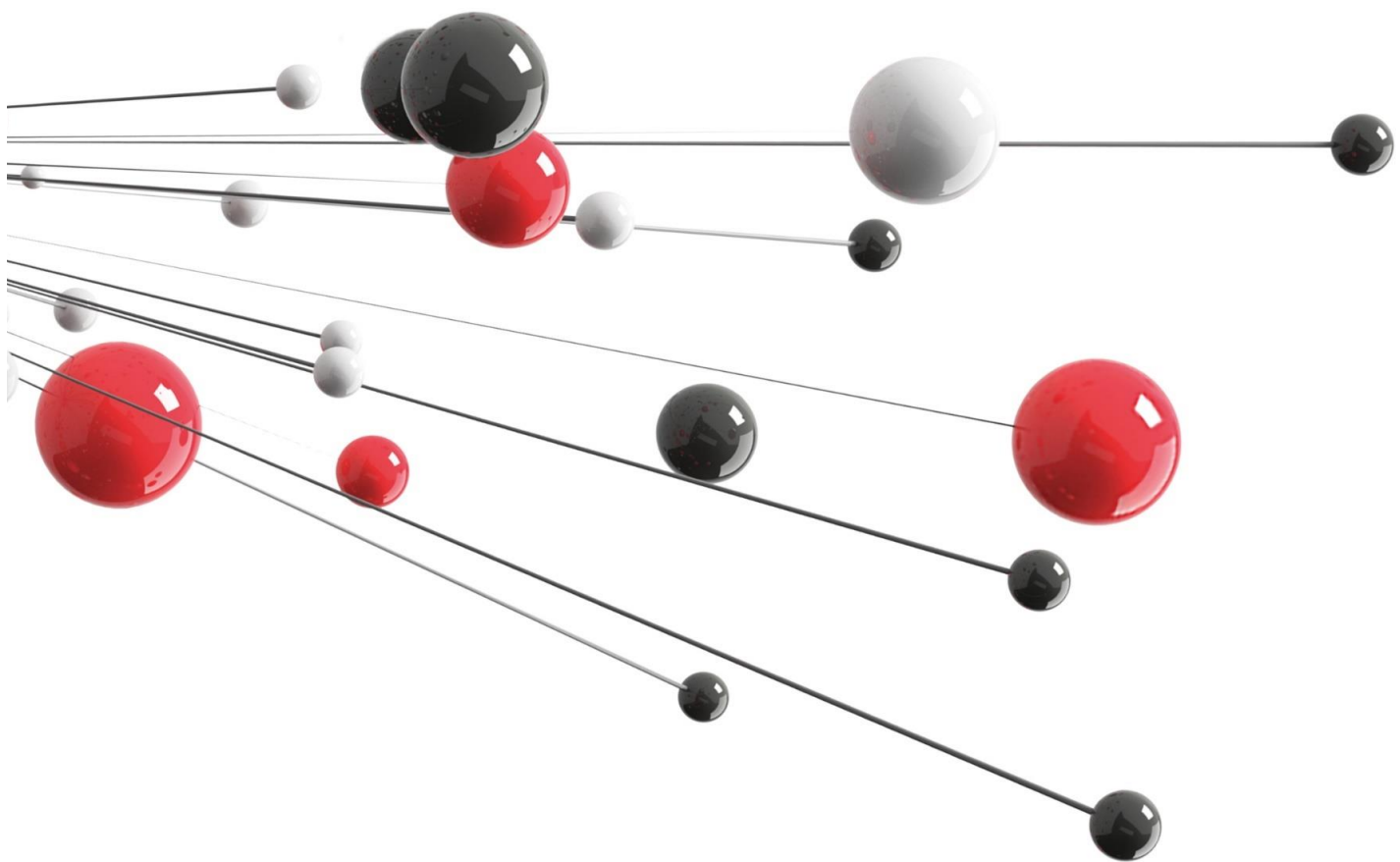
The ESC Congress Scientific & Educational Programme had just been completed when the decision was made to pivot to an online edition. Faculty members had already been invited to attend in person.

The programme was, therefore, extensively revised around three main axes:

- **Content restructured for online** (as represented in the pyramid below);
- **Faculty notification; and**
- **Content capture and duration.**



1. General Information



1.1 Key Figures

Highest Registration

- 213 participating countries

125,008 Participants Registered

- 56.5% of registrations from those under age 40
- 62,007 (49.6%) of registrations were new contacts

81,098 Logged-In Users

28 August (pre-congress)

- 9,039 delegates logged in

From 29 August to 1 September (congress days)

- 77,350 delegates logged in
- 61.9% of total registered participants
- 52.6% of delegates under age 40 (2019: 36.2%)
- 43.6% of delegates were female (2019: 32.7%)

From 2 to 30 September (post-congress)

- 23,093 delegates logged in

Analytics

- On average, delegates spent 77 mins/day logged in during congress hours
- On average, 37,963 logged on to the congress platform each day
- Delegates spent 58 min/day watching live content
- Delegates spent 45 min/day watching on demand content
- 52.8% of delegates attended more than one day
- 14,500 (18.8%) of congress delegates were an ESC Member
- 56.1% of all FESC logged into the platform during the congress

Programme Sessions

- 257 scientific and educational programmes
- 259 abstract-based sessions
- 33 Late-Breaking Science Sessions
- 34 ESC TV
- 8 special events

3,941 Participants in the Programme

- 700 Invited faculty (chairpersons, speakers, discussants, judges) – 47 countries represented
- 3,299 presenters (abstracts, clinical cases) – 81 countries represented

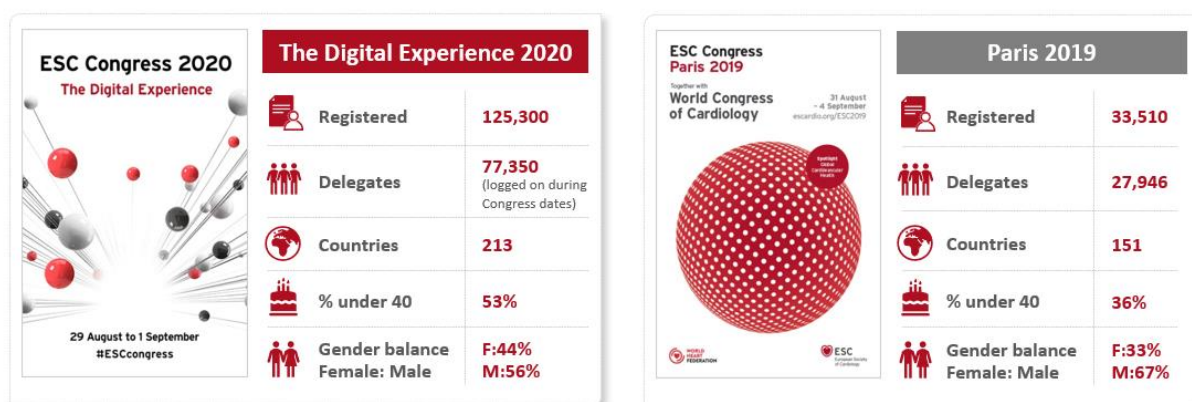
Scientific Contributions

- 11,066 abstracts submitted / 4,357 accepted
- 682 clinical case submitted / 114 accepted
- 256 Late-Breaking Science Applications / 68 accepted
- 30 interviews produced for the congress

63 Industry Sessions

- 55 industry Q&A sessions
- 8 live industry sessions

Figure 1-1: ESC Congress 2020 – The Digital Experience Compared with Our Most Successful In-Person Event to Date (ESC Congress 2019)



1.2 Platform and Functionalities

This year, the platform was organised in four main components/parts.

- Programme – where users could view what was happening when;
- Live Sessions and On Demand pre-arranged/special sessions presentations – to view all live channels and access on demand;
- Abstract and Clinical Cases presentations – to access all Abstract-based presentations and Clinical Cases; and
- General ESC Information – webpages giving additional information about the ESC, the industry partners during the event, the national and affiliate cardiac societies and news.

Each part had a certain number of features/functionalities to allow for a good user experience. For technical reasons, the four sections were built on four different websites (with different technologies/suppliers). To allow for optimal navigation, all had the same navigation (headers/footers), branding and, as much as possible, style so that users were not disconcerted when moving from one to the other.

ESC branding was applied consistently on the platforms to keep a familiar sense throughout. Users were prompted to log in when entering the event with an SSO (single sign-on) set-up mechanism across all platforms allowing them to browse through the websites while staying identified.

1.2.1 Programme

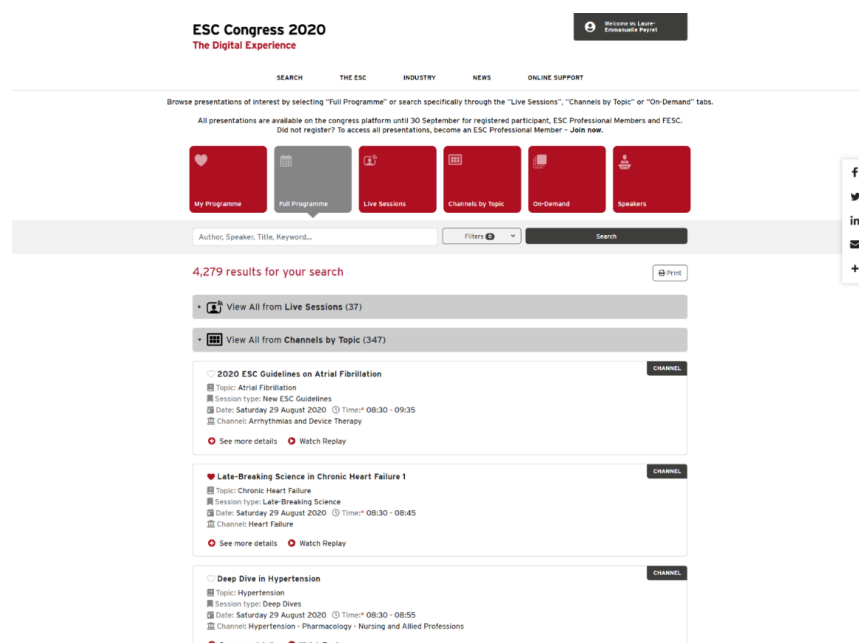
The online programme for ESC Congress 2020 – The Digital Experience was launched on 30 July 2020, featuring four sections:

- Live Sessions ('live' afternoon programme);
- Channels by Topic ('live' morning programme);
- On Demand (all presentations not in 'live' programmes); and
- My Programme (sessions and presentations flagged by the user).

This was followed by the addition of two additional sections:

- Full Programme (allowing users to search all three parts of the programme)
- Speakers (allowing an easier search by name)

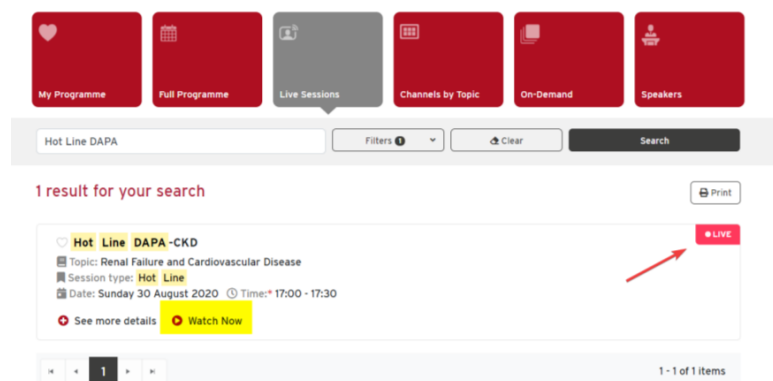
Photo 1-1: Screenshot of online programme web page.



The online programme was the only part of the congress accessible to those who were not logged in.

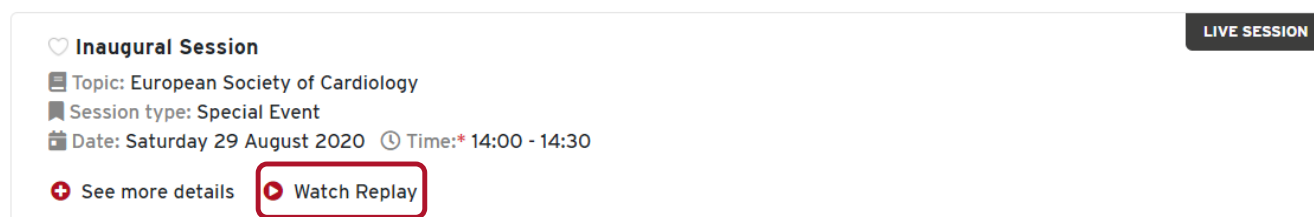
During the event, the Live Sessions (both morning and afternoon) were dynamically flagged so that when a session was live, a 'Live' mention would appear and a link would direct users to the page in question.

Photo 1-2: Screenshot of online programme web page – 'Live Sessions'.



Once a live session was over, a 'Watch Replay' link would appear allowing the user to access the replay.

Photo 1-3: Screenshot of online programme web page: 'Watch Replay Button'.



On Demand presentations featured a 'View e-Poster'/'View On Demand' link (as appropriate) directing users to the resource.

Photo 1-4: Screenshot of online programme web page: 'View e-Poster Button'.

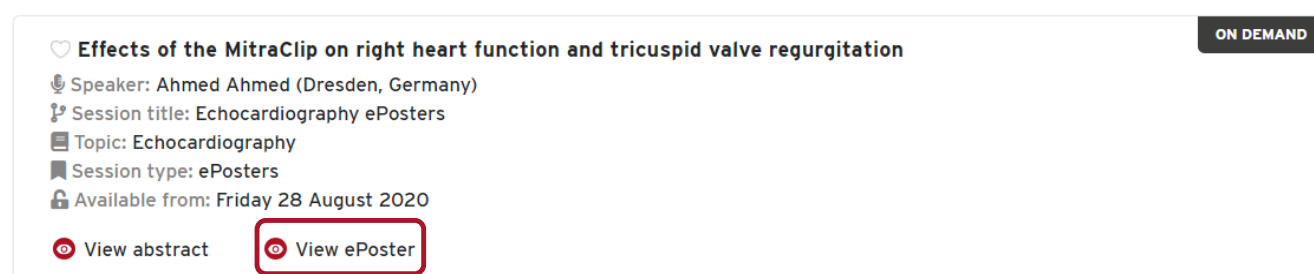
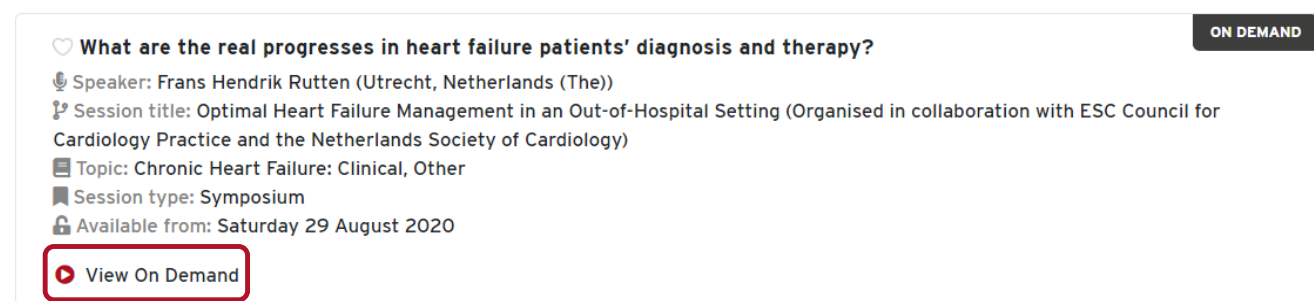


Photo 1-5: Screenshot of online programme web page: 'View On Demand Button'.



1.2.2 Abstracts and Clinical Case-Based Presentations

This part of the event was the first to feature content since the e-posters were released on 28 August. The site was managed by an external partner and featured many filtering possibilities and search options that allowed users to search through the 3,966 presentations hosted there.

Photo 1-6: Screenshot of abstracts and clinical cases web page.

ESC Congress 2020
The Digital Experience

HAPPENING NOW (10:12 CEST)

Welcome Laura-Cristina Per...

SEARCH THE ESC INDUSTRY NEWS ONLINE SUPPORT

Abstracts & Clinical Cases On Demand

Topics

- ARRHYTHMIAS AND DEVICE THERAPY
- BASIC SCIENCE
- CARDIOVASCULAR DISEASE IN SPECIAL POPULATIONS
- CARDIOVASCULAR NURSING AND ALLIED PROFESSIONS
- CARDIOVASCULAR PHARMACOLOGY
- CORONARY ARTERY DISEASE, ACUTE CORONARY SYNDROMES, ACUTE CARDIAC CARE
- DISEASES OF THE AORTA, PERIPHERAL VASCULAR DISEASE, STROKE
- E-CARDIOLOGY / DIGITAL HEALTH, PUBLIC HEALTH, HEALTH ECONOMICS, RESEARCH METHODOLOGY
- HEART FAILURE
- HYPERTENSION
- IMAGING
- INTERVENTIONAL CARDIOLOGY AND CARDIOVASCULAR SURGERY
- PREVENTIVE CARDIOLOGY
- VALVULAR, MYOCARDIAL, PULMONARY, CONGENITAL HEART DISEASE

Browse by Session Type

- ABSTRACT SESSION
- ADVANCES IN SCIENCE
- AWARD SESSION
- BEST EPOSTERS
- BLOCKBUSTERS
- CLINICAL CASES
- DEEP DIVE
- EPOSTER
- RAPID FIRE ABSTRACTS

Most viewed

- Association between... Nikolaos Ioakeimidis
- Diagnostic impact o... Hagnalka Vago
- Low-dose colchicine... Philippe L'Allier
- Long-term outcome... Nazareno Galis
- Effects of the Mitra... Ahmed Ahmed
- Coronary computed ... Anastasia Vamvakidou
- Which characteristi... Juraj Duharsky
- Simple and additive ... Gergely Aposton

Best rated

- The role of platelet... Albert Sudharsono
- Effects of the Mitra... Ahmed Ahmed
- Interrelationship of i... Adebukola Temilade Ad...
- Association between... Nikolaos Ioakeimidis
- Coronary computed ... Anastasia Vamvakidou
- Long-term results o... Adil Baimbetov
- Low-dose colchicine... Philippe L'Allier
- Assessment of cardi... Tatiana Lipatova

Become a Member

SEARCH
Full Programme
Live Sessions
Channels by Topic
Industry Q&A
On Demand Presentations
On Demand Abstracts & Clinical Cases

THE ESC
ESC and You
What We Do
Membership & Fellowship
ESC Member Countries
Affiliated, Global Partners and Sister Societies
Member Activities

INDUSTRY
Industry Insights

NEWS
Congress News
ESC TV
ESC Podcasts

ONLINE SUPPORT
FAQ / How-To
Contact Us

Access the Press Corner

Data Privacy: During "ESC Congress 2020 - The Digital Experience" your online activity is tracked and collected by the ESC. This will be used to allow us to provide CME credits should you request them, for reporting and statistical purposes, to assist in providing you with the best experience; to inform you about ESC activities in a coherent and adequate manner and provide you with personalised suggestions and recommendations of pertinent content for you to visit. The recipients of the data are ESC staff and management. Should you wish for this data or any other personal data to be deleted from our systems, please contact dataprivacy@escard.org. For additional information on the use of your personal data, please refer to the "ESC Congress 2020 - The Digital Experience" Registration terms and conditions.

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Sign up to the ESC newsletter →

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Three types of presentations were featured on this site based on their rankings:

- Assisted recordings for abstract-based presentations and special sessions;
- PowerPoints with voiceovers for best posters; and
- e-Posters allowing zoom-ins for easier discovery of image content.

When consulting a presentation, viewers were able to:

- Follow the presenter on Twitter (if presenter agreed and provided their handle);
- 'Like' the presentation;
- Download the poster; and
- Comment on the presentation.

Photo 1-7: Screenshot of presentation web page.

The screenshot displays the ESC Congress 2020 'The Digital Experience' interface. At the top, navigation tabs include SEARCH, THE ESC, INDUSTRY, NEWS, and ONLINE SUPPORT. The main content area features the presentation title, author Jacob Kildevang Jensen, and a 'Download the poster' button. Below the title is a detailed abstract with sections for Introduction, Purpose, Material and methods, Results, and Conclusions. The Results section includes a line graph showing 'Weight progression' and 'DOTAATE' levels. To the right, a 'FROM THE SAME SESSION' section lists other presentations. At the bottom, there are sections for 'Topics' (Positron Emission Tomography (PET), Molecular imaging) and 'Comments' (Become a Member). The footer contains a 'FOLLOW US' section with social media icons, a 'Sign up to the ESC newsletter' link, and the ESC logo.

1.2.3 Live Sessions and On Demand Pre-Arranged/Special Sessions Presentations

The platform hosting the Live Sessions and presentations On Demand was also the 'home' platform for the event. This allowed us to have the Live Sessions or upcoming Live Sessions announced on the home page at all times, a convenient place for users to find the information.

The 'live' programming 'grid' on the home page allowed users to see what was currently playing and, if fewer than 10 channels were on, to get a glimpse of what was coming up with a countdown to session start-up times.

Photo 1-8: Screenshot of ESC Congress 2020 – The Digital Experience platform home page.

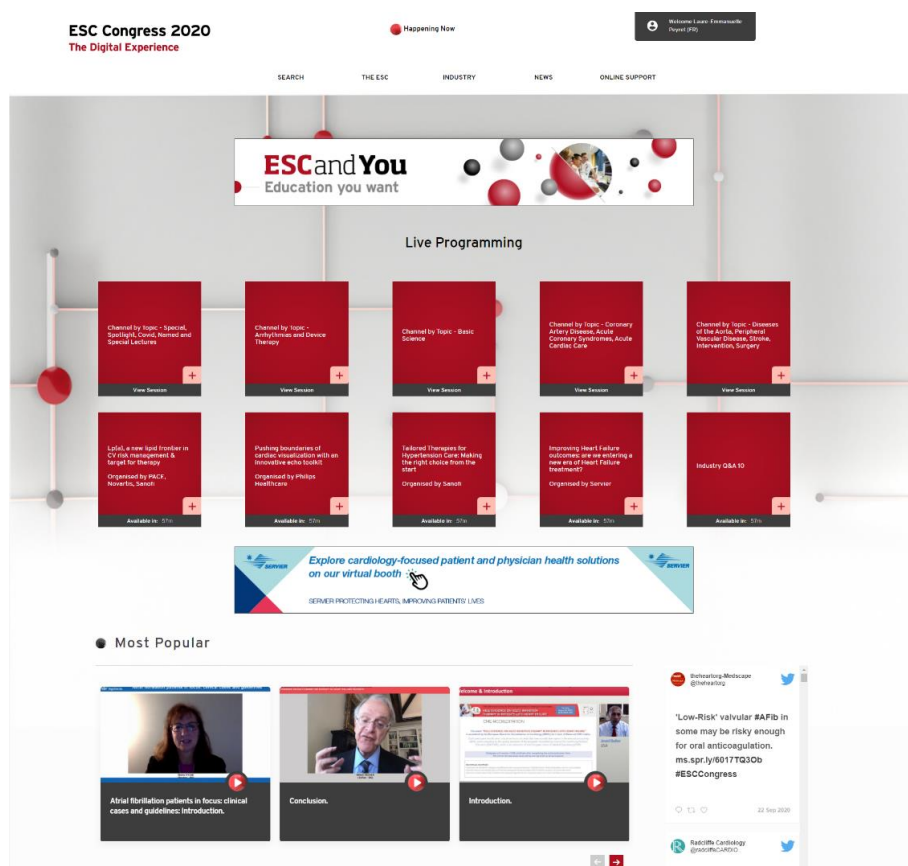
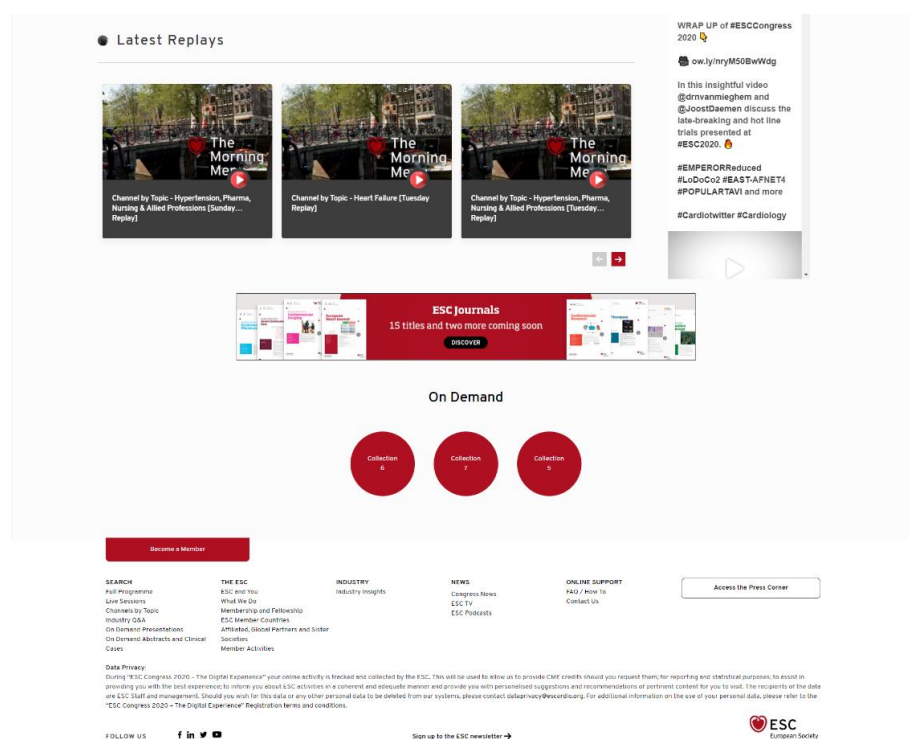


Photo 1-8: Screenshot of ESC Congress 2020 – The Digital Experience Platform home page (cont.).



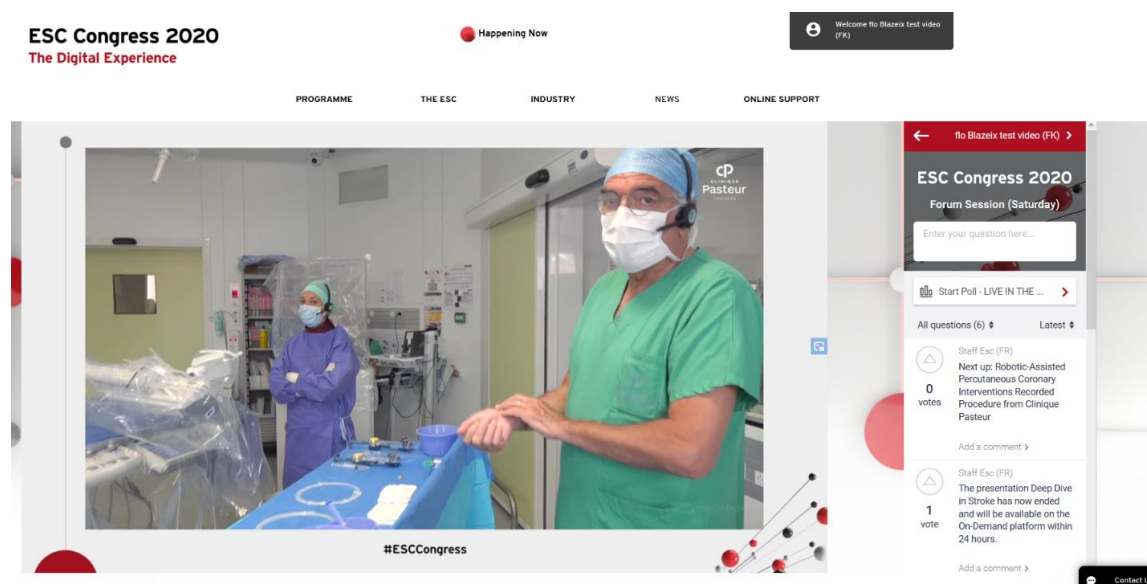
The home page also provided the opportunity for some advertising. The top banner space was used by the ESC to run the 'ESC and YOU' campaign. The spot, just below the 'live' programme, was made available to industry partners with the possibility of four rotating banners. Finally, at the bottom of the page, a third area was available for general ESC promotions.

A social wall and a couple of on demand video lists provided dynamism on what otherwise was visually a relatively static homepage. The video lists encouraged users to browse through replays of Live Sessions they may have missed and to join conversations on social media.

During a Live Session, users could interact through a Q&A widget placed to the side of the video. This component could be set up according to the type of sessions in order to promote different types of interactions.

- In the morning, during the Channels by Topic, the component was set up to be more of a general conversation where users could ask questions or comment on the presentations and/or on the comments of others.
- In the afternoon, during the main Live Session, the component was set up uniquely to collect questions. Users could only see their own questions. These were addressed during the discussion part of the presentation based on panelists' choices.
- During the industry Q&As, the choice of set-up was at the discretion of the organising industry.

Photo 1-9: Screenshot of a 'Live Sessions' web page.



On this 'main' platform, a chatbot allowed users to quickly find pre-established answers about the ESC or to talk to an agent for specific information about the event.

1.2.4 ESC General Information

This platform hosted all the non-scientific parts of the event

- The ESC
- Industry partner recognition
- News
- Support/FAQ

1.2.4.1 The ESC

The ESC section helped showcase ESC activities, products, partners and membership, much as we do at an on-site congress. To make it somewhat engaging, a small quiz was given to users, allowing them to enter a few details to get a list of all ESC offerings, including the membership offer most suited to them.



We also had a page for each NCS/ACS/sister society/global partner to allow them visibility while making users aware of what scientific content emanated from various speakers via country or region.

Finally, several membership activities were offered through the section on ‘Members Activities’. For more details, please see Section 6.

1.2.4.2 Industry

The ‘Industry Insight’ page served to highlight the industry partners for ESC Congress 2020 – The Digital Experience by listing them with a link to the site or URL of their choice. More information is available in Section 5.

1.2.4.3 News

The news section was composed of Congress News articles, ESC TV interviews and Cardio Talk podcasts. This was the same as in the past, although the Congress News layout was refreshed, making it a little nicer and in keeping with the rest of the event.

Photo 1-11: Screenshot of ESC Congress News web page.

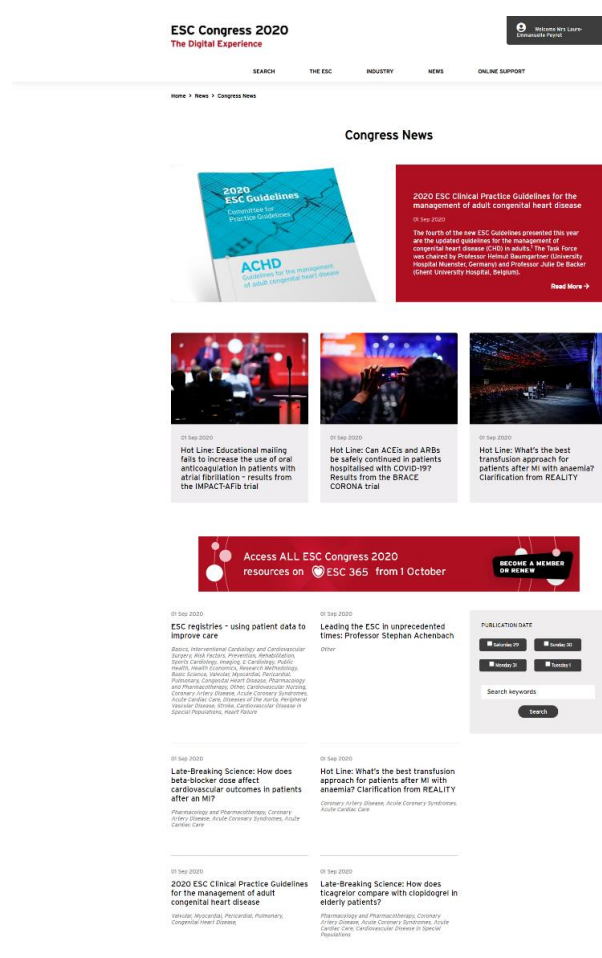
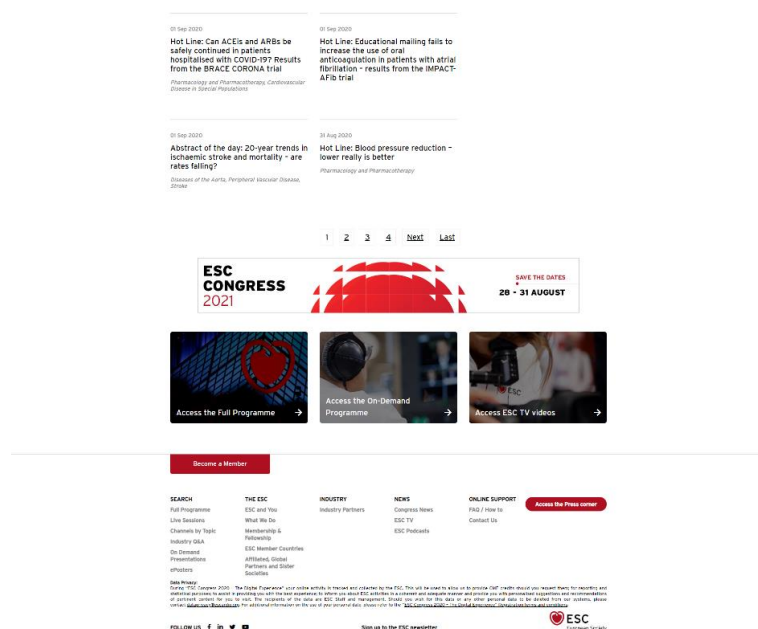


Photo 1-11: Screenshot of ESC Congress News web page (cont.)



1.2.4.4 Support

FAQ and Contact Us forms were set up to assist platform users in addition to the previously mentioned chatbot allowing users to contact staff members directly from the home page of the event during congress 'live' hours.

1.2.5 Press

Over the past few years, accredited press has been granted a special area on escardio.org where they can find all the information from congress press conferences, releases, etc. Press conferences were streamed 'live' to this page along with a Q&A component (the same one used for sessions) to allow members of the press to ask their questions.

More details available in Section 8.

1.2.6 Tracking

All event platforms were set up with advanced tracking to know who did what and for how long. This was done through Google Tag Manager, collecting information for analysis in Google Analytics and in the ESC data lake.

Special focus was on scientific content to track who watched the Live Sessions and for how long, how the VOD content was consumed, etc.

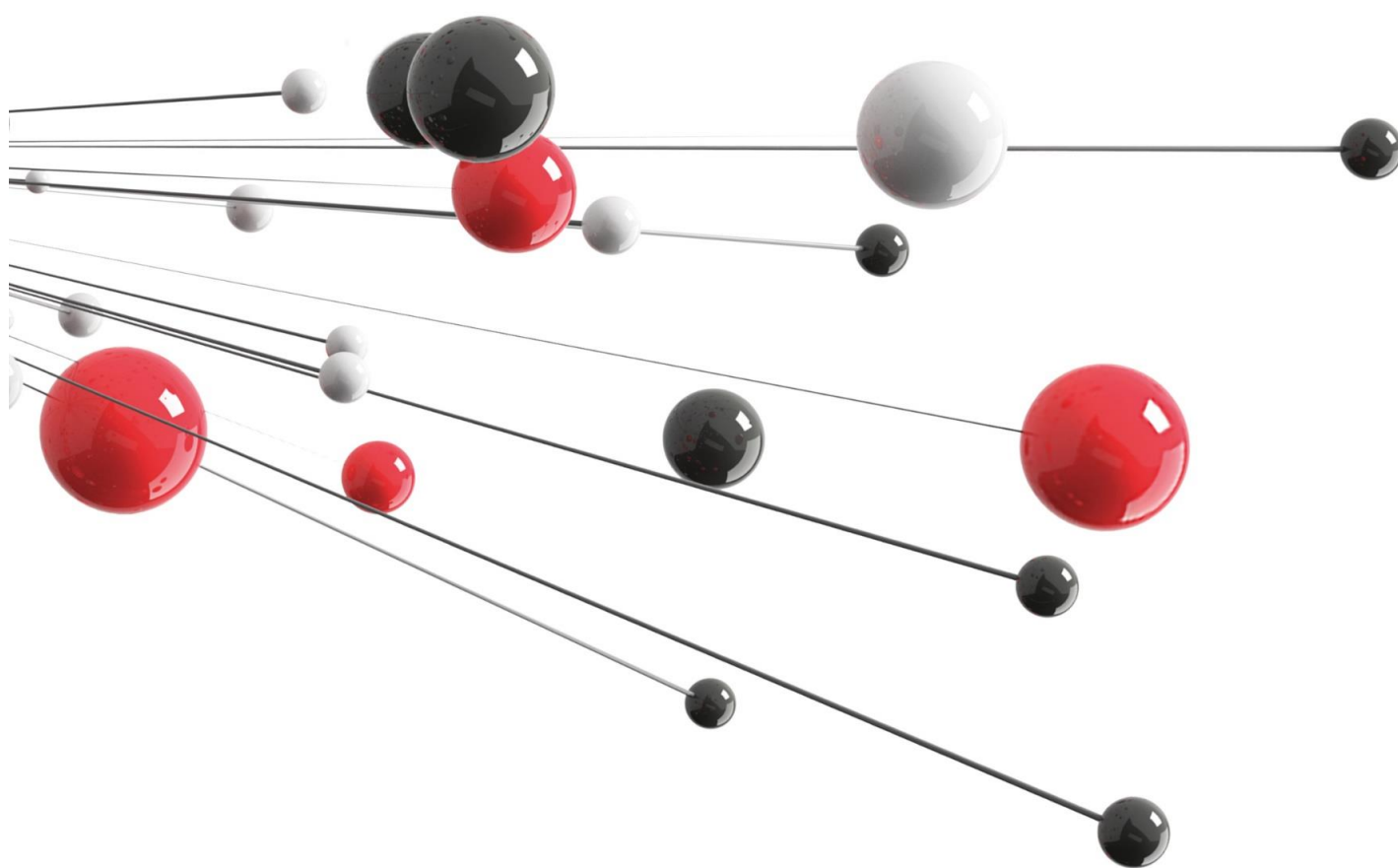
Due to a technical issue, the set-up on digital-congress.escardio.org was incomplete, so only partial information was collected.

All analytics information can be seen in Section 4.

1.2.7 Personalised Recommendations

Our intention was to use the data lake to provide personalised recommendations driving users to content that should interest them. The plan was to use an algorithm that calculated their interests and behaviours by comparing them to others with similar behaviours who had found certain content to be of interest. Unfortunately, due to timing and resource issues, we were not able to implement this feature for the event. However, it was integrated into the programme platform a couple of weeks after the event as a way to drive users to consume on demand content.

2. Scientific Programmes



2.1 Background Information

The ESC Congress Scientific & Educational Programme had just been completed when the decision was made to pivot to an online edition. Faculty members had already been invited to attend in person.

Together with the CPC chairpersons, we moved quickly to revise the programme extensively.

Restructured content for online:

- Presentations reduced to 10 min. (+/- 2 min.) and limited to 18 slides;
- Sessions reformatted as 'prerecorded', featuring expert interactions and limited to 30/40 min;
- Chairperson's role removed; and
- Cancellation of some sessions not yet finalised or too complex to coordinate.

Faculty notifications:

- New invitations sent with the online requirements and instructions;
- Faculty toolkit sent (web pages and best practices); and
- Letters sent listing all cancelled roles and sessions (361 faculty members impacted).

Content capture and duration:

- Content had to be coordinated and ready by early August (later delayed to 18 August);
- Prerecorded sessions, including presentations/discussions captured in video format and limited to 30/40 min;
- Professional, technician-assisted recordings streamed back-to-back to 'recreate' the feeling of a session – each presentation – 10 min. (+/- 2 min.), 18 slides;
- System-assisted recordings for abstract presentations (automated system support) streamed back-to-back to 're-create' the session. Each presentation – 10 min. (+/- 2 min.), 18 slides; and
- Greenscreen recordings for VIP presentations to create a studio setting.

2.2 Schedule Overview

The schedule of the digital event was as follows:

Friday, 28 August – 8:30 release of all e-posters on the abstract-based platform

Saturday, 29 August – Tuesday, 1 September

- Morning Programme – 8:30–12:45 – 10 channels running in parallel by topic
- Lunchtime Programme – 12:45–14:00 – industry Q&A sessions
- Afternoon Programme – 14:00–18:30 – 'Live Sessions' from studio in Amsterdam
- Evening Programme – 18:30–19:30 – industry Q&A sessions

Some 'On Demand' presentations were released each day at 8:30 a.m. CEST.

All presentations broadcast in the morning programme (channels by topic) and from the 'live studio' were available in the On Demand section the day after the broadcast.

2.2.1 Scientific and Educational Programme

Table 2-1: 2018-2020 Number of Sessions Overview

	2018	2019	2020
Abstract Based Programme	219	248	259
Abstract Sessions	30	30	6
Advances in Science	60	60	67
Best Posters / e-Posters	7	-	104
Clinical Cases	7	32	26
Moderated Posters	63	70	-
Poster Sessions	7	7	-
Rapid Fire Abstracts	38	30	28
Award Abstracts	7	7	8
Blockbusters - Deep Dives	-	12	20
ESC TV	55	51	34
ESC TV Interviews	48	42	30
ESC TV Stage Sessions	8	11	-
ESC TV Wrap-Ups	4	4	4
Special Events	2	-	-
Global Exchange		28	
ESC Professional Development	-	20	-
WHF Sessions	-	8	-
Late-Breaking Science	29	36	33
Hot Line Sessions	5	6	13 – 1 trial per session in 2020
Late-Breaking Science	14	16	20
Meet the Trialists on ESC TV Stage	10	14	-
Special Events	3	4	8
Scientific & Educational Programme	342	334	257
Cardiology@Breakfast / How-To @ Breakfast	13	18	19
Case-Based Sessions	18	15	-
Cardiology in 4 Days	15	14	14
Guidelines in Practice	6	10	9
How Should I Treat	-	7	11
Debate Sessions	15	13	15
Focus with the Experts	26	23	10
Meet the Experts	8	13	10
Guidelines - Main Sessions	6	6	4 Full Length Guidelines Sessions 4 Summary Sessions
Guidelines – Meet the Task Force	5	5	-
Highlight Sessions / Congress Condensed	1	3	-
Live-in-the-Box	6	7	4

Scientific & Educational Programme	342	334	257
Pitch Sessions	11	16	-
Quiz Sessions	4	5	-
Special Events - Online/On-site	-	3	-
Special Sessions incl. Young Community Sessions	35	20	17
Symposia incl. Official Joint Sessions	169	156	140

Table 2-2: Focus on Sessions and Content Management (content capture)

Types of Sessions	#	Capture	Programme
Abstract Based Programme			
Abstract Sessions	6	System Assisted Recording	On Demand
Advances in Science	67	System Assisted Recording	40 Sessions On Demand // 27 Sessions in Channels
Award Sessions	8	Online Session Recording	Channel
Best e-Posters	68	e-Poster Voiceover	On Demand
Blockbusters	10	System Assisted Recording	Channel
Clinical Cases	26	System Assisted Recording	On Demand
Deep Dives	10	System Assisted Recording	Channel
e-Posters	36	e-Poster	On Demand
Rapid Fire Abstracts	28	System Assisted Recording	On Demand
Scientific & Educational Programme			
Cardiology in 4 days	14	Professionally Assisted Recording	Channel
Debate Sessions	15	Online Session Recording	Channel
ESC TV Wrap-Up	4	LIVE Studio Green Screen Recording	Live Programme
Focus with the Experts	10	Professionally Assisted Recording	Channel
Hot Lines	13	Trial Presentations: Green Screen Recording	Live Programme
		Chairpersons & Discussants Live in Studio in Amsterdam	
How-To	19	Professionally Assisted Recording	Channel
Late-Breaking Science	20	Professionally Assisted Recording of Presentations Integrated in Online Recorded Session	Channel
		Transitions and Comments between Presentations Made by Chairpersons	
Live-in-the-Box	4	Movie Integrated in Online Recorded Session: Interaction between Experts	Channel
New ESC Guidelines	4	Green Screen Recording of Key Messages = 5 min. Integrated in Live Programme / Chairpersons Live in Studio in Amsterdam	Live Programme
New ESC Guidelines	4	Green Screen Recording of 12 min. = Full Presentation integrated in Morning Channel	Channel
Official Joint Sessions	28	Professionally Assisted Recording	21 Sessions Channel / 7 Sessions On Demand
Special Events	8	Green Screen Recording / Professionally Assisted Recording	Channels / Live Programme
Special Sessions (incl. VIP Lectures)	11	Green Screen Recording	Channel
Guidelines in Practice	9	Online Session Recording	Channel
Meet the Experts	10	Online Session Recording	Channel
How Should I Treat	11	Online Session Recording	Channel

Scientific & Educational Programme			
Journal Sessions	5	Online Session Recording	Channel
Young Community Sessions	6	Online Session Recording	Channel
Symposia	107	Professionally Assisted Recording	Channel

Illustrations of Different Presentation/Session Online Formats

Working with different suppliers and capture modes, we harmonised the rendering of all content to align on a congress branding background.

Photo 2-1: Abstract-based programme with system assisted recordings.

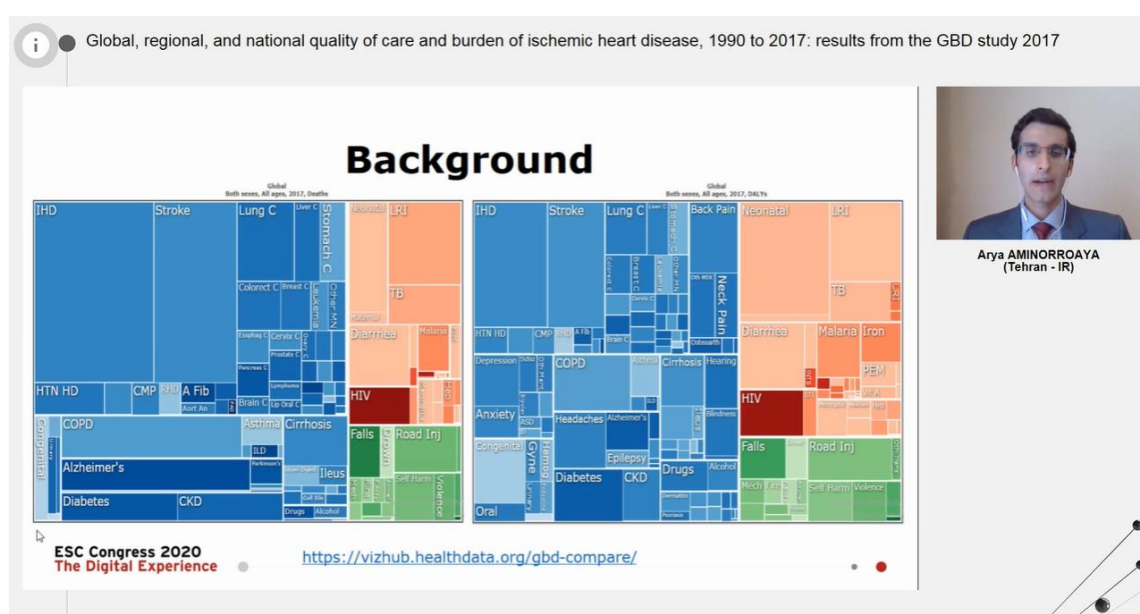


Photo 2-2: Award session with online recording and Q&A with abstract presenter.

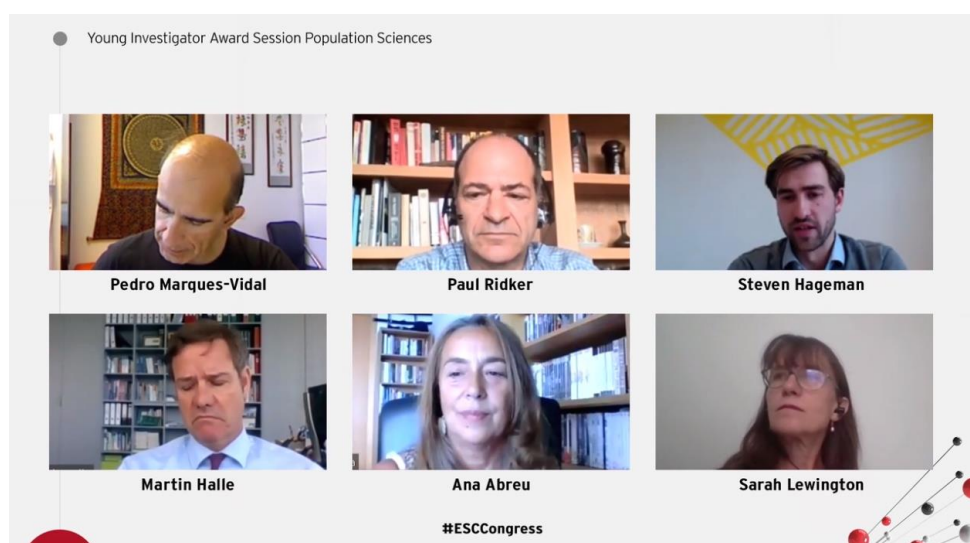


Photo 2-3: e-Poster PDF upload.

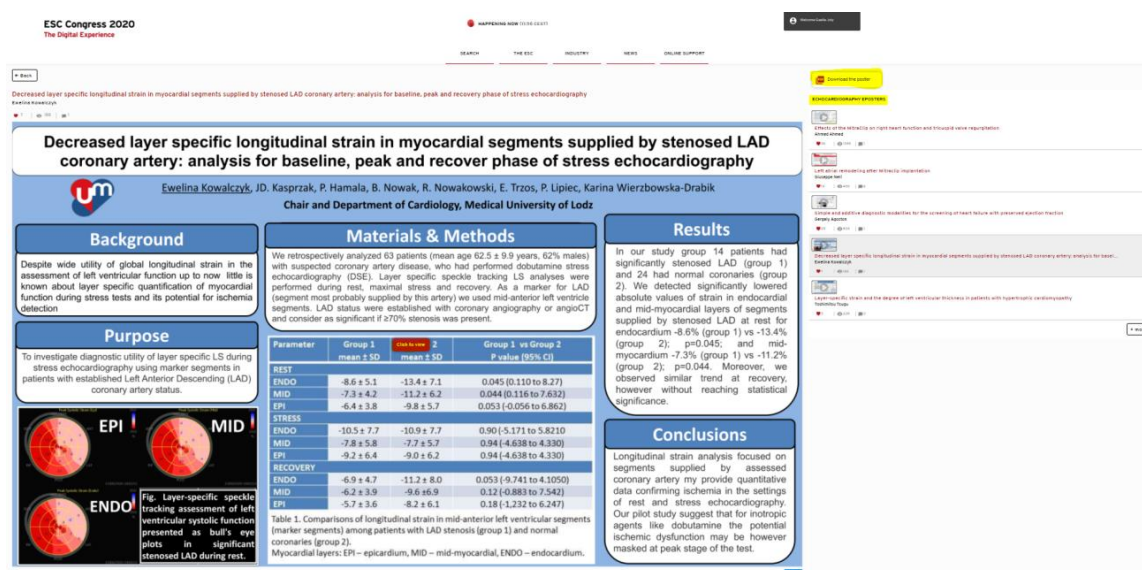


Photo 2-4: Green screen recording integrated in the 'Live Sessions' – 2020 ESC guidelines.



Photo 2-5: Green screen recording integrated in the 'Live Sessions' Hot Lines.



Photos 2-6: Live-in-the-Box Session (online session with integrated movie/documentary).

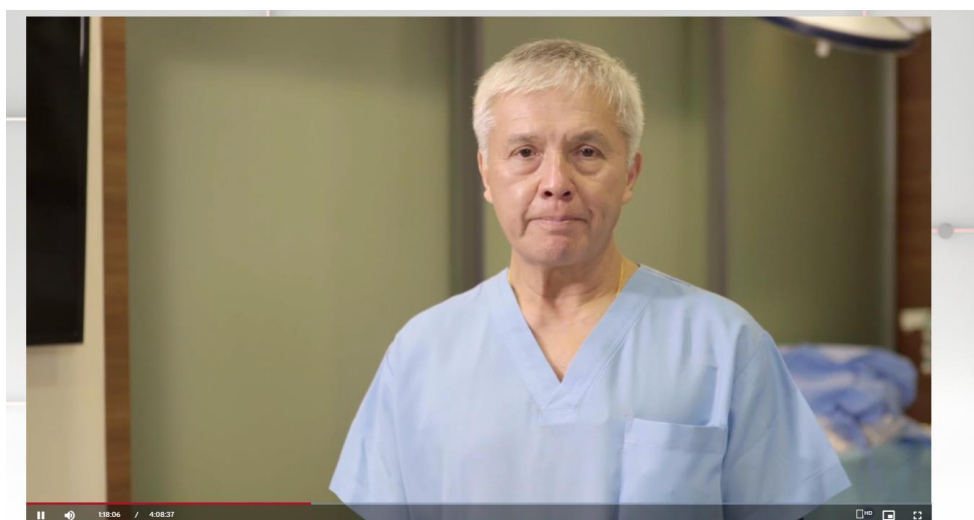


Photo 2-7: Live-in-the-Box Session – experts’ interactions during dedicated discussion time.

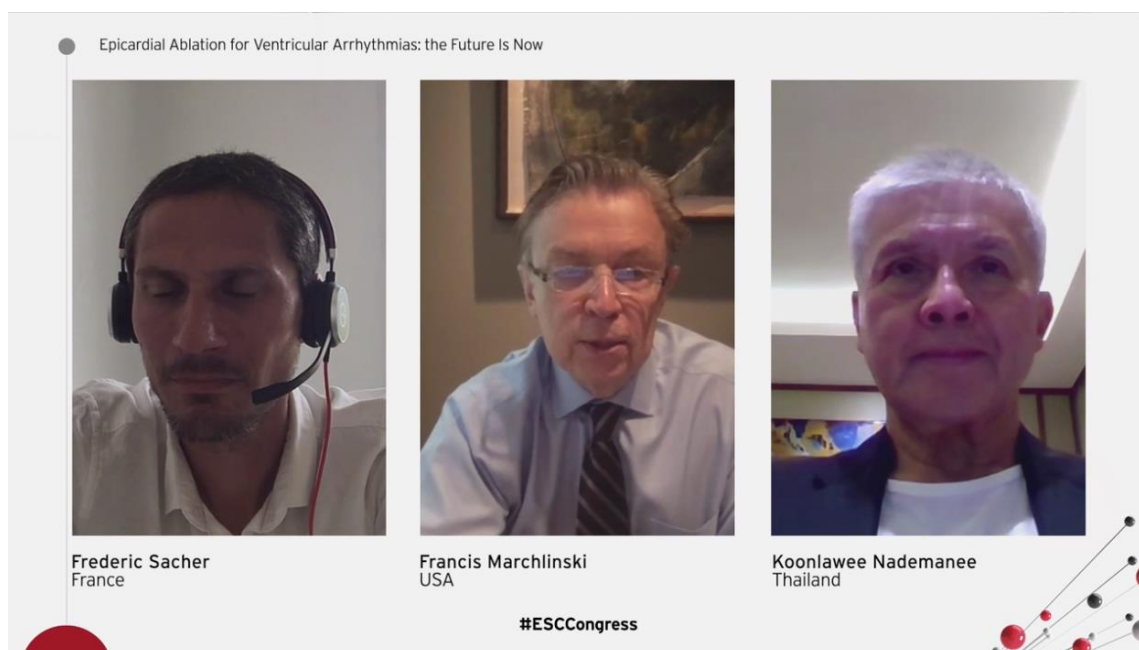


Photo 2-8: Online recorded session with key feature recreating interactions between the experts.



Combination of professionally assisted recorded presentations and online session format whereby the host 'recreates' the session by introducing and moderating each prerecorded presentation.

Photo 2-9: The host 'recreates' the session by introducing and moderating each prerecorded presentation.



Photo 2-10: Professionally assisted recordings broadcast in the morning channel
Sessions were recreated by playing back-to-back presentations in this format.



Table 2-3: Focus on VIP Lectures and Special Events

Title	Capture	Programme	Broadcast Date
ESC Andreas Grüntzig Lecture on Interventional Cardiology	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	29/08/2020
ESC Paul Hugenholtz Lecture for Innovation	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	29/08/2020
Inaugural Session	Green Screen Recording	Live Programme	29/08/2020
ESC Core Curriculum 2020	Professionally Assisted Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	29/08/2020
ESC William Harvey Lecture on Basic Science	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	30/08/2020
The EHJ's Year in Cardiology: Integrated Prevention	Online Session Recording	Channel-Preventive Cardiology and Cardiovascular Disease in Special Populations	30/08/2020
ESC Rene Laennec Lecture on Clinical Cardiology	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	30/08/2020
The Desmond Julian Memorial Lecture	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	30/08/2020
EHJ New Editor-in-Chief	Online Session Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
The Future of Cardiology - American College of Cardiology (ACC) / American Heart Association (AHA) / World Heart Federation (WHF)	Online Session Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
ESC Awards Inspirational Lecture	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
ESC 2020 Awards	Awardees Presented in a Short Animated Presentation	Live Programme	31/08/2020
ESC Geoffrey Rose Lecture on Population Sciences	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
Florence Nightingale Lecture in Nurse-Led Research	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
David Garcia-Dorado - In Memoriam Lecture	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	31/08/2020
ESC Gold Medal Presentations	Combination of Green Screen Recording (presentation of the medals) and Movies	Live Programme	31/08/2020
The EHJ's Year in Cardiology: Interventional Cardiology and Heart Failure	Online Session Recording	Channel-Heart Failure	01/09/2020
Mario Draghi Interview	Interview Recorded in Person	Channel-Special, Spotlight, Covid, Named and Special Lectures	01/09/2020
Hein Wellens - In Memoriam Lecture	Green Screen Recording	Channel-Special, Spotlight, Covid, Named and Special Lectures	01/09/2020
ESC Congress 2020 Closing Ceremony and Presidential Address	Introduction Recorded in Studio in Amsterdam / Presidential Address - Green Screen Recording	Live Programme	01/09/2020
ESC General Assembly	Combination of Green Screen Recording & Professionally Assisted Recordings		

Title	Capture	Programme	Broadcast Date	Number of views
Leading Cardiovascular Research Centres in Europe – CNIC (Madrid, Spain)	Movie	Scenics Broadcast in 'Live' Programme and in Channels		98,337
Leading Cardiovascular Research Centres in Europe – Big Data Institute University of Oxford (Oxford, UK)	Movie	Scenics Broadcast in 'Live' Programme and in Channels		32,816
Leading Cardiovascular Research Centres in Europe – Karolinska Institut (Stockholm, Sweden)	Movie	Scenics Broadcast in 'Live' Programme and in Channels		48,461
Leading Cardiovascular Research Centres in Europe – UKE (Hamburg, Germany)	Movie	Scenics Broadcast in 'Live' Programme and in Channels		93,619

Highlight on ESC TV Interviews & Daily Wrap-Ups

30 interviews produced for the congress – breakdown as follows:

Photo 2-11: 13 interviews with Hot Line discussants recorded in an Amsterdam studio via green screen with use of background linked to the speaker.



Photo 2-12: 13 Interview recorded remotely with a Hot Line principal investigator.

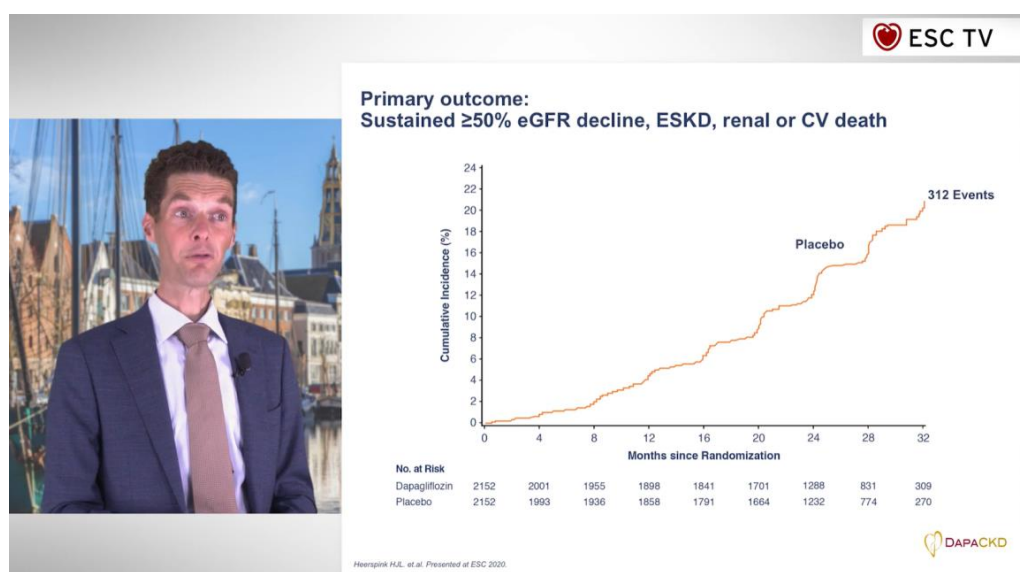
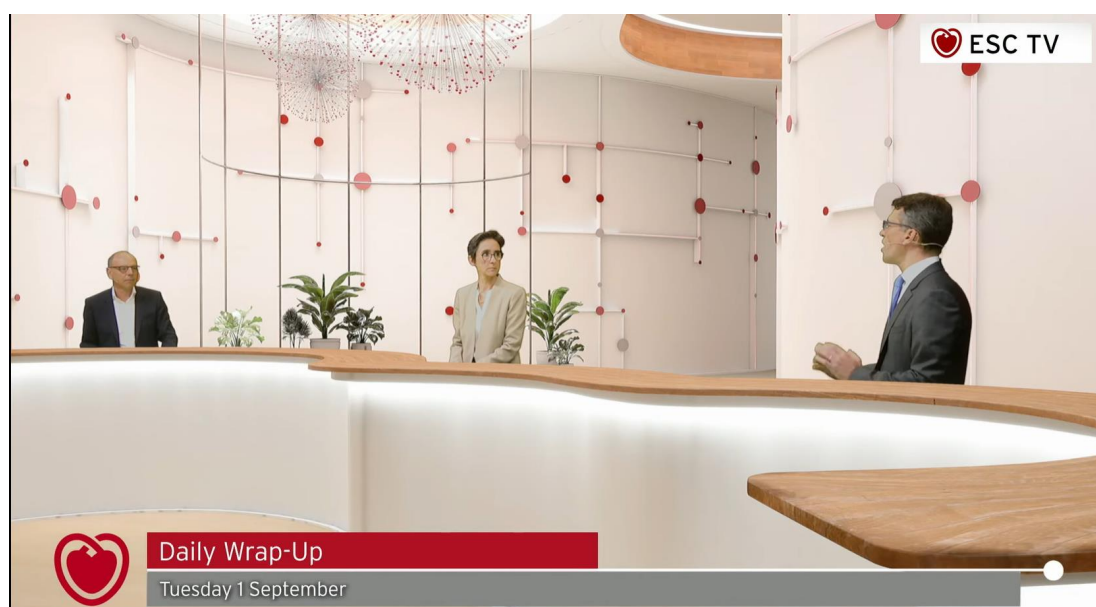


Photo 2-13: Daily wrap-up prerecorded at noon in an Amsterdam studio and broadcast at the end of a 'live' programme at 18:15.



2.2.2 Abstract-Based Programme

3,962 abstract and clinical case presentations

3,299 presenters (abstracts and clinical cases)

81 countries represented

2.2.2.1 Abstract and Clinical Cases Submissions

Table 2-4: Clinical Cases

Clinical Cases	
Submitted	682
Accepted	114
Presented	111

Accepted cases were split into two programmes: 28 cases* in the Young Community Programme and 86 cases in the General Programme.

*The four best cases from the Young Community Programme were featured in the Best Clinical Cases Award Session and will receive complimentary publication in the European Heart Journal – Case Reports (open access journal).

Table 2-5: Abstracts

Abstracts	
Submitted	11,066
Accepted	4,357
Withdrawn after Notification of Acceptance	506
Presented	3,851

Table 2-6: Abstract Submission and Acceptance Overview by Region and Year 2016-2020

	ESC 2016		ESC 2017		ESC 2018		ESC 2019		ESC 2020	
	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC
Africa (non-ESC)	35	8	31	5	43	9	79	12	45	11
Asia Pacific	3,061	1,207	2,781	1,080	2,909	1,111	3,124	1,112	3,002	1,107
ESC	7,216	2,985	7,057	3,014	7,051	2,892	6,964	2,889	6,917	2,762
North America	547	312	555	318	662	344	730	384	751	393
South & Central America	280	82	380	98	364	105	421	112	351	84
Grand Total	11,139	4,594	10,804	4,515	11,029	4,461	11,318	4,509	11,066	4,357

2.2.2.2 Abstract and Clinical Cases Programme

Presentation type and format

All abstract and case presentations have been uploaded via the system assisted recording platform. In addition, eight online sessions have been recorded for the award sessions.

Table 2-7: Number of Presentations by Session Type

Session Type	Number of Presentations
Abstract Sessions	38
Advances in Science	163
Award Sessions	32
Best e-Posters	428
Blockbusters (Best from the Young)	24
Clinical Cases	107
Deep Dive (Best in Topic)	27
e-Posters	2,926
Rapid Fire Abstracts	217
Grand Total	3,962

Abstract content was primarily accessible via the abstract-based online platform, although some key abstracts were featured in the 'channel' programme to give visibility to the best rated science.

Table 2-8: Number of Presentations by Broadcast Type

Programme	Number of Presentations
Channel (later available On Demand)	144
On Demand	3,818
Grand Total	3,962

Table 2-9: Number of Abstract and Case Presentations by Topic

Main Topic	Number of Presentations
Arrhythmias and Device Therapy	534
Basic Science	268
CAD, ACS, ACC	622
Cardiovascular Disease in Special Populations	194
Cardiovascular Nursing and Allied Professions	33
Cardiovascular Pharmacology	78
Diseases of the Aorta, Peripheral Vascular Disease, Stroke	143
e-Cardiology, Digital Health, Public Health, Health Economics, Research Methodology	137
Heart Failure	410
Hypertension	107
Imaging	334
Interventional Cardiology and Cardiovascular Surgery	273
Preventive Cardiology	331
Valvular, Myocardial, Pericardial, Pulmonary Congenital Heart Disease	498
Grand Total	3,962

Award sessions

Featured in their topic-related channels: eight prerecorded sessions.

Finalists presented to the jury, which at the end of the recordings selected the winner.

There were four finalists in each session, with all finalists receiving an award certificate. In addition, each winner was awarded €2,000, and each runner-up €1,000. The results were announced at the Awards Ceremony in the 'Live' programme on Monday, 31 August.

- **Young Investigator Award Session Thrombosis - 29/08**

WINNER - D. Bongiovanni (Munich, DE): The pro-thrombotic transcriptomic signature of reticulated platelets in patients with chronic coronary syndrome

- **Young Investigator Award Session Population Sciences - 29/08**

WINNER - A. Holt (Copenhagen, DK): Effect of beta blocker therapy following myocardial infarction in optimally treated patients in the reperfusion era - a Danish, nationwide, and registry-based cohort study

- **Young Investigator Award Session Clinical Cardiology 1 - 29/08**

WINNER - F. Fortuni (Pavia, IT): A matter of proportions: a novel framework to classify functional tricuspid regurgitation

- **Young Investigator Award Session Basic Science - 30/08**

WINNER - M. Lacy (Munich, DE): Modification of histone 3 lysine 27 (H3K27) trimethylation in EZH2 and JMJD3 deficient T cells attenuates atherosclerosis through polarization towards anti-inflammatory phenotypes

- **Young Investigator Award Session Coronary Pathophysiology and Microcirculation - 30/08**

WINNER - R. Montone (Rome, IT): Macrophage infiltrates in coronary plaque erosion portend a worse cardiovascular outcome in patients with acute coronary syndrome

- **Nursing and Allied Professions Investigator Award - 30/08**

WINNER - Jose M. Rivera-Caravaca (Murcia, ES): Relationship of particular matter and temperature on the risk of adverse events in atrial fibrillation patients

- **Young Investigator Award Session Clinical Cardiology 2 - 30/08**

WINNER - J. Du Fay De Lavallaz (Basel, CH): Application of the ESC and AHA guidelines for admission of syncope patients presenting to the ED

- **Best Clinical Cases - Awards Session - 31/08**

WINNER - D. Arangalage (Paris, FR): Acute cardiac manifestations under immune checkpoint inhibitors: beware of the obvious.

2.2.2.3 Late-Breaking Science Programme

Submissions and acceptance

Table 2-10: Late-Breaking Science Programme Submission/Acceptance 2016-2020

	2016		2017		2018		2019		2020	
Submission Types	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC	SUB	ACC
Basic & Translational Science Hot Line	35	12	44	10	57	12	70	15	35	8
Clinical Trial Update	46	25	53	22	38	15	50	10	31	9
Late-Breaking Clinical Trial	62	28	79	41	94	35	103	48	91	35
Registry	61	23	112	23	107	30	148	37	99	16
Grand Total	204	88	288	96	296	92	371	110	256	68

There were fewer submissions received this year due to what we believe were delays in completion of trials due to COVID-19. Acceptance was limited to high-ranked applications, which were dispatched through the programme in different formats

Hot Line Sessions

There were 13 Hot Line Sessions with one trial per session of approximately 30 minutes. Two chairpersons, one discussant in the studio and the presenter connected remotely to participate in the concluding discussions, which included live questions from the audience.

All Hot Lines included an ESC TV Interview and a press conference.

Table 2-11: Hot Line Sessions

Hot Line	Broadcast Date
EMPEROR-Reduced: Empagliflozin in Heart Failure with a Reduced Ejection Fraction, with and without Diabetes	29/08/2020
EXPLORER-HCM: Efficacy and Safety of Mavacamten in Adults with Symptomatic Obstructive Hypertrophic Cardiomyopathy	29/08/2020
EAST – AFNET 4: Effects of Early Rhythm Control Therapy in Patients with Atrial Fibrillation	29/08/2020
PARALLAX: Sacubitril/Valsartan vs. Individualized RAAS Blockade in Patients with HFrEF	30/08/2020
ATPCI - Trimetazidine in Angina Patients with Recent Successful Percutaneous Coronary Intervention: a Randomized, Double-Blind, Placebo-Controlled Trial	30/08/2020
POPULAR TAVI - Aspirin with or without Clopidogrel after Transcatheter Aortic Valve Implantation	30/08/2020
DAPA-CKD - Dapagliflozin in Patients with Chronic Kidney Disease	30/08/2020
LoDoCo2 Low-Dose Colchicine in Coronary Disease	31/08/2020
HOME-PE - Hospitalisation or Outpatient Management of PE Patients - HESTIA vs. Simplified PESI	31/08/2020
BPLTTC - Blood Pressure Lowering for Prevention of Cardiovascular Events across Different Levels of Blood Pressure	31/08/2020
REALITY - A Trial of Transfusion Strategies for Myocardial Infarction and Anemia	01/09/2020
BRACE CORONA: Continuing vs. Suspending ACE Inhibitors and ARBs in COVID-19	01/09/2020
IMPACT-AFib Implementation of Stroke Prevention in Atrial Fibrillation	01/09/2020

Late-Breaking Sessions

The other accepted Late-Breaking Science submissions were integrated in the programme either as a prerecorded session with a moderator introducing each trial and commenting on results, or as a session composed of back-to-back prerecorded presentations.

Table 2-12: Late-Breaking Science Sessions Overview

Late-Breaking Science Programme Session Title	Presentation Title
COVID and Cardiovascular Disease (online session recorded with a moderator introducing each trial)	COVID-19 in women
	Effects of COVID-19 Scientific Pressure on Quality of Published Evidence
	TE and Bleeding Risk in COVID19
	YNHHS-COVID-19 - Cardiac Complications Registry
Impact of Colchicine on Cardiovascular Disease (online session recorded with a moderator introducing each trial)	COLCOT Pharmacogenomics
	COPS Trial - Colchicine To Improve Cardiovascular Outcomes in ACS Patients
	Impact of Time-to-Treatment Initiation of Colchicine on Cardiovascular Outcomes after Myocardial Infarction: Insights from the Colchicine Cardiovascular Outcomes Trial (COLCOT)
Latest Randomized Results on Antiplatelet Therapy (online session recorded with a moderator introducing each trial)	Downstream or Upstream P2Y12 Receptor Blockers in NSTEMI-ACS
	Prasugrel Based De-Escalation of Antiplatelet Treatment in Patients with Acute Coronary Syndrome Undergoing Percutaneous Coronary Intervention: Results from the HOST-REDUCE-POLYTECH-ACS Trial
	The Effect of One-Year Postoperative Ticagrelor in Addition to Aspirin on Saphenous Vein Graft patency in Patients Undergoing CABG – a Randomized, Multicenter, Double-Blind, placebo-Controlled Trial
Novel Pathways that Regulate Ventricular Function (online session recorded with a moderator introducing each trial)	Cardiomyocyte Dedifferentiation and Regeneration after Injury and Inflammatory Cytokines in Heart Failure
	Effects of Carfilzomib Therapy on Left Ventricular Function in Multiple Myeloma Patients
	Empagliflozin; Significantly Attenuates Necrosis and Prevents Left Ventricle Systolic Functions in Doxorubicin-Induced Cardiomyopathy via Nonantioxidant Pathways
	Protective Effects of Ketone Bodies in Heart Failure

Late-Breaking Science Programme Session Title	Presentation Title
Molecular Mechanisms that Modulate Ischemia Injury (online session recorded with a moderator introducing each trial)	ATVB - Atherosclerosis, Thrombosis and Vascular Biology Italian Study Group
	Correlation between NCP1L1 and HMGCR Gene Polymorphism and Major Adverse Cardiac and Cerebrovascular Events in Patients with Three-Vessel Disease
	Effects of Whole Thorax Irradiation on Infarct Healing and Cardiac Remodeling after Ischemia/Reperfusion Injury
	Function and Mechanism of Peptide TAGLN in Ischemia and Oxidative Stress.
Late-Breaking Science in Acute Coronary Syndromes 1	BAMI - Autologous Cell Therapy for the Treatment of Acute Myocardial Infarction
	IL-6 Inhibition in Acute ST-Elevation Myocardial Infarction
Late-Breaking Science in Acute Coronary Syndromes 2	Association between Betablocker Dose and Cardiovascular Outcomes after Myocardial Infarction
	ESC-ACVC QIs in FAST-MI Registries
	Ticagrelor and Clopidogrel in Elderly with Acute Coronary Syndrome
Late-Breaking Science in Atrial Fibrillation 1	CASA-AF RCT - Catheter Ablation vs. Thoracoscopic Surgical Ablation in LSPAF
	RATE-AF: Rate Control Therapy Evaluation in Permanent Atrial Fibrillation
	STOP AF First: Cryoballoon Catheter Ablation as a First Line Treatment for Paroxysmal Atrial Fibrillation
Late-Breaking Science in Atrial Fibrillation 2	ELDERCARE-AF: Edoxaban 15 mg for Elderly Japanese AF Patients Ineligible for Standard Anticoagulants
Late-Breaking Science in Cardiovascular Disease in Women	Juvenile Myocardial Infarction in Women
Late-Breaking Science in Cardiovascular Pharmacotherapy	THEMIS-PAD Ticagrelor in Patients with and without Peripheral Artery Disease
Late-Breaking Science in Chronic Heart Failure 1	NEDA: Diastolic Function and Mortality in 436,360 Individuals
Late-Breaking Science in Chronic Heart Failure 2	Change in Ejection Fraction and Mortality in 117,275 Cases
Late-Breaking Science in Coronary Artery Disease	Nationwide Trends for Myocardial Infarction and Mortality among Type 2 Diabetes Patients
	Treatment for Patients with Stable Ischemic Heart Disease and Heart Failure
	Trends in Cardiovascular Risk from 2004 to 2016
Late-Breaking Science in Diabetes and the Heart	Effect of BMI and Polygenic Scores on Lifetime Risk of Diabetes
	VERTIS CV Heart Failure Results
Late-Breaking Science in Hypertension	Antihypertensive Drugs and Cancer Risk: an IPD Meta-Analysis in the BPLTTC
Late-Breaking Science in Lipids	ANGPTL3 Antisense Oligonucleotide To Lower Triglycerides
	Apolipoprotein C-III Reduction in Cardiovascular Disease
	Final Results of the EVAPORATE Trial
Late-Breaking Science in Peripheral Vascular and Cerebrovascular Disease	VOYAGER PAD and Concomitant Coronary Artery Disease
Late-Breaking Science in Risk Factors and Prevention	Lifetime Risk of Cardiovascular Disease Based on Cumulative Exposure to Lipoproteins and SBP
Late-Breaking Science in Syncope and Bradycardia	BioSync CLS: Pacing for Tilt-Induced Asystolic Vasovagal Syncope

Some Late-Breaking Science Applications were presented in Advances in Science Sessions because the committee did not judge the content suitable for Late-Breaking Science.

Table 2-13: Advances in Science Sessions Overview

Advances in Science Session Title (abstract programme)	Presentation Title
Latest Findings in Acute Coronary Syndromes	STAT Chest Pain: A Prospective Assessment of Using Single High Sensitivity Troponin Levels To Triage Patients with Chest Pain
Latest Findings in Atrial Fibrillation	mAFA Long-Term Extension Cohort
	Patient-Level Meta-Analysis of NOACs in Atrial Fibrillation

Advances in Science Session Title (abstract programme)	Presentation Title
Latest Findings in Cardiovascular Pharmacotherapy	HAUSER-RCT Evolocumab in Pediatric Patients with Heterozygous Familial Hypercholesterolemia
	TWILIGHT-CKD: Ticagrelor Monotherapy after PCI in High-Risk Patients with Chronic Kidney Disease
Latest Findings in Coronary Artery Disease (chronic)	DAPT after CABG in ACS Patients - a Cohort Study from the SWEDEHEART Registry
	Evolution of Angina Pectoris in Chronic Coronary Syndromes
	ISAR-PLASTER - Safety and Efficacy of a Novel Antagonist to Platelet GPVI in Elective PCI
Latest Findings in Heart Failure	G-CHF - Health-Related Quality of Life and Clinical Outcomes
Latest Findings in Myocardial Disease	ATTR-ACT Tafamidis in Transthyretin Cardiomyopathy
Latest Findings in Peripheral Vascular and Cerebrovascular Disease	Acute Limb Ischemia after Lower Extremity Revascularization in VOYAGER PAD
Latest Findings in Pulmonary Circulation, Pulmonary Embolism, Right Heart Failure	RELAX-PE Study: Real-Life Validation of the Age-Adjusted D-Dimer Cutoff To Exclude PE

2.3 Faculty Overview

Contributors to the programme: faculty and presenters overview

There was a total of **3,941** active participants in the programme: **83** countries represented with **5,130** roles.

Note: The number of programme contributors (invited faculty and presenters combined) did not equal the sum of invited faculty and the number of presenters because several persons had both faculty and presenter roles. Therefore, they were included in both groups, but these contributors were counted only once in the overview below.

Table 2-14: Region Representation Overview – All Contributors

Region Distribution	# Persons	% of Total	# Roles	% of Total
Africa (non-ESC)	14	0.36%	16	0.31%
Asia Pacific	838	21.26%	978	19.06%
ESC	2,634	66.84%	3,548	69.16%
North America	380	9.64%	503	9.81%
South & Central America	75	1.90%	85	1.66%
Grand Total	3,941	-	5,130	-

Table 2-15: Gender Overview All Contributors

Gender	# Persons	% of Total	# Roles	% of Total
Female	1,376	35%	1,697	33%
Male	2,565	65%	3,433	67%
Grand Total	3,941	-	5,130	-

2.3.1 Invited Faculty

The focus of this section of the report is on invited faculty (role speaker, chairperson, discussant) in the Scientific & Educational Programme; chairperson and judge in the Abstract Based Programme.

There was a total of 700 invited faculty representing 47 countries and 1,166 roles.

Table 2-16: Invited Faculty by Gender

Gender	# Persons	% of Total	# Roles	% of Total
Female	194	28%	323	28%
Male	506	72%	843	72%
Grand Total	700	-	1,166	-

Table 2-17: Invited Faculty by Region

Region	# Persons	% of Total	# Roles	% of Total
Africa (non-ESC)	2	0.29%	4	0.34%
Asia Pacific	41	5.86%	51	4.37%
ESC	528	75.43%	934	80.10%
North America	124	17.71%	172	14.75%
South & Central America	5	0.71%	5	0.43%
Grand Total	700	-	1,166	-

Table 2-18: Invited Faculty by Country by Most to Least Represented

Country	# Persons	% of Total	# Roles	% of Total
United States of America	104	14.86%	145	12.44%
United Kingdom of Great Britain & Northern Ireland	82	11.71%	152	13.04%
Italy	70	10.00%	134	11.49%
Netherlands	69	9.86%	121	10.38%
Germany	62	8.86%	130	11.15%
France	41	5.86%	69	5.92%
Spain	32	4.57%	48	4.12%
Switzerland	28	4.00%	69	5.92%
Belgium	24	3.43%	39	3.34%
Canada	21	3.00%	28	2.40%
Sweden	20	2.86%	35	3.00%
Denmark	16	2.29%	18	1.54%
Greece	13	1.86%	15	1.29%
Australia	12	1.71%	16	1.37%
Austria	11	1.57%	19	1.63%
Japan	8	1.14%	9	0.77%
Portugal	8	1.14%	10	0.86%
Serbia	7	1.00%	15	1.29%
China	6	0.86%	6	0.51%
India	5	0.71%	6	0.51%
Norway	5	0.71%	8	0.69%
Poland	5	0.71%	7	0.60%
Russian Federation	5	0.71%	5	0.43%

Country	# Persons	% of Total	# Roles	% of Total
Argentina	4	0.57%	4	0.34%
Czechia	4	0.57%	4	0.34%
Turkey	4	0.57%	8	0.69%
Croatia	3	0.43%	3	0.26%
Israel	3	0.43%	3	0.26%
Korea (Republic of)	3	0.43%	3	0.26%
Romania	3	0.43%	4	0.34%
Singapore	3	0.43%	6	0.51%
Slovakia	3	0.43%	4	0.34%
South Africa	2	0.29%	4	0.34%
Cyprus	1	0.14%	1	0.09%
Finland	1	0.14%	3	0.26%
Guatemala	1	0.14%	1	0.09%
Hungary	1	0.14%	1	0.09%
Iceland	1	0.14%	3	0.26%
Iran (Islamic Republic of)	1	0.14%	1	0.09%
Ireland	1	0.14%	1	0.09%
Lithuania	1	0.14%	1	0.09%
Monaco	1	0.14%	1	0.09%
New Zealand	1	0.14%	1	0.09%
North Macedonia	1	0.14%	1	0.09%
Réunion	1	0.14%	1	0.09%
Thailand	1	0.14%	1	0.09%
United Arab Emirates	1	0.14%	2	0.17%
Grand Total	700	-	1,166	-

Comparison 2016–2020

Invited faculty was considerably reduced compared with previous years – which impacted the number of countries represented.

This was mainly due to the cancellation of chairpersons' positions in the programmes.

Table 2-19: Invited Faculty 2016–2020

	2016	2017	2018	2019	2020
Countries Represented	58	72	75	70	47
Total Invited Faculty	1,542	1,515	1,650	1,538	700

2.3.2 Abstract and Clinical Cases Presenters

The information provided in this part of the report relates to the presenters for abstracts and clinical cases including 13 Late-Breaking Science Sessions inserted into the abstract programme.

A total of 3,299 persons presented in the related dedicated programme.

Tables 2-20: 2020 by Gender and Region

Gender	Number of Presenters	% of Total	Number of Presentations	% of Total
Female	1,198	36%	1,374	35%
Male	2,101	64%	2,588	65%
Grand Total	3,299	-	3,962	-

Region	Number of Presenters	% of Total	Number of Presentations	% of Total
Africa (non-ESC)	12	0.36%	12	0.30%
Asia Pacific	799	24.22%	926	23.37%
ESC	2,157	65.38%	2,614	65.98%
North America	261	7.91%	330	8.33%
South & Central America	70	2.12%	80	2.02%
Grand Total	3,299	-	3,962	-

Table 2-21: 2020 Country Representation – 81 Countries

Country (ranking)	Number of Presenters	% of Total	Country (ranking)	Number of Presentations	% of Total
Total	3,299	-	-	3,962	-
Japan	427	12.94%	Japan	479	12.09%
Italy	284	8.61%	Italy	354	8.93%
Germany	250	7.58%	Germany	301	7.60%
United Kingdom of Great Britain & Northern Ireland	204	6.18%	United States of America	264	6.66%
United States of America	199	6.03%	United Kingdom of Great Britain & Northern Ireland	243	6.13%
Netherlands	168	5.09%	Spain	205	5.17%
Spain	166	5.03%	Netherlands (The)	192	4.85%
China	128	3.88%	China	152	3.84%
Russian Federation	113	3.43%	France	139	3.51%
France	104	3.15%	Russian Federation	120	3.03%
Denmark	93	2.82%	Poland	116	2.93%
Poland	92	2.79%	Portugal	116	2.93%
Sweden	73	2.21%	Denmark	108	2.73%
Portugal	68	2.06%	Greece	100	2.52%
Switzerland	66	2.00%	Switzerland	84	2.12%
Greece	65	1.97%	Sweden	81	2.04%
Australia	61	1.85%	Australia	74	1.87%
Canada	54	1.64%	Korea (Republic of)	72	1.82%
Korea (Republic of)	54	1.64%	Austria	58	1.46%
Brazil	53	1.61%	Brazil	58	1.46%
Austria	50	1.52%	Canada	58	1.46%

TOP 10

Country (ranking)	Number of Presenters	% of Total	Country (ranking)	Number of Presentations	% of Total
Norway	48	1.45%	Norway	54	1.36%
Israel	43	1.30%	Israel	47	1.19%
Belgium	37	1.12%	Belgium	42	1.06%
Czechia	33	1.00%	Hungary	41	1.03%
Hungary	31	0.94%	Taiwan	39	0.98%
Taiwan	30	0.91%	Czechia	33	0.83%
Serbia	23	0.70%	Serbia	24	0.61%
Thailand	21	0.64%	Turkey	23	0.58%
Egypt	19	0.58%	Thailand	21	0.53%
Romania	18	0.55%	Egypt	20	0.50%
Turkey	18	0.55%	India	19	0.48%
India	17	0.52%	Romania	18	0.45%
Ukraine	17	0.52%	Ukraine	18	0.45%
Argentina	12	0.36%	Argentina	15	0.38%
Finland	12	0.36%	New Zealand	13	0.33%
Singapore	12	0.36%	Singapore	13	0.33%
New Zealand	10	0.30%	Finland	12	0.30%
Bulgaria	8	0.24%	Indonesia	9	0.23%
Indonesia	8	0.24%	Belarus	8	0.20%
Mexico	8	0.24%	Bulgaria	8	0.20%
Slovenia	8	0.24%	Mexico	8	0.20%
Belarus	6	0.18%	Slovenia	8	0.20%
Ireland	6	0.18%	Iran (Islamic Republic of)	7	0.18%
Iran (Islamic Republic of)	5	0.15%	Ireland	6	0.15%
Lithuania	5	0.15%	Saudi Arabia	6	0.15%
Malaysia	5	0.15%	Armenia	5	0.13%
Saudi Arabia	5	0.15%	Lithuania	5	0.13%
Armenia	4	0.12%	Malaysia	5	0.13%
Hong Kong	4	0.12%	Hong Kong	4	0.10%
Moldova (Republic of)	4	0.12%	Moldova (Republic of)	4	0.10%
Nigeria	4	0.12%	Nigeria	4	0.10%
Philippines	4	0.12%	Philippines	4	0.10%
South Africa	4	0.12%	South Africa	4	0.10%
Croatia	3	0.09%	Croatia	3	0.08%
North Macedonia	3	0.09%	North Macedonia	3	0.08%
Estonia	2	0.06%	Costa Rica	2	0.05%
Guatemala	2	0.06%	Estonia	2	0.05%
Iceland	2	0.06%	Guatemala	2	0.05%
Jordan	2	0.06%	Iceland	2	0.05%
Kosovo Republic of	2	0.06%	Jordan	2	0.05%

Country (ranking)	Number of Presenters	% of Total	Country (ranking)	Number of Presentations	% of Total
Malta	2	0.06%	Kosovo Republic of	2	0.05%
Tunisia	2	0.06%	Malta	2	0.05%
Algeria	1	0.03%	Pakistan	2	0.05%
Costa Rica	1	0.03%	Tunisia	2	0.05%
Côte d'Ivoire	1	0.03%	Venezuela (Bolivarian Republic of)	2	0.05%
Cyprus	1	0.03%	Algeria	1	0.03%
Kazakhstan	1	0.03%	Côte d'Ivoire	1	0.03%
Kenya	1	0.03%	Cyprus	1	0.03%
Luxembourg	1	0.03%	Kazakhstan	1	0.03%
Mongolia	1	0.03%	Kenya	1	0.03%
Pakistan	1	0.03%	Luxembourg	1	0.03%
Slovakia	1	0.03%	Mongolia	1	0.03%
Sudan	1	0.03%	Slovakia	1	0.03%
Syrian Arab Republic	1	0.03%	Sudan	1	0.03%
Uganda	1	0.03%	Syrian Arab Republic	1	0.03%
United Arab Emirates	1	0.03%	Uganda	1	0.03%
Uruguay	1	0.03%	United Arab Emirates	1	0.03%
Uzbekistan	1	0.03%	Uruguay	1	0.03%
Venezuela (Bolivarian Republic of)	1	0.03%	Uzbekistan	1	0.03%
Yemen	1	0.03%	Yemen	1	0.03%

Comparison 2016–2020

The impact on the level of presenters and the countries represented was minimal.

Table 2-22: Presenters 2016–2020

	ESC 2016	ESC 2017	ESC 2018	ESC 2019	ESC 2020
Number of Presenters	3,283	3,460	3,313	3,576	3,299
Countries Represented	79	77	75	86	81

2.3.3 New Role – Discussion Forum Animators

To support scientific exchange during the 'Morning Programme' we invited experts to act as discussion forum animators each day.

In addition, the faculty of sessions broadcast on the topic-related channels were invited to connect at the time of their presentations/sessions in order to address any questions.

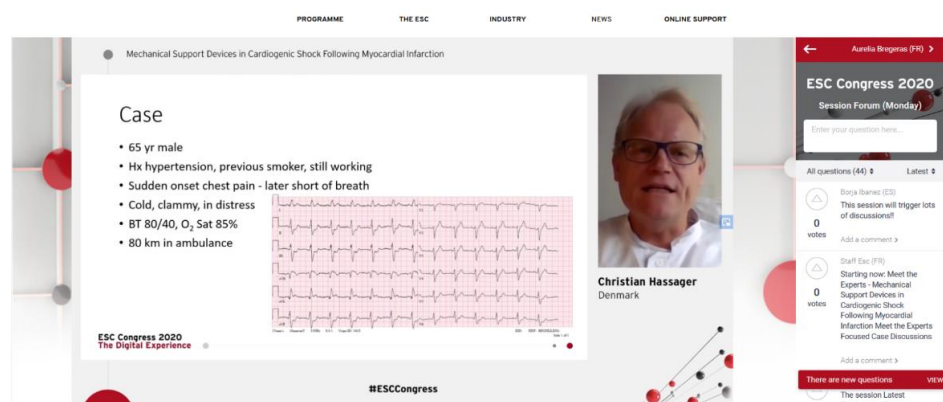
Forum animators:

- 102 members from the CPC Group (coordinators/members/young) were invited to participate as channel forum animators.
- 65 persons agreed to participate in one or several slots. (1 slot = 2h period)

Animators' role description:

- Animate, comment and oversee online discussions in their topics of expertise;
- Welcome viewers, react to presentations, posted comments and ongoing discussions; and
- Poll the audience – i.e. ask a question seeking reaction from them.

Photo 2-14: Illustration of forum interaction during a presentation.



By day

- On Day 1: 27 animators confirmed - **23 were active.**
- On Day 2: 30 animators confirmed - **25 were active.**
- On Day 3: 30 animators confirmed - **23 were active.**
- On Day 4: 22 animators confirmed - **18 were active.**

Additional animation and engagement in the discussion forum:

Audience polls and surveys were launched in the discussion forum with questions relating to debate positions, best practices and viewer surveys.

2.4 Online Programme Attendance

2.4.1 Scientific and Educational Programme Attendance (morning & afternoon Programmes)

Morning topic channels

- **9,361 unique viewers** - average daily unique viewers.
- **3,279 unique viewers** - average daily unique viewers of Arrhythmias and Device Therapy, the most popular channel.
- **87 minutes, 30 seconds** - average viewer duration on morning topic channels.

Figure 2-1: Unique Viewers – Morning Programme

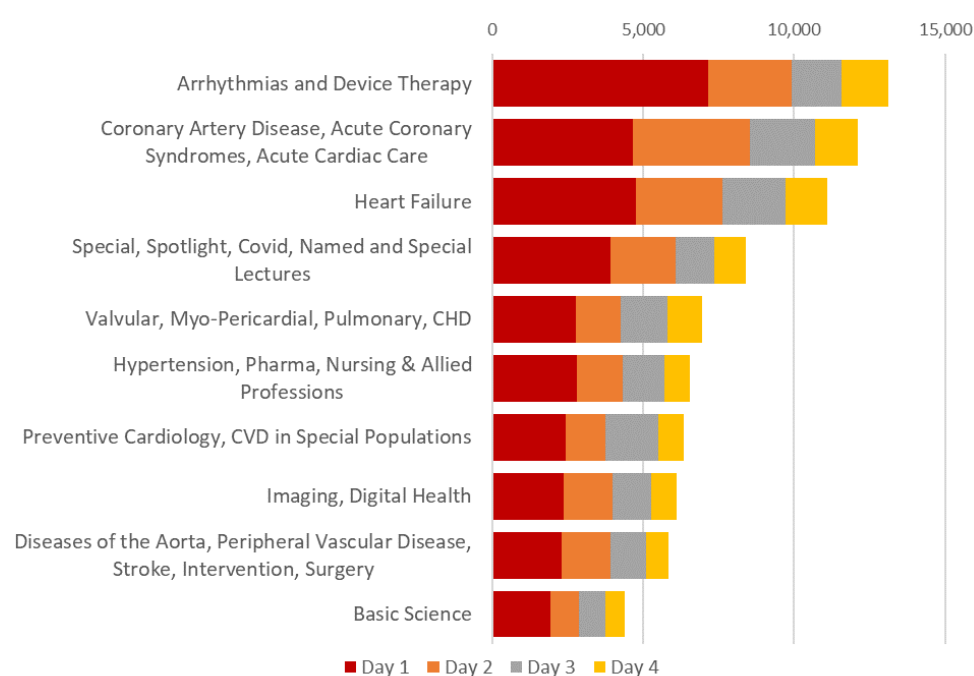
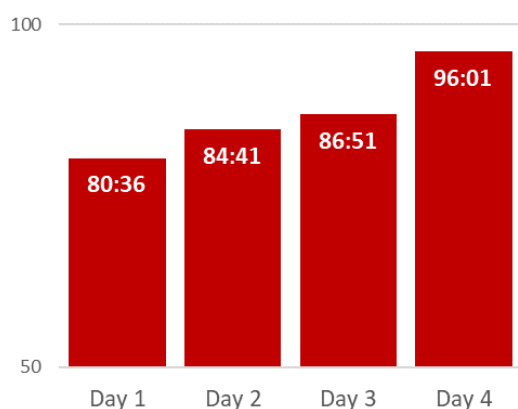


Figure 2-2: Average Connection Time



We can observe that as the number of connections decreased over the days, the average connection time increased, showing a stronger audience commitment. This may also have indicated 'curiosity' on the first day, leading to a lower average connection on the Saturday.

Unique viewers and average connection time

The charts below show the daily total of unique delegates attending each channel and the average attendance time per channel, per day.

Figure 2-3: Daily Total of Unique Delegates Attending Arrhythmias and Device Therapy and Average Connection Time (minutes)

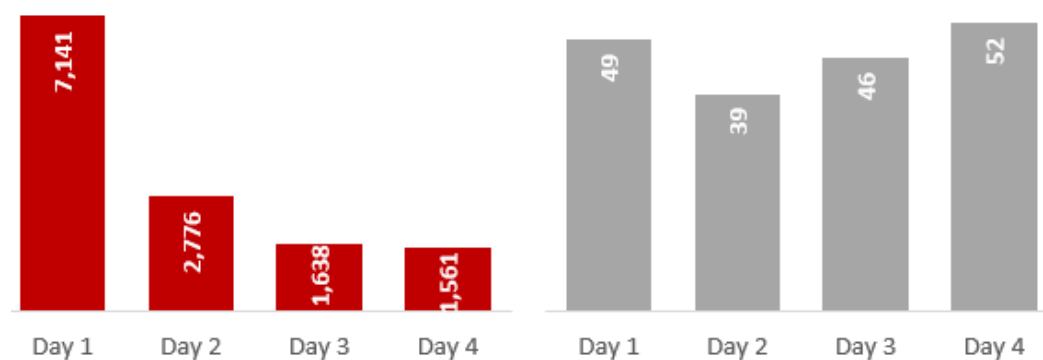


Figure 2-4: Daily Total of Unique Delegates Attending Basic Science and Average Connection Time (minutes)

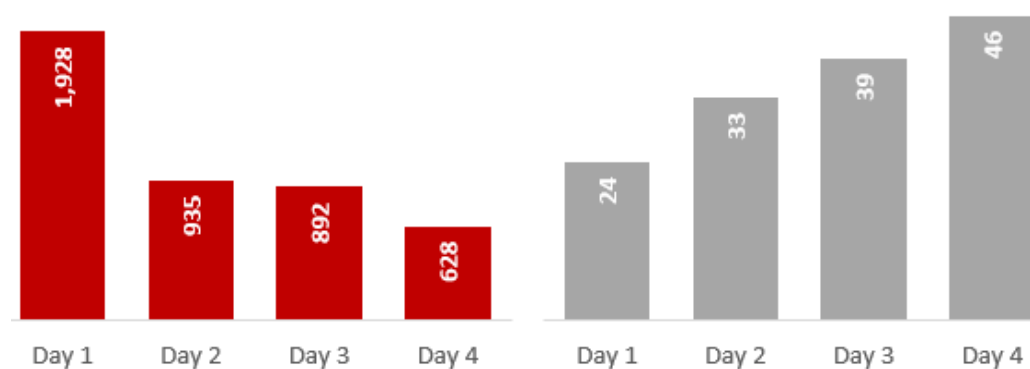


Figure 2-5: Daily Total of Unique Delegates Attending Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care and Average Connection Time (minutes)

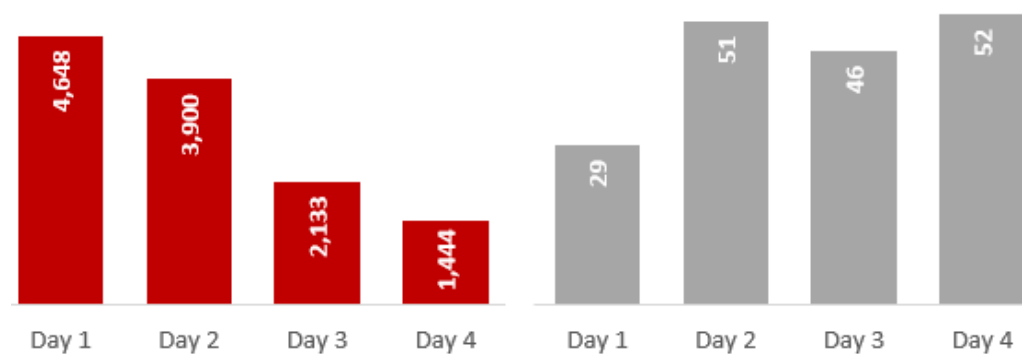
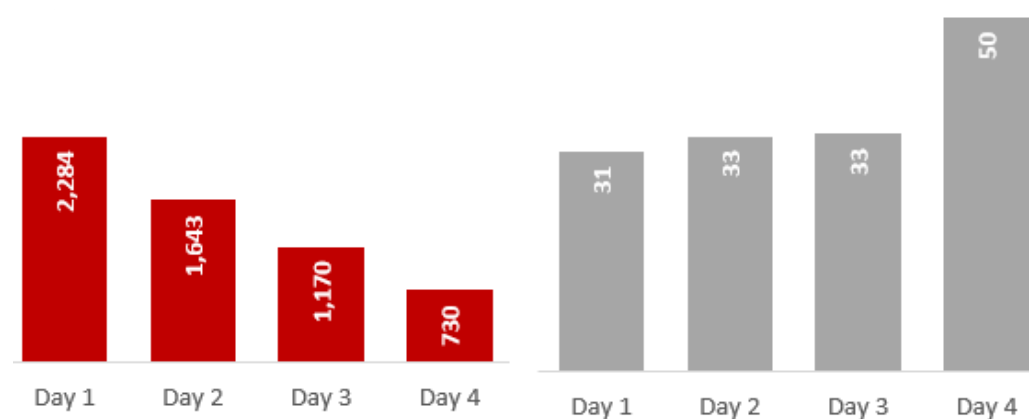


Figure 2-6: Daily Total of Unique Delegates Attending Diseases of the Aorta, Peripheral Vascular Disease, Stroke, Intervention, Surgery and Average Connection Time (minutes)



Figures 2-7: Daily Total of Unique Delegates Attending Heart Failure and Average Connection Time (minutes)

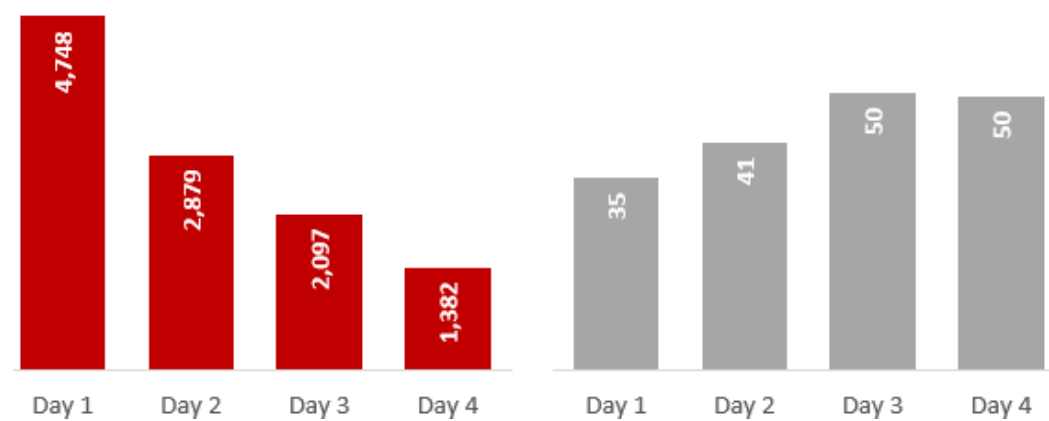


Figure 2-8: Daily Total of Unique Delegates Attending Hypertension, Pharma, Nursing & Allied Professions and Average Connection Time (minutes)

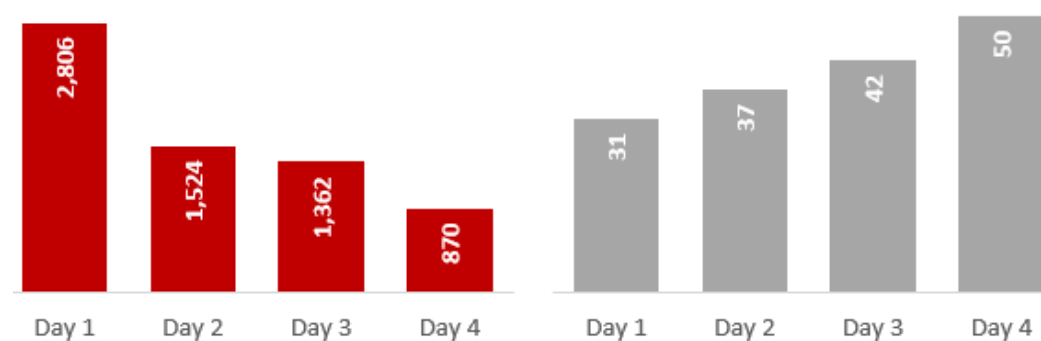


Figure 2-9: Daily Total of Unique Delegates Attending Imaging, Digital Health and Average Connection Time (minutes)

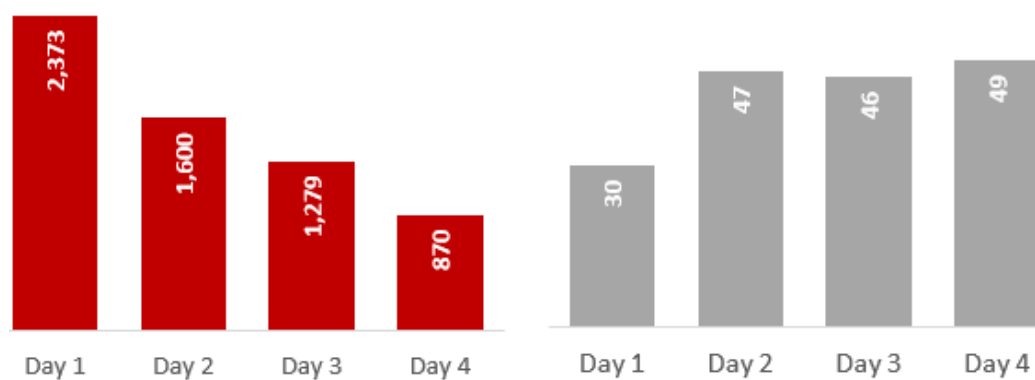


Figure 2-10: Daily Total of Unique Delegates Attending Preventive Cardiology, CVD in Special Populations and Average Connection Time (minutes)

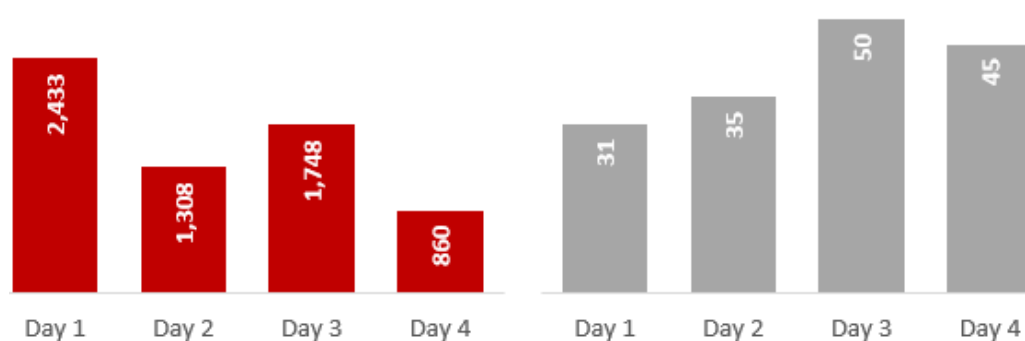


Figure 2-11: Daily Total of Unique Delegates Attending Special Spotlight, COVID Names, Special Lectures and Average Connection Time (minutes)

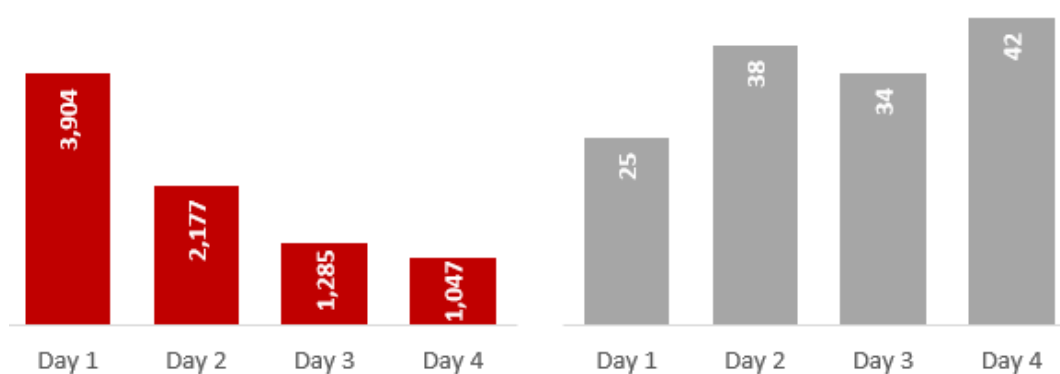
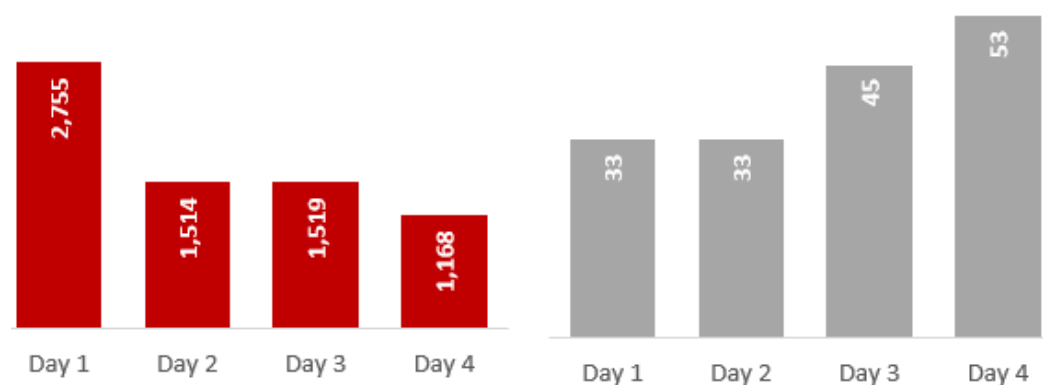


Figure 2-12: Daily Total of Unique Delegates Attending Valvular, Myopericardial, Pulmonary, CHD and Average Connection Time (minutes)

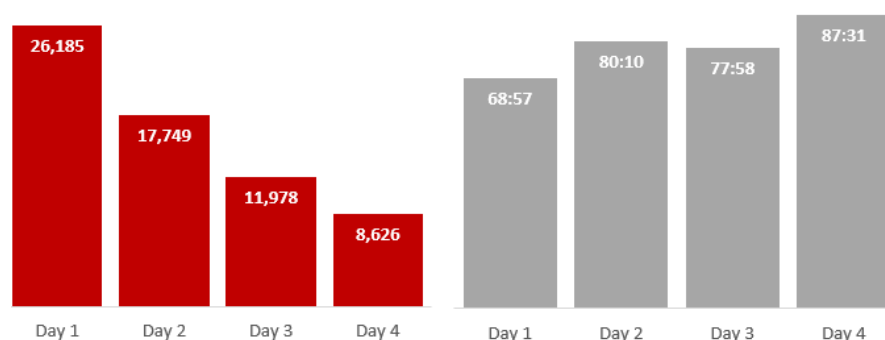


Afternoon 'Live Sessions'

- 16,135 average daily number of unique viewers for afternoon live sessions.
- 78 minutes, 40 seconds average viewer connection for afternoon live sessions.

Despite a decline in the number of unique viewers throughout the congress, the average time they spent watching the afternoon live sessions increased.

Figures 2-13: Total of Unique Afternoon Live Sessions and Average Connection Time (minutes)



2.4.2 Abstracts and Clinical Cases On Demand / Platform Online Attendance

Table 2-23: Abstract and Clinical Cases On Demand / Platform Online Attendance Overview

Number of Presentations on the Platform	3,966
Total Views	35,896
Total e-Poster Views	15,186
Total Video Views	20,710
Average Time Spent /Poster	04:32
Average Time Spent /Video	07:14
Average Time Spent /User	05:54

Table 2-24: Number of Views by Session Type

Session Type	View Count
e-Posters	14,652
Deep Dives	9,969
Advances in Science	4,047
Rapid Fire Abstracts	2,615
Clinical Cases	1,921
Blockbusters	1,869
Best e-Posters	1,247
Award Sessions	902
Abstract Sessions	269

Top viewed sessions

Table 2-25: From the Live Programme

Type	Title	Attendance Live Broadcast
New ESC Guidelines	2020 ESC Guidelines on Atrial Fibrillation - Live	14,119
Hot Lines	Hot Line EMPEROR-Reduced	12,574
Hot Lines	Hot Line EAST - AFNET 4	11,045
Hot Lines	Hot Line EXPLORER-HCM	10,749
New ESC Guidelines	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes - Live	10,352
Hot Lines	Hot Line DAPA-CKD	10,056
Hot Lines	Hot Line PARALLAX	9,889
Hot Lines	Hot Line POPULAR TAVI	7,015
New ESC Guidelines	2020 ESC Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease - Live	6,948
Hot Lines	Hot Line ATPCI	5,810
Hot Lines	Hot Line BPLTTC	5,687
Hot Lines	Hot Line HOME-PE	5,413
New ESC Guidelines	2020 ESC Guidelines on Adult Congenital Heart Disease - Live	5,131
Hot Lines	Hot Line LoDoCo2	4,968
Hot Lines	Hot Line IMPACT-AFib	4,402
Hot Lines	Hot Line REALITY	4,315
Hot Lines	Hot Line BRACE CORONA	3,770

Table 2-26: From the Channel Programme

Type	Title	Attendance Live Broadcast
New ESC Guidelines	2020 ESC Guidelines on Atrial Fibrillation	4,929
Cardiology in 4 days	Life Saving Device Therapies in Cardiology - Essential Update	3,435
New ESC Guidelines	2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes	2,218
Special Session -Meet the Experts	Meet the Experts - Challenging Decisions in Anticoagulation Therapy	2,191

Type	Title	Attendance Live Broadcast
Late-Breaking Science	Late-Breaking Science in Atrial Fibrillation 1	2,148
Special Session	Recent Advances in Cardiology: Selected Pearls	2,024
Cardiology in 4 days	Chronic Heart Failure - Essential Update	1,978
Special Session - Guidelines in Practice	Guidelines in Practice - Managing Patients with Angina and without Obstructive Coronary Artery Disease	1,836
Symposium	Cornerstones in the Management of Advanced Heart Failure	1,706
Debate Session	Controversies in Heart Failure: Classification by Ejection Fraction Should Be Maintained	1,559
How-To	How To Manage Sudden Cardiac Death in 2020?	1,556
Official Joint Session	New Developments in Atrial Fibrillation, a Global Effort to Reduce the Burden of Cardiovascular Disease	1,508
Symposium	A Spotlight on Tricuspid Valve	1,409
Award Sessions	Young Investigator Award Session Coronary Pathophysiology and Microcirculation	1,298
Cardiology in 4 days	Chronic Coronary Syndrome - Essential Update	1,286
Special Session -Meet the Experts	Meet the Experts - Challenging Cases in Cardiogenic Shock	1,272
Cardiology in 4 days	Valvular Heart Disease - Essential Update	1,226
Cardiology in 4 days	Heart Failure in the Intensive Care Unit - Essential Update	1,206
Late-Breaking Science	Late-Breaking Science in Coronary Artery Disease	1,201
Focus with the Experts	Expert Advice - How Well Do We Know HFpEF?	1,183
Award Sessions	Young Investigator Award Session Thrombosis	1,170
Deep Dives	Deep Dive in Acute Coronary Syndromes	1,129
Debate Session	Controversies in Mitral Regurgitation: Should Transcatheter Repair Be Added to Medical Therapy in Secondary Mitral Regurgitation?	1,102
Live in the Box	Epicardial Ablation for Ventricular Arrhythmias: the Future Is Now	1,095
Debate Session	Controversies in Antiplatelet Treatment: Is Short-Term Dual Antiplatelet Therapy Safe and Effective after PCI?	1,079

Table 2-27: From the On Demand Programme

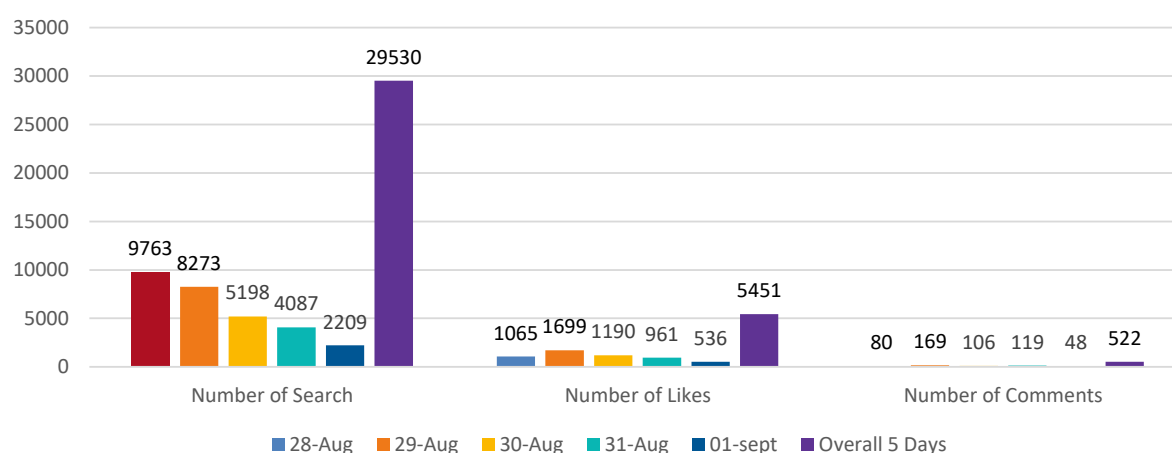
Type	Title	Attendance Live Broadcast
Symposium	Pre-hospital Triage: How To Streamline?	3,258
Symposium	Cutting Edge Research in STEMI, Knowledge Gaps and Ongoing Trials	2,632
Symposium	Optimal Heart Failure Management in an Out-of-Hospital Setting	1,701
How-To	Imaging in Cardio-Oncology	520
Symposium	Which P2Y12 Inhibitor for Patients with Acute Coronary Syndromes?	345
Symposium	Myocarditis: from A to Z	332
Symposium	Diagnostic Approach in Patients with Suspected Coronary Artery Disease in 2020	210
Symposium	Optimal Triage, Diagnosis, and Referral of Primary Care Patients with Chest Pain	153
Symposium	Metabolic Dysfunction in Heart Failure: Can We Harness the Power of Ketones?	148
Symposium	Challenges in Reaching the Blood Pressure Targets	139
How-To	How To Diagnose and Manage Cardiomyopathies with and without Genetic Testing	115
Official Joint Session	Heart and Stroke - The Cardiovascular Challenge	115

Search and interaction features within the abstract-based platform

The abstract platform allows for various interaction mode: LIKE / REACT.

To make e-poster presentations more dynamic, a zoom functionality was proposed for the viewing areas.

Figure 2-14: Search and Interact by Day



- A total of 5,451 'likes' were given by viewers.
- A total of 522 comments were posted about the presentations.

Figure 2-15: Media Views by Day

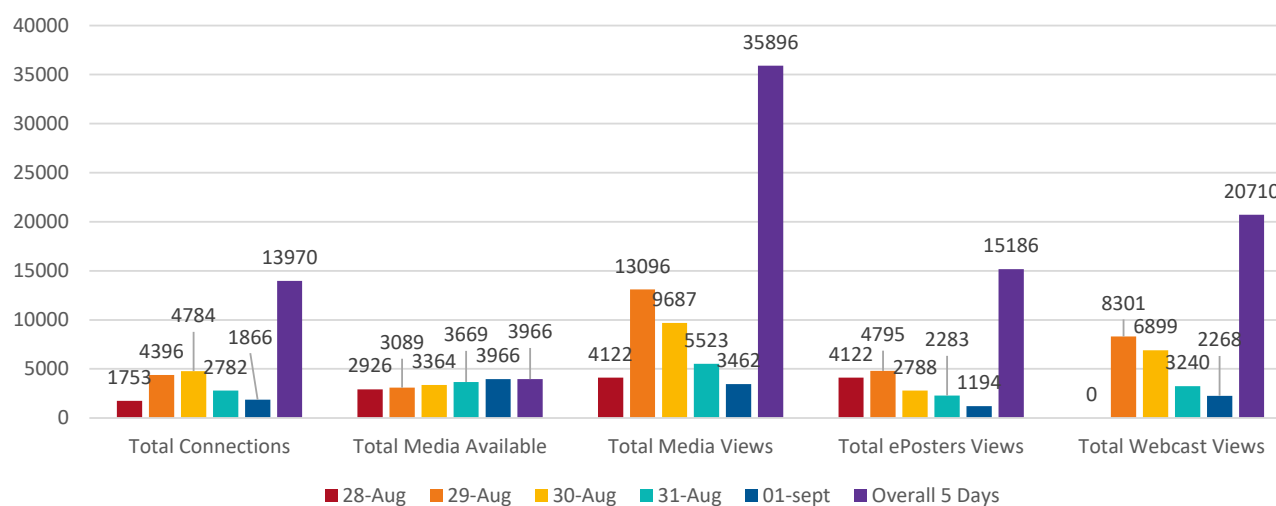
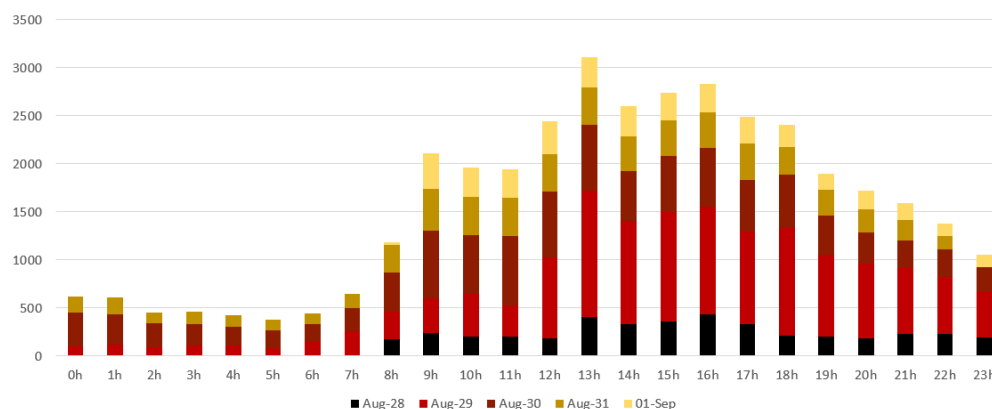


Figure 2-16: Breakdown of Views per Hour



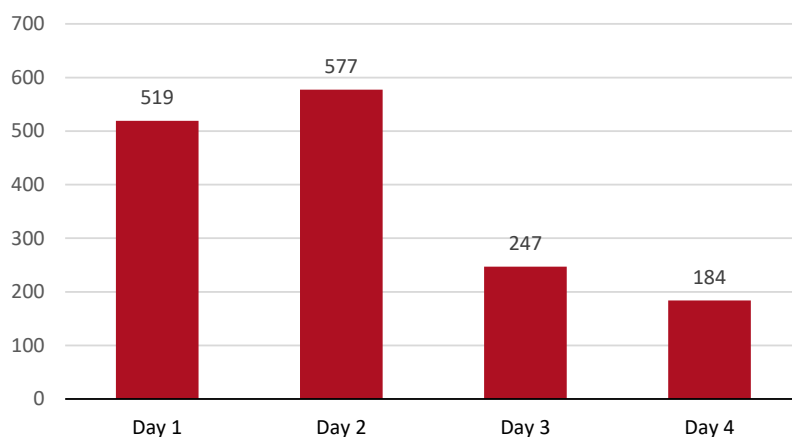
2.5 Interactivity: Forum and Live

2.5.1 Live Sessions

Over the four days of the congress, **1,527 questions were asked** (Q&A):

- The sessions that raised the most questions were: 'Hot Line EMPEROR-Reduced Empagliflozin in Heart Failure with a Reduced Ejection Fraction, with and without Diabetes' (197 questions, Day 1), '2020 ESC Guidelines on Atrial Fibrillation' (158 questions, Day 1), 'Hot Line DAPA-CKD Dapagliflozin in Patients with Chronic Kidney Disease' (123 questions, Day 2).

Figure 2-17: Live Sessions / Q&A (n=1.527 questions)

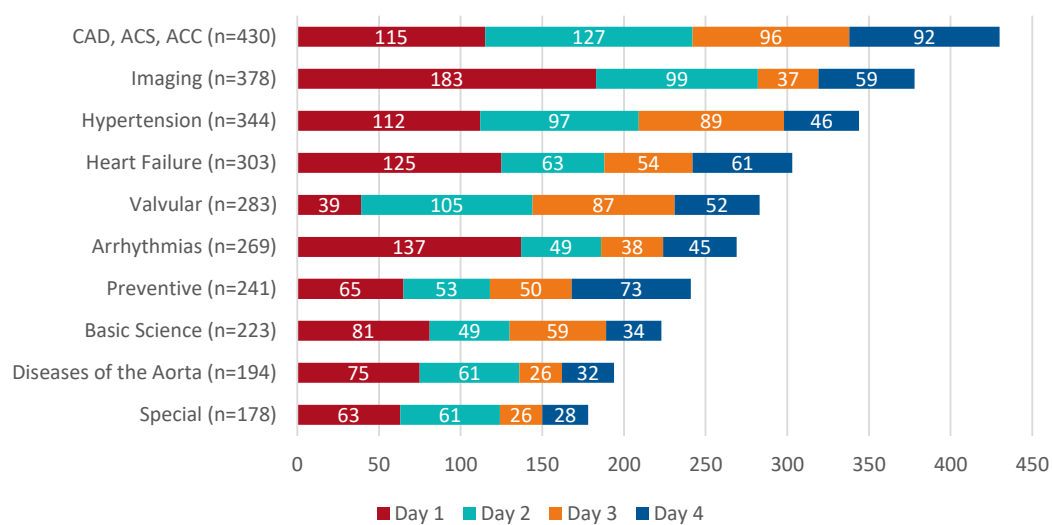


2.5.2 Channels by Topics

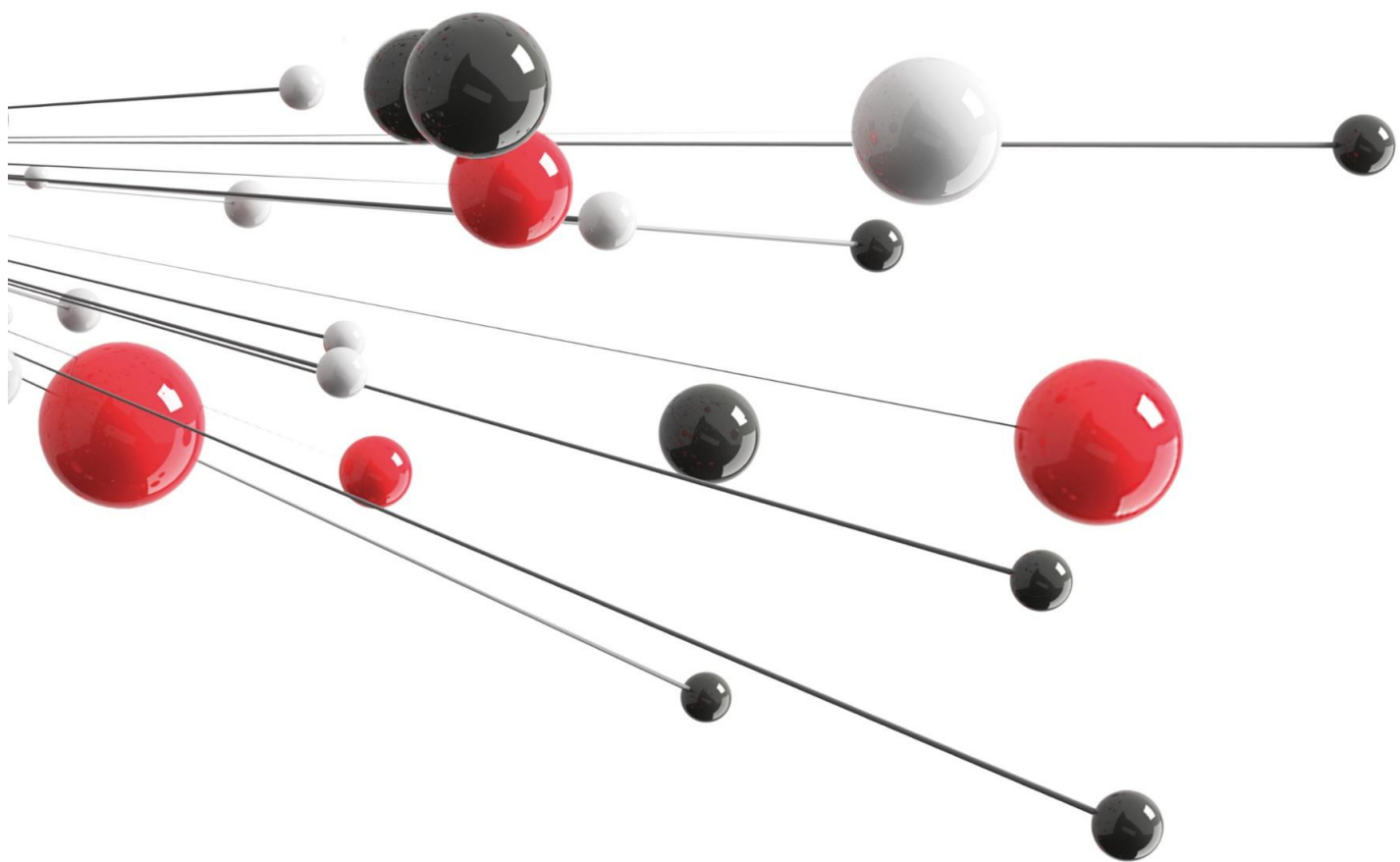
Q&A

Overall, **2,843 questions were asked in the Q&A sections**. On Day 1, 'Imaging' was the channel which raised the most questions, but over the four days of Congress CAD was the liveliest channel with 430 interactions.

Figure 2-18: Channels by Topics / Q&A (n=2.843 questions)



3. Attendance & Participation Statistics



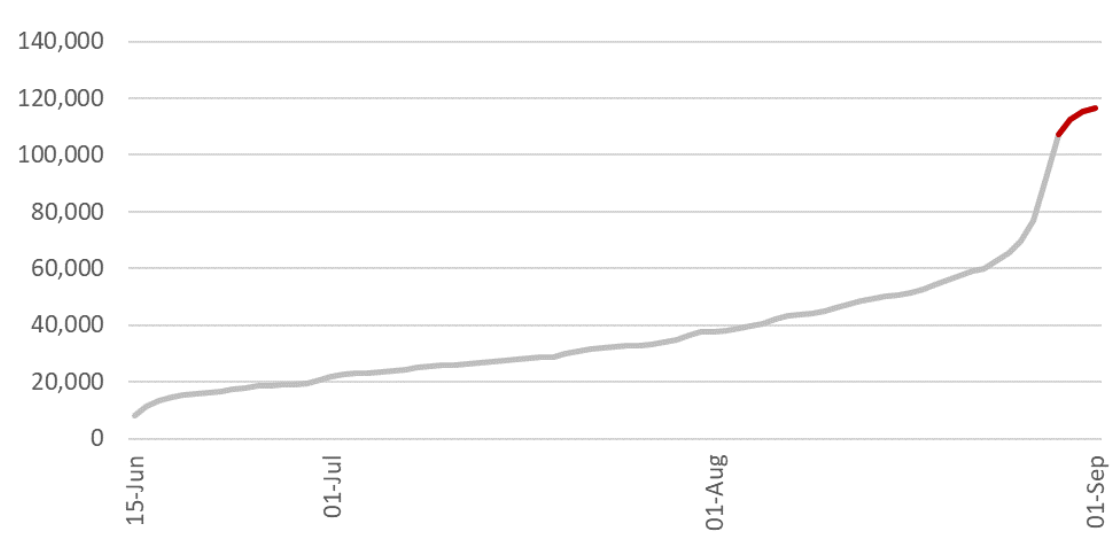
3.1 Registration Headlines

It was compulsory to register through a My ESC account to attend the ‘live’ events, and to access content on demand throughout the congress and until 30 September. Users registered via their existing My ESC account or were required to create a new one.

Registration was free and opened on 15 June. It remained open until 19:30 on Tuesday, 1 September.

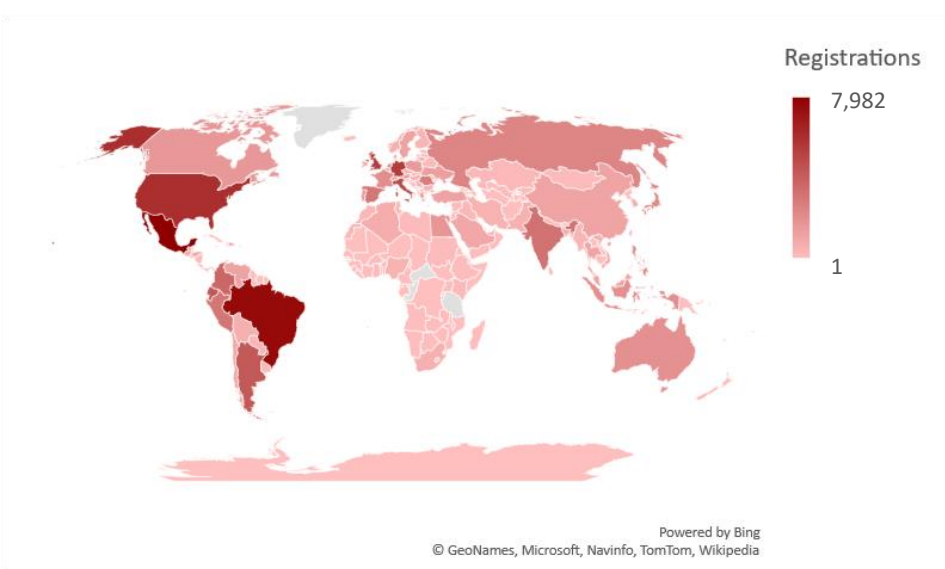
There were 125,008 registrations, and 24,685 of them registered during the congress dates.

Figure 3-1: Cumulative Registrations



Note: There were 8,485 registrants who due to a technical error did not have their registration dates recorded. They are not included in the chart above. In all, **213** countries/territories were represented.

Figure 3-2: Registrations by Countries



3.1.1 Registered Delegates Demographics

Due to the online nature of the event, the demographics of registrants to our first digital congress were quite different to what we usually see at an ESC Congress.

Looking at the top 10 countries amongst registered delegates, **there was a marked increase in registrations from countries in South/Central America**, with five countries from those two regions within the Top 10.

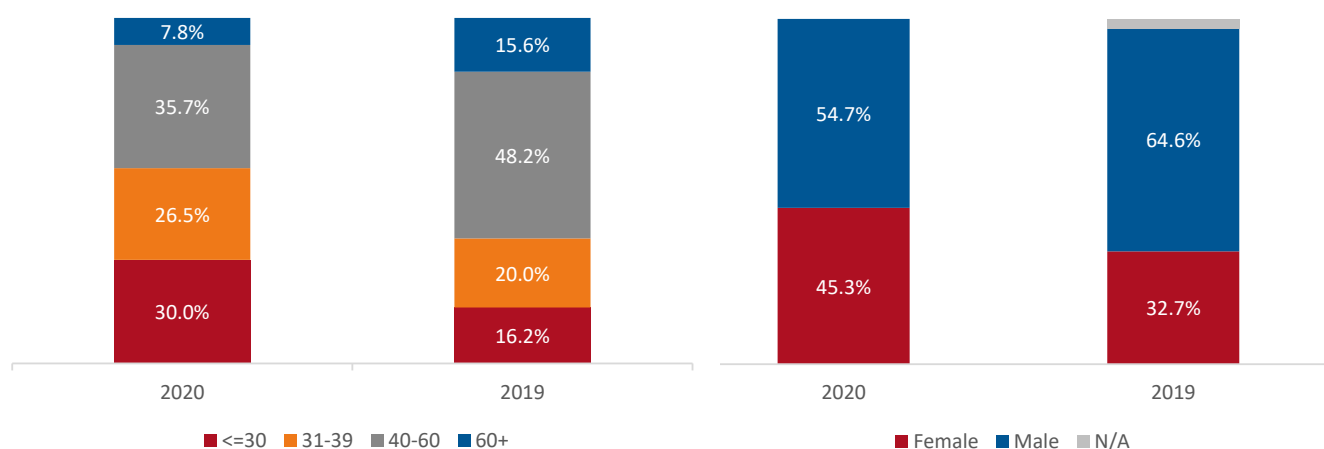
Tables 3-1: Top 10 Countries by Registration, Showing Percentage of Total Delegates

2020	
Mexico	6.4%
Brazil	6.1%
United States of America	4.8%
Germany	4.4%
United Kingdom	4.4%
Italy	3.9%
Ecuador	3.5%
Argentina	3.4%
Colombia	2.9%
India	2.6%

Paris 2019	
Germany	7.8%
France	6.0%
Italy	5.2%
United States of America	5.1%
Japan	3.9%
Brazil	3.4%
Spain	2.9%
Netherlands	2.8%
China	2.8%
United Kingdom	2.6%

There was also a shift towards younger delegates compared to on-site congresses, with **56.5% of registrations coming from the under 40** age group this year (mostly from South/Central America.), compared with 36.3% in 2019.

Figures 3-3: Age and Gender Split at ESC Congress 2020 – The Digital Experience vs. ESC Congress 2019



3.1.2 Profession and Stage in Career

The table below shows the top 20 professions and the stage in the careers of registered delegates at ESC Congress 2020 – The Digital Experience. The full list can be found in the appendix.

Practicing clinical cardiologists formed the most common group, **accounting for 20.6% of all registrations**. This was also the most common group in 2019, when it accounted for 42.6% of registered delegates. **There was a much more diverse audience at ESC Congress 2020 – The Digital Experience.**

Table 3-2: Top 20 Professions and Stage in Career of Registered Delegates at ESC Congress 2020 – The Digital Experience

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	% of Total
Physician Cardiologist - Clinical Cardiologist	858	6,860	25,743	562	34,032	27.2%
Other – Other	7,488	1,044	2,529	133	11,197	9.0%
Physician (non-cardiologist) - Internal Medicine	934	3,086	6,008	107	10,136	8.1%
Physician (non-cardiologist) - General Practitioner / Family Medicine	2,042	1,693	6,153	98	9,986	8.0%
Physician Cardiologist - Interventional	162	1,058	6,809	59	8,088	6.5%
Other - Industry Representative	688	1,137	4,998	116	6,939	5.6%
Other - Other Healthcare Profession	1,472	622	2,256	64	4,414	3.5%
Physician (non-cardiologist) - Other Specialty	966	808	2,111	57	3,942	3.2%
Physician Cardiologist - Imaging	57	520	2,746	21	3,344	2.7%
Physician Cardiologist - Electrophysiologist	85	471	2,025	28	2,609	2.1%
Physician Cardiologist - Acute Cardiac Care	131	449	1,427	23	2,030	1.6%
Physician Cardiologist - Heart Failure	100	360	1,476	21	1,957	1.6%
Physician (non-cardiologist) - Endocrinologist	51	126	1,553	27	1,757	1.4%
Nurse - Nurse	207	106	1,372	34	1,719	1.4%
Allied Professional - Pharmacist	109	140	1,431	12	1,692	1.4%
Physician (non-cardiologist) - Emergency Medicine	143	322	1,077	8	1,550	1.2%
Allied Professional - Scientist/ Biomedical Scientist	154	173	991	38	1,356	1.1%
Physician (non-cardiologist) - Intensive Care Medicine	68	228	839	12	1,147	0.9%
Physician (non-cardiologist) - Cardio-Thoracic Surgery	135	220	607	8	970	0.8%
Physician Cardiologist - Paediatric Cardiology	36	174	699	6	915	0.7%
Grand Total	17,343	21,013	79,918	1,608		
	13.9%	16.8%	63.9%	1.3%		

3.1.3 Primary Interest

The table below shows the primary specialties selected by registered delegates.

We included the age of delegates to show that the most **common group, by far, was under age 30 with a primary interest in basic science**. This cohort accounts for 10% of the total registered delegates, with 74.4% of these delegates coming from South/Central American countries. 87.3% of this young, basic science cohort are ‘new contacts’ (see section 3.1.5).

Table 3-3: Primary Specialties Selected by Registered Delegates

Primary Specialty	<=30	31-39	40-60	60+	Unknown age	Registered	% of total
Basic Science	12,491	3,921	3,517	557	2	20,488	16.4%
Heart Failure	2,510	3,979	5,383	1,132	3	13,007	10.4%
Coronary Artery Disease - Acute Coronary Syndromes - Acute Cardiac Care	2,895	3,610	4,504	1,239	2	12,250	9.8%
Interventional Cardiology and Cardiovascular Surgery	1,536	3,167	4,812	830	1	10,346	8.3%
Imaging	1,173	3,459	4,397	794	2	9,825	7.9%
Arrhythmias and Device Therapy	1,530	2,518	3,611	678		8,337	6.7%
Hypertension	1,987	1,745	3,216	1,035	4	7,987	6.4%
Preventive Cardiology	1,054	1,655	3,073	995	2	6,779	5.4%
Cardiovascular Disease in Special Populations	847	1,386	2,618	817		5,668	4.5%
Valvular - Myocardial - Pericardial - Pulmonary	637	1,053	1,551	369	1	3,611	2.9%
Cardiovascular Pharmacology	901	1,016	1,370	203		3,490	2.8%
Digital Health - Public Health - Health Economics - Research Methodology	413	436	675	102		1,626	1.3%
Cardiovascular Nursing and Allied Professions	378	412	583	69	1	1,443	1.2%
Diseases of the aorta, Peripheral Vascular Disease, Stroke	216	288	462	83	1	1,050	0.8%
General Cardiology	17	46	46	12		121	0.1%
Other	12	29	28	3		72	0.1%
Training and Education	1	2				3	0.0%
Clinical Skills	1		1			2	0.0%
Unknown Primary Specialty	8,957	4,238	4,811	854	43	18,903	15.1%
Grand Total	37,556	32,960	44,658	9,772	62		
	30.0%	26.4%	35.7%	7.8%	0.0%		

3.1.4 EACCME Credits

ESC Congress 2020 – The Digital Experience was accredited by the European Accreditation Council for Continuing Medical Education (EACCME) for a maximum of 24 European CME Credits.

Delegates were eligible for up to a maximum of 24 CME Credits for the event: one credit for each hour spent online with a maximum of six credits per day as defined by the EACCME.

Participants from the US and Canada:

- American Medical Association (AMA) and non-AMA members have the possibility to convert up to 24 hours of EACCME Credits into AMA PRA Category 1 Credits.
- Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada deems participants to have participated in Accredited Group Learning Activities (Section 1).

- **84,486 (67.6%) of registered delegates requested CME Credits;**
- **77% (65,162)** of those 84K delegates logged in during congress dates; and
- **53.8% (35,041)** of those 65K delegates received CME Credits (at least one hour connected).

Table 3-4: Stats ESC Congress 2019

Certificates	Number	% of Total
Printed at Congress	11,691	42.11%
Sent by Mail 2019	843	3.04%
Sent by Mail 2020	185	0.67%

During Congress Days		
Saturday	31/08/2019	4
Sunday	01/09/2019	15
Monday	02/09/2019	4,099
Tuesday	03/09/2019	5,996
Wednesday	04/09/2019	1,577

3.1.5 New Contacts

Some 62,007 (49.6%) of registrations were new contacts – people who created a My ESC account after 15 June and went on to register for the congress.

By making ESC Congress 2020 – The Digital Experience complimentary (no registration fees), we increased the ESC community considerably. For example, the number of recipients of My ESC News has grown from 77,800 in June 2020 to 130,091 in September 2020 – an increase of 68.3% in three months.

The table below shows the top 20 countries from where these new ESC contacts originate. We have included the age groups of the new contacts in each country to show how the ESC has attracted a new, younger global audience by hosting an online, complimentary event.

Table 3-5: Top 20 Countries from Where These New ESC Contacts Originate

Country	<=30	31-39	40-60	60+	Total
Mexico	76%	11%	10%	3%	6,370
Brazil	39%	25%	29%	7%	4,645
Ecuador	85%	10%	4%	1%	4,094
United States of America	16%	26%	49%	9%	3,564
Colombia	70%	16%	13%	2%	2,913
Argentina	34%	25%	33%	8%	2,707
Peru	74%	11%	11%	4%	2,564
India	19%	35%	35%	11%	1,974
United Kingdom	31%	27%	39%	4%	1,569
Germany	27%	30%	38%	5%	1,439
Philippines	14%	25%	51%	10%	1,373
Romania	18%	21%	50%	11%	971
Venezuela (Bolivarian Republic of)	64%	15%	16%	5%	946
Dominican Republic	79%	11%	6%	3%	929
Australia	22%	29%	43%	5%	928
Italy	26%	22%	39%	13%	921
Canada	16%	26%	52%	6%	869
Spain	25%	25%	44%	5%	858
Honduras	78%	14%	6%	1%	821
Guatemala	70%	15%	12%	3%	748

3.2 Appendix

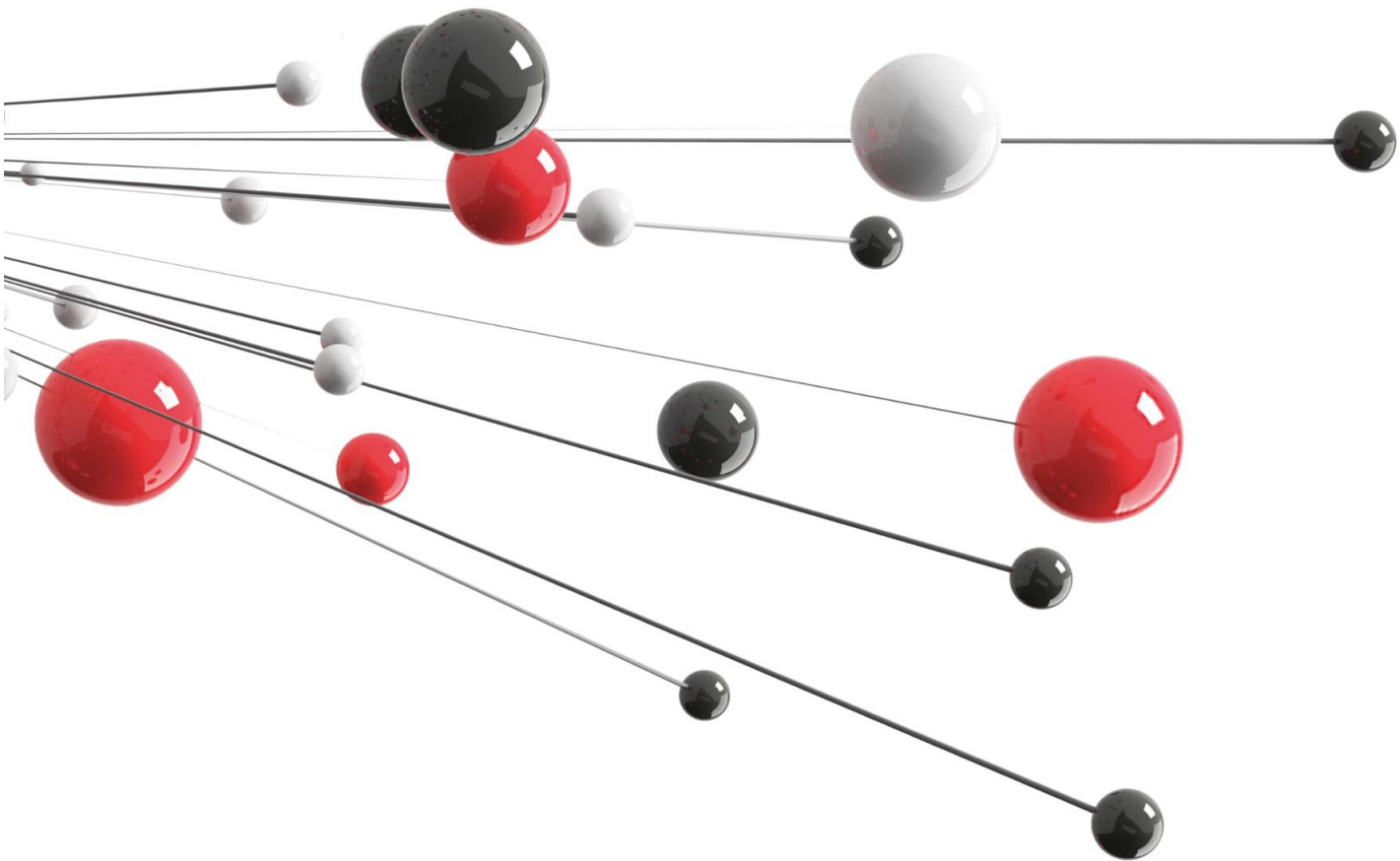
Table 3-6: Full List of Profession/Stage in Career of Registered Delegates

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	% of Total
Physician Cardiologist - Clinical Cardiologist	858	6,860	25,743	562	34,032	27.2%
Other - Other	7,488	1,044	2,529	133	11,197	9.0%
Physician (non-cardiologist) - Internal Medicine	934	3,086	6,008	107	10,136	8.1%
Physician (non-cardiologist) - General Practitioner / Family Medicine	2,042	1,693	6,153	98	9,986	8.0%
Physician Cardiologist - Interventional	162	1,058	6,809	59	8,088	6.5%
Other - Industry Representative	688	1,137	4,998	116	6,939	5.6%
Other - Other Healthcare Profession	1,472	622	2,256	64	4,414	3.5%
Physician (non-cardiologist) - Other Specialty	966	808	2,111	57	3,942	3.2%
Physician Cardiologist - Imaging	57	520	2,746	21	3,344	2.7%
Physician Cardiologist - Electrophysiologist	85	471	2,025	28	2,609	2.1%
Physician Cardiologist - Acute Cardiac Care	131	449	1,427	23	2,030	1.6%
Physician Cardiologist - Heart Failure	100	360	1,476	21	1,957	1.6%
Physician (non-cardiologist) - Endocrinologist	51	126	1,553	27	1,757	1.4%
Nurse - Nurse	207	106	1,372	34	1,719	1.4%
Allied Professional - Pharmacist	109	140	1,431	12	1,692	1.4%
Physician (non-cardiologist) - Emergency Medicine	143	322	1,077	8	1,550	1.2%
Allied Professional - Scientist/ Biomedical Scientist	154	173	991	38	1,356	1.1%
Physician (non-cardiologist) - Intensive Care Medicine	68	228	839	12	1,147	0.9%
Physician (non-cardiologist) - Cardio-Thoracic Surgery	135	220	607	8	970	0.8%
Physician Cardiologist - Paediatric Cardiology	36	174	699	6	915	0.7%
Physician (non-cardiologist) - Nephrologist	18	111	641	6	776	0.6%
Physician Cardiologist - Scientist Researcher	99	160	403	17	679	0.5%
Nurse - Advanced Nurse Practitioner	37	41	549	5	632	0.5%
Physician Cardiologist - Prevention & Rehabilitation	19	76	486	13	594	0.5%
Physician (non-cardiologist) - Surgeon	262	77	162	2	503	0.4%
Allied Professional - Cardiac Physiologist	37	45	404	3	489	0.4%
Physician (non-cardiologist) - Paediatrician	99	97	244	9	449	0.4%
Allied Professional - Echocardiographer / Sonographer	15	24	394	5	438	0.4%
Allied Professional - Medical Technologist / Medical Technician / Technician	28	41	341	6	416	0.3%
Nurse - Nurse Practitioner	112	16	285	2	415	0.3%
Physician (non-cardiologist) - Neurologist	58	66	286	3	413	0.3%
Physician Cardiologist - Adult Congenital Heart Disease	35	78	288	4	405	0.3%

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	% of Total
Allied Professional - Physiotherapist	101	40	243	9	393	0.3%
Other - Press	68	26	274	13	381	0.3%
Physician (non-cardiologist) - Radiologist	16	63	252	1	332	0.3%
Allied Professional - Health Educator	35	59	149	2	245	0.2%
Allied Professional - Healthcare Scientist	27	37	162	9	235	0.2%
Allied Professional - Administrator	29	23	146	11	209	0.2%
Physician (non-cardiologist) - Vascular Surgery	32	46	110	7	195	0.2%
Allied Professional - Medical Physicist	66	40	67	4	177	0.1%
Allied Professional - Clinical Bioengineer	11	14	141	3	170	0.1%
Physician (non-cardiologist) - Nuclear Medicine	3	33	106	1	143	0.1%
Allied Professional - Paramedic	42	16	71	4	133	0.1%
Allied Professional - Life Scientist	30	19	79	5	133	0.1%
Allied Professional - Exercise Physiologist / Kinesiologist / Sports Scientist	23	12	72	-	107	0.1%
Allied Professional - Dietician	17	14	68	3	102	0.1%
Allied Professional - Physician Assistant	15	8	73	3	99	0.1%
Physician (non-cardiologist) - Oncologist	20	22	46	6	94	0.1%
Allied Professional - Cardiopneumologist	8	6	80	-	94	0.1%
Allied Professional - Epidemiologist	13	12	57	1	83	0.1%
Allied Professional - Statisticians / Data Professional	18	8	54	1	81	0.1%
Allied Professional - Radiographer	6	3	53	2	64	0.1%
Allied Professional - Communication Officer	6	11	43	2	62	0.0%
Allied Professional - Health Economist	7	12	37	3	59	0.0%
Allied Professional - Genetic Scientist / Genetic Counsellor	3	9	42	-	54	0.0%
Allied Professional - Vascular scientist	4	9	25	2	40	0.0%
Allied Professional - Physiological Scientist	1	4	32	-	37	0.0%
Allied Professional - Psychologist	4	6	15	-	25	0.0%
Allied Professional - Social Worker	9	9	5	1	24	0.0%
Allied Professional - Clinical Biochemist including Paediatric Metabolic Biochemistry	1	4	15	1	21	0.0%
Allied Professional - Respiratory Physiologist	3	2	10	3	18	0.0%
Allied Professional - Perfusionist	3	2	10	-	15	0.0%
Allied Professional - Arts Therapists	5	4	3	1	13	0.0%
Allied Professional - Occupational Therapists	1	2	8	1	12	0.0%
Allied Professional - Diagnostic Radiology & MR Physicist	1	3	8	-	12	0.0%
Allied Professional - Nuclear medicine specialist	1	-	10	-	11	0.0%
Allied Professional - Quality Officer	1	1	9	-	11	0.0%
Allied Professional - Midwives	3	1	2	-	6	0.0%
Allied Professional - Molecular Pathologist of Acquired Disease	3	-	2	-	5	0.0%

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	% of Total
Allied Professional - Blood Transfusion Scientist / Transplantation	2	1	1	-	4	0.0%
Allied Professional - Podiatrists / Chiropodist	-	2	1	-	3	0.0%
Allied Professional - Speech and Language Therapists	-	-	2	-	2	0.0%
Allied Professional - Physical Scientist	-	1	1	-	2	0.0%
Allied Professional - Clinical Bioinformatics	-	-	1	-	1	0.0%
Grand Total	17,343	21,013	79,918	1,608		
	13.9%	16.8%	63.9%	1.3%		

4. Analytics



4.1 Delegate Attendance

This section concerns the registered delegates who logged in to the ESC Digital Congress platform on the congress dates (29 August – 1 September).

- **77,350** delegates logged in on the congress dates (29 August – 1 September);
- **61.9%** attendance rate – 77,350 delegates attended from among 125,008 registered delegates;
- **52.8%** of delegates attended more than one day; and
- **14%** of delegates attended all four days.

Figure 4-1: Daily Attendance

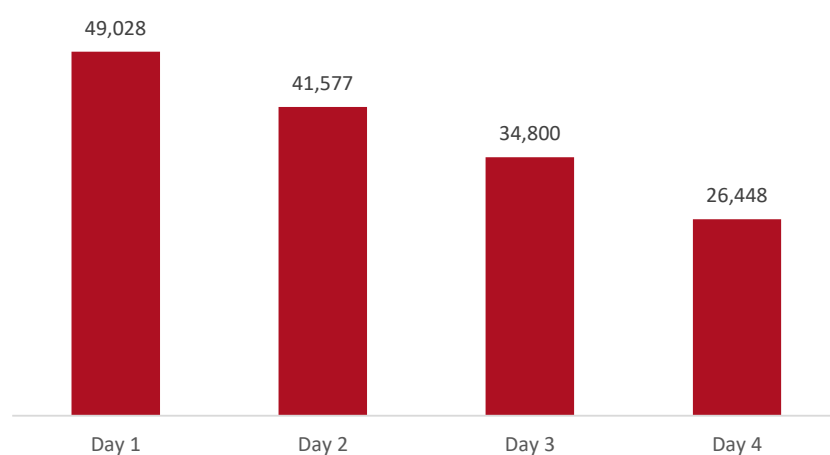
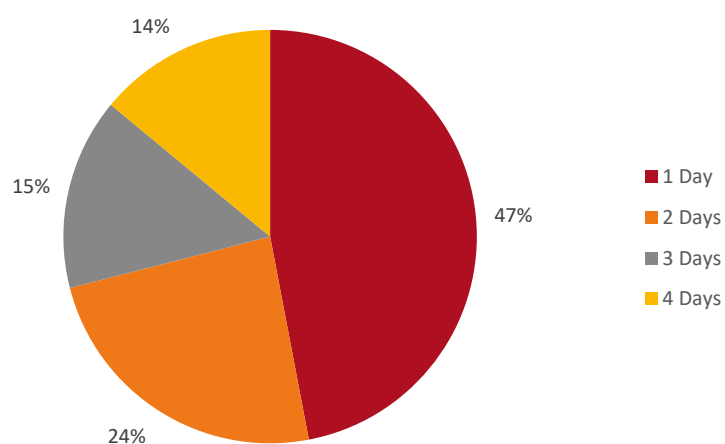


Figure 4-2: Attendance Frequency

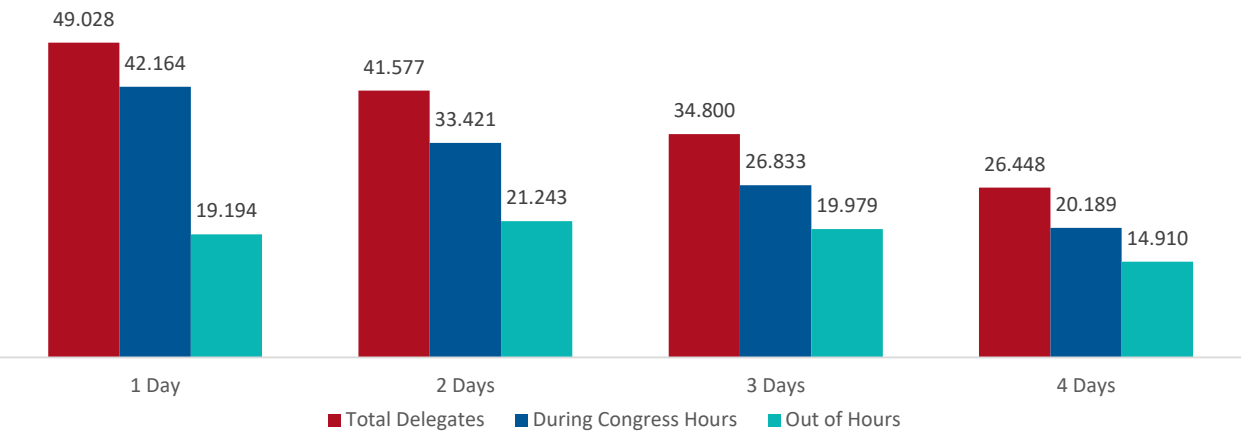


The congress was open daily from 8:30 to 19:30. Delegates were also able to log onto the platform outside of congress hours to view on demand content.

The chart below shows the number of delegates who logged in each day; the number of delegates who logged in during congress open hours; and the number of delegates who logged in outside congress hours. On average:

- **37,963 delegates logged on to the congress platform each day;**
- **30,652 delegates** logged on each day during congress hours; and
- **18,832 delegates** logged on each day outside of congress hours.

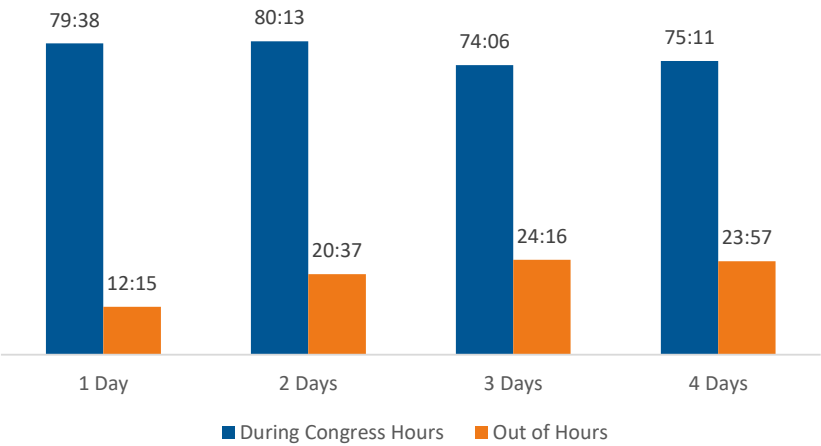
Figure 4-3: Total Daily Delegates vs. Delegates Logged on during Congress Hours



The chart below shows the average connection time for delegates (the average amount of time each delegate spent logged in during the day). On average:

- **Delegates spent 77 minutes, 17 seconds logged in during congress hours; and**
- Delegates spent 20 minutes, 16 seconds logged in outside of congress hours viewing on demand content.

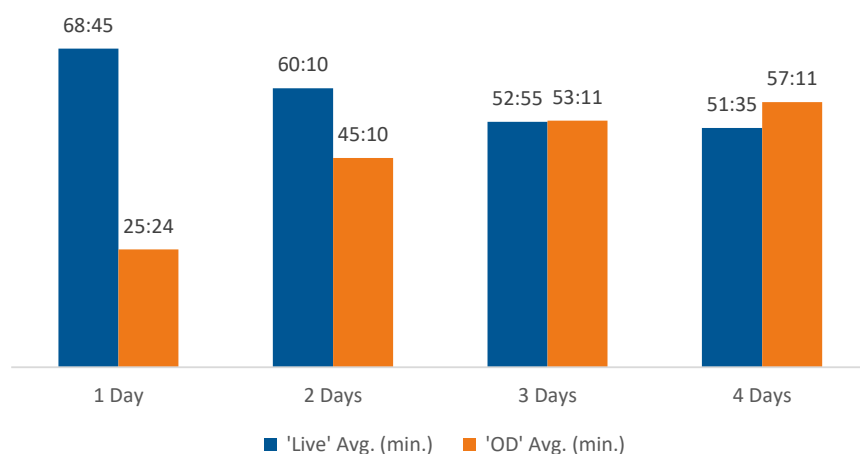
Figure 4-4: Average Delegate Connection Time (minutes)



The chart below shows the average amount of time delegates spent watching live content and the average amount of time delegates spent watching on demand content. As the congress continued, delegates spent less time watching live content and more time watching on demand content.

On average, **delegates spent 58 minutes, 20 seconds watching live content, and 45 minutes, 14 seconds watching on demand content** during congress dates.

Figure 4-5: Average View Duration – Live Sessions vs. On Demand

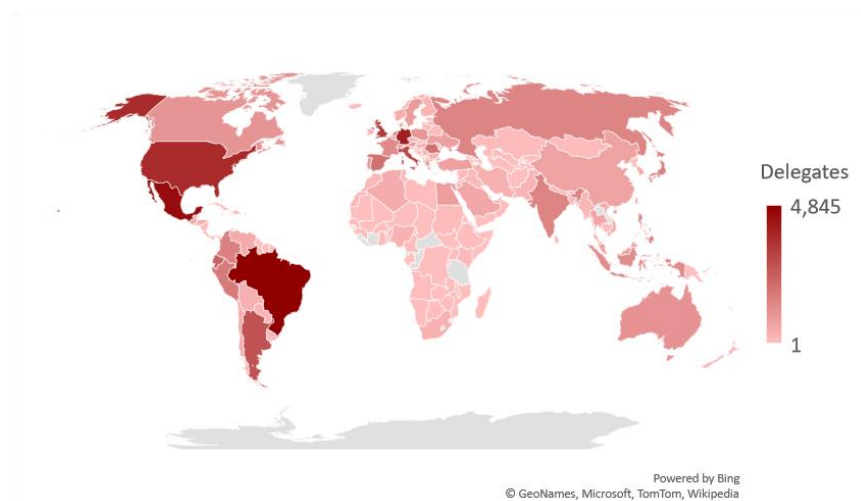


4.2 Demographic of Delegates

4.2.1 Geography

There were **77,350** delegates from **197** countries/territories.

Figure 4-6: Countries of Delegates Who Attended ESC Congress 2020 – The Digital Experience



The top 10 countries accounted for **42.1%** of all delegates attending ESC Congress 2020 – The Digital Experience.

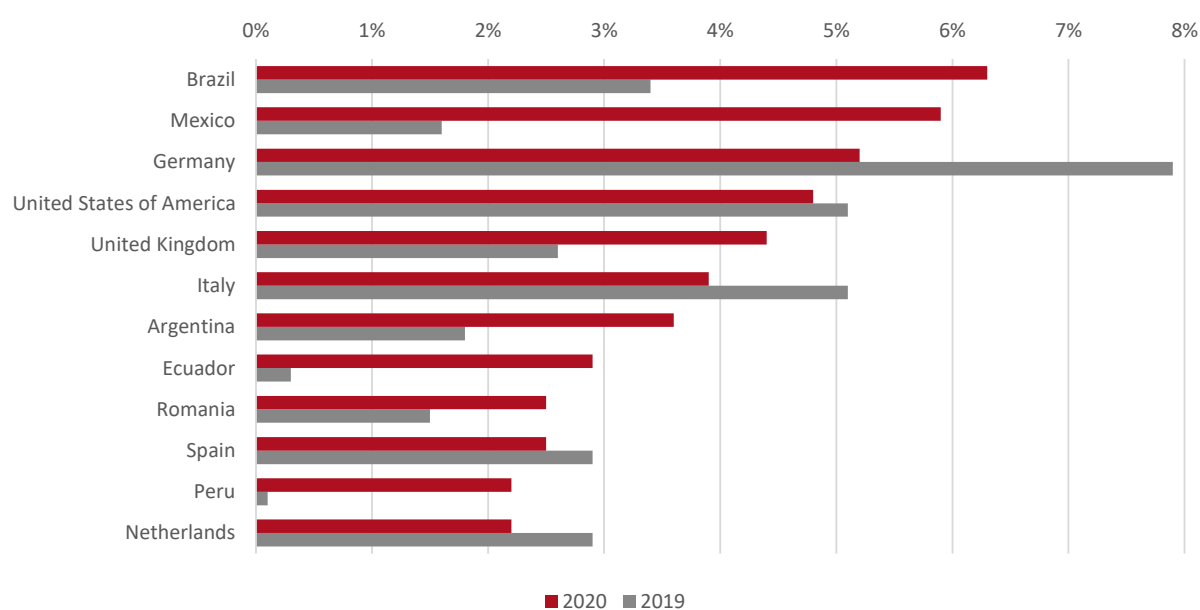
The chart below shows the top 20 countries of delegates, comparing the number of delegates from each country as a percentage of the total number of delegates at ESC Congress 2020.

Among those top 20 countries, Ecuador saw the greatest jump to 2,281 delegates representing 2.9% of Congress 2020 delegates, up from 68 delegates representing 0.2% of Congress 2019 delegates in Paris.

Table 4-1: Top 20 Delegates Countries

Country	Delegates	% of Total
Brazil	4,845	6.3%
Mexico	4,547	5.9%
Germany	4,958	5.2%
United States of America	3,751	4.8%
United Kingdom	3,376	4.4%
Italy	3,028	3.9%
Argentina	2,749	3.6%
Ecuador	2,281	2.9%
Romania	1,962	2.5%
Spain	1,960	2.5%
Peru	1,736	2.2%
Netherlands (The)	1,676	2.2%
Colombia	1,566	2.0%
Japan	1,537	2.0%
India	1,502	1.9%
Philippines	1,448	1.9%
Russian Federation	1,435	1.9%
France	1,336	1.7%
Indonesia	1,248	1.6%
Australia	1,107	1.4%

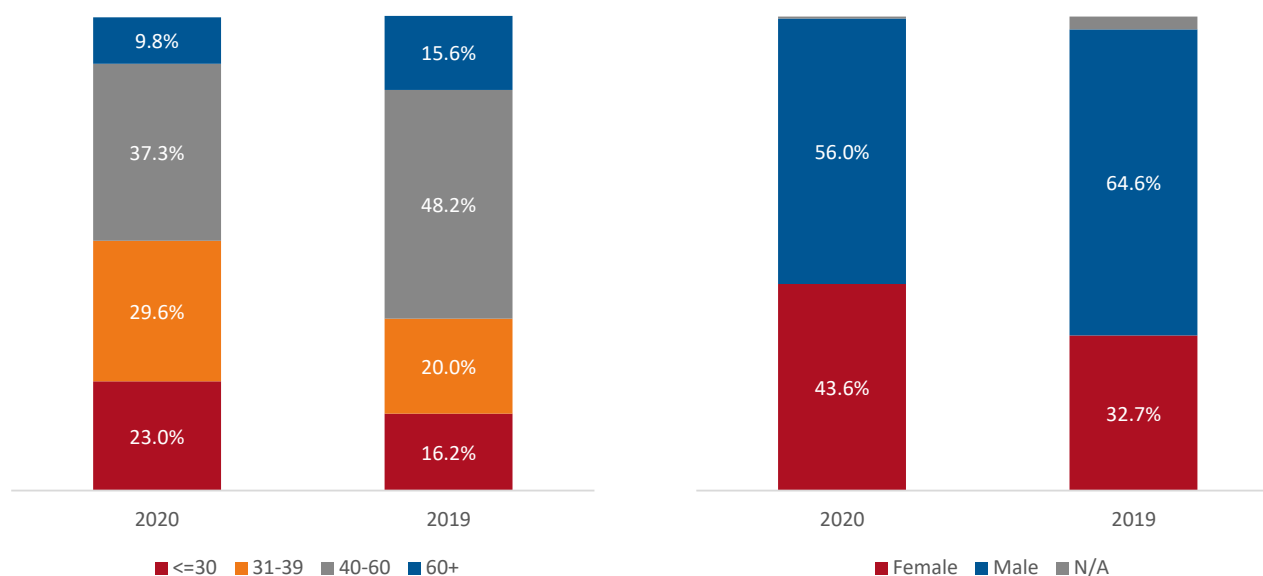
Figure 4-7: Top 10 Delegates Countries (% of total delegates)



4.2.2 Age and Gender

- **52.6%** of delegates were under 40 (2019: 36.2%); and
- **43.6%** of delegates were female (2019: 32.7%).

Figures 4-8: Age and Gender Split ESC Congress 2020 – The Digital Experience vs. ESC Congress 2019



4.2.3 Profession and Stage in Career

The tables below show the top 20 professions and the stage in the careers of delegates at ESC Congress 2020 – The Digital Experience.

The largest group was **practicing clinical cardiologists, who accounted for 22.7% of all delegates**. This was also the largest group in 2019, when it accounted for 42.6% of delegates. As the table below shows, **there was a much more diverse audience at ESC Congress 2020 – The Digital Experience**.

Table 4-2: Top 20 Professions and Stage in the Careers of Delegates at ESC Congress 2020 – The Digital Experience

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	
Physician Cardiologist - Clinical Cardiologist	513	4,688	17,560	369	23,130	29.9%
Other - Other	3,709	576	1,551	65	5,901	7.6%
Physician (non-cardiologist) - Internal Medicine	453	1,710	3,539	64	5,766	7.5%
Physician Cardiologist - Interventional	95	659	4,446	37	5,237	6.8%
Physician (non-cardiologist) - General Practitioner / Family Medicine	945	840	3,161	52	4,998	6.5%
Other - Industry Representative	384	736	3,320	76	4,516	5.8%
Other - Other Healthcare Profession	678	330	1,321	36	2,365	3.1%
Physician Cardiologist - Imaging	37	352	1,915	13	2,317	3.0%
Physician (non-cardiologist) - Other Specialty	463	416	1,160	29	2,068	2.7%
Physician Cardiologist - Electrophysiologist	53	299	1,364	16	1,732	2.2%
Physician Cardiologist - Heart Failure	59	244	974	13	1,290	1.7%
Physician Cardiologist - Acute Cardiac Care	74	282	871	16	1,243	1.6%

Profession / Stage in Career	Student	In Training	Practicing	Retired	Grand Total	
Physician (non-cardiologist) - Endocrinologist	18	73	961	19	1,071	1.4%
Allied Professional - Pharmacist	52	82	905	9	1,048	1.4%
Allied Professional - Scientist/ Biomedical Scientist	105	121	659	20	905	1.2%
Nurse - Nurse	104	51	708	21	884	1.1%
Physician (non-cardiologist) - Emergency Medicine	68	157	522	4	751	1.0%
Physician (non-cardiologist) - Intensive Care Medicine	28	102	424	4	558	0.7%
Physician (non-cardiologist) - Cardio-Thoracic Surgery	60	115	352	2	529	0.7%
Physician (non-cardiologist) - Nephrologist	12	57	385	4	458	0.6%
Grand Total	8,590	12,671	50,040	963		
	11.1%	16.4%	64.7%	1.2%		

4.2.4 Primary Interest

Basic science was the most selected specialty amongst delegates (13.9% of delegates). In 2019, basic science was the fifth most common specialty amongst delegates (6.1% of delegates).

We have included the ages of delegates to show that the largest **group by far are under age 30 with a primary interest in basic science**. This cohort accounts for 7.4% of the total delegates, further suggesting that this year we engaged a younger, more diverse audience that may not yet have decided in which area of cardiology to continue their studies.

Table 4-3: Primary Specialties Selected by Delegates

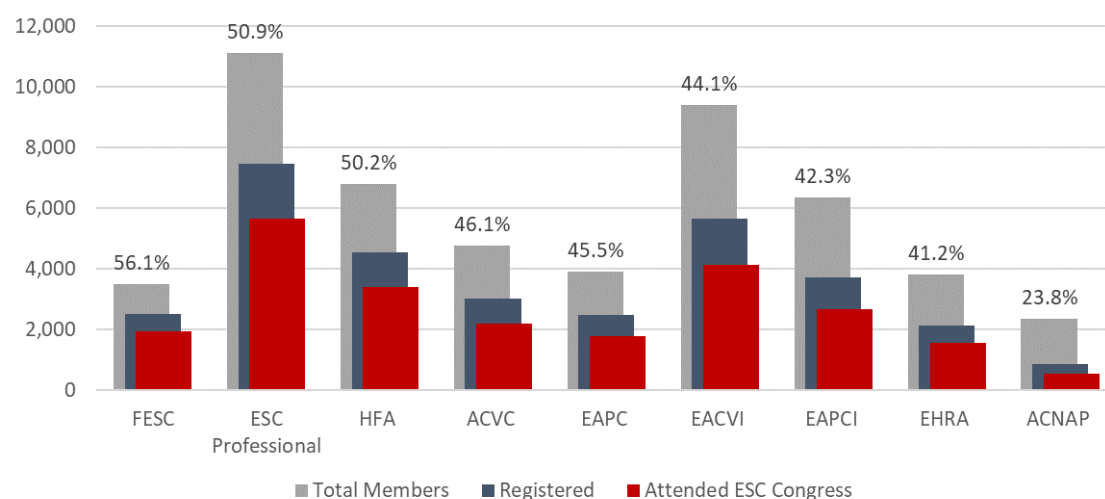
Primary Specialty	<= 30	31 - 40	41 - 50	51 - 60	61 - 70	> 70	Total	% of total
Basic Science	5,734	2,585	1,310	751	322	68	10,770	13.9%
Heart Failure	1,209	2,858	2,071	1,513	729	152	8,532	11.0%
Coronary Artery Disease - Acute Coronary Syndromes - Acute Cardiac Care	1,406	2,535	1,571	1,231	779	202	7,724	10.0%
Imaging	515	2,426	1,865	1,103	542	69	6,520	8.4%
Interventional Cardiology and Cardiovascular Surgery	686	2,109	1,801	1,269	564	89	6,518	8.4%
Arrhythmias and Device Therapy	731	1,749	1,476	918	426	102	5,402	7.0%
Hypertension	817	1,031	1,009	903	610	147	4,517	5.8%
Preventive Cardiology	427	1,113	1,069	894	586	167	4,256	5.5%
Cardiovascular Disease in Special Populations	348	864	834	732	463	153	3,394	4.4%
Valvular - Myocardial - Pericardial - Pulmonary - Congenital Heart Disease	293	709	587	408	247	53	2,297	3.0%
Cardiovascular Pharmacology	405	705	513	371	133	20	2,147	2.8%
Digital Health - Public Health - Health Economics - Research Methodology	170	250	219	150	51	13	853	1.1%
Cardiovascular Nursing	154	222	197	111	44	6	734	0.9%
Diseases of the aorta, Peripheral Vascular Disease, Stroke	105	174	155	101	52	11	598	0.8%
General Cardiology	8	51	20	24	12	2	117	0.2%
Other	9	29	15	12	3	1	69	0.1%
Training and Education	1	2					3	0.0%
Clinical Skills	1			1			2	0.0%
Grand Total	13,019	19,412	14,712	10,492	5,563	1,255		
	16.8%	25.1%	19.0%	13.6%	7.2%	1.6%		

4.2.5 ESC Membership

- 14,500 (18.8%) of congress delegates were ESC Members (ESC Professional Members, Fellows, Association Members).

The chart below shows the proportion of ESC and Association Members who registered, and those who logged in to the congress platform on the congress dates.

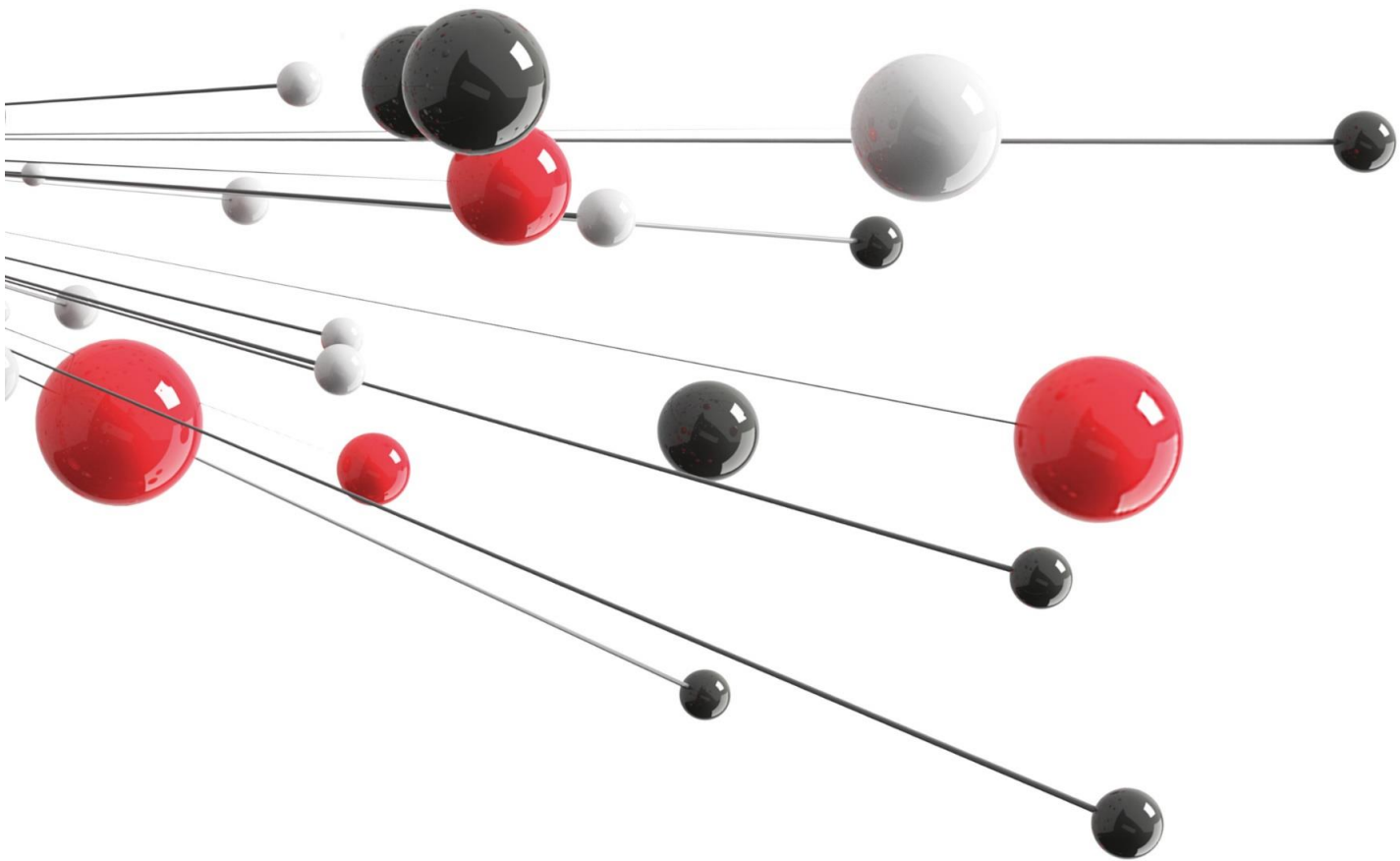
Figure 4-9: Registration and Attendance of ESC Members (showing percentage of membership that attended on congress dates)



ESC Fellows were the most represented, with 56.1% of all FESC logging into the platform during the congress.

Of the specialty associations, HFA was the most represented with 50.2% of all HFA Members logging in during congress dates.

5. Industry



5.1 Industry Participation

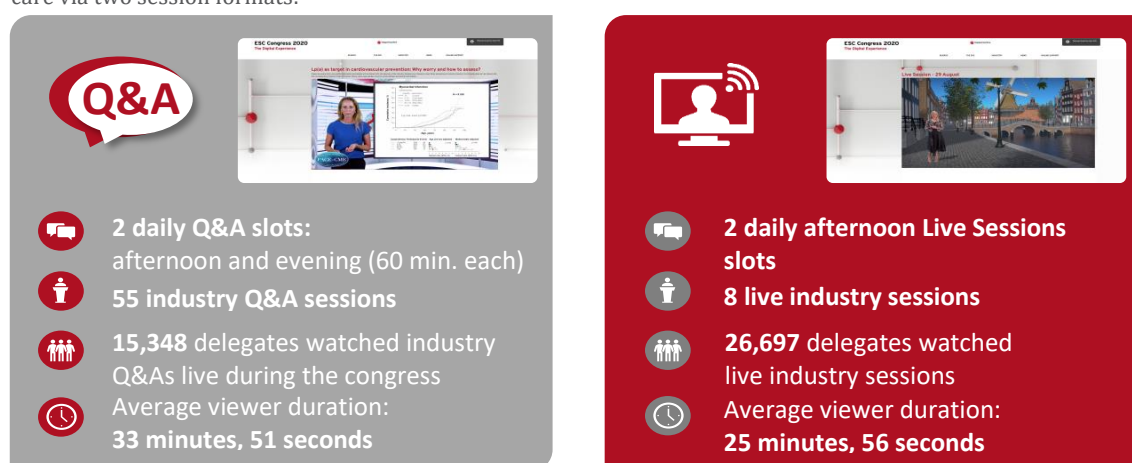
The ESC gratefully acknowledges 35 companies and organisations, including 33 industries, that contributed to the success of ESC Congress 2020 – The Digital Experience. In 2019, 161 companies and organisations contributed to ESC Congress, including 137 industries.

5.2 Key Statistics

The following section outlines industry activities at ESC Congress 2020 – The Digital Experience, along with key figures which highlight their contribution to the event.

5.2.1 Industry Sessions

Industry partners were invited to contribute to our scientific programme by disseminating their latest developments in cardiovascular care via two session formats:



5.2.1.1 Industry Sessions during ESC Congress 2020 – The Digital Experience

Table 5-1: Industry Sessions during ESC Congress 2020 – The Digital Experience: Overview of Key Metrics per Slot and Session Type

Date	Session Type	Time Slot	Number of Industry Sessions	Average Unique Users per Time Slot	Average Time Spent per Time Slot (connection time)	Average Time Spent per Time Slot (% of session duration)
Saturday, 29 August	Industry Q&A Sessions	12:45 - 13:45 (60 min.)	9	884	00:28:59	48%
Saturday, 29 August	Industry Live Sessions	15:00 - 15:30 (30 min.)	1	12,041	00:18:20	61%
Saturday, 29 August	Industry Live Sessions	17:30 - 18:15 (45 min.)	1	11,059	00:25:45	57%
Saturday, 29 August	Industry Q&A Sessions	18:30 - 19:30 (60 min.)	4	940	00:34:10	57%
Sunday, 30 August	Industry Q&A Sessions	12:45 - 13:45 (60 min.)	9	546	00:31:45	53%
Sunday, 30 August	Industry Live Sessions	15:00 - 15:30 (30 min.)	1	9,272	00:24:15	81%
Sunday, 30 August	Industry Live Sessions	17:30 - 18:15 (45 min.)	1	9,468	00:31:20	70%
Sunday, 30 August	Industry Q&A Sessions	18:30 - 19:30 (60 min.)	6	514	00:35:02	58%
Monday, 31 August	Industry Q&A Sessions	12:45 - 13:45 (60 min.)	10	403	00:34:30	58%
Monday, 31 August	Industry Live Sessions	15:00 - 15:30 (30 min.)	1	4,251	00:21:46	73%

Date	Session Type	Time Slot	Number of Industry Sessions	Average Unique Users per Time Slot	Average Time Spent per Time Slot (connection time)	Average Time Spent per Time Slot (% of session duration)
Monday, 31 August	Industry Live Sessions	17:30 - 18:15 (45 min.)	1	4,094	00:30:12	67%
Monday, 31 August	Industry Q&A Sessions	18:30 - 19:30 (60 min.)	9	309	00:35:53	60%
Tuesday, 1 September	Industry Q&A Sessions	12:45 - 13:45 (60 min.)	4	482	00:33:13	55%
Tuesday, 1 September	Industry Live Sessions	15:00 - 15:30 (30 min.)	1	4,679	00:22:40	76%
Tuesday, 1 September	Industry Live Sessions	17:30 - 18:15 (45 min.)	1	4,255	00:33:12	74%
Tuesday, 1 September	Industry Q&A Sessions	18:30 - 19:30 (60 min.)	4	300	00:37:12	62%

5.2.1.2 Industry Sessions: Video On Demand

Industry presentations were made available to registered delegates as video on demand on the platform until 30 September.

Table 5-2: Industry Sessions: Video On Demand Metrics as of 30 September 2020



Video On Demand – Key Metrics (average values) Average duration of Industry presentations: 57 minutes			
Viewers		Viewing Duration (min.)	
Average Unique Viewers	228	Average Viewing Duration (min.)	5.3
Highest Average Unique Viewers	960	Highest Average Viewing Duration (min.)	9.5
Lowest Average Unique Viewers	28	Lowest Average Viewing Duration (min.)	2.8
Median Unique Viewers	177.5	Median Viewing Duration (min.)	5.0

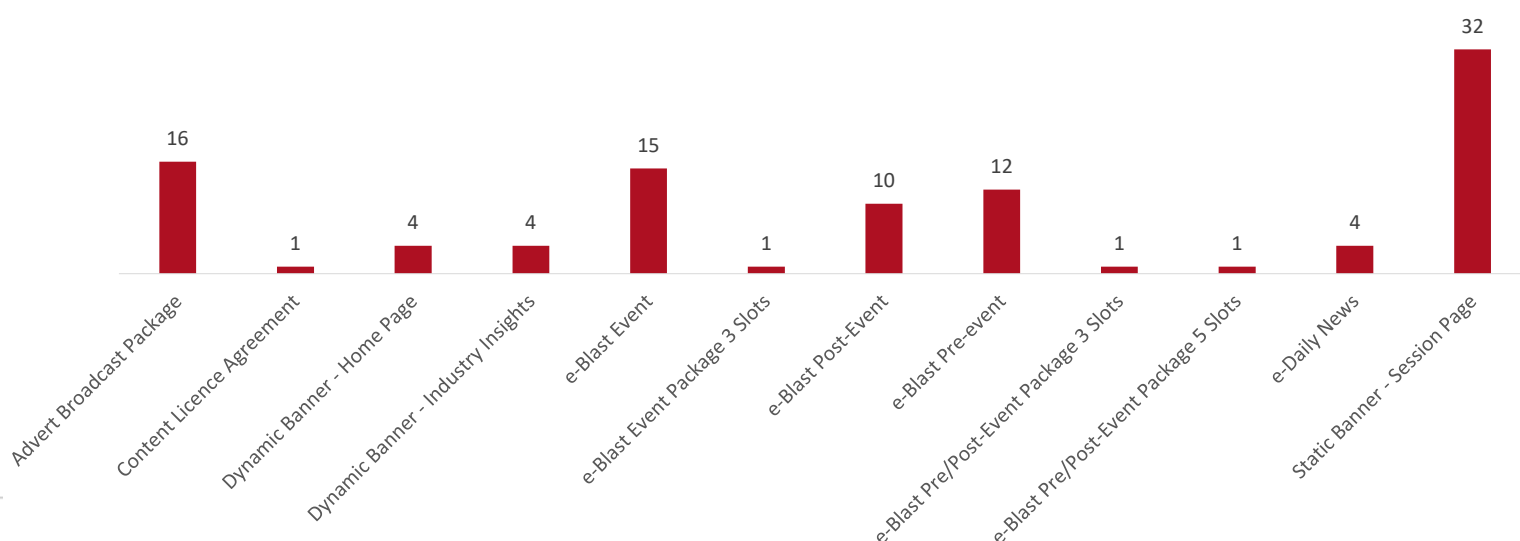
5.2.2 Sponsorship

ESC Congress 2020 – The Digital Experience provided partners with an unprecedented opportunity to convey their key messages to a worldwide audience.

Sponsorship opportunities on our platform delivered increased brand awareness and generated traffic to industry partners' content via various promotional formats.

Figure 5-1: Overview on Quantity of Products Sponsored per Category at ESC Congress 2020 - The Digital Experience

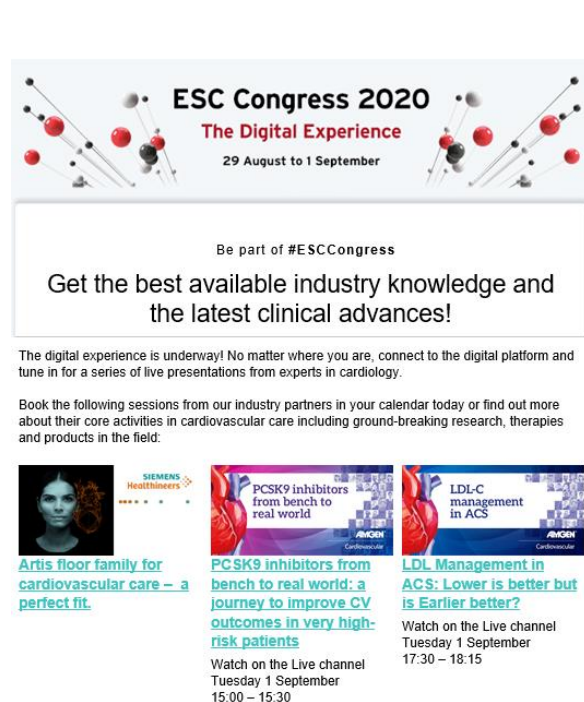
*e-Blast package items were excluded from individual e-blast product counts ('e-Blast Event', 'e-Blast Pre-Event', 'e-Blast Post-Event').



5.2.2.1 e-Blasts

Sponsors were able to reach out to the audience before, during and after the event via an electronic invitation.

Photo 5-1: Extract of e-blast sent during ESC Congress 2020 – The Digital Experience.



Available slots

Pre-Event e-Blasts

6 August 2020
13 August 2020
20 August 2020
27 August 2020

Event e-Blasts

29 August 2020
30 August 2020
31 August 2020
1 September 2020

Post-Event e-Blasts

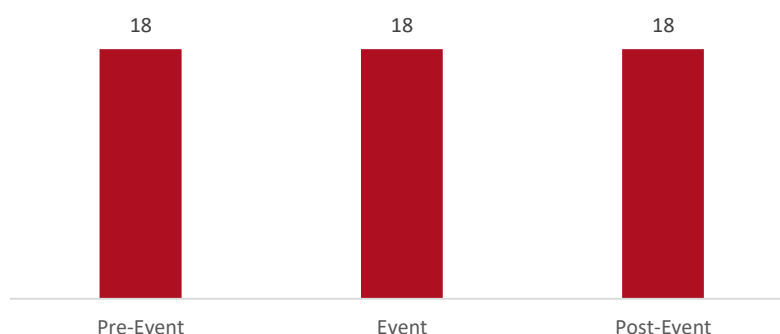
3 September 2020
11 September 2020
17 September 2020
25 September 2020

Table 5-3: Average Performance for Disseminated e-Blasts.

Based on statistical reports for the following send dates: 20 August 2020 – 27 August 2020 – 29 August 2020 – 30 August 2020 – 31 August 2020

Key Figures – Average Performance for e-Blast Items		
Audience	Open Rate	Click Rate
71,443	36%	5%

Figure 5-2: e-Blast Slots Ordered by Industry Partners (includes items from e-blast packages)



5.2.2.2 Banner Advertising

Industry partners had the opportunity of promoting their activities, thanks to our range of banner advertisements across the online platform of ESC Congress 2020 – The Digital Experience.

Photo 5-2: Overview of banner advertising on the online platform.

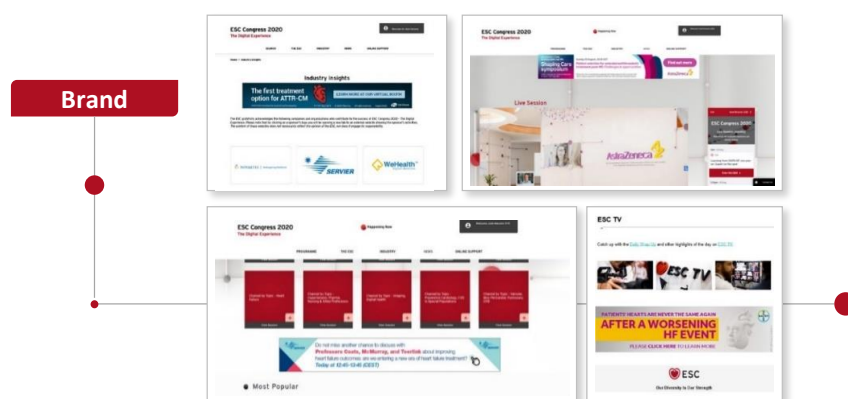
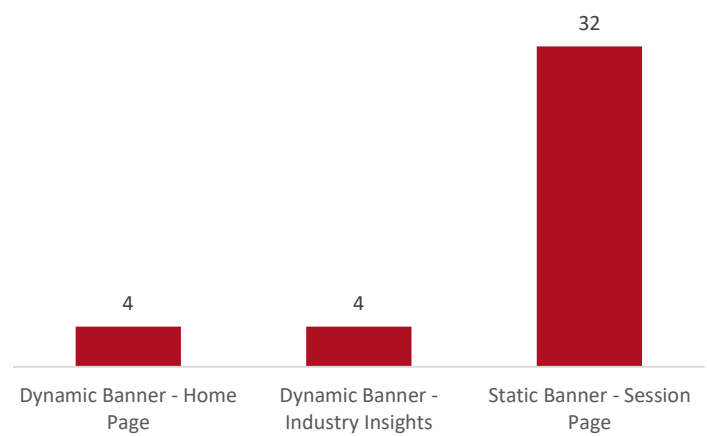


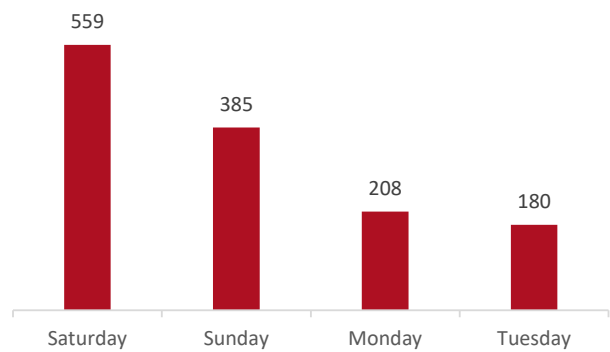
Figure 5-3: Industry Banner Advertising on the Platform



Sponsors could promote their session programmes or external website (with an embedded hyperlink) on the following pages:

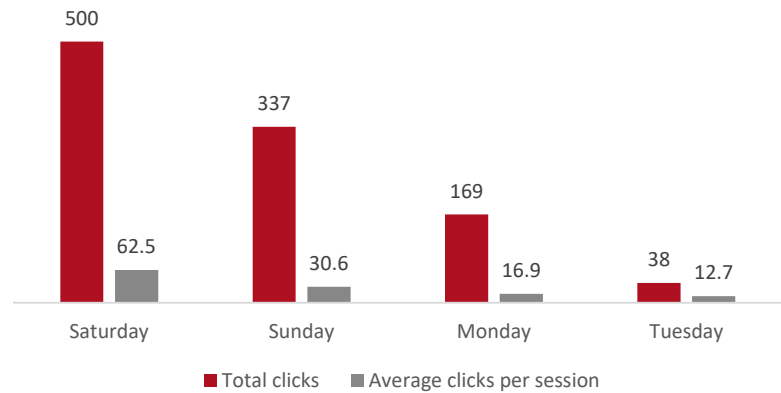
- **Home page Dynamic Banner:** sliding banner rotating every five seconds included up to four sponsors.

Figure 5-4: Home page Dynamic Banners – Clicks per Day



- **Session Page Static Banner:** one static banner per session.

Figure 5-5: Session Page Static Banners – Clicks per Day



- Industry Insights Page Dynamic Banner: sliding banner rotating every five seconds included up to four sponsors. (More details in [Industry Insights](#) section.)

5.2.2.3 Adverts in ESC Broadcast Channels

Adverts in ESC broadcast channels allowed partners to promote their activities with five 30-second spots per day during our intersession slots as follows:

- Four in the scheduled programme between 8:00 and 12:45 (maximum choice of two topic channels); and
- One in the live programme between 14:00 and 18:30 on the single live channel.

Some 35 unique industry adverts were broadcast during 80 intersession slots in ESC broadcast channels over the four days, attracting **356,156 unique viewers** (6,248 viewers per advert on average).

5.2.2.4 e-Daily New Adverts

Industry adverts were placed at the end of the e-Daily News message.

Our dedicated congress newsletter highlighting the most up-to-date scientific information from ESC Congress 2020 – The Digital Experience was the ideal opportunity to extend industry partner visibility via an e-Daily News banner advertisement to promote their digital sessions or to hyperlink with their external websites.

Photo 5-3: Extract from e-Daily News bulletin sent during ESC Congress 2020 – The Digital Experience.

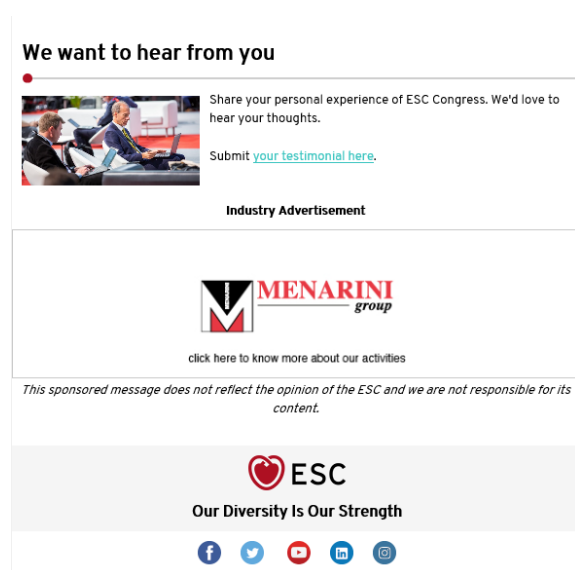


Table 5-4: Metrics for e-Daily News Adverts

Metrics for e-Daily News Adverts – Average over 4 Days				
Target	Audience	Open Rate	Click Rate	Advert Clicks
All Participants	134,786	16.94%	7.86%	55
Registered	88,101	23.62%	13.31%	45
Non-Registered	181,471	10.26%	2.40%	65

5.2.3 Industry Insights

A dedicated industry insights section on the platform of ESC Congress 2020 – The Digital Experience acknowledged partners through their logos, and invited delegates to discover their solutions through external hyperlinks to company/customised web pages. **There were 37 industry partner logos** present on the page.

Figure 5-6: Industry Insights Page - Logo Clicks

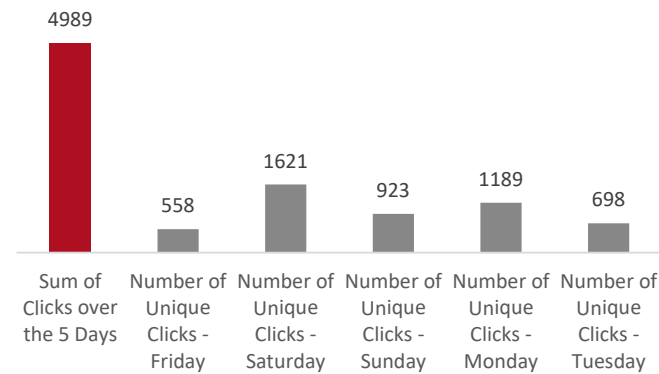


Figure 5-7: Industry Insights Page - Banner Clicks

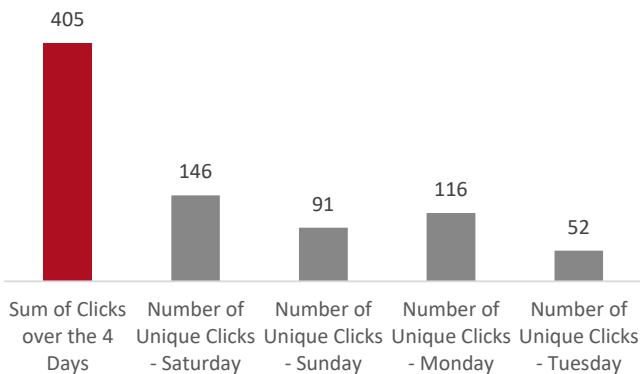
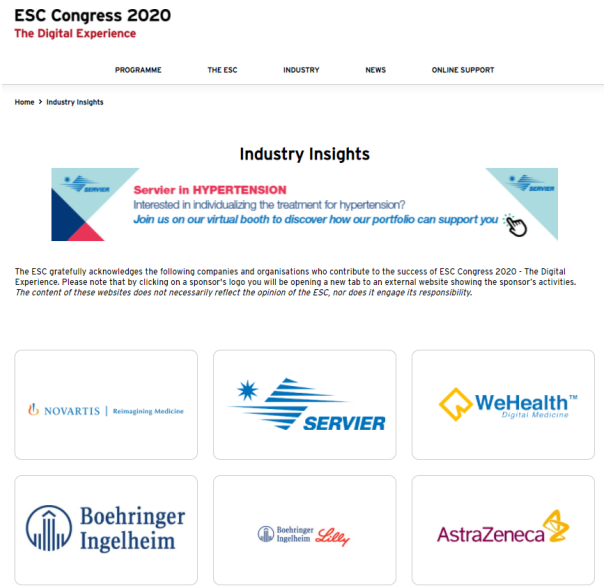


Photo 5-4: Screen shot of industry insights page.



5.3 Industry Feedback & Recommendations

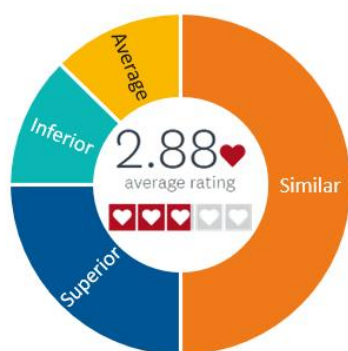
5.3.1 Quantitative Industry Survey: Key Outcomes

After ESC Congress 2020 – The Digital Experience ended, a post-congress survey was sent to both participating and non-participating sponsors to collect their immediate thoughts on their experiences. A total of 10 industry partners took part in the survey (eight out of 30 participating and two out of 437 non-participating).

GENERAL

- Industry partners indicated they had a similar experience at ESC Congress 2020 – The Digital Experience, compared with what they saw at other digital events – one indicated far inferior / five indicated far superior.

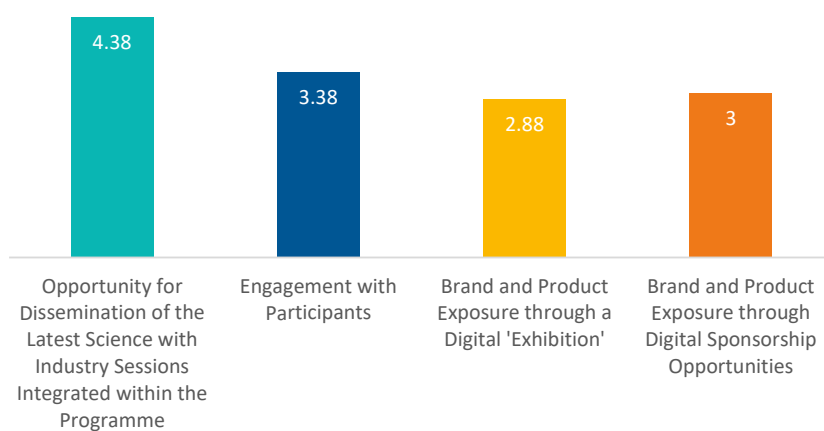
Figure 5-8: How Did ESC Congress 2020 – The Digital Experience Compare with Other Online Events You Have Supported?



OBJECTIVES

- Disseminating science through session formats remain the priority – one indicated least important / five indicated most important.

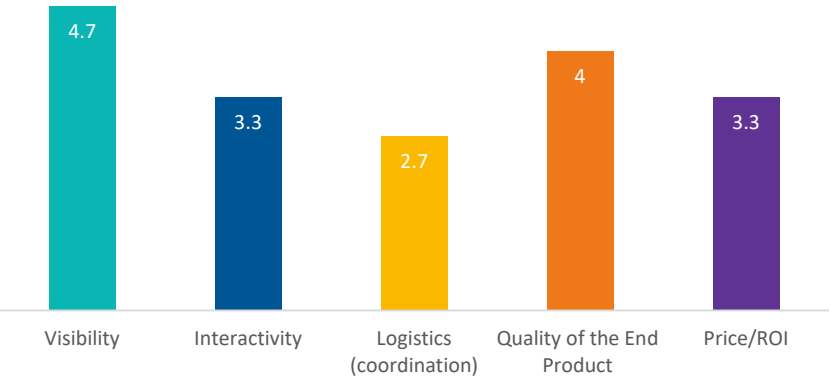
Figure 5-9: Most Important Tangible Return To Achieve at ESC Congress 2020 – The Digital Experience?



SESSION FORMATS

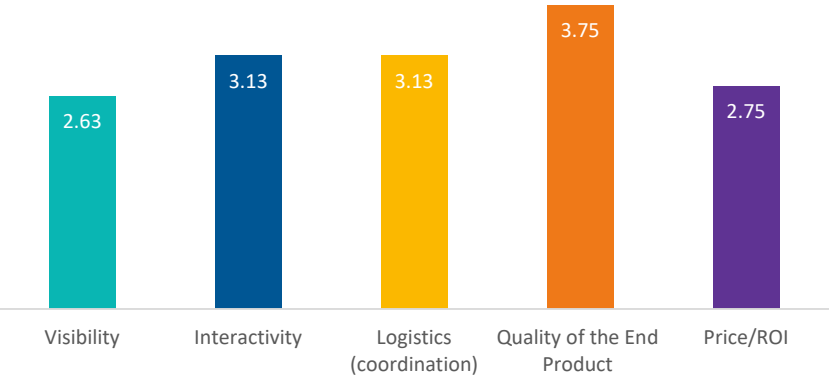
- Industry ‘Live Sessions’ were an attractive format due to their visibility in the prime time channel, as well as the quality of the end product (one indicated very unsatisfied / five indicated very satisfied).

Figure 5-10: Industry Live – How Much You Rate This Session in Terms of:



- Industry Q&A Sessions were easier to organise for industry partners, but were not as visible because they were broadcast in topic channels and were in direct competition with multiple sessions running in parallel – one indicated very unsatisfied / five indicated very satisfied.

Figure 5-11: Industry Q&A – How Would You Rate This Session in Terms of:



SPONSORSHIP

- Industry partners were satisfied with the sponsorship opportunities at their disposal – one indicated very unsatisfied / five indicated very satisfied.

Figure 5-12: To What Extent Did These Items Meet Your Expectations?



INDUSTRY INSIGHTS

- Industry partners felt that this section was not visible enough and was published too late, which meant that they could not drive traffic to their content. It was also mentioned that there was no interactive component to the page, which is a key element, given that there is no alternative for online events to an in-person exhibition.

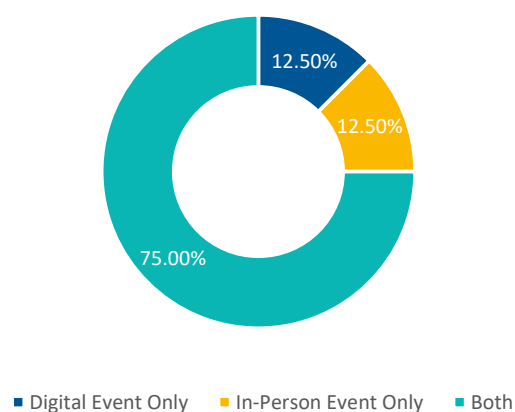
ADDITIONAL PRODUCTS FOR FUTURE EDITIONS

- Virtual exhibition (N=3)
- Enhanced user experience and better navigation (N=2)
- More interaction (N=2)
- Improved technical support and flexibility for sessions (N=2)
- Real-time metrics (N=1)
- Additional sponsorship opportunities (N=1)

UPCOMING EVENTS and FUTURE FORMATS

- Three-quarters of respondents indicated they would attend both components of an event with a hybrid format.

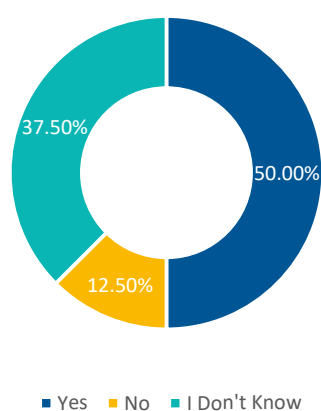
Figure 5-13: If a Hybrid Event Is Proposed in 2021, in Which One Are You More Likely To Take Part?



REGISTRATION and INDUSTRY SUPPORT FOR FUTURE CONGRESSES

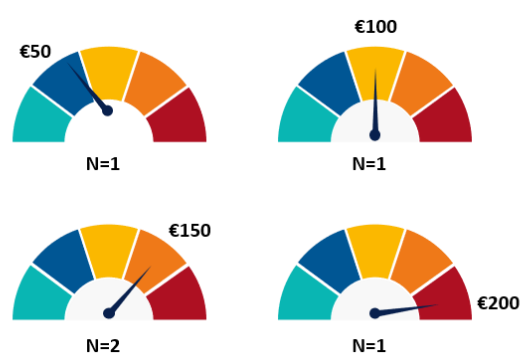
- Half of our industry partners stated that they would support group registration for healthcare professionals at online events.

Figure 5-14: Would Your Company Be Prepared To Support Registrations for Physicians to Online Events?



- According to industry partners, the fee for an online event should not exceed €200.

Figure 5-15: What in Your Opinion Is the Maximum Fee Which Could Be Considered as Fair Market Value for Future ESC Congress Digital Event Registrations?



5.3.2 Qualitative Industry Survey: Main Findings

Following ESC Congress 2020 – The Digital Experience, the ESC organised calls with industry partners to gain deeper insights into their experience at our first ever digital edition of ESC Congress. Outcomes from these discussions will inform future strategy and allow the ESC to get an outline of the key components of a successful digital event in the field of cardiovascular care in order to improve future editions.

A total of **14 industry partners took part** in this research over a three-week period.

What can be improved moving forward?



Navigation & User Experience

- User-friendly navigation
- Accessible content: programme overview, smart search function based on user profile and behaviour, reminder/notification of saved sessions
- Pre-event awareness/access to familiarise with environment



Delegate Perspective

- Shorter formats
- More interactivity (sessions & industry pages)
- Classroom teaching for exchange with experts
- Networking opportunities
- Gamification within the daily programme
- Consider breaks
- Fair participant registration fee - Around 100/150€. Fee per category of participant rather than traditional format and Early Bird



Industry Perspective

- Clearer timelines and guidelines with product specifications to support partners
- Increased opportunities to drive traffic to partner activities
- More visibility for sponsors
- Reliable metrics & analytics with timely access
- Link for sponsors to support with group registration

What should be maintained in future format?

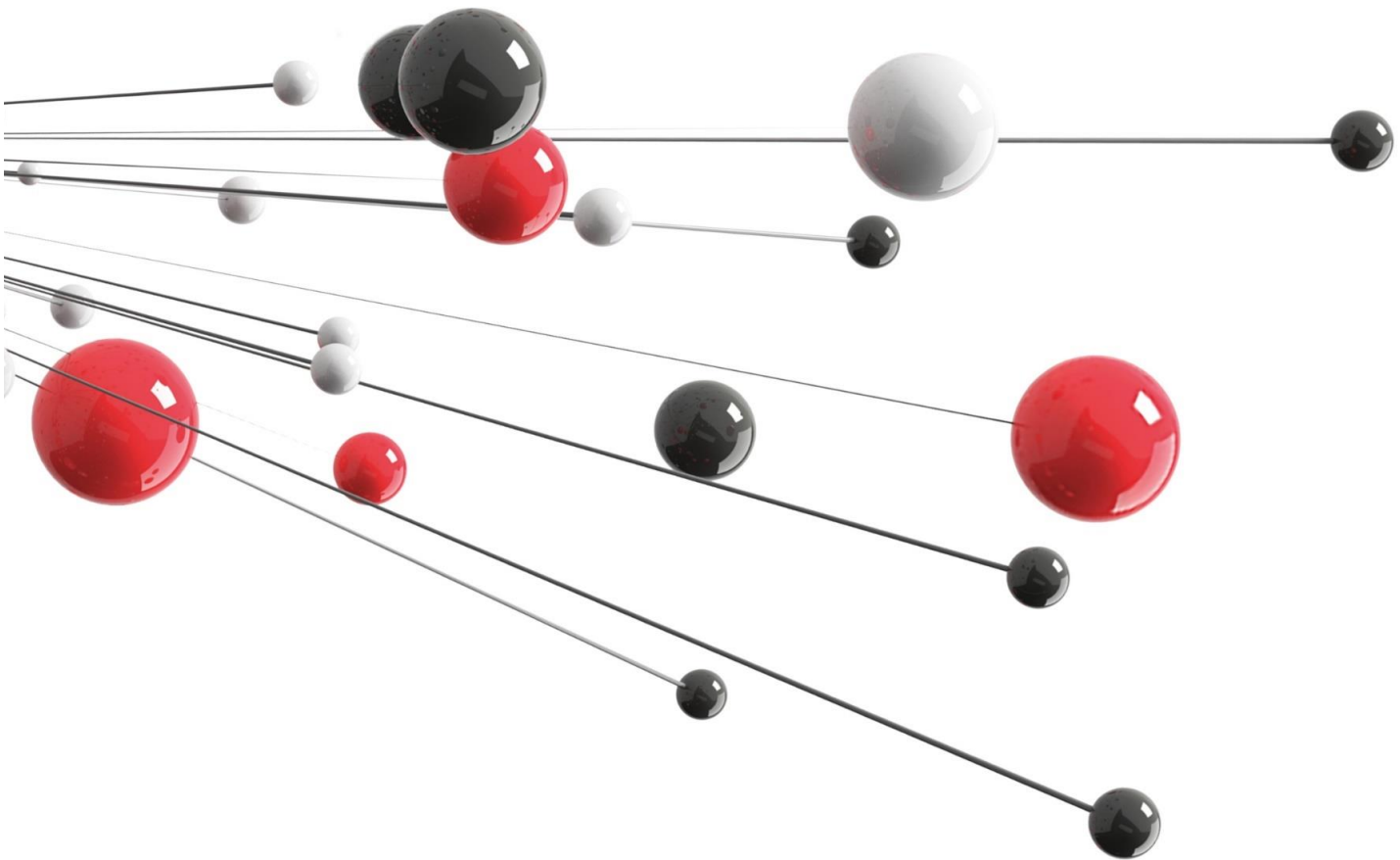
- **Getting people together** and **building excitement** around the community.
- **Live sessions format** with **audience interaction** to optimise learning and call to action to better engage audience.
- Maintain global reach of a **larger audience** and **new participant profiles**, compared to in-person events.
- Journey that supports **education**. Importance of **quality of content** available.
- **Flexibility** is most welcome in this moving environment to adapt to each partner's strategy, which is especially essential in session format; accommodation of sponsor's external links on the event platform.

5.4 Appendix

Table 5-5: List of 2020 Sponsors

Sponsors 2020
Abbott
Actelion Pharmaceuticals Ltd
Alnylam Pharmaceuticals
Amarin Pharma Inc
Amgen (Europe) GmbH
AstraZeneca
Bayer
BIOTRONIK SE & CO. KG
Boehringer Ingelheim
Boehringer Ingelheim and Lilly Alliance
Boston Scientific International
Bristol-Myers Squibb and Pfizer Alliance
Charite University Hospital
Daiichi Sankyo Europe GmbH
Edwards Lifesciences
GE HEALTHCARE
International Medical Press
Janssen Pharmaceutica NV
Medtronic
MENARINI INTERNATIONAL
MSD
Myokardia
Novartis Pharma AG
Novo Nordisk A/S
Omron Healthcare Europe B.V.
Pfizer
Philips
Physicians Academy for Cardiovascular Education
Roche Diagnostics International Ltd
Sanofi-Aventis Groupe
SERVIER
Siemens Healthineers
Vifor Pharma
WeHealth Digital Medicine
Zoll CMS GmbH
Total of 35 Sponsors

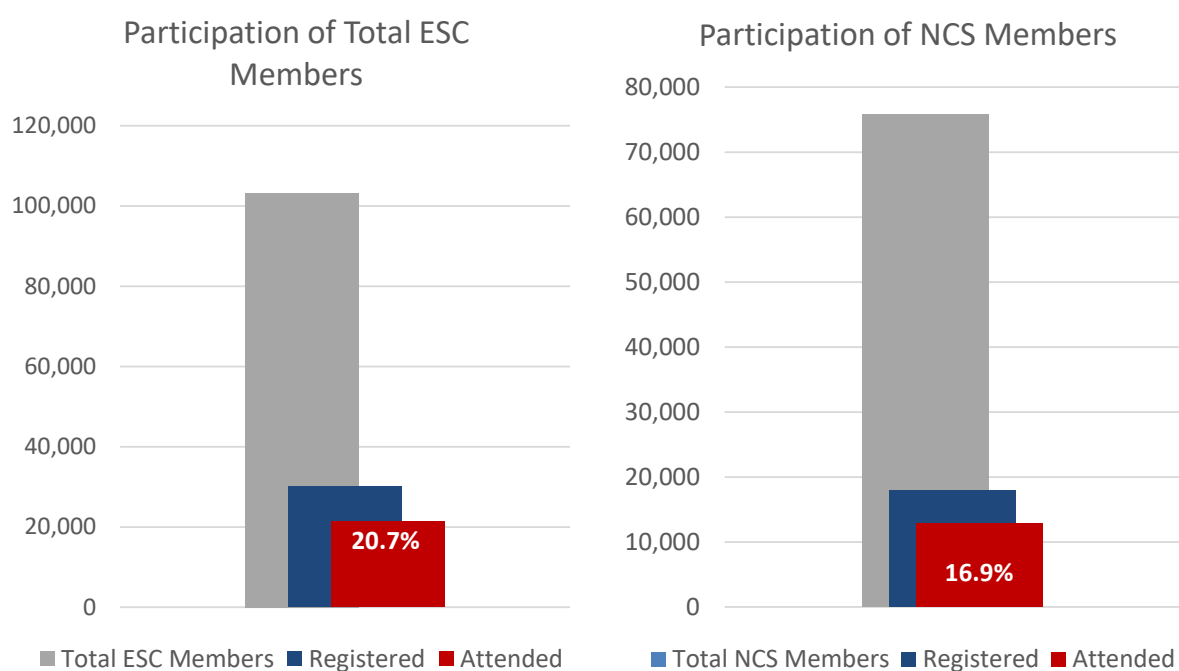
6. Membership & Community



6.1 Membership Programmes

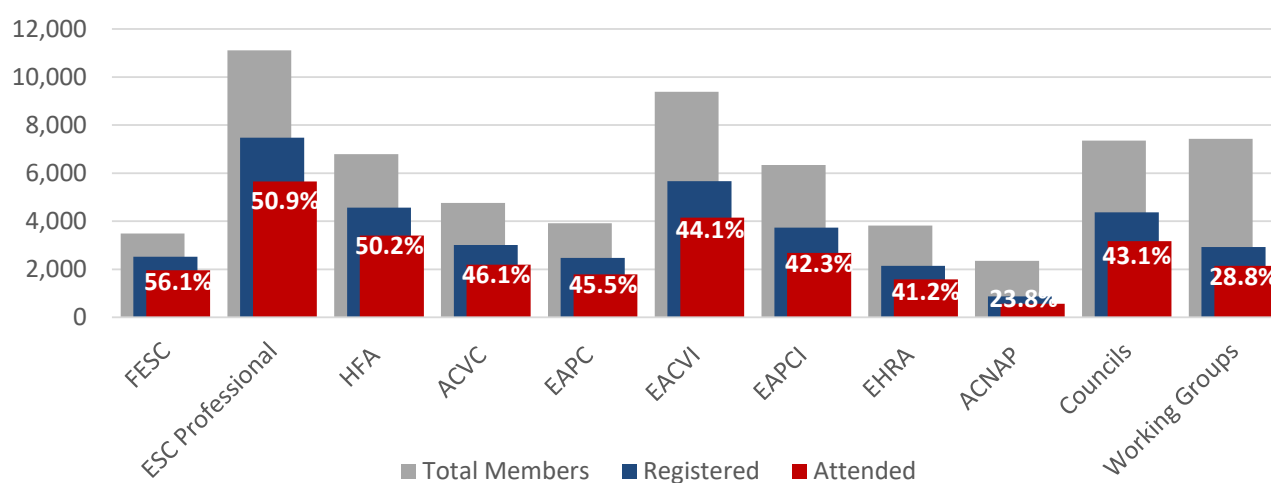
The charts below indicate the number and proportion of members by membership category who registered and attended ESC Congress 2020 – The Digital Experience. (Note: a member can hold multiple memberships.)

Figures 6-1: Registration and Attendance of ESC Members

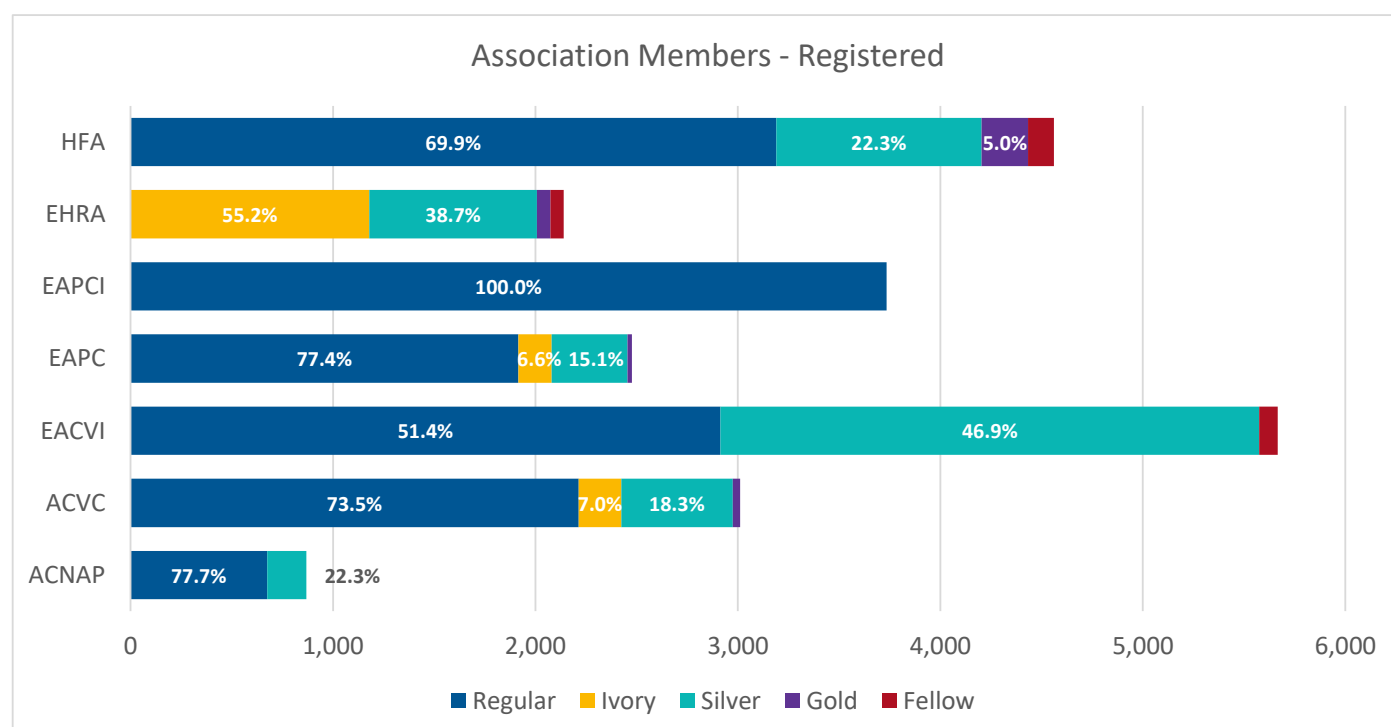
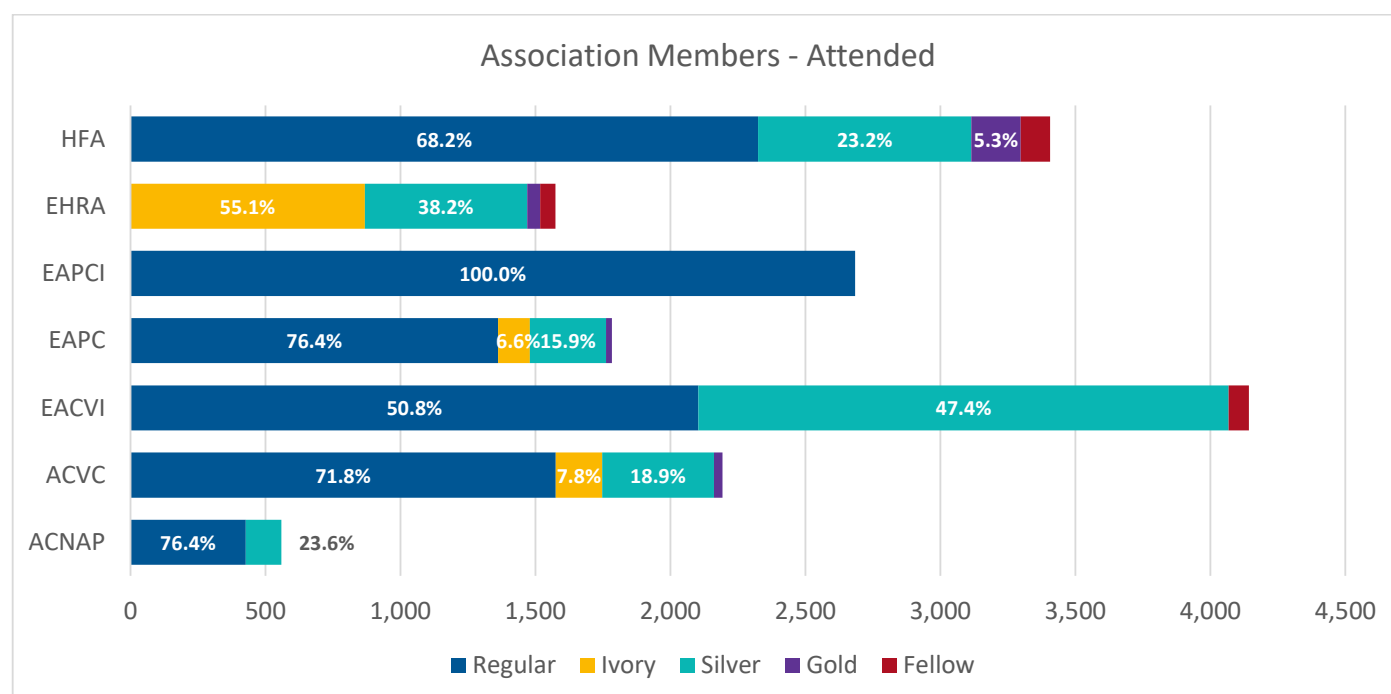


Total ESC Members include: all regular and active (paying) Association Members, ESC Professional and Professional Plus Members, NCS Members, working groups and council members.

Figure 6-2: Participation by ESC Membership (showing percentage of membership attending on congress dates)



Figures 6-3: Breakdown by Association Member Levels Who Attended and Registered for ESC Congress 2020 – The Digital Experience



6.1.1 Membership Engagement Activities

For this first digital edition, the main objective was to propose engaging activities dedicated to the members instead of having a physical lounge. Some web pages were created and accessible on the congress platform.

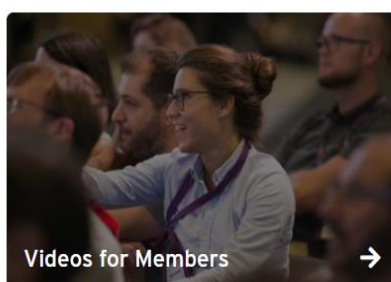
The access was open to all delegates, but most of the content was restricted to the ESC Professional Members, ESC Professional Members, FESC and EFESC.

Photo 6-1: Membership activities landing page.

FESC & ESC Professional Member activities

One of the many benefits of being an ESC Professional Member or a FESC is your access to dedicated activities during ESC Congress.

Discover videos for members, virtual case demos and get information about speed mentoring sessions taking place during this year's congress.



6.1.1.1 ESC Congress Speed Mentoring Online

It enabled ESC Professional Members in training to meet ESC key opinion leaders for private online meetings.

Six sessions of one hour each were organised via Zoom with 17 minutes of discussion per each pair (up to three discussions per hour per mentor and per mentee):

- Sunday, 30 August 2020, 08:00-09:00
 - Sunday, 30 August 2020, 11:00-12:00
 - Monday, 31 August 2020, 08:00-09:00
 - Monday, 31 August 2020, 11:00-12:00
 - Tuesday, 1 September 2020, 08:00-09:00
- 52 candidates applied (89 in 2019, **-41.5%**);
 - 51 candidates were accepted (65 in 2019) and **45 mentees** participated;
 - 123 mentors were invited (from which 12 names were given by the Netherlands Society of Cardiology); and
 - **46 mentors** participated (41 in 2019, **+12,2%**).

New this year:

As the sessions were organised online, a guide for mentors and a guide for mentees were created.

Technical information was available on how to use Zoom, as well as advice and promotion of other activities available for members listed in a document sent to all participants prior to the sessions.

Photo 6-2: First session on Sunday, 30 August 2020.



This first online edition was very successful and was really appreciated by both the mentors and the young cardiologists:

- 96.77 % of mentees interviewed were satisfied or very satisfied (77,4% very satisfied); and
- 95.45 % of mentors interviewed were satisfied or very satisfied (54,5% very satisfied).

6.1.1.2 Virtual Cases

Self-practice:

Five virtual cases with a virtual patient simulator were available for demos in the Membership Platform accessible to Professional Members. It allowed participants to experience real life clinical and interactive cases.

A total of 175 unique clicks were made on the page during the congress. (Over 5,653 ESC Professional Members participated in the congress). The tool was used by almost 200 members, which is more than at an in-person congress. The case involved self-practice with no technical assistance, except if it was asked for by the member – which was the main difference with a physical congress. This figure should be compared with the final last year at ESC Congress 2019 in Paris when around 30 members watched the final on site.

Photo 6-3: Virtual patient in on-going session.



Virtual national competition online:

With the help of the Body Interact team which provided a virtual patient platform, the virtual national competition was renewed this year online.

All NCS young groups were invited, and 25 national teams participated (20 teams in 2019).

The qualifications phase took place from Saturday, 11:00 to Monday, 17:00 with slots of one hour per team.

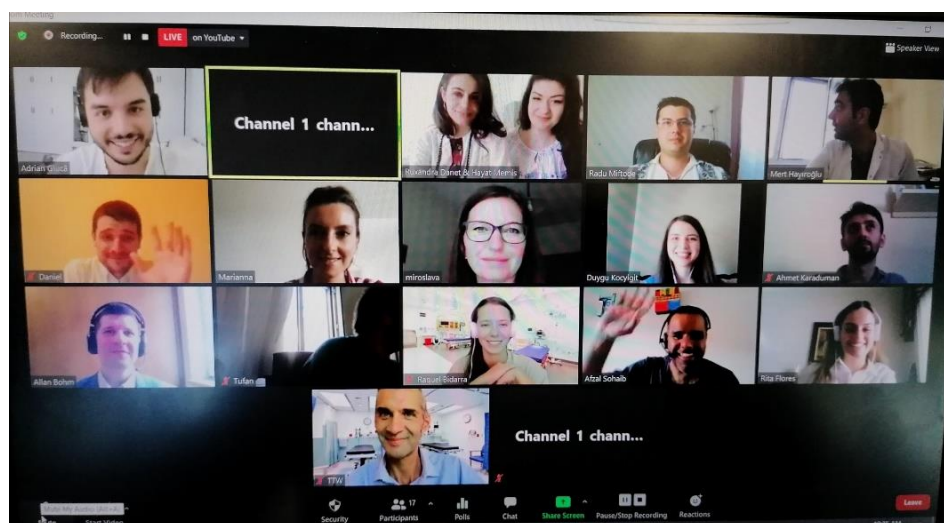
The three best teams (Romania, Slovakia and Turkey) were invited to the finale on Tuesday morning (9:30-10:30). Three channels created on the platform – a channel for each team – were broadcast live via YouTube: Channel 1/Romania/welcome/results – 90 unique views; Channel 2/Slovakia – 32 unique views; and Channel 3/Turkey – 34 unique views.

Dr. Afzal Sohaib, Chair of the ESC Board Committee for Young Cardiovascular Professionals, announced the competition results live at 10:15 on Channel 1.

The winning team was the Carpathian Heart Knights from the Romanian Society of Cardiology: each of the four members won an online subscription to a subspecialty journal.

The format was well appreciated and created a buzz on social media.

Photo 6-4: Final of the competition with all participants.



6.1.1.3 Prerecorded Sessions

Eleven prerecorded sessions on non-scientific content were proposed on demand from Saturday, 29/08 8.00 CEST to Tuesday, 1/9 20.00 CEST. Each speaker recorded 15 minutes to 20 minutes on various topics, with some topics being presented by two different speakers:

- Boost your career;
- Emotional impact of CVD on patients and caregivers;
- Palliative care / end of life;
- Female leaders in cardiology x 2;
- Home monitoring for patients – a multidisciplinary perspective x 2;
- Become a good speaker;
- How to adopt an effective communication – patient's perspective; and
- Get involved with the ESC Young Community x 2.

Each video was available on a dedicated web page with the bio of the speaker, a synthesis of the presentation and Q&A slots when available.

- Four were open to all participants
- Seven were restricted to ESC Professional Members, ESC Professional Members Plus, FESC, and EFESC. Each speaker was available for one hour of Q&A with members and participants, who also had the opportunity to leave questions at any time during the day (from 08:00 CEST to 18.00 CEST). Unfortunately, no question was asked during the congress. The reasons for that could be linked to the low visibility of these videos: the communication was done too late and the videos were not included in the congress program– so they were difficult to find on the website.

Photo 6-5: Screen shots of the web page with videos on demand and one example of a video.

Special sessions for ESC Professional Members

Video on demand	Speaker	Q&A time (with speaker)	Q&A time (without speaker)	Access
Boost your career	Prof. Mamas Mamas	Sunday, 30 August 10:00-11:00	Sunday, 30, Monday, 31 August & Tuesday, 1 September 08:00 - 18:00	FESC ESC Professional Member, Professional Plus Member
Emotional impact of CVD on patients and caregivers	Mr. Paul McGreavy	Tuesday, 1 September 09:00-10:00	Sunday, 30, Monday, 31 August & Tuesday, 1 September 08:00 - 18:00	FESC ESC Professional Member, Professional Plus Member
Palliative care/end of life	Prof. Donna Fitzsimons, FESC	Sunday, 30 August: 10:00-11:00 Tuesday, 1 September: 10:00-11:00	Sunday, 30, Monday, 31 August & Tuesday, 1 September 08:00 - 18:00	FESC, ESC Professional Member, Professional Plus Member
Female Leaders in Cardiology	Dr. Sarah Clarke, FESC	Monday, 31 August 09:00-10:00 Tuesday, 1 September 09:00-10:00	Sunday, 30, Monday, 31 August & Tuesday, 1 September 08:00 - 18:00	FESC, ESC Professional Member, Professional Plus Member
Female Leaders in Cardiology	Dr. Nina Ajmone Marsan, FESC	Sunday, 30 August 09:00-10:00	Sunday, 30, Monday, 31 August & Tuesday, 1 September 08:00 - 18:00	FESC, ESC Professional Member, Professional Plus Member



Prof. Mamas Mamas

Professor Mamas Mamas is a Professor of Cardiology at Keele University, UK and Director for the Centre for Prognosis Research. His research group's interest focuses around the use of routinely collected electronic healthcare data to inform the diagnosis, treatment and clinical outcomes of real world patients with cardiovascular disease using national audit data derived from the national cardiovascular societies at the National Institute of Cardiovascular Outcomes Research as well as large datasets from the US. He qualified from Oxford University and has over 300 peer reviewed publications.

Summary: Social networks open the field of professional possibilities and are now an essential tool to boost your career. To be efficient, you should make real connections and make your peers remember you. Professor Mamas Mamas is glad to will present you some tips to build a solid and efficient network and the right contacts.

Q&A time with speaker: 30 August from 10:00 to 11:00 CEST

Q&A time without speaker: Sunday, 30, Monday, 31 August & Tuesday, 1 September from 08:00 to 18:00 CEST

Q&A time with speaker: 30 August from 10:00 to 11:00 CEST

Q&A time without speaker: Sunday, 30, Monday, 31 August & Tuesday, 1 September from 08:00 to 18:00 CEST

6.1.1.4 Statistics on Web Pages

Table 6-1: Total Unique Visitors per Web Page of All Members (5,653) and Delegates (77,000+) Participating in ESC Congress 2020 – The Digital Experience

Web Page	Content Accessible to	Total of Unique Visitors
Landing Web Page with Dedicated Activities	All Delegates	211
ESC Congress Speed Mentoring Online	All Delegates but Activity Restricted to Members	82
Virtual Cases – Self-Practice	Members Only	175
Virtual Cases – Final of Competition	All Delegates	86
Prerecorded Sessions: Main Web Page	All Delegates	141
Video : Boost Your Career Speaker: Mamas Mamas	Members Only	63
Video : Emotional Impact of CVD on Patients and Caregivers Speaker: Paul McGreavy	Members Only	15
Video : Palliative Care / End of Life Speaker: Donna Fitzsimons	Members Only	14
Video : Female Leaders in Cardiology Speaker: Sarah Clarke	Members Only	19
Video : Female Leaders in Cardiology Speaker: Nina Ajmone Marsan	Members Only	48
Video : Home Monitoring for Patients – a Multidisciplinary Perspective Speaker: David Dunker	Members Only	25
Video : Home Monitoring for Patients – a Multidisciplinary Perspective Speaker: Lis Neubeck	Members Only	13
Video : Become a Good Speaker Speaker: Vijay Kunadian	All Delegates	26
Video : How to Adopt an Effective Communication - Patient's Perspective Speaker: Dan Foldager	All Delegates	10
Video : Get Involved with the ESC Young Community Speaker: Afzal Sohaib	All Delegates	16
Video : Get Involved with the ESC Young Community Speaker: Allan Böhm	All Delegates	5

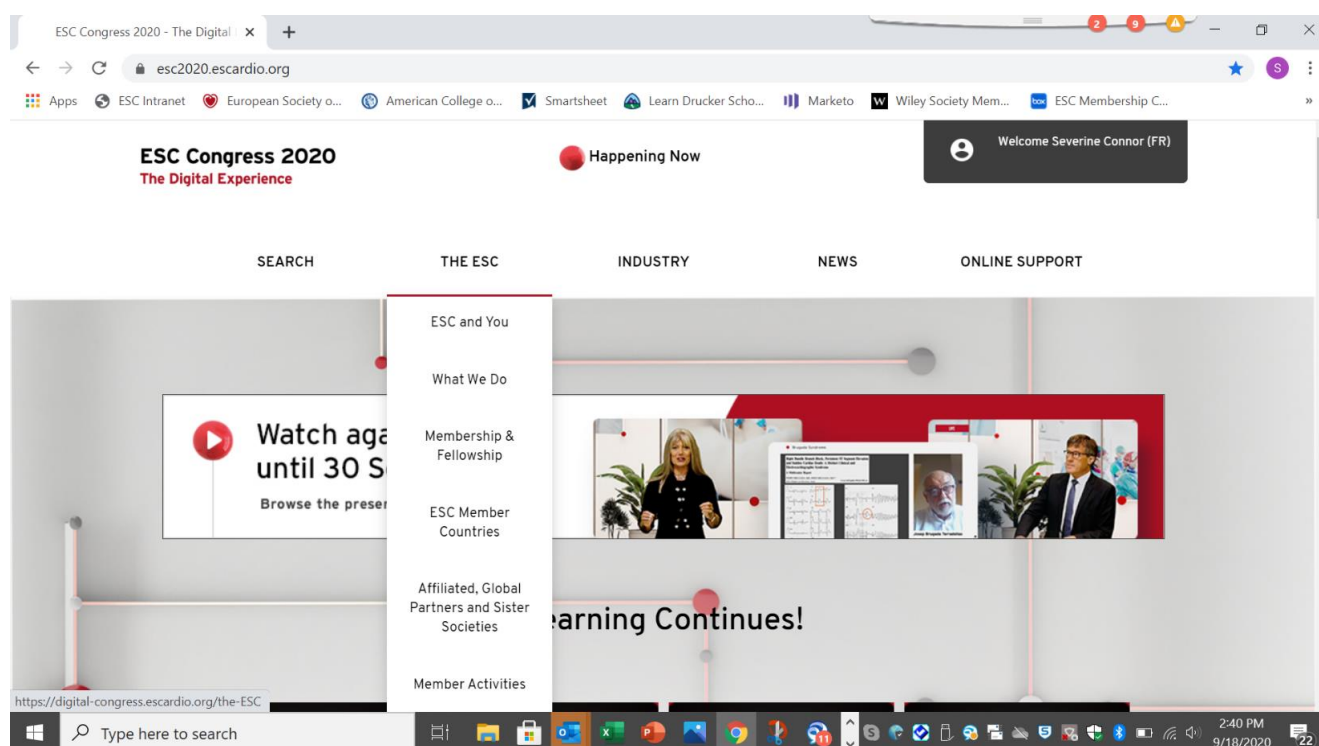
6.1.2 Membership Development

The following membership development activities were conducted during ESC Congress 2020 – The Digital Experience:

- A dedicated membership and fellowship section on the online congress platform;
- A special offer for participants signing up for an active membership during the congress period; and
- Communication to promote membership throughout the congress platform and other channels.

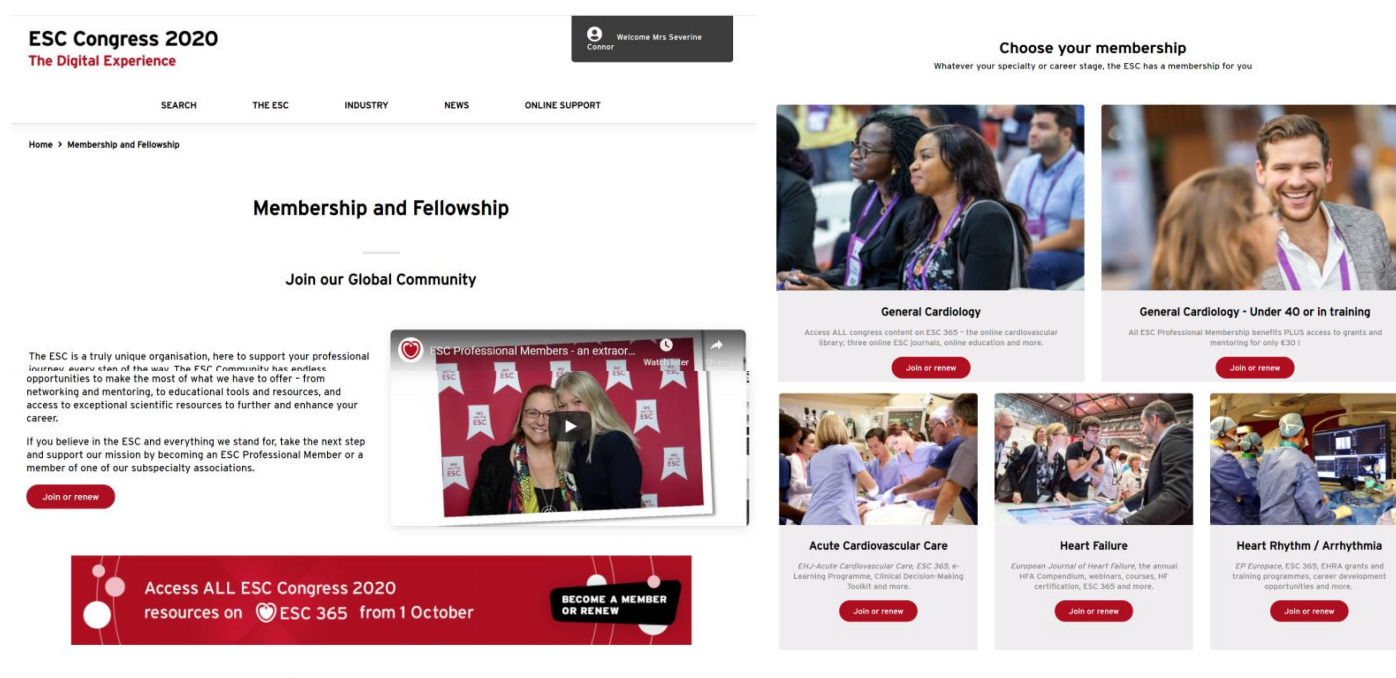
The dedicated membership section was hosted on the congress online platform within the ESC section.

Photo 6-6: Screenshot of dedicated membership section on the congress platform within the ESC section.



A video introduced the ESC community with a dynamic, title-based format listing all ESC and Subspecialty Association Membership options, as well as an introduction to ESC Fellowships and links to dedicated ESC Membership activities taking place during the online congress.

Photo 6-7: Screenshot of membership web page platform for ESC Congress 2020 – The Digital Experience.



An **exclusive offer** was launched for congress participants who signed up or renewed their ESC Professional, ESC Professional Plus, Association Ivory, Silver or Gold Memberships during ESC Congress 2020 – The Digital Experience (28 August–1 September). The special offer gave every new and renewed member access all year long to congress resources on ESC 365.

Promotion and awareness of membership advantages were conducted through communication activities including:

- New membership videos played during scientific session interludes;
- Banners featured on the congress platform home page, on channels by topics and on the www.escardio.org/membership web page;
- Features in the congress daily bulletin, e-Daily News and My ESC News; and
- An e-campaign sent to paying members due to renew their memberships between 28 August and 3 September 2020.

6.1.3 Membership Figures

It is important to put into context that membership subscriptions sold over the period of ESC Congress 2020 – The Digital Experience are not fully comparable with ESC Congresses 2019 and 2018 because our most recent congress provided a **completely new and different experience** compared with previous years. Switching from physical to digital meant less direct in-person interactions and more online resources focusing on science and education, as well as complimentary registrations – i.e. no fees. The digital experience brought **new audiences** with a wide geographical pull from regions with less knowledge of the ESC: less than half of those registered were physician cardiologists. **Of the 52,386 physician cardiologists registered, 62% were clinical cardiologists (32,337)**, followed by 15% interventional cardiologists (7,731), 6% imaging experts (3,286), 3% heart failure specialists (1,930), 5% electrophysiologists (2,547), 4% acute cardiac care specialists (1,988), with 3% making up other subspecialties, including those involved in prevention (1,897) and 1% scientist researchers. Those dynamics around ESC Congress 2020 – The Digital Experience could explain **the higher proportion of complimentary Regular Membership subscriptions signed up during ESC Congress 2020 – The Digital Experience, compared with previous years.**

ESC Congress 2020 – The Digital Experience saw a **total of 2,289 memberships subscribed to at all levels, including 831 active members (ESC Professional, Professional Plus, Subspecialty Association Ivory, Silver, Gold, and FESC)** between 28 August (the day before the congress opened, but when the congress platform was live) and 1 September 2020, when the online congress ended.

Memberships came from the full spectrum of the cardiology community, with Day 1 and Day 2 seeing the highest number of memberships subscriptions.

Of the 831 active members, **78% were ESC Professional Members, followed by EACVI Members (9%), and HFA Members (6%), with** the remaining split amongst other Subspecialty Association Members.

The number of active memberships subscribed to over ESC Congress 2020 – The Digital Experience was down 52%, compared with the period over ESC Congress 2019.

The proportion of complimentary Regular Membership subscriptions during ESC Congress 2020 – The Digital Experience was higher compared with ESC Congress 2019 and 2018, which may have diluted active (paying) membership subscriptions, especially for ESC Professional Members.

6.2 NCS / ACS Coverage

6.2.1 National Cardiac Societies

6.2.1.1 National Cardiac Societies Dedicated Platform Section on ESC Congress 2020 – The Digital Experience

- **57 National Cardiac Societies** were represented on the platform;
- **31 of them** provided material to be downloaded to their dedicated space, such as **videos, country ‘snapshots’, scientific papers, NCS presentations, initiatives, daily reports**; and
- An interactive map was displayed as an entry point to the NCS section.

Photo 6-8: Interactive map presented as entry point to the National Cardiac Societies section.



Each National Cardiac Society dedicated space could be entered by clicking on the country.

Photo 6-9: Example of Portuguese Society of Cardiology section.



Portuguese Society of Cardiology

President: Prof. Victor M. Gil, FESC

As a National Scientific Society of Cardiology, we are dedicated to the promotion of the Portuguese population cardiovascular health. Our main goals are:

- Cardiovascular education of the Portuguese health professionals;
- Cardiovascular disease research and study of specific cardiovascular subjects by working groups and specialized associations within our NSC;
- Preventing social implications of heart disease;
- Cooperating with other national and international scientific partners in the field of cardiovascular disease;
- Promoting public education and healthier cardiovascular behaviours, through government and media influence;
- Publishing the Portuguese Journal of Cardiology and publicizing scientific documents among NCS members;
- Representing Portugal within the European Society of Cardiology and the World Heart Federation, as well as representing these organizations in Portugal.

Key facts:

- **Number of members within the Society:** 1386
- **Number of ESC Fellows:** 76
- **Number of delegates at ESC Congress 2019:** 240
- **Number of abstracts submitted in 2020:** 307

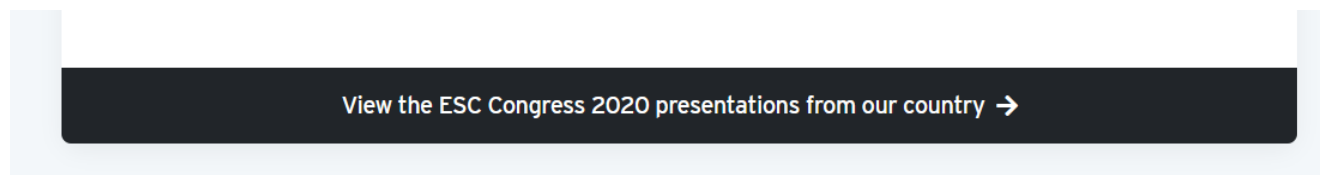


 [Presentation video](#)

 [Congress poster](#)

Presentations from every country could be accessed at the bottom of each page.

Photo 6-10: Link to presentations by country.



6.2.1.2 Netherlands Society of Cardiology

As the hosting country of the National Cardiac Society of the ESC Congress, the Netherlands Society of Cardiology was entitled to the following promotional text on the landing page of its National Cardiac Societies section, giving it more visibility and presenting the special edition of the Netherlands Heart Journal.

Photo 6-11: Text on landing page of the National Cardiac Societies section.

The Netherlands Society of Cardiology (NVVC) is hosting ESC Congress 2020 in Amsterdam.

**NETHERLANDS
HEART JOURNAL**
Monthly Journal of the Netherlands Society of Cardiology



To mark this unique event, the NVVC and the Editorial Board of the *Netherlands Heart Journal* have created a special issue of the journal to mark ESC Congress 2020.

Articles in this special issue, written by internationally recognised Dutch cardiologists, cover almost every key issue in cardiovascular medicine and illustrate the contribution of the Netherlands to the field of cardiology.

[Access the Netherlands Heart Journal](#)

6.2.2 Affiliated Cardiac Societies Coverage

Due to the current pandemic, the ESC had to find new ways to share science and bring the cardiovascular community together. One of these ways was to offer ESC Affiliated Cardiac Societies, global partners and sister societies a personalised/branded space on the dedicated platform of ESC Congress 2020 – The Digital Experience.

Some 25 Affiliated Cardiac Societies, four global partners and two sister societies replied positively to the offer allowing them to showcase key facts, country photos, videos and local initiatives.

By clicking on a specific country on a new interactive map, congress delegates had quick and easy access to all of the above, together with a customised search of presentations and joint sessions by specific country.

Photo 6-12: Screenshot of Affiliated Cardiac Societies, global partners and sister societies web page on platform of ESC Congress 2020 – The Digital Experience.



Global Partners

[Asean Federation of Cardiology Congress \(AFCC\)](#)
[Asian Pacific Society of Cardiology \(APSC\)](#)
[CardioVascular Society of India \(CVS of I\)](#)
[Great Wall International Congress of Cardiology \(GW ICC\)](#)
[InterAmerican Society of Cardiology \(IASC\)](#)

Sister Societies

[American College of Cardiology \(ACC\)](#)
[American Heart Association \(AHA\)](#)

Table 6-2: Total Page Views per Day

Day	Page Views
28/08/2020	25
29/08/2020	204
30/08/2020	105
31/08/2020	56
01/09/2020	43
Grand Total	433

Table 6-3: Top 5 Pages Viewed

	Pages
1	Interamerican-Society-of-Cardiology-(IASC)
2	American-College-of-Cardiology-(ACC)
3	Argentine-Society-of-Cardiology (SAC)
4	The-Heart-Association-of-Thailand (HAT)
5	American-Heart-Association-(AHA)

Record-breaking registrations from Latin American countries, where the following five countries were in the Top 10: Mexico, Brazil, Ecuador, Argentina and Colombia. The digital experience provided an opportunity to many new delegates to participate who otherwise could not attend physically due to cost.

Table 6-4: Top 10 Registered Countries

	Top 10 Countries	Registrations
1	Mexico	7,982
2	Brazil	7,576
3	United States of America	6,026
4	Germany	5,481
5	United Kingdom of Great Britain and Northern Ireland	5,463
6	Italy	4,926
7	Ecuador	4,318
8	Argentina	4,283
9	Colombia	3,676
10	India	3,215

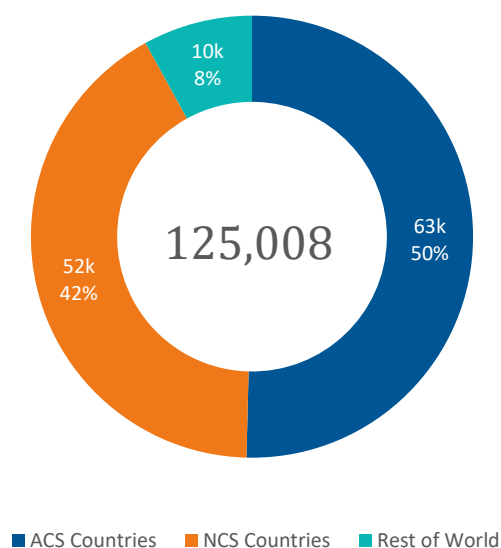
6.2.2.1 Affiliated Cardiac Societies and Rest of the World Participation

Some 36,337 delegates from ACS countries and 6,600 delegates from ROW participated in ESC Congress 2020 – The Digital Experience, representing a total of 55.5 % of the total active participants.

Five Central/South American countries were ranked within the top 10 countries registered at ESC Congress. Of all delegates from non-ESC countries, 49.4% came from Central/South America.

These figures confirm the high interest from cardiovascular professionals living too far to attend ESC Congress and show that ESC Congress plays an extremely important role in our global affairs vision that is: *'To make an impact in all regions of the world supporting equity in healthcare professionals' access to education, reducing inequalities in patient cardiovascular care and influencing national cardiovascular strategies.'*

Figure 6-4: Affiliated Cardiac Societies, National Cardiac Societies and Rest of the World Participation



6.2.2.2 Celebrating 10 years in a Row of Japan Being the 1st Abstract Submitter at ESC Congress

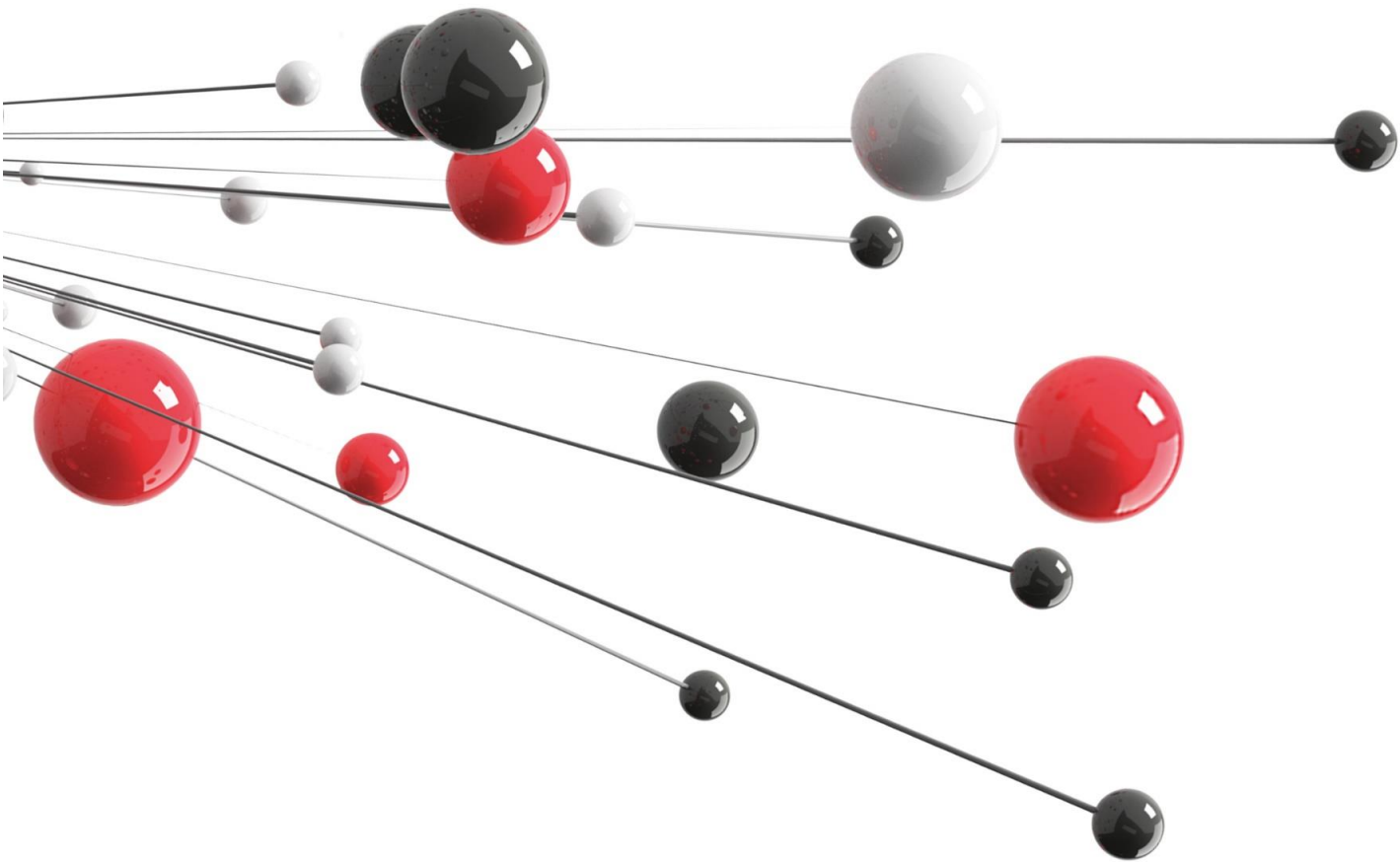
Photo 6-13: In 2019, Prof. Barbara Casadei at the Awards Ceremony with the President of the Japanese Circulation Society.



Since 2011, the first abstract submitter to ESC Congresses has been Japan, thanks to the great support from the Japanese Circulation Society (JCS).

This is an outstanding record of a long-lasting relationship between JCS and the ESC.

7. Communication & Marketing



7.1 Launching ESC Congress 2020 – Amsterdam

The traditional communication cycle for ESC Congress 2020 began during ESC Congress 2019 in Paris. Prior to ESC Congress 2020 being transformed into 'The Digital Experience', our objective was to build awareness and drive scientific contributions (Late-Breaking Science, Abstract and Clinical Case Submissions). This is critical to ensuring the community:

- Is aware of the deadlines;
- Understands the value of presenting their work at ESC Congress above any other event; and
- Makes the most of financial support (education grants) – cost can be a barrier to submitting.

August 2019

- High visibility promotion on the final day: flyer distribution throughout the event and promotion in the congress eDaily News.

December 2019

- Postal mailing, including the first announcement flyer, was sent to FESC 2019 congress abstract submitters and to those in the database whom we could not contact by email.
- All database email launched the opening of web services, including abstract submissions.
- A Promotion Toolkit and requests to cross-promote the congress were issued to all NCS and ACS.

January 2020

- Dissemination of a video with Prof. Carolyn Lam promoting abstract submission via social media and a dedicated e-campaign.
- Launched ESC Congress Education grants submission (open to ESC Professional Members with an abstract submitted to Congress.) via topic bulletins, newsletters and cross promotion on the website.
- Dedicated e-campaign with a call for abstract submission, highlighting visibility for abstracts presented at the congress and access to ESC Congress Educational Grants.

February 2020

- Dedicated e-campaign and social media post announcing 'one week left' to submit science.
- A subsequent dedicated e-campaign was sent one week later announcing the deadline extension to 17 February.

Abstract Submissions were also promoted in over 30 ESC and ESC Association newsletters and bulletins, along with printed journals and online advertisements. Flyers and slides also promoted ESC Congress Abstracts and Case Submissions at other events.

April 2020

- Dedicated e-campaign to FESC and to the rest of the ESC database extending the Early Registration Fee, offering refunds and announcing the opening of Late-Breaking Submissions.

7.1.1 Announcing ESC Congress 2020 – The Digital Experience

Announcing the new digital format to the community – from constituent body representatives and faculty to industry partners and cardiovascular professionals – was a critical milestone. Dedicated e-campaigns were sent to each stakeholder group and announced on the ESC website and through social media.

On 6 May, we sent a communication announcing the launch of the web page for 'ESC Congress 2020: Challenging Times, Infinite Possibilities' including a 'Your Questions Answered' section so that people could save the dates.

72 Promoting ESC Congress 2020 – The Digital Experience

7.2.1 A Different Approach

A virtual event with new challenges demanded an innovative and fully integrated multichannel approach to promote ESC Congress 2020 – The Digital Experience. Major changes included:

- Applying a campaign approach across all channels, rather than being driven by registration fee deadlines;
- Ensuring organic and paid tactics worked seamlessly together – little paid advertising of this type had been done previously; and
- Using an external communication agency to leverage our assets, focus our digital spend and challenge our traditional approach to promoting our annual congress.
- The impact of this campaign approach is outlined below.

7.2.2 Opportunities

- All the major barriers to attendance (price, distance, time away from practice/family) had disappeared, meaning we could target and engage a much broader audience than a traditional in-person ESC Congress.
- The focus on digital audiences allowed us to plan an impactful digital marketing campaign and engage a communication agency in the month leading up to the event to leverage their expertise on digital marketing.

7.2.3 The Campaign

- The strapline - 'Bringing ground-breaking cardiovascular science to YOU' - reinforced the notion that the ESC was proactively responding to the pandemic by taking the ESC Congress experience into participants' hospitals, homes and lives. This message was successfully transmitted across all the channels available to us. The aim was to reassure traditional congress attendees that ESC Congress 2020 – The Digital Experience would be as relevant as ever despite the change in format and to excite new audiences with the exceptional opportunity to attend their first ESC Congress at no charge.

Assets

- We needed to create engaging and relevant assets from scratch and with no previous digital events photography/video to leverage.
- We created three videos: two with social media ambassadors and another video two weeks prior to the congress with prerecorded footage, green screen photography and previous congress photos (the 'official teaser').

Get ready <https://youtu.be/BXXbTOCclvM>

Have you registered? (10 Cardios): <https://twitter.com/escardio/status/1292771417419845633>

Michael Gibson (most followed on social media): <https://twitter.com/escardio/status/1295624270077362176>

Official congress teaser: <https://twitter.com/escardio/status/1296424128711360513>

CPC Chair video: <https://publish.twitter.com/?url=https://twitter.com/escardio/status/1298564434005299200>

Photo 7-1: Official congress teaser.





7.2.4 Outcome

Promotion of ESC Congress was far reaching: **211 countries represented**.

Anticipation and expectations were high: registration volume peaked the week prior to congress.

Engagement was phenomenal with unprecedented numbers of registrants: **125K**.

7.2.5 Campaign Impact

Results of campaign:

- 10M impressions (total views of campaign ads);
- 289K views of teaser videos;
- 226K visits to ESC website;
- 10K registrations & My ESC accounts directly linked to advertising; and
- Estimated 20K-30K more driven by awareness building through advertising and teaser videos.

Figure 7-1: Agency Impact

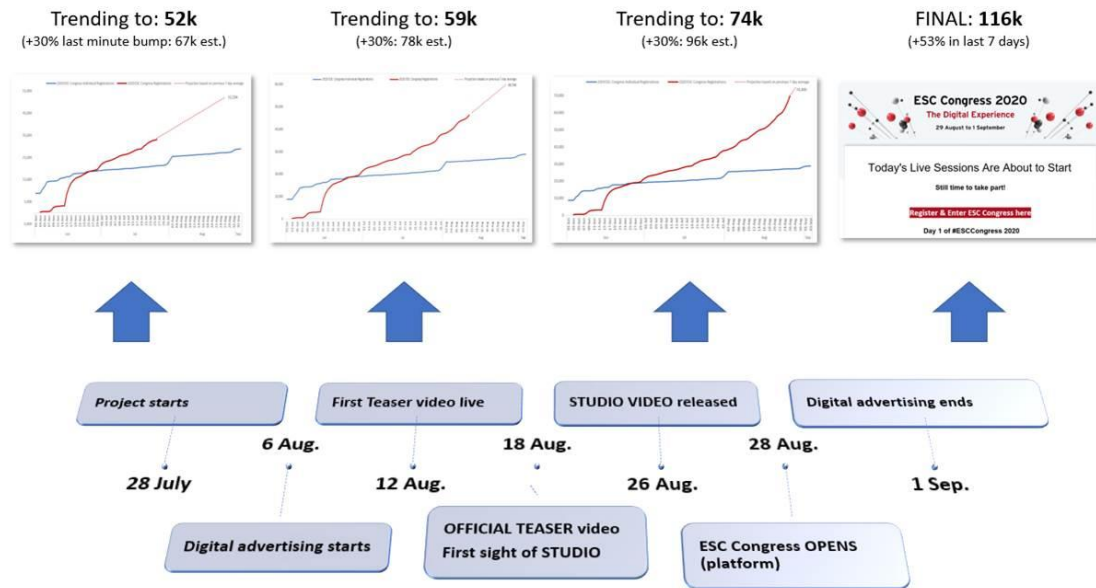
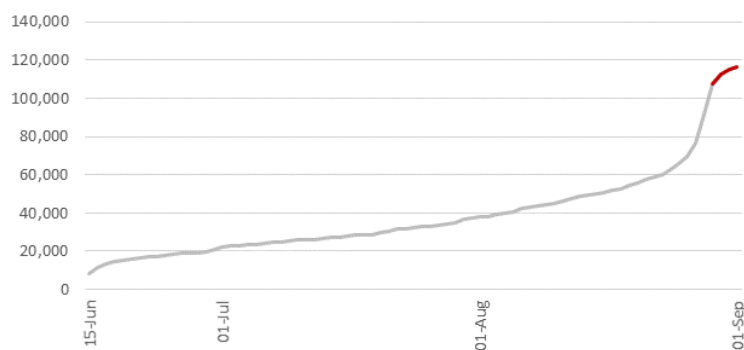


Photo 7-2: Web banner advert.



Figure 7-2: Cumulative Registrations



7.2.5 Key Figures and Learnings

7.2.5.1 Before Congress: Drive Registration

All potential congress participants had to either already possess a My ESC account or create one to register for ESC Congress 2020 – The Digital Experience. All our promotional communications drove interest either directly to the registration page or to informative landing pages to help healthcare professionals make their final decisions.

What did we learn?

- Social media (organic): massive reach to NEW and younger audiences; peer to peer recommendations and platforms for discussion and engagement.
- Social media (paid): very effective for driving both awareness and direct conversions (registrations) with the flexibility to target specific countries. Facebook generated the most registrations; Twitter had the greatest reach.
- e-Campaigns/bulletins: targeted messaging to traditional ESC audiences with high and immediate conversion (email = registration).

7.2.6 Social Media

Social media enabled new contacts (not in the ESC database) to engage with the ESC and discover our offers, driving high volumes of traffic to the ESC Congress section of the website.

The ESC was keen to keep the social aspect of congress alive despite the new challenging format. We found new ways to help the community stay connected, with ESC Ambassadors relaying ESC Congress content and encouraging ‘conversations’ while ESC social media events brought the wider social community together. In the lead-up to congress – and where appropriate – the organic posts also carried the key ‘Register Now’ messages as part of the campaign to drive registrations.

Photos 7-3: Examples of videos promoted through social media.

Congress Chairs



Michael Gibson registration Video



10 Cardios registration video



7.2.7 e-Campaigns and Newsletters

- Targeted messages relating to topics of interest, career stage and membership benefits were the primary drivers of registration.
- Some 22 dedicated e-campaigns and 50 articles in the My ESC News, while topic bulletins were sent throughout the promotional period of 6 May to 28 August.
- Of the 8,000 respondents who completed the post-congress survey, almost 80% of existing contacts said they had heard about the congress via email. For new contacts, this dropped to almost 14%.

Figure 7-3: Source of Awareness / Group 1 (n=3,710)

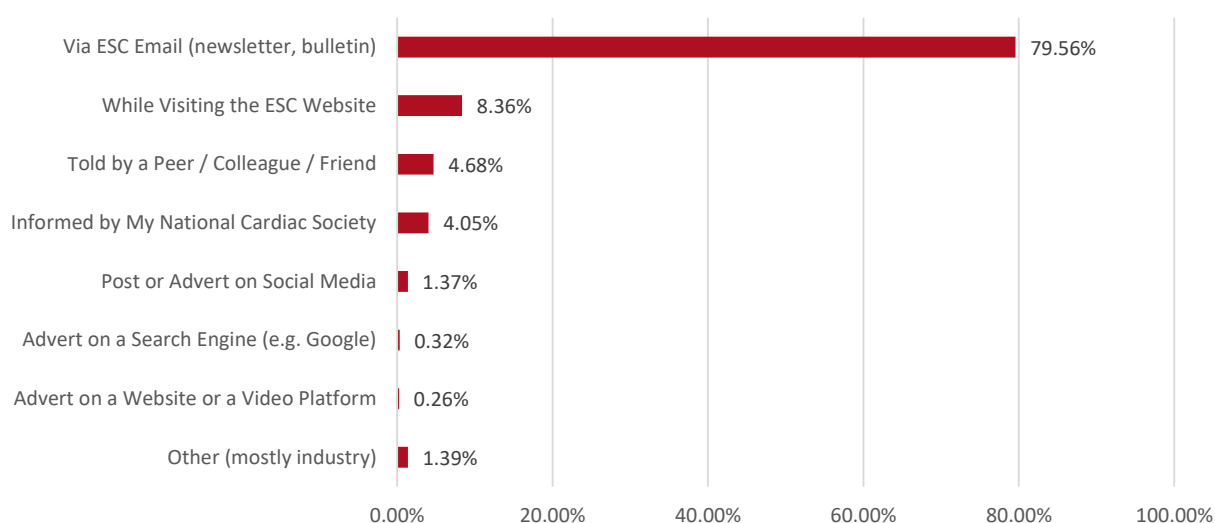
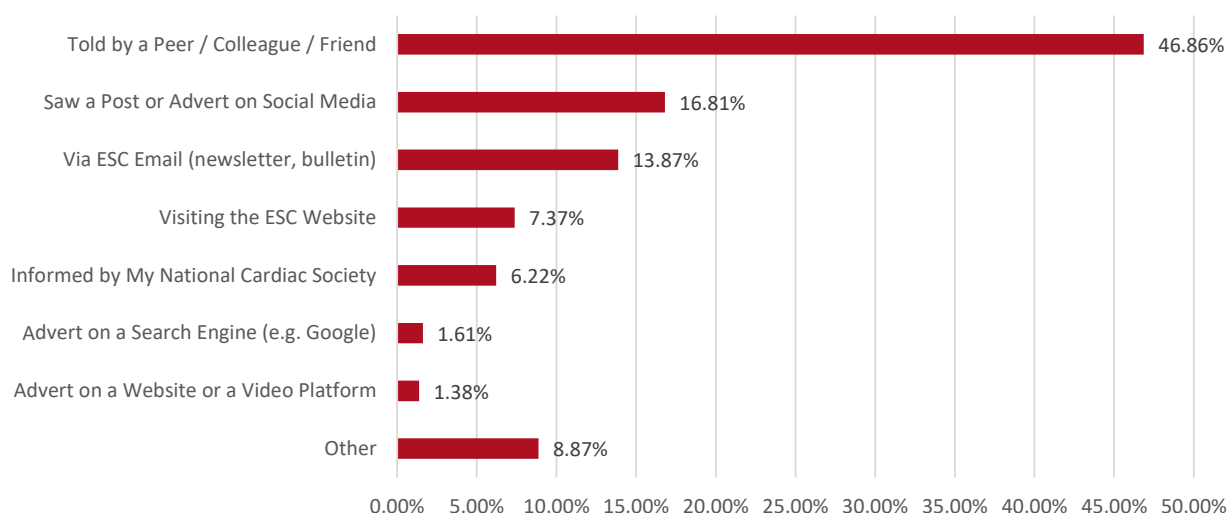
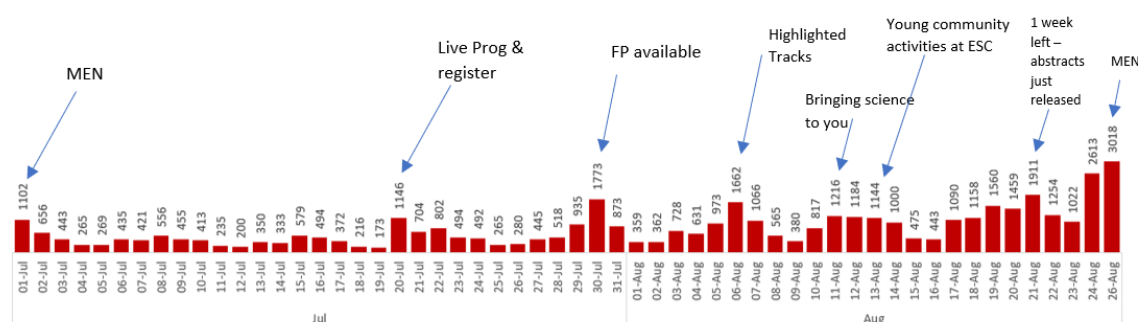


Figure 7-4: Source of Awareness / Group 2 (n=1,737)



The graph below shows daily registration numbers. Each peak was triggered by an e-campaign or article in the My ESC News. Social media channels and promotion on the homepage of the ESC website worked in tandem so that the same core message was being shared with audiences within and beyond the ESC database.

Figure 7-5: Daily Registration Numbers



MEN = My ESC News FP = Final Programme

Table 7-1: The top three e-campaigns (highest open/click rates) were all in the month prior to the congress.

Date	Total Emails Delivered	Unique Opens	Unique Clicks	Subject Line	Pre-Header
30 July	199,011	39,973	6,626	Full Programme Now Available	Create Your Own ESC Congress Digital Experience
6 Aug	197,601	37,901	5,071	Cardiologists from a Record 183 Countries...	The Ground-Breaking Science is Coming to You
21 Aug	239,098	54,439	9,161	Abstracts Just Released	

7.2.8 Paid Advertising

For the first time ever, ESC ran a fully integrated digital advertising campaign from 6 August to 1 September using a mix of **Google and social channels, supported by both paid and organic posts**. All advertising had a very clear and consistent call to action – ‘Be at the heart of it, REGISTER NOW’. Advertising continued throughout the event until it closed on the evening of 1 September.

A total of **9,968 registrations were directly attributable to the advertising campaign**, and many more were created indirectly through increased visibility of the event. There were 10.3M impressions or ‘opportunities to see’ the adverts during the campaign and over 289,000 views of the two videos promoted by the ad campaign (10 Cardios and the official teaser).

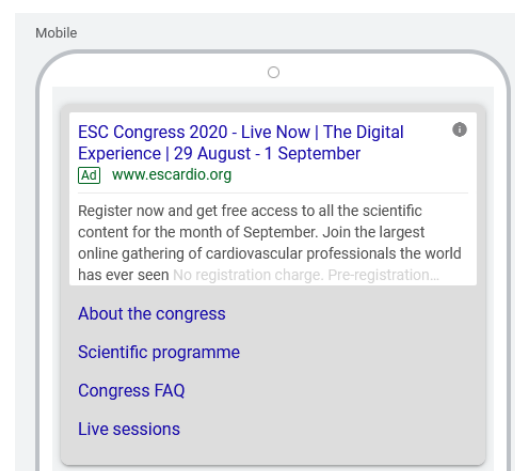
- **Google:** campaigns using Google Search, Google Display, Gmail, video (YouTube). This generated a total of **50,000 clicks** to our congress pages and over **7,500 congress registrations** with 80% of these coming from Google Search.
- **Paid Social:** Facebook (including Instagram) turned out to be the most effective channel for generating direct results with **1,772 congress registrations delivered**. LinkedIn worked very well in the US market, and Twitter brought a huge volume of traffic to the ESC web pages, thereby creating momentum for eventual congress registrations. All channels delivered over expected industry benchmarks for conversion and impressions.

Ad copy and audience segments were continually optimised. **We also strongly encouraged participants to get their colleagues to sign up**, a tactic that was used across all channels, but was particularly effective in the Social Team’s organic posts.

Material obtained from our community was used in the initial phase of organic and paid campaigns. The success and appeal of this material showed yet again that our systematic collaboration with the community is key based on their involvement, their great dedication to the ESC, and their desire for a successful delivery of ‘The Digital Experience’.

Overall, a multichannel approach helped us **deliver a balanced result of high volume and high quality traffic** to our congress pages, ultimately leading to a total of almost 10,000 registrations directly attributable to the advertising (7%–8% of total registrations).

Photos 7-4: Social (used across Facebook, LinkedIn, Twitter) and Google Search.



7.3 During Congress: Driving Participation

Registration was a success. The next challenge was to ensure people logged in to the platform and took part during the four days of congress.

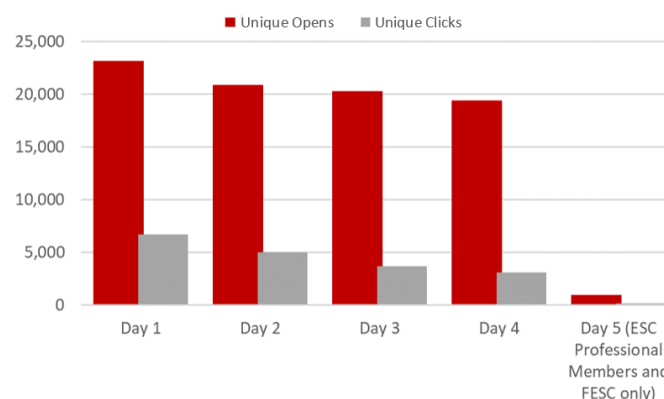
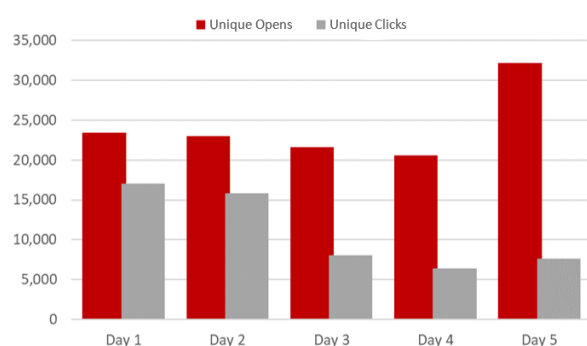
To achieve this several tactics were deployed:

Daily congress bulletins were sent to all databases with one version for delegates and another for non-delegates. Non-delegates were encouraged to register and were sent links as teasers to valuable content on the ESC website (as they could not access the content on the platform). The bulletins were sent each evening and included links to:

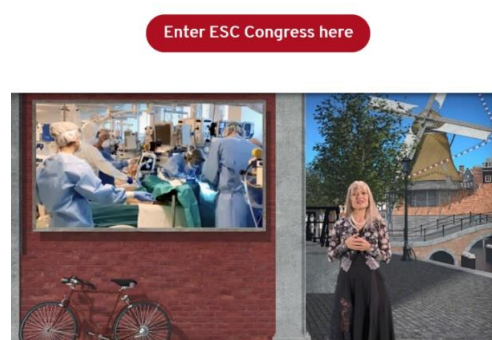
- High profile sessions taking place the following day;
- ESC Congress News articles and ESC TV for expert insights and commentary;
- Comments from Twitter followers to put participants at the heart of the event;
- Registered delegates – average unique opens 24,370 / average unique clicks 9,488; and
- Non-registered delegates – unique opens 20,961 / unique clicks 11,431.

*Detailed figures in Appendix Tables 7-9 and 7-10.

Figures 7-6: Congress Bulletin – Registered Audience & Congress Bulletin – Non-Registered Audience



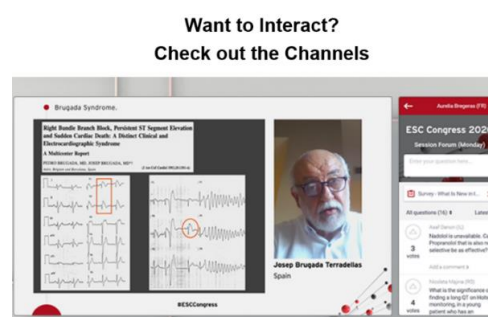
Photos 7-5: Examples of e-campaigns.



Barbara Casadei, ESC President 2018-2020

"We – cardiovascular healthcare professionals – need to be valued, inspired, and remember what we're capable of achieving."

And what better place to do that than...
ESC Congress 2020 – The Digital Experience!



Channel forums: Ask questions and take part in the discussions

We are streaming hot presentations from 08:30 to 12:45 CEST with experts from around the world.

Be part of the conversation.

[Review Tuesday's programme](#) | [Download the programme at a glance](#)

Dedicated e-campaigns were sent daily to all registered delegates at 12:30. They were sent on Saturday to non-registered delegates. The objective was to remind participants that the 'live programme' was about to start and included 'behind the scenes' videos to generate excitement. The campaigns elicited strong engagement:

- Registered delegates – **average unique opens 35,375** / average unique clicks 14,422; and
- Non-registered delegates – unique opens 28,597 / unique clicks 6,091.

Photo 7-6: Example of e-campaign.

Live Sessions Are About to Start

[Enter ESC Congress here](#)

Last day of #ESCCongress 2020

We're in the countdown for the final presentations

Live from Amsterdam



Supporting media: High value content with insights on the sessions was provided by ESC TV interviews, podcasts, and ESC Congress News articles that were released daily. This ‘added value’ content was promoted in the bulletin and on social media to encourage engagement with the congress.

7.4 Social Media: Engaging the Community

ESC Ambassadors

Fifty-one ambassadors, including ESC Social Media Ambassadors and ESC Twitter Ambassadors, generated content and engaged with followers during ESC Congress.

The ESC Social Media Ambassadors team was assigned coverage of guidelines and Hot Lines. They received ESC-designed infographics for the new guidelines and a visual template for the Hot Lines, to be tweeted based on interest and availability.

ESC Twitter Ambassadors were grouped into 13 teams based on ESC Congress topics and assigned to cover sessions based on their expertise/availability/time zone.

Everyone was encouraged to make the content engaging – not just straightforward live-tweeting, but also using threads and polls, sharing their ‘social’ photos, etc.

Summary of social media coverage:

- Live tweeting from all Hot Line Sessions
- Cross-channel posts for all new ESC guidelines
- Other scientific posts:
 - ESC TV wrap-up sessions and other key videos on ESC Facebook and LinkedIn
 - ESC publications tweeted on ESC Journals Twitter
- Teasers:
 - Daily videos coming from the studio in Amsterdam
 - Announcements of live broadcasts from the congress platform
- Live broadcasts:
 - Opening press conference on Twitter News
 - Inaugural session on ESC Facebook and Twitter
 - Closing ceremony on ESC Facebook
- Social media posts related to press:
 - 35 press releases tweeted on Twitter News

*Throughout congress, the registration link continued to be added in several ESC posts.

The best performing posts are listed in Appendix Table 7-10.

#ESCCongress hashtag data

Total hashtag potential impressions: 355 million

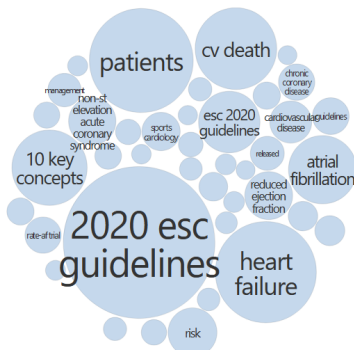
Total tweets: 61.4K

Unique users: 12.7K

Photos 7-7: Influencers

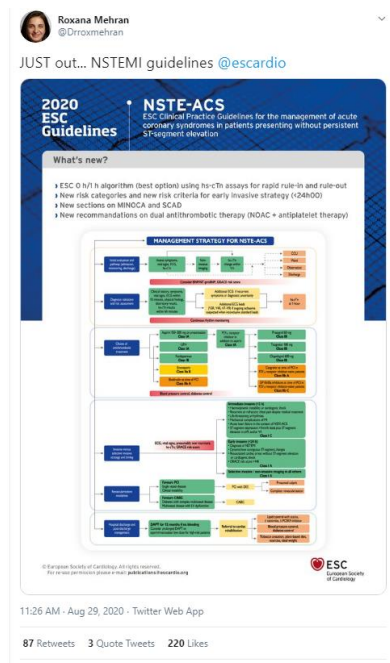
100.00 SymplurRank	 European Society ... @escardio Org. Advocacy	75.04 SymplurRank	 MIRVAT ..Smile @mirvatalasnag Doct... Cardiolo...	69.23 SymplurRank	 Henry Han, MBBS... @HanCardiomd Doctor	64.46 SymplurRank	 Mihai Trofenciu @MihaiTrofenciu D... Researcher/...
88.68 SymplurRank	 Dr. Martha Gulati ... @DrMarthaGulati Doct... Cardiolo...	74.36 SymplurRank	 Ritu Thamman MD @iamritu Doc Rese... C...	68.81 SymplurRank	 Silvia Castelletti @SilCastelletti Doct... Cardiolo...	62.35 SymplurRank	 Shelley Zieroth @ShelleyZieroth Doctor
85.89 SymplurRank	 Mamas Mamas @mmamas1973 Doc Rese... C...	73.90 SymplurRank	 Aaysha Cader @aayshacader Doctor	68.75 SymplurRank	 rafavidalperez @rafavidalperez Doct... Cardiolo...	58.11 SymplurRank	 Lavinia Baci @ESC_Lavinia Individual Other Hea...
76.60 SymplurRank	 Dr Anastasia S Mi... @AnastasiaSMihai Researcher/Academic	72.73 SymplurRank	 Hany Ragy @Hragy Doct... Cardiolo...	67.63 SymplurRank	 Vass Vassiliou @vass_vassiliou Doc Rese... C...	57.44 SymplurRank	 Barbara Casadei @Barbara_Casadei D... Researcher/...
76.24 SymplurRank	 Harriette Van Spa... @hvanspall Doc Rese... C...	69.75 SymplurRank	 Dr. Purvi Parwani @purviparwani Doct... Cardiolo...	64.81 SymplurRank	 Biljana Parapid, ... @biljana_parapid Doc Rese... C...	56.96 SymplurRank	 Roxana Mehran @Drroxmehran Doct... Cardiolo...

Photos 7-8: Terms/keywords used that trended (tweeted/retweeted).



Data as per Sympulr methodology accounting for a period of three days before, four days during, and three days after the event.

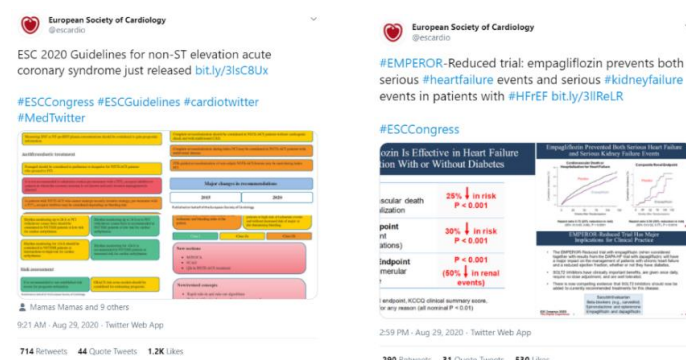
Photos 7-9: Examples of tweets from Social Media Ambassadors.



Photos 7-10: ESC Twitter 'Get Social'.



Photos 7-10: ESC Twitter 'Get Social' (cont.)



Social media – live events

Twitter live events were new for the ESC and extremely well received by the community.

- **Twitter Party on Day 1.** This exclusive event allowed Social Media Ambassadors to connect live and to share their excitement about this year's ESC Congress. The party was broadcast live on ESC Twitter.
- **Twitter Chat on Day 2 with Mike Gibson.** #AskMikeGibson, questions about congress with answers tweeted from ESC Twitter.
- **Twitter Talk on Day 3.** Live event with the top 5 ambassadors on different ESC Congress topics.
<https://twitter.com/escardio/status/1300471351862583306?s=20>
- **Twitter Highlights on Day 4.** Live event with the top 5 ambassadors and two special guests.
<https://twitter.com/escardio/status/1300834525669396480?s=20>

7.5 ESC Media (ESC Congress News, ESC TV, ESC Cardio Talk, ESC Congress Mobile App)

7.5.1 Congress News

In previous years, this daily newspaper was produced and printed on site. Most of the articles were written before congress started and were finalised on site. Due to the pandemic, the project had to change.

7.5.1.1 What's New?

- All articles were finalised before Day 1 of congress;
- No printed copies because there was no on-site congress;
- New, more appealing layout proposed for congress online platform; and
- No industry advertisements.

7.5.1.2 Facts and Figures

- Production team:
 - Media Committee Members: Sarah Clarke, Editor-in-Chief; Carol Ann Remme, Editor; Sanjay Sharma, Editor.
 - Three TMC team members.
 - One ESC staffer.
- Six ESC banners: one for each of four congress days, as well as two banners in use from 2 September until 30 September, when the platform closed.
- One banner acknowledging industry support – given top position during congress days.

- A total of 53 articles were posted:
 - 46 scientific articles (15 on Saturday, 13 on Sunday, 11 on Monday, and 7 on Tuesday);
 - 4 ESC corporate articles; and
 - 3 'people' articles (Gold Medal recipients).

7.5.1.3 Web Traffic

Web traffic was analysed between 1 July and 22 September:

ESC website – www.escardio.org/Congresses-&-Events/ESC-Congress/Congress-resources/Congress-news

Congress platform – <https://digital-congress.escardio.org/News/Congress-News>

Table 7-2: Overall Views of Dedicated Web Pages (home page)

Overall	2020 – ESC Website	2020 – Congress Platform	Total 2020	2019	2018
Page Views	10,353	4,661	15,014	13,893	12,355
Unique Page Views	5,493	2,986	8,479	8,280	6,291
Avg. Time on Pages	01:05	01:02	01:04	02:10	02:21

Table 7-3: Top 20 Articles by Page Views – Overall (ESC website and congress platform)

Publication Day	Article Title	Total # of Page Views
1 – Saturday	2020 ESC Clinical Practice Guidelines for the Diagnosis and Management of Atrial Fibrillation	1,802
4 – Tuesday	Leading the ESC in Unprecedented Times: Prof. Stephan Achenbach	1,672
2 – Sunday	2020 ESC Clinical Practice Guidelines for the Management of Non-ST-Segment Elevation Acute Coronary Syndromes (NSTEMI-ACS)	1,459
4 – Tuesday	Hot Line: Can ACEIs and ARBs Be Safely Continued in Patients Hospitalised with COVID-19? Results from the BRACE CORONA Trial	1,195
1 – Saturday	Hot Line: Not Just in Diabetes – Empagliflozin Improves Outcomes in Patients with Heart Failure in the EMPEROR-Reduced Trial	1,170
1 – Saturday	Hot Line: Early Intervention Improves Outcomes in Patients with Newly Diagnosed Atrial Fibrillation: Results from the EAST-AFNET 4 Trial	1,059
4 – Tuesday	Hot Line: Educational Mailing Fails To Increase the Use of Oral Anticoagulation in Patients with Atrial Fibrillation: Results from the IMPACT-AFib Trial	1,025
2 – Sunday	Hot Line: Mixed Results with Sacubitril/Valsartan in HFpEF: Results from the PARALLAX Trial	925
1 – Saturday	Hot Line: Bringing Hope to Patients with Obstructive Hypertrophic Cardiomyopathy: Results from the EXPLORER-HCM Trial	909
2 – Sunday	Hot Line: Dapagliflozin Improves Outcomes, Including Mortality, in Patients with CKD: Results from the DAPA-CKD Trial	901
4 – Tuesday	Hot Line: What's the Best Transfusion Approach for Patients after MI with Anaemia? Clarification from REALITY	898
3 – Monday	Hot Line: Blood Pressure Reduction – Lower Really is Better	808
3 – Monday	Hot Line: Low-Dose Colchicine for Secondary Prevention of CVD – Does It Work?	767
4 – Tuesday	Late-Breaking Science: How Does Beta-Blocker Dose Affect Cardiovascular Outcomes in Patients after an MI?	709
4 – Tuesday	2020 ESC Clinical Practice Guidelines for the Management of Adult Congenital Heart Disease	663
3 – Monday	Late-Breaking Science: Do Antihypertensive Medications Cause Cancer?	657
3 – Monday	2020 ESC Clinical Practice Guidelines on Sports Cardiology and Exercise in Patients with Cardiovascular Disease	637
2 – Sunday	Hot Line: Should Clopidogrel be Added to Aspirin after TAVI? The POPular TAVI Trial Tells Us More	624
1 – Saturday	Erectile Dysfunction – New Cause, New Treatment Strategy	615
4 – Tuesday	Late-Breaking Science: How Does Ticagrelor Compare with Clopidogrel in Elderly Patients?	604

7.5.2 ESC TV in Amsterdam

7.5.2.1 Project Presentation

Three types of videos were produced:

- Investigator interviews for Hot Lines and guideline presentations, recorded before congress at the same time the session was recorded;
- Discussant interviews for Hot Lines and guideline presentations, recorded at the studio in Amsterdam after each presentation during congress; and
- Daily wraps-ups recorded midday every day of congress.

Overall, a total of 32 videos were recorded and released over a four-day period.

7.5.2.2 Video Dissemination

The videos were posted on the [ESC TV @ESC Congress 2020 playlist](#) on YouTube, on the [dedicated page of the ESC website](#) and on the [congress online platform](#). Both web pages were linked to YouTube.

All ESC TV videos were posted on YouTube and then moved to ESC 365 once access to the platform was closed on 30 September.

7.5.2.3 ESC TV Analytics

Analysed period: 29 August (first videos published on that day) until 22 September inclusive.

N.B. The links used on ESC TV's dedicated web page and on the platform are YouTube links. No videos were posted on ESC 365 during the analysed period. There was no promotion of ESC TV videos on Twitter.

Table 7-4: Analytics for All Videos Branded as ESC TV during ESC Congress 2020 – The Digital Experience

Video Title	Interviewee	Video Length	Published on	YouTube Channel			Facebook**	LinkedIn
				Average Time Watched	Average Percentage Watched	No. of Views*		
EMPEROR-Reduced (Investigator)	Milton Packer, U.S.	02:52	29 Aug.	01:25	49.8%	2,128	Total Reach:63,043 Engagement: 2,135	-
EMPEROR-Reduced (Discussant)	Marco Metra, Italy	03:34	29 Aug.	02:04	58.3%	987	-	-
EXPLORER-HCM (Investigator)	Iacopo Olivotto, Italy	03:30	29 Aug.	01:50	52.6%	978	-	-
EXPLORER-HCM (Discussant)	Franco Cecchi, Italy	02:29	29 Aug.	01:21	54.8%	458	-	-
2020 ESC Guidelines on Atrial Fibrillation	Gerhard Hindricks, Germany	03:53	30 Aug.	02:17	58.9%	2,074	-	-
EAST – AFNET 4 (Investigator)	Paulus Kirchhof, Germany	03:36	29 Aug.	02:10	60.3%	699	-	Views: 1,703 Impressions: 7,890 Reactions: 89 Engagement: 88
ATPCI (Investigator)	Roberto Ferrari, Italy	03:20	30 Aug.	01:47	54.0%	584	-	Views: 1,073 Impressions: 4,907 Reactions: 48 Engagement: 54

Video Title	Interviewee	Video Length	Published on	YouTube Channel			Facebook**	LinkedIn
				Average Time Watched	Average Percentage Watched	No. of Views*		
ATPCI (Discussant)	Stephan Windecker, Switzerland	01:58	30 Aug.	01:09	59.1%	208	-	-
POPULAR TAVI (Investigator)	Jorn Brouwer, Netherlands	02:34	30 Aug.	01:23	54.5%	466	Total Reach: 38,466 Engagement: 17,238	-
POPULAR TAVI (Discussant)	Anna Sonia Petronio, Italy	01:37	30 Aug.	01:01	63.9%	173	-	-
2020 ESC Guidelines on Non-ST-Segment Elevation ACS	Jean-Philippe Collet, France	04:02	30 Aug.	02:36	64.5%	2,056	-	Views: 2,718 Impressions: 11,157 Reactions: 157 Engagement: 167
PARALLAX (Investigator)	Burkert Pieske, Germany	03:16	30 Aug.	01:56	59.2%	669	Total Reach: 32,772 Engagement: 1,543	-
PARALLAX (Discussant)	Rudolf De Boer, Netherlands	02:25	30 Aug.	01:24	58.4%	392	-	-
DAPA-CKD (Investigator)	Hiddo Heerspink, Netherlands	03:21	30 Aug.	01:50	55.1%	2,004	Total Reach: 29,636 Engagement: 1,253	-
DAPA-CKD (Discussant)	Diederick Grobbee, Netherlands	02:17	30 Aug.	01:30	65.8%	626	-	-
LoDoCo2 (Investigator)	Mark Nidorf, Australia	02:22	31 Aug.	01:14	52.6%	419	Total Reach: 30,106 Engagement: 1,108	-
LoDoCo2 (Discussant)	Massimo Imazio, Italy	02:55	31 Aug.	01:39	55.7%	406	-	-
HOME-PE (Investigator)	Pierre-Marie Roy, France	02:57	31 Aug.	01:31	52.0%	241	Total Reach: 16,953 Engagement: 456	-
ESC Guidelines on Sports Cardiology and Exercise in Patients with CVD	Sanjay Sharma, UK	04:12	31 Aug.	01:41	40.2%	695	Total Reach: 21,731 Engagement: 672	-
BPLTTC (Investigator)	Kazem Rahimi, UK	02:51	31 Aug.	01:40	59.0%	479	-	Views: 1,165 Impressions: 5,268 Reactions: 54 Engagement: 74
BPLTTC (Discussant)	Hans Reitsma, Netherlands	01:44	31 Aug.	01:03	60.6%	160	-	-
BRACE CORONA (Investigator)	Renato Lopes, U.S.	02:52	1 Sep.	01:43	60.0%	234	Total Reach: 21,843 Engagement: 583	-
BRACE CORONA (Discussant)	Gianfranco Parati, Italy	04:12	2 Sep.	01:53	45.0%	196	-	-
IMPACT-AFib (Investigator)	Sean Pokorney, U.S.	03:20	1 Sep.	01:58	59.2%	333	-	Views: 989 Impressions: 4,993 Reactions: 42 Engagement: 53
IMPACT-AFib (Discussant)	Christophe Leclercq, France	02:09	2 Sep.	01:09	54.0%	479	-	-
2020 ESC Guidelines on Adult Congenital Heart Disease	Helmut Baumgartner, Germany	04:21	2 Sep.	01:55	44.1%	396	-	-

Video Title	Interviewee	Video Length	Published on	YouTube Channel			Facebook**	LinkedIn
				Average Time Watched	Average Percentage Watched	No. of Views*		
REALITY (Investigator)	Philippe Gabriel Steg, France	02:50	1 Sep.	01:20	47.3%	543	Total Reach: 16,766 Engagement: 457	-
REALITY (Discussant)	Marco Roffi, Switzerland	02:12	2 Sep.	01:04	49.0%	217	-	-
The Daily Wrap-Up – Saturday, 29 August	Hosted by Gerhard Hindricks with Isabelle Van Gelder, Netherlands - Silvia Priori, Italy	16:54	29 Aug.	06:38	39.3%	2,862	Total Reach: 19,056 Engagement: 645	Impressions: 6,579 Reactions: 92 Engagement: 92
The Daily Wrap-Up – Sunday, 30 August	Hosted by Gerhard Hindricks with Anna Sonia Petronio, Italy - Stephan Windecker, Switzerland	16:33	30 Aug.	06:54	41.8%	1,761	Total Reach: 20,344 Engagement: 893	Impressions: 4,937 Reactions: 64 Engagement: 129
The Daily Wrap-Up – Monday, 31 August	Hosted by Gerhard Hindricks with Frank Ruschitzka, Switzerland - Diederick Grobbee, Netherlands	16:35	31 Aug.	06:31	39.4%	2,002	Total Reach: 6,922 Engagement: 183	Impressions: 3,408 Reactions: 60 Engagement: 86
The Daily Wrap-Up – Tuesday, 1 September	Hosted by Gerhard Hindricks with Julie De Backer, Belgium - Marco Roffi, Switzerland	17:53	1 Sep.	06:25	35.9%	1,626	Total Reach: 14,917 Engaged Users: 316	Impressions: 3,848 Reactions: 72 Engagement: 88

* Number of views on Facebook: count starts when a user watches **at least 3 seconds** of the video.

Number of views on YouTube: count starts when a user watches **at least 30 seconds of the video.

Metrics definition

- Total reach: number of people served our post in their newsfeed.
- Total impressions: number of times a post was seen, which includes multiple users.
- Engaged users: unique users interacting with the post – sharing, commenting, etc.

Figure 7-7: Total Views 29 August – 22 September

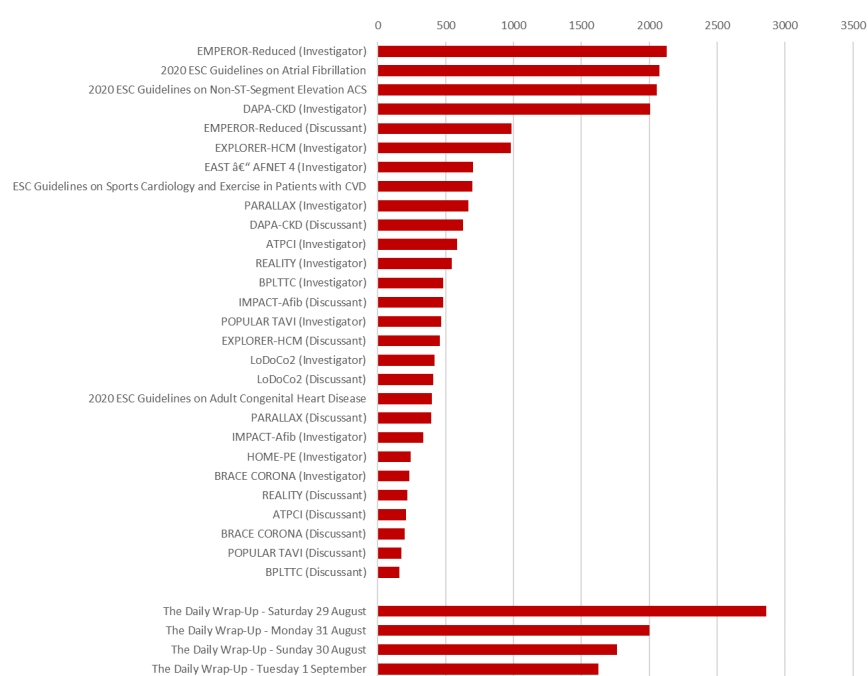


Figure 7-8: Top 10 Countries Watching ESC TV during ESC Congress

N.B. This graphic represents only a percentage of the actual viewers as YouTube does not have access to the location for all users.

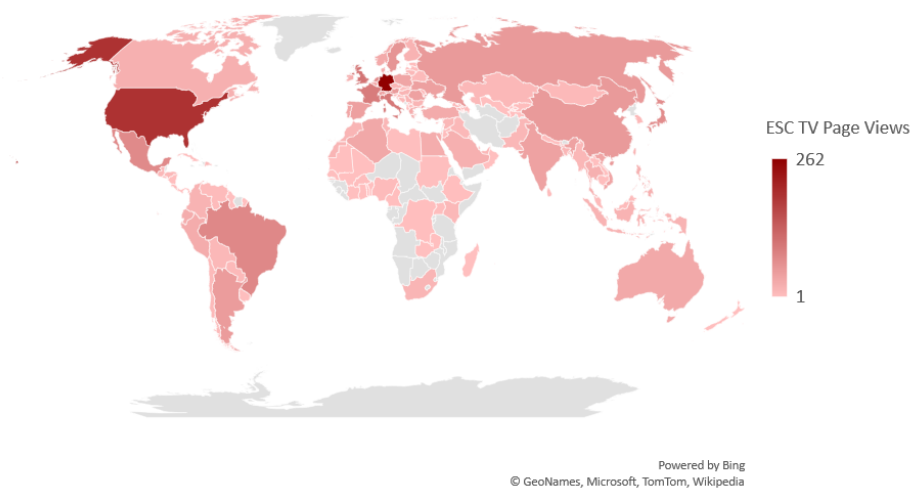


Table 7-5: Top 10 Countries Watching ESC TV during ESC Congress

Country	Views (%)
Germany	10.0%
United States	7.4%
United Kingdom	4.0%
Italy	3.7%
France	3.5%

Country	Views (%)
Brazil	2.9%
Mexico	2.8%
Netherlands	2.7%
Japan	2.6%
Sweden	2.3%

Table 7-6: Viewership of Dedicated Web Pages

	ESC Website		Congress Platform	
	Congress Days	29 Aug – 22 Sept	Congress Days	29 Aug – 22 Sept
Page Views	3,546	5,030	1,637	1,858
Unique Page Views	2,952	4,204	1,433	1,610
Avg. Time on Page	03:36	03:44	05:36	05:41
Countries	134	-	-	-

Table 7-7: Comparison with ESC TV at ESC Congress 2019

	ESC Congress 2020 The Digital Experience	ESC Congress 2019 Paris, France
No. of ESC TV Videos Covering Event	32	54 ESC TV Programmes
Total No. of Video Views (within 2 weeks post-congress for 2019; 3 weeks for 2020)	27,551 Views on YouTube 7,648 Views on LinkedIn (9 posts including 5 organic) 13 Videos Promoted on Facebook and 9 on LinkedIn No. Videos Available on ESC 365	21,972 Views on YouTube 7,490 Views on Dedicated Web Page 486 Views on ESC 365 (open to all) 20,178 Views on Facebook* (6 organic videos posted) 2,615 Views on LinkedIn* (5 posts – 2 organic videos posted) (Twitter linked to YouTube – 10 posts)
Users' Engagement on Social Media	Facebook: 27.4K Engagements* LinkedIn: 935 Clicks LinkedIn: 678 Reactions LinkedIn: 52,900+ Impressions	Facebook: 160.9K Impressions Facebook: 7.1K Engagements* LinkedIn: 3.25% Engagement Rate Twitter: 1.67% Engagement Rate

7.5.2.4 ESC TV @ESC Congress 2020 Promotion

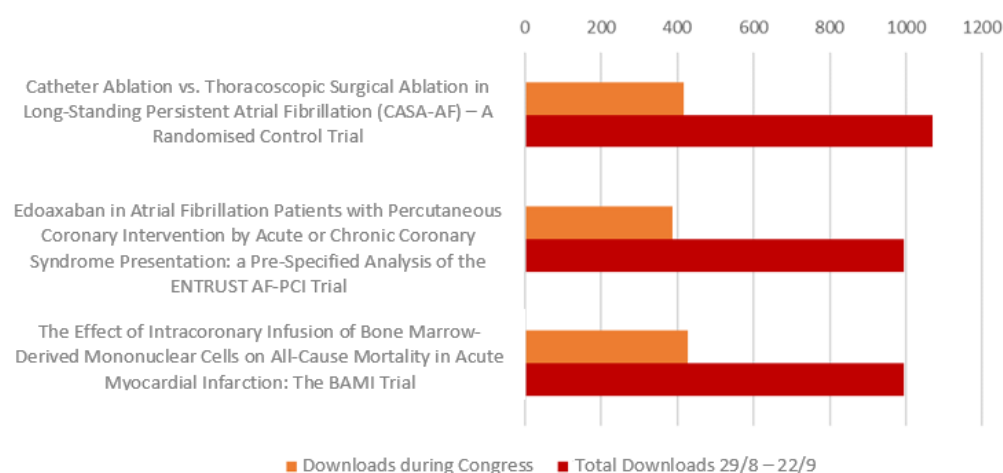
Table 7-8: Comparison with ESC TV at ESC Congress 2019

	Sending Date	No. of Recipients	Open Rate	Overall Click Rate
ESC Congress 2020 – More Ground-Breaking Science at Your Fingertips (non-registered)	29 Aug	180,726	11.2%	2.7%
ESC Congress 2020 – More Ground-Breaking Science at Your Fingertips (registered)	29 Aug	89,318	25.3%	17.4%
ESC Congress 2020 – Experience Cutting-Edge Science Like Never Before (non-registered)	30 Aug	180,594	10.6%	2.0%
ESC Congress 2020 – Experience Cutting-Edge Science Like Never Before (registered)	30 Aug	94,218	22.1%	8.3%
ESC Congress 2020 – Wait! There Is Much More To Come (non-registered)	31 Aug	180,489	7.0%	1.3%
ESC Congress 2020 – Wait! There is Much More To Come (registered)	31 Aug	97,050	14.9%	4.0%
ESC Congress 2020 – Last Day But the Learning Continues! (non-registered + ESC Pro Members and FESC)	1 Sept	4,459	27.5%	4.7%
ESC Congress 2020 – Last Day But the Learning Continues! (registered)	1 Sept	98,048	41.7%	10.8%
My ESC News	9 Sept	130,091	18.9%	4.5%

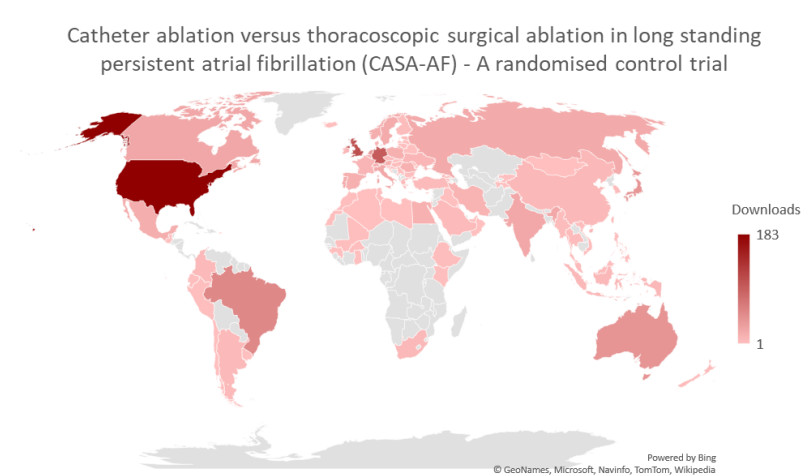
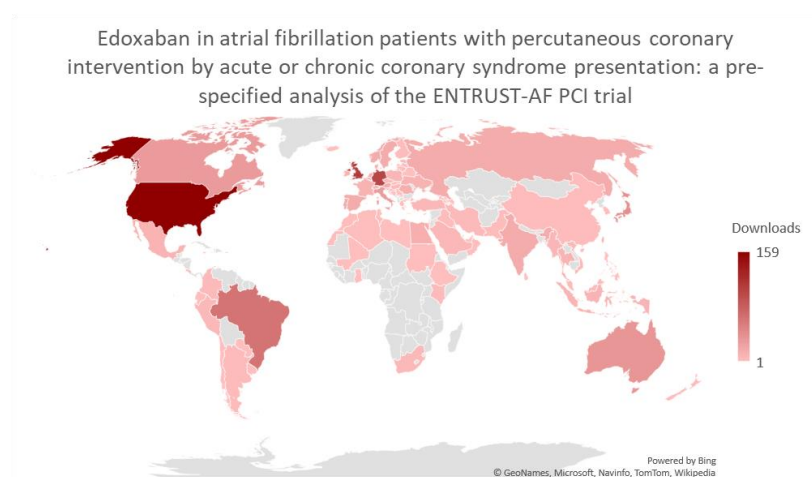
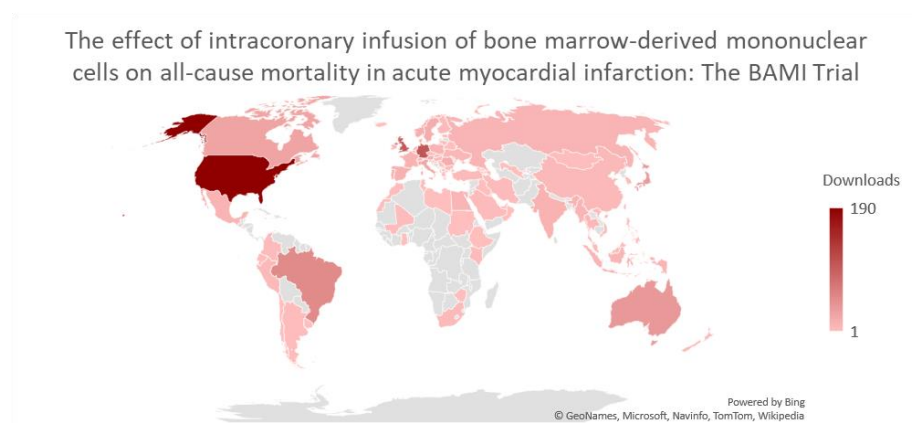
7.5.3 ESC Cardio Talk

Three podcasts published on 31 August were downloaded from 91 countries 1,234 times during congress and 3,058 times between 29 August and 22 September.

Figure 7-9: Downloads of ESC Congress Podcasts during ESC Congress



Figures 7-10: Download Locations of ESC Congress Cardio Talk during ESC Congress



The United States was the most popular download location, with 17% of all downloads, followed by the United Kingdom (11%), Germany (10%), Brazil (5%) and Japan (4%).

7.5.4 ESC Congress Mobile App

There was no congress content developed for ESC Congress 2020 Mobile App – for example, there was no scientific programme for the app. Despite this, the ESC Congress Mobile App was downloaded:

- Before Congress: 1,554 times between 21 and 28 August (vs. 7,781 times in 2019); and
- During Congress: 2,584 times (vs. 10,247 times in 2019).

The ESC Congress information 'Tile' was viewed 31,355 times since its launch (until 29 August) on 10,163 devices. During congress, the 'Tile' led users to the ESC website and was accessed 26,453 times on 5,999 devices.

Two push notifications were sent to all ESC Congress Mobile App users:

- 'ESC Congress 2020 – Register now at no charge. And discover the programme.' Sent on 14 August, it was viewed 3,097 times on 2,661 devices.
- 'ESC Congress 2020 – Abstracts just released – The final countdown.' Sent on 22 August, it was viewed 2,269 times on 2,004 devices

7.6 Appendix

Tables 7-9: Daily Congress Bulletins

Audience	Unique Opens	Unique Clicks	Key Message	Subject Line
Congress Bulletin Friday - Registered	23,410	17,046	Daily News	Connect and start your digital experience
Congress Bulletin Friday – Non-Registered	23,148	6,733	Daily News	Register and start your digital experience
Congress Bulletin Day 1 - Registered	23,022	15,829	Daily News	More ground-breaking science at your fingertips
Congress Bulletin Day 1 – Non-Registered	20,921	5,046	Daily News	More ground-breaking science at your fingertips
Congress Bulletin Day 2 - Registered	21,626	8,060	Daily News	Experience cutting edge science like never before
Congress Bulletin Day 2 – Non-Registered	20,334	3,728	Daily News	Experience cutting edge science like never before
Congress Bulletin Day 3 - Registered	20,615	6,422	Daily News	Wait! There is much more to come
Congress Bulletin Day 3 – Non-Registered	19,439	3,102	Daily News	Wait! There is much more to come
Congress Bulletin Day 4 - Registered	32,216	7,642	Daily News	Last day - But the learning continues!
Congress Bulletin Day 4 – Non-Registered (ESC Pro Members & FESC only)	973	176	Daily News	Last day - But the learning continues!

Audience	Unique Opens	Unique Clicks	Key Message	Subject Line
Live Sessions Starting - Day 1 Registered	40,302	20,918	30 min. before event start notification	Saturday's Live Sessions are about to start
Live Sessions Starting - Day 1 Non-Registered	28,597	6,091	30 min. before event start notification	Saturday's Live Sessions are about to start
Live Sessions Starting - Day 2 Registered	36,413	15,271	30 min. before event start notification	Sunday's Live Sessions are about to start
Live Sessions Starting - Day 3 Registered	34,061	11,734	30 min. before event start notification	Monday's Live Sessions are about to start
Live Sessions Starting - Day 4 Registered	30,724	9,763	30 min. before event start notification	Tuesday's Live Sessions are about to start

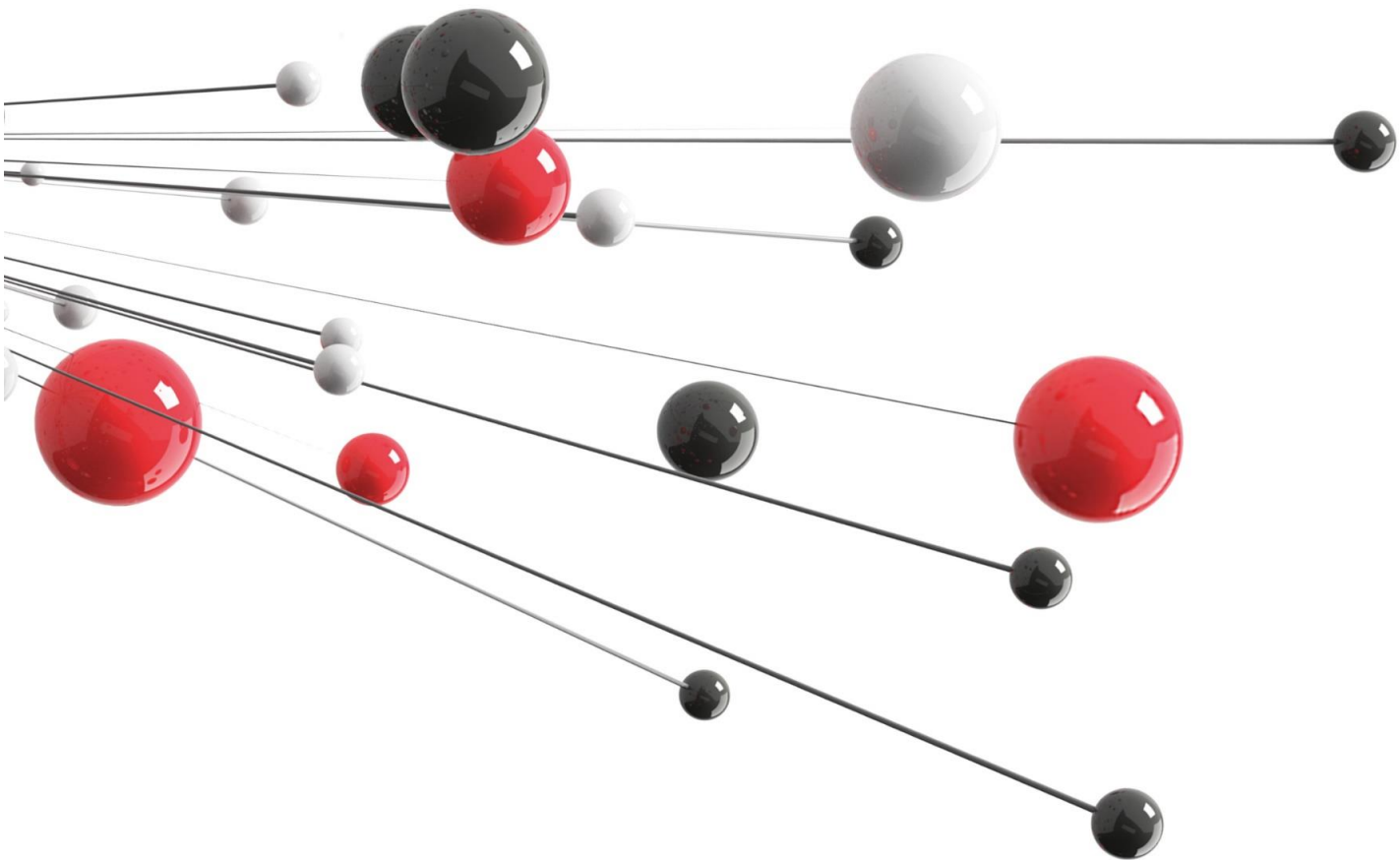
Table 7-10: Best Performing Social Posts

We reached a record-breaking number of impressions on Twitter with ACS Guidelines (see below).

ESC Main Twitter Account	<u>ESC 2020 Guidelines for Non-ST-Elevation Acute Coronary Syndrome (just released)</u> Using face value metrics (likes and shares): 1,240 likes and 759 retweets. For number of impressions (how many times it was seen, not unique users), it was over 155.9K. Also, it had 18.2K engagements (interactions). The platform reported 1.177K website clicks from the ESC post. <u>2020 ESC Guidelines for the Diagnosis and Management of #AtrialFibrillation (just released)</u> Using face value metrics (likes and shares): 558 likes and 367 retweets. For number of impressions (how many times it was seen, not unique users), it was over 67.5K. Also, it had 6K engagements (interactions). The platform reported 912 website clicks from the ESC post. <u>#EMPEROR-Reduced Trial: Empagliflozin Prevents Both Serious #HeartFailure Events and Serious #KidneyFailure Events in Patients with #HFrEF</u> Using face value metrics (likes and shares): 530 likes and 321 retweets. For number of impressions (how many times it was seen, not unique users), it had over 62.2K. Also, it had 5.3K engagements (interactions). The platform reported 152 website clicks from the ESC post. <u>2020 ESC Guidelines for the Management of Adult Congenital Heart Disease (just released) #ESCCongress #ESCGuidelines #cardiotwitter</u> Using face value metrics (likes and shares): 232 likes and 127 retweets. For number of impressions (how many times it was seen, not unique users), it was over 37.8K. Also, it had 1.9K engagements (interactions). The platform reported 259 website clicks from the ESC post. <u>2020 ESC Guidelines on #SportCardiology and #Exercise in Patients with Cardiovascular Disease! (just released) #ESCCongress #ESCGuidelines #Cardiotwitter #MedTwitter #cardiovascularisease</u> Using face value metrics (likes and shares): 239 likes and 148 retweets. For number of impressions (how many times it was seen, not unique users), it was over 35.4K. Also, it had 2.4K engagements (interactions). The platform reported 372 website clicks from the ESC post.
ESC Journal Twitter	<u>Vupanorsen Results in a Favourable Lipid/Lipoprotein Profile and Provides a Potential Strategy for Residual #Cardiovascular Risk Reduction #EHJ #ESCCongress #cardiotwitter</u> Using face value metrics (likes and shares): 80 likes and 41 retweets. For number of impressions (how many times it was seen, not unique users), it was over 21.8K. Also, it had 1.1K engagements (interactions). The platform reported 136 website clicks from the ESC post. <u>Effect of Icosapent Ethyl on Progression of #Coronary Atherosclerosis in Patients with Elevated Triglycerides on Statin Therapy: Final Results of the EVAPORATE Trial #EHJ #ESCCongress #cardiotwitter</u> Using face value metrics (likes and shares): 112 likes and 64 retweets. For number of Impressions (how many times it was seen, not unique users), it was over 17.7K. Also, it had 2.8K engagements (interactions). The platform reported 284 website clicks from the ESC post. <u>Recommendations for Advance Care Planning in Adults with #CongenitalHeartDisease #EHJ #ESCCongress #cardiotwitter #CHD #advancecareplanning #heartdisease</u> Using face value metrics (likes and shares): 38 likes and 15 retweets. For number of Impressions (how many times it was seen, not unique users), it was over 11.5K. Also, it had 363 engagements (interactions). The platform reported 17 website clicks from the ESC post.
ESC Cardio News	<u>Opening Press Conference #ESCCongress 2020 (webcast)</u> Using face value metrics (likes and shares): 173 likes and 87 retweets. For number of Impressions (how many times it was seen, not unique users), it was over 37.6K. Also, it had 1.7K engagements (interactions). The platform reported 734 website clicks from the ESC post and 8.6K viewers.

	A Special Thanks to @CarolRemme for Smoothly Moderating All ESC Press Conferences Live from Amsterdam during #ESCCongress. Keep Tuned to this Channel for More Press Releases Tomorrow. Using face value metrics (likes and shares): 41 likes and 14 retweets. For number of Impressions (how many times it was seen, not unique users), it was over 12.4K. Also, it had 264 engagements (interactions). Deep Chest Compression #CPR Prevents #BrainDamage during #Cardiac Arrest https://bit.ly/2E1Osdv #ESCCongress #firstaid #cpr saveslives @AllisterHeath @C A Sutton @lesliebrody Using face value metrics (likes and shares): 24 likes and 16 retweets. For number of Impressions (how many times it was seen, not unique users), it was over 10.3K. Also, it had 222 engagements (interactions). The platform reported 35 website clicks from the ESC post.
Instagram	2020 ESC Guidelines for the Diagnosis and Management of #AtrialFibrillation (just released) - link is available in our bio #esccongress #ESCGuidelines #cardiology #instacardio #cardiolife #cardiologist #hearthealth #health #europeansocietyofcardiology #afib #atrialfibrillation 40,233 impressions 1,765 likes ESC 2020 Guidelines for Non-ST-Elevation Acute Coronary Syndrome (just released) - link available in our bio #ESCCongress #ESCGuidelines #cardiology #instacardio #cardiolife #cardiologist #hearthealth #health #europeansocietyofcardiology #acute coronary syndrome 37,771 impressions 1,481 likes 2020 ESC Guidelines on #SportCardiology and #Exercise in Patients with Cardiovascular Disease! (just released) - link is available in our bio #ESCCongress #ESCGuidelines #cardiology #instacardio #cardiolife #cardiologist #hearthealth #health #europeansocietyofcardiology 32,811 impressions 1,158 likes
Facebook	ESC 2020 Guidelines for Non-ST-Elevation Acute Coronary Syndrome (just released) https://bit.ly/3IsC8Ux #ESCCongress #ESCGuidelines 349,668 reach 26,973 engagement 2020 ESC Guidelines for the Diagnosis and Management of #AtrialFibrillation (just released) https://bit.ly/32DOYqn #ESCCongress #ESCGuidelines #cardiology 91,619 reach 5,514 engagement 2020 ESC Guidelines on Sport Cardiology and Exercise in Patients with Cardiovascular Disease! (just released) https://bit.ly/3gH4mHH #ESCCongress #ESCGuidelines #cardiology #exercise 7,734 reach 3,240 engagement
LinkedIn	ESC 2020 Guidelines for Non-ST-Elevation Acute Coronary Syndrome (just released) https://bit.ly/34FwTLv #ESCCongress #ESCGuidelines #cardiology 38,960 impressions 943 reactions 2020 ESC Guidelines for the Diagnosis and Management of #AtrialFibrillation (just released) https://bit.ly/3b7XJgk #ESCCongress #ESCGuidelines #cardiology 26,794 impressions 610 reactions 2020 ESC Guidelines on Sport Cardiology and Exercise in Patients with Cardiovascular Disease! (just released) https://bit.ly/3hFUuiD #cardiologists #cardiacnursing #nursing #cardiology #cardiologist #health #medicine #education #medicaleducation #cardiaccare #cardiac #medicalcare #exercise 23,621 impressions 521 reactions

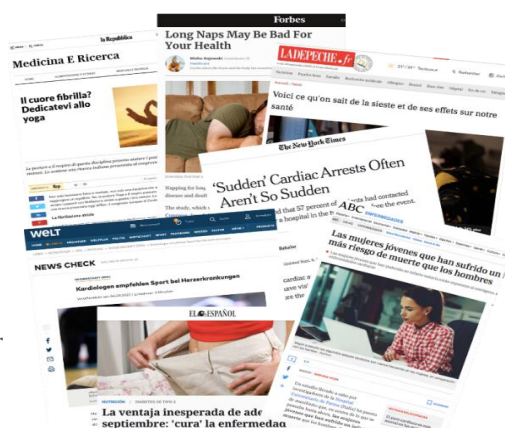
8. Press



ESC Congress 2020 – The Digital Experience was a huge success in terms of media coverage. A total of 8,337 press articles were collected in over 52 countries, and congress news was broadcast in North America, Europe, Asia, and South America.

With only 204 journalists registered this year vs. 410 in 2019, press ‘attendance’ was significantly lower than for previous ESC Congresses. This did not impact ESC Congress media coverage as we collected more articles in 2020 (8,337 cited above) than in 2019 (6,525), even though we had fewer press releases and press conferences this year.

Photo 8-1: ESC Congress Media Coverage



8.1 Key Figures

- 337 press articles
- 93 countries reached
- 204 journalists from 28 countries covering ESC Congress

8.2 Press Conferences and Releases

- 36 [press releases](#) (vs. 57 in 2019)
- 4 digital Hot Line press conferences (with prerecorded presentations and live Q&A). No local press conference or ‘lay’ press conference in 2020
- 1 opening press conference [live-streamed on Twitter](#), collecting 173 likes, 87 retweets and viewed 8.6K times
- All press conferences available on [replay](#)

8.3 Other Media Activities

- Over 20 media interviews
- Over 60 spokespersons ready to comment on a wide range of topics
- 29 simultaneous publications in medical journals
- Exclusive web page for press with embargoed material, access to embargoed press conferences, visuals, scientific publications and much more

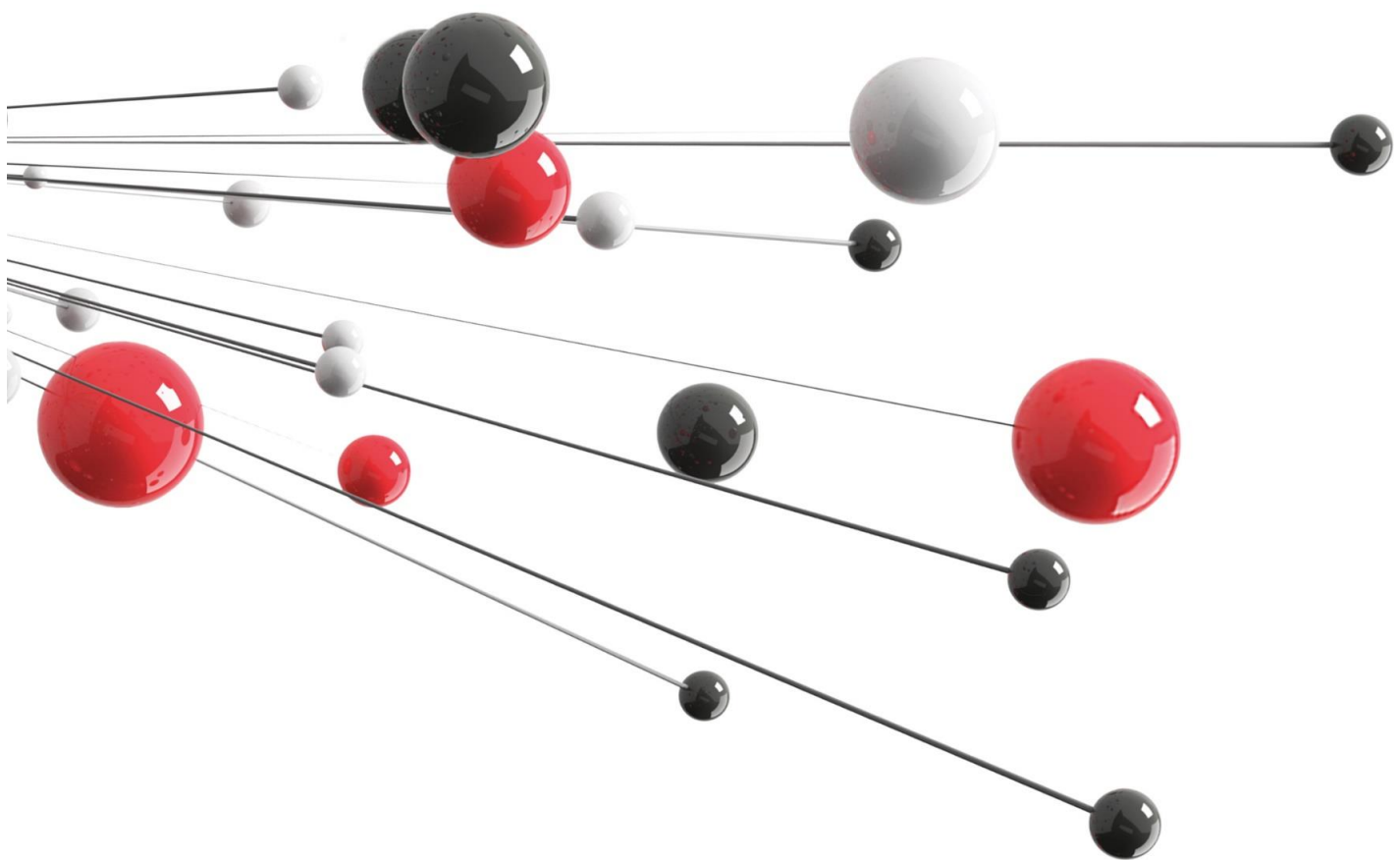
8.4 Media Coverage

8,337 press articles from 93 countries

The top five stories in the media were:

1. [EMPEROR-Reduced meets primary endpoint in heart failure with reduced ejection fraction](#)
2. [DAPA-CKD trial meets primary endpoint in patients with chronic kidney disease](#)
3. [Long naps may be bad for health](#)
4. [First randomised trial backs safety of common heart drugs in COVID-19 patients](#)
5. [Body mass index is a more powerful risk factor for diabetes than genetics](#)

9. Market Research

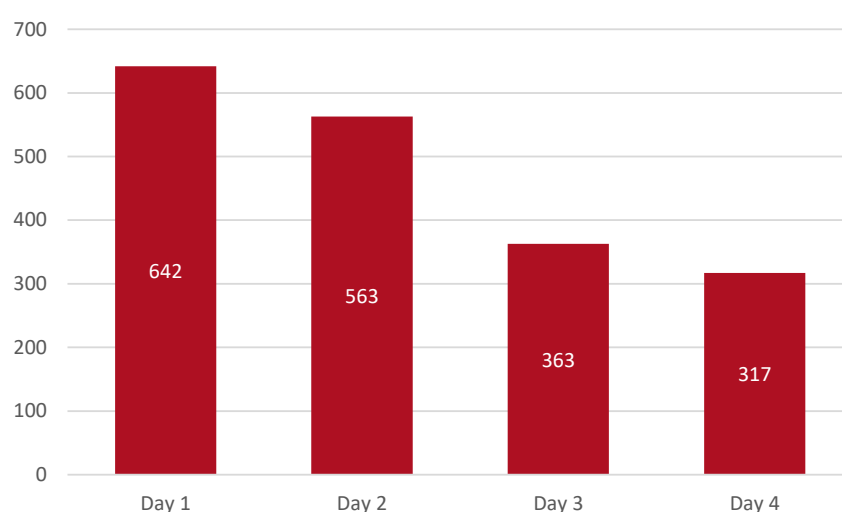


9.1 Congress Surveys during ESC Congress 2020 – The Digital Experience

9.1.1 Live Sessions

Over the four days of Congress, **1,885 delegates participated in surveys during the Live Sessions.**

Figure 9-1: Live Sessions / Survey Responses (n=1,885)



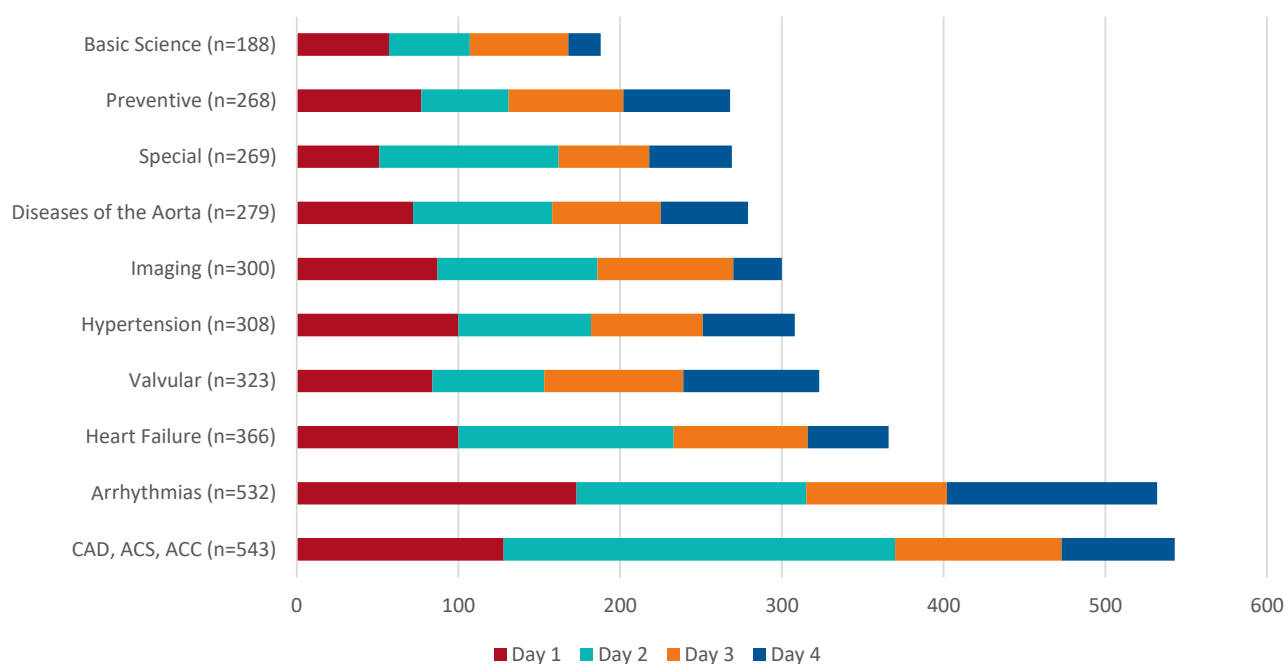
- The sessions that received the most survey responses were: '2020 ESC Guidelines on Atrial Fibrillation' (232 responses, Day 1), 'Survey - Hot Line EMPEROR-Reduced' (201 responses, Day 1).
- On a scale from 1 to 5, the most useful (4.80) and most influencing Live Session (4.54) was the 'DAPA-CKD Hot Line' Session (Day 2).

9.1.2 Channels by Topics

The channel which attracted the **most survey responses (543) over the four days of congress was 'CAD, ACS, ACC'**. The following sessions, all related to ESC guidelines, were the ones which attracted the largest number of survey participants:

- '2020 ESC Guidelines on Non-ST-Segment Elevation Acute Coronary Syndromes' (CAD, 62 respondents) which received an average 4.8 out of 5 on 'usefulness' and 4.4 on 'influence of daily practice'.
- '2020 ESC Guidelines on Atrial Fibrillation' (arrhythmias, 61 respondents) which received an average 4.7 out of 5 on 'usefulness' and 4.0 on 'influence of daily practice'.
- 'Guidelines in Practice - Managing Patients with Angina and without Obstructive Coronary Artery Disease' (CAD, 51 respondents) which received an average 4.7 out of 5 on 'usefulness' and 4.2 on 'influence of daily practice'.

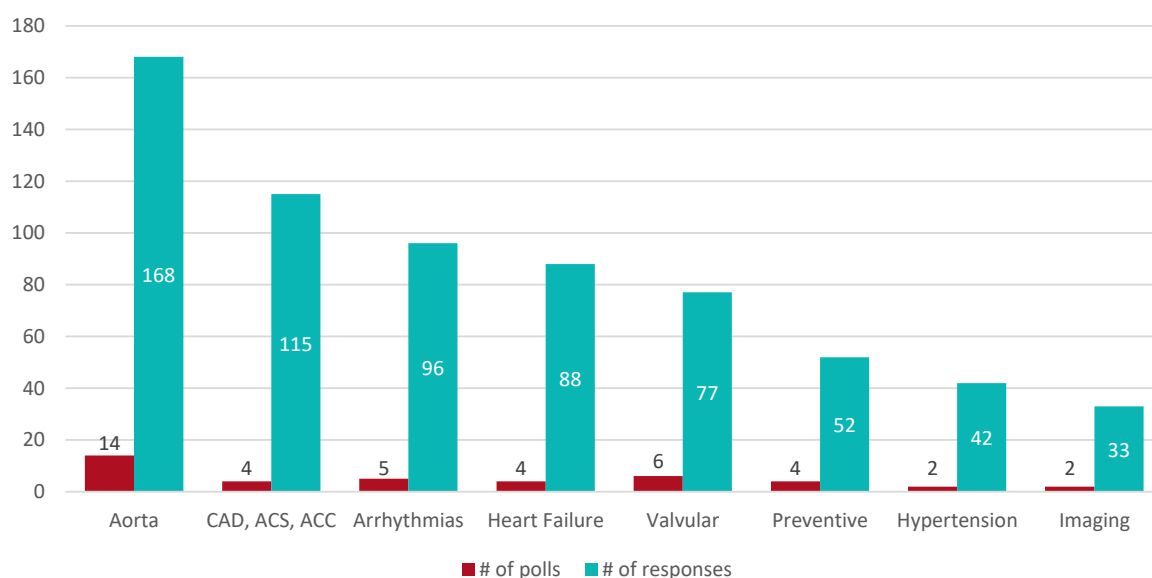
Figure 9-2: Channels by Topics / Survey Responses (n=3,376)



9.2 Polls

In most cases, the polls went in pairs: one at the beginning of the session and one at the end in order to assess impact of the presentation. 'Diseases of the Aorta' was the channel where the most polls were undertaken.

Figure 9-3: Number of Polls and Responses per Channel



The poll that attracted the most survey responses was 'Guidelines in Practice - Managing Patients with Angina and without Obstructive Coronary Artery Disease' (CAD Channel).

Photos 9-1: Examples of Polls.

Q1: Do you feel comfortable in the diagnosis and management of patients with angina and without obstructive coronary artery disease?

32 Votes

Yes



78.1%

25 Votes

No



21.9%

7 Votes

Q1: Following the debate - Do you feel comfortable in the diagnosis and management of patients with angina and without obstructive coronary artery disease?

55 Votes

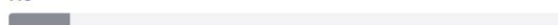
Yes



89.1%

49 Votes

No



10.9%

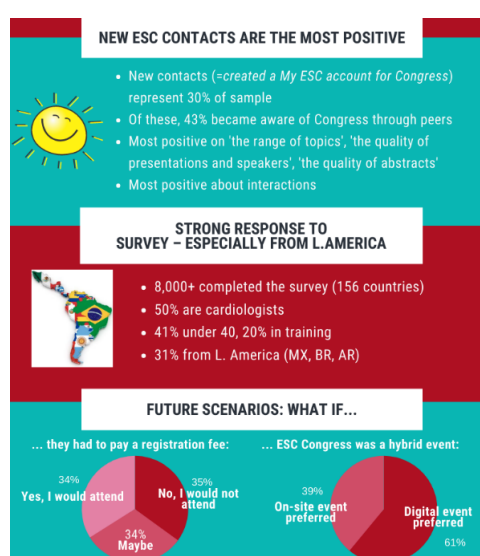
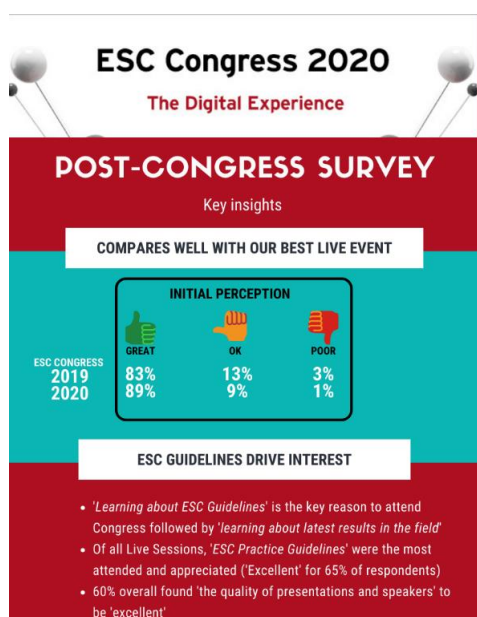
6 Votes

9.3 Post-Congress Surveys

9.3.1 Key Insights

Immediately after the congress, a post-congress survey was sent to all delegates to capture their perception of the event while it was still fresh in their minds. The infographic below shows the key insights from the survey.

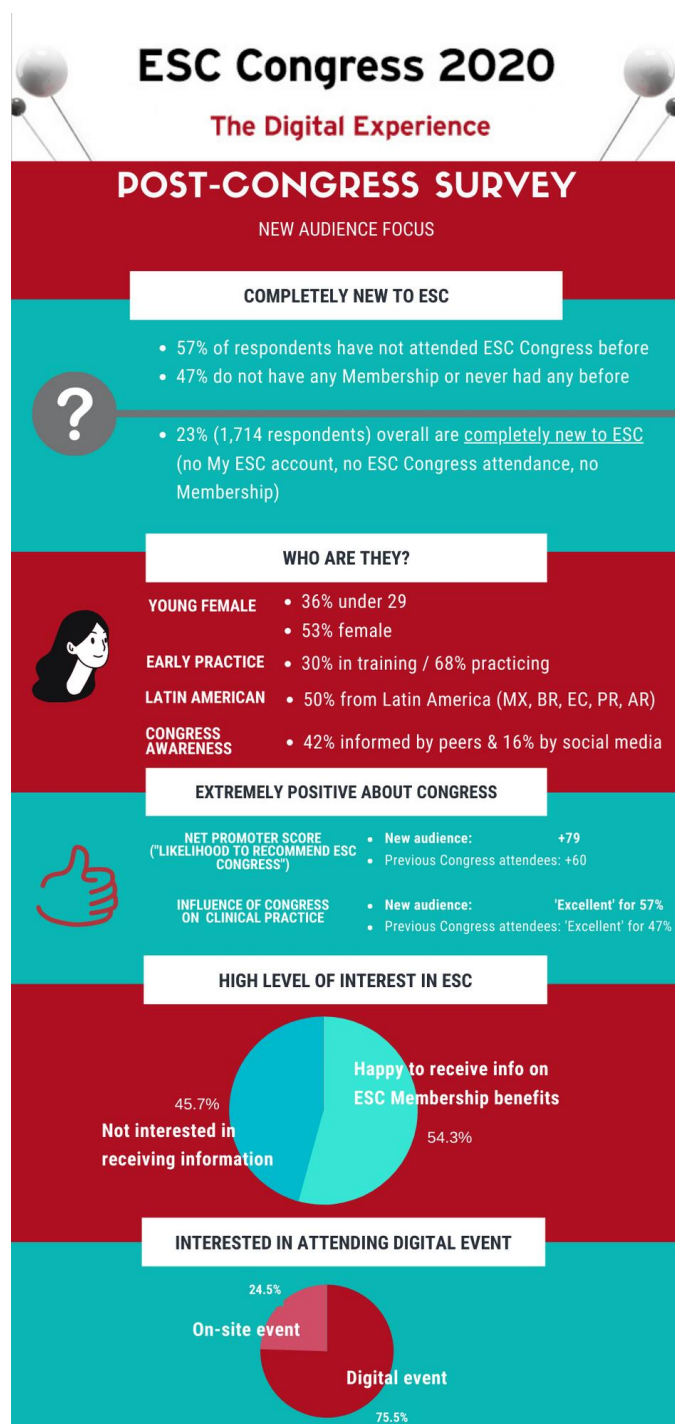
Photos 9-2: Summary of insights: the overall picture was very positive.



9.3.2 New ESC Audience

One of the key insights from the research was that a relatively large share of the audience was completely new to the ESC. Key insights about this audience are shared in the infographic below.

Photo 9-3: Summary of insights: a new audience.





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