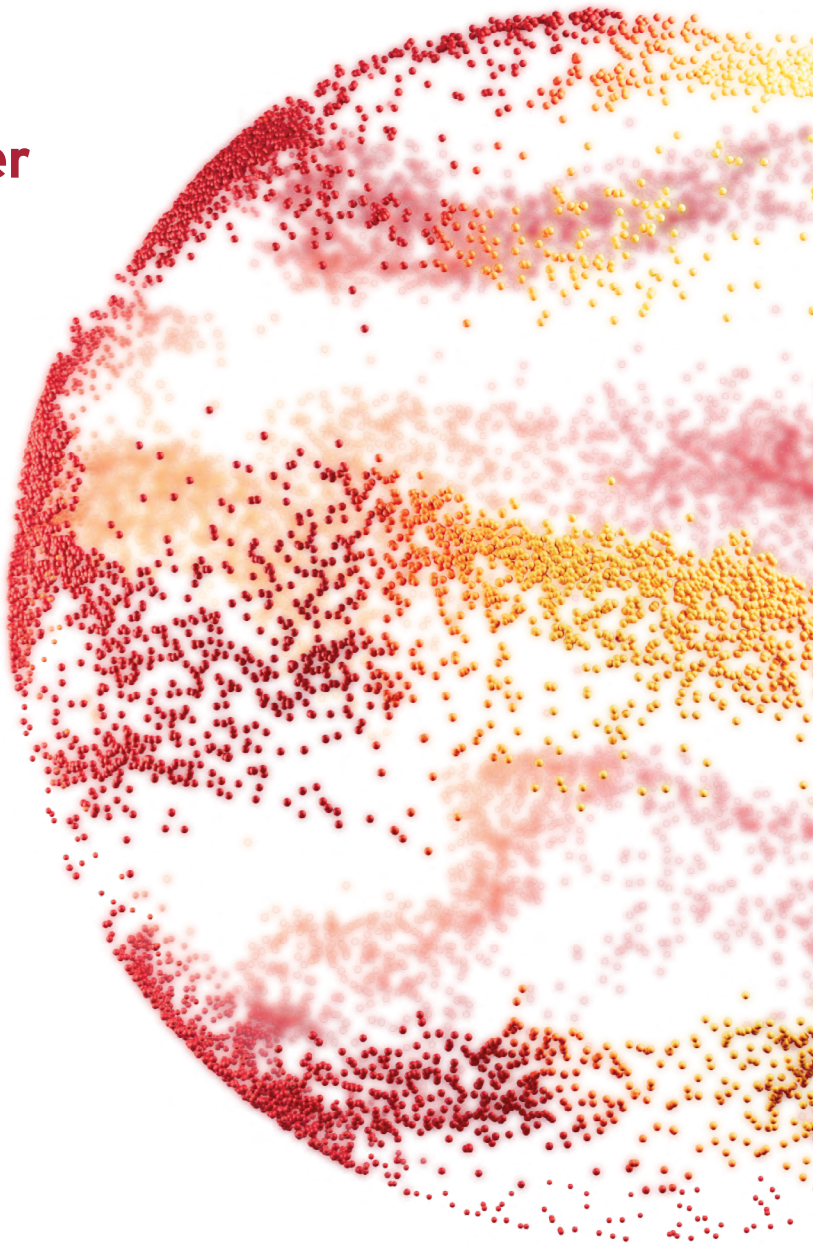
ESC Congress 2025 Madrid

TOGETHER WITH

World Congress of Cardiology

29 August to 1 September



Post-Congress Report

Facts and Figures

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CARDIOLOGY BEYOND BORDERS

WORLD HEART FEDERATION

ESC European Society of Cardiology

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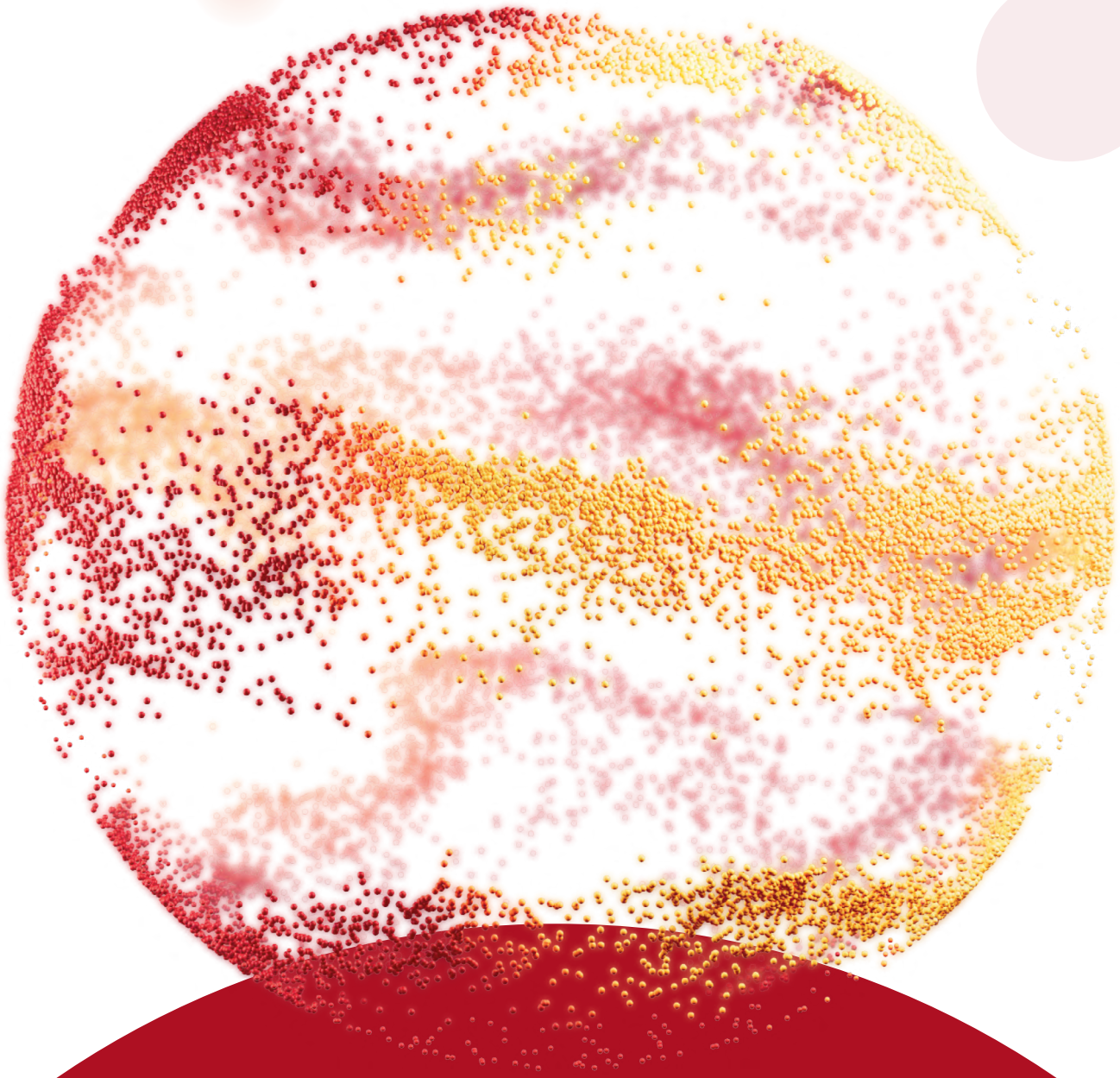
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1. General Information

1.1 Key Figures

33,260 Participants

- **28,723** Onsite
- **4,537** Online
- Under 40s represent **25%** of online registrations and **33%** of onsite
- From **163** countries/territories
- **60%** male / **38%** female / **2%** unknown

11,273 delegates attended the online event

- **68%** of online participants were onsite registered delegates accessing the online platform

Analytics

Attendees behaviour

- On average, **4,714** unique attendees watched live content online each day (2024: 4,254), and **3,154** attendees watched on-demand content each day (2024: 2,793)
- **8,807** unique attendees (**78%** of online audience) watched live content over the course of the online event (2024: 76%)
- **7,207 (64%)** unique attendees watched on-demand content over the course of the online event (2024: 66%)
- **2:59 hours** – the average time online attendees spent watching live content each day (2024: 2:42 hours)
- **55 minutes** – the average time online attendees spent watching on-demand content each day (2023: 52 minutes)
- **6:31 hours** – the average time online attendees spent watching live content across the 4 days (2023: 6:05 hours)
- **1:37 hours** - the average time online attendees spent watching on-demand content across the 4 days (2023: 1:30 hours)

- **2:59 hours** – the average time online attendees spent watching live content each day (2024: 2:42 hours)
- **55 minutes** – the average time online attendees spent watching on-demand content each day (2023: 52 minutes)
- **6:31 hours** – the average time online attendees spent watching live content across the 4 days (2023: 6:05 hours)
- **1:37 hours** - the average time online attendees spent watching on-demand content across the 4 days (2023: 1:30 hours)

Scientific

- **8,958** abstracts submitted / **5,850** accepted (+4% versus 2024)
- **1,817** clinical cases submitted / **551** accepted (+28% versus 2024)
- **627** late breaking science applications / **192** accepted (+50% versus 2024)

1,267 Sessions in the programme

- **219** scientific sessions (Bring your Questions, Clinical Case Management, Great Debates, Guidelines in Practice, Official Joint sessions, Practical Seminars, Special Sessions, Symposia)
- **926** Abstract & Clinical Case sessions
- **17** sessions on the new 2025 ESC Guidelines
- **10** Hot Line sessions + **29** Ask the Trialists
- **28** Late-Breaking Science sessions
- **7** Press Conferences
- **31** Cardiac Societies Sessions

6,059 Contributors in the Programme

- **1,852** invited faculty
- **110** countries - **42.5%** of females represented
- **4,254** presenters (abstract, clinical cases)
- **102** countries represented

66 Industry Sessions (onsite-live streamed Satellite Symposia)

- **115** onsite-live streamed sessions
- **18** onsite tutorials

1.2 Building Overview



1.3 Delegates Behaviour

Hereafter is the data from the badge scanning at the congress entrance for the 4 days.

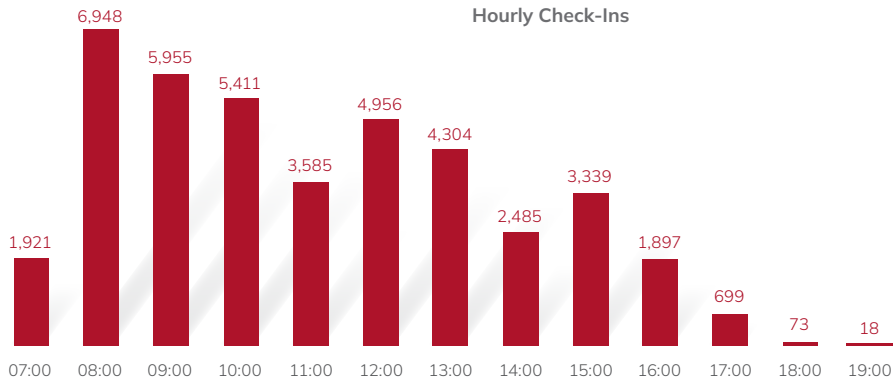
Number of unique visitors scanned onsite: **25,525**

Number of unique visitors scanned onsite per day:

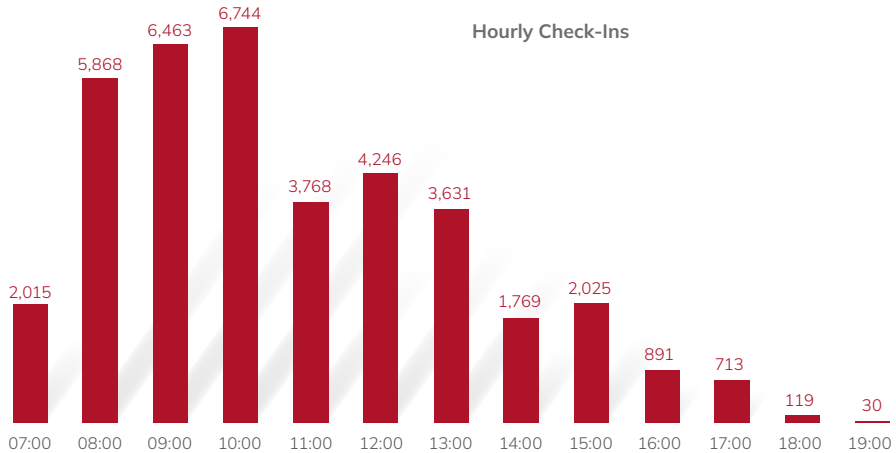
- Friday 29th August 2025 : **20,905**
- Saturday 30th August 2025 : **21,426**
- Sunday 31th August 2025: **17,991**
- Monday 1st September 2025: **9,286**

Repartition of the number of scan-in over the day. These are all the scan-in, not the unique visitors.

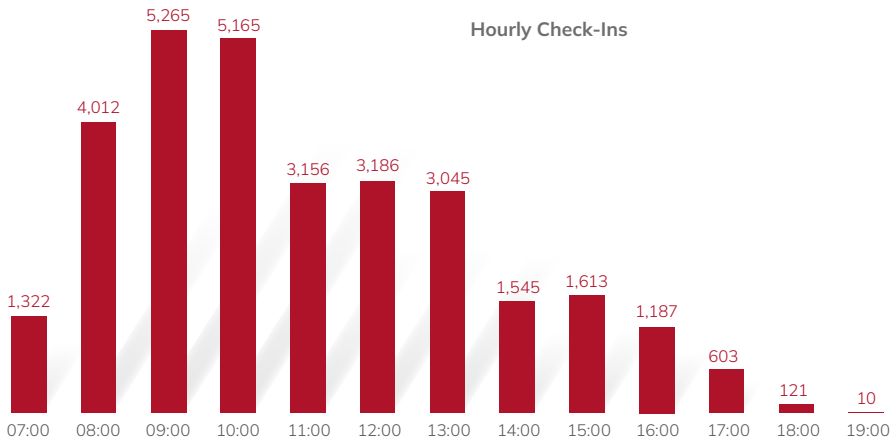
Friday, 29 August 2025



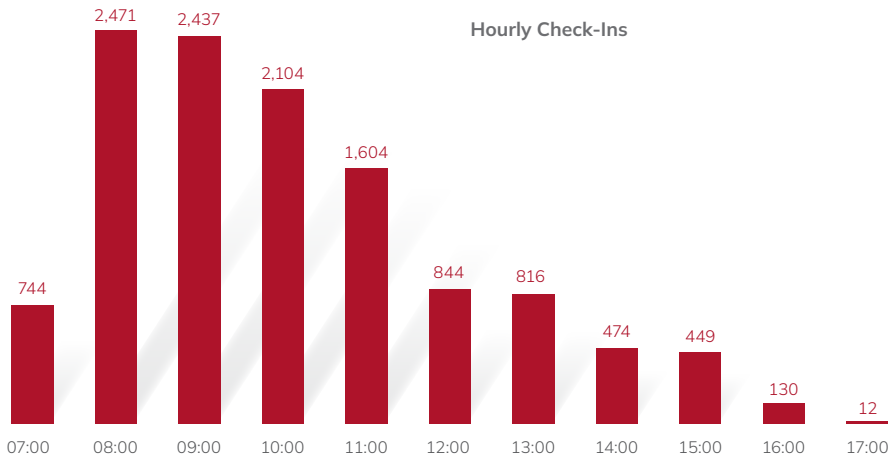
Saturday, 30 August 2025



Sunday, 31 August 2025



Monday, 1 September 2024



1.4 WHF Collaboration



Highlights from ESC's Partnership with the WHF World Congress of Cardiology

The European Society of Cardiology (ESC) and the World Heart Federation (WHF) joined forces for ESC Congress 2025 together with the World Congress of Cardiology, held from 29 August to 1 September 2025 at IFEMA Madrid and online. This joint initiative represented a deepening of collaboration between the ESC's strength in scientific research and guideline development and WHF's global health advocacy and capacity to amplify voices from low- and middle-income countries.

Under the overarching theme "Cardiology Beyond Borders", with a spotlight on Global Health, the congress aimed to address the rising global burden of cardiovascular disease, health inequities, and the intersection of cardiovascular medicine with broader challenges such as climate change, digital innovation, and access to care. The event also marked the ESC's 75th anniversary, a milestone in its ongoing commitment to advancing cardiovascular science and improving heart health worldwide.

WHF Heart Café

The WHF Heart Café offered an interactive space designed to foster dialogue among clinicians, researchers, policy-makers, and patient representatives on global cardiovascular health issues. Discussions focused on prevention, equitable access to care, and the impact of environmental and societal factors on cardiovascular health.

Joint Scientific Sessions

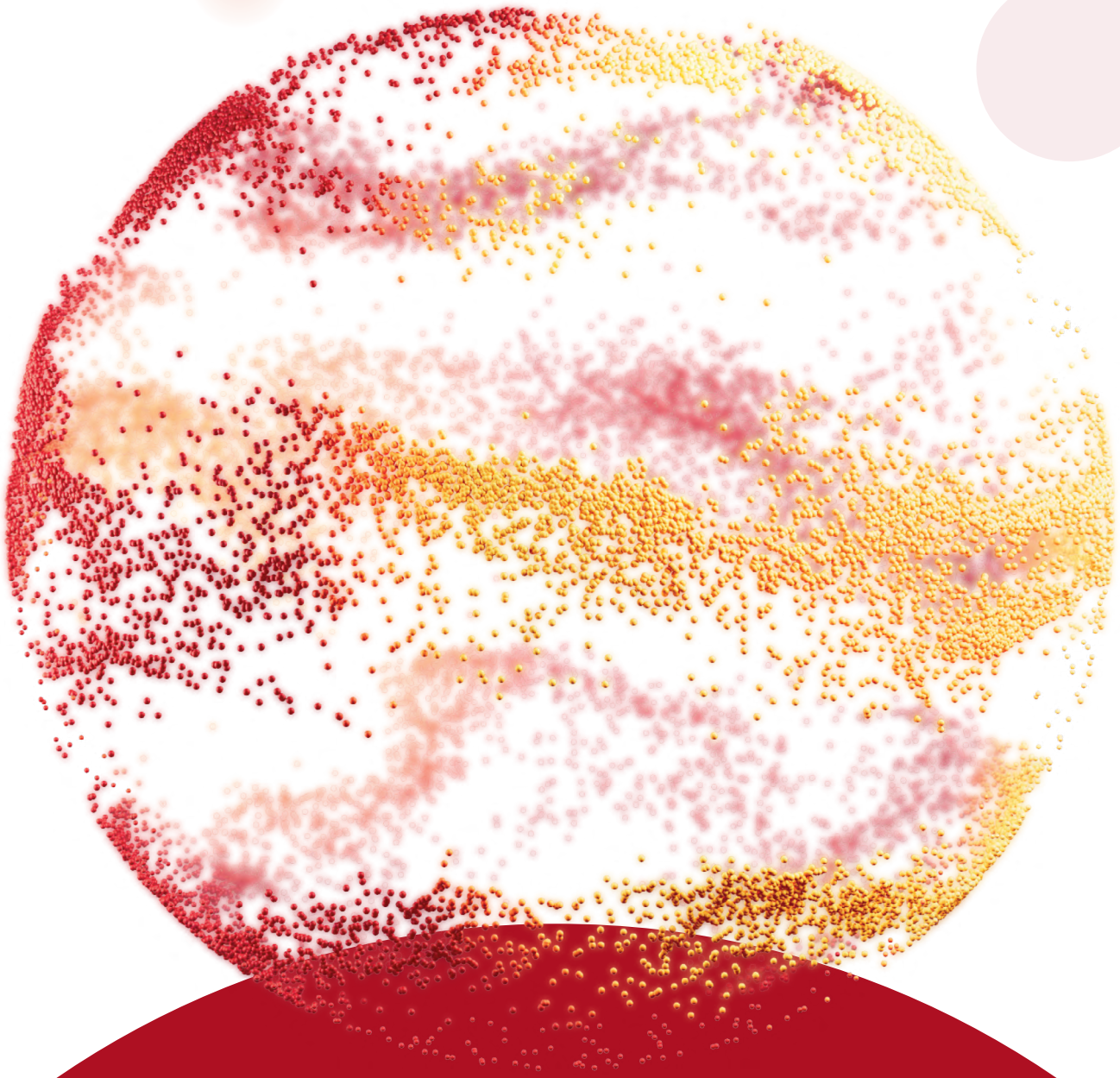
ESC and WHF collaborated on several sessions within the Global Health Spotlight Track, highlighting shared priorities such as prevention, innovation, and global health equity. These sessions reflected the complementary missions of the two organisations in promoting science with global relevance and impact.

WHF Awards and Grants

Through travel grants and young investigator awards, WHF supported the participation of early-career researchers, particularly from low- and middle-income countries. These initiatives strengthened the exchange of scientific knowledge and encouraged greater representation from diverse regions.

A Stronger Global Partnership

The collaboration between ESC and WHF combined scientific excellence with global outreach and advocacy. Together, the two organisations delivered a richer and more inclusive congress experience, reinforcing their shared commitment to advancing cardiovascular medicine and promoting equity in heart health worldwide.



2. Scientific Programme

2.1 Venue – Structure of the Programme

Onsite structure

The scientific and educational programme was organised around **18 lecture rooms** (+1 versus 2024): Main Auditorium (hosting new ESC Guidelines & Documents & Hot Lines), 9 topic lecture rooms, 6 multi-topics lecture rooms, Digital Health Stage and Global Stage.

The abstract and clinical case programme was hosted in the dedicated area "**Research Gateway**" including 5 Science Boxes, 4 Clinical Case Corners, 12 Moderated ePoster Stations and 5 Ex-change Circles.

Paper Posters were re-introduced (for all topics) this year and displayed in the **Discovery Pole**, located in the North Convention Centre, level 1.

In line with our previous models, and for easier navigability, the programme was structured around main topics.

Online structure

A selection of 115 key sessions were broadcasted live.

All sessions from the Main Auditorium, Madrid: 2025 ESC Guidelines & Documents & Hot Line Sessions
All sessions from Damascus Lecture Room: Ask the Task Force Sessions & Great Debates
All sessions from Global Stage: Official Joint Sessions & Cardiac Societies Sessions
A selection of topic-related sessions

All abstract & clinical case sessions from the Science Boxes and Clinical Case Corners were available LIVE through Zoom for the online audience.

Room Name	Capacity	Structure	Comments All rooms equipped with Odiho - hearing comfort system – delegates to scan a QR code to hear the Faculty on stage
Madrid	3,000	New ESC Guidelines and Hot Line sessions ***All Sessions Live-streamed***	
Paris Topic Lecture Room	900	Arrhythmias and Device Therapy	
Ankara Topic Lecture Room	700	Coronary Artery Disease, Acute Coronary Syndromes, Acute Cardiac Care	
Algiers Topic Lecture Room	500	Preventive Cardiology and Special Populations	
Baku Topic Lecture Room	400	Heart Failure	
Sofia Topic Lecture Room	400	Hypertension & Pharmacology	
Tbilisi Topic Lecture Room	400	Valvular	
Yerevan Topic Lecture Room	400	Intervention, Peripheral Vascular Disease, Aortic Disease, Stroke, Surgery	
Digital Health Stage	250	e-Cardiology / Digital Health	Audio-immersive lecture room – the audience had to wear a wireless headset to hear the Faculty on stage
Nicosia Topic Lecture Room	180	Imaging	
Tunis Topic Lecture Room	180	Basic Science	
Damascus Multi-topic Lecture Room	400	Great Debates and Ask the Guidelines Task Force sessions ***All Sessions Live-streamed***	
Budapest Multi-topic Lecture Room	400	Late-Breaking Science sessions	
Astana Multi-topic Lecture Room	300	Ask the Trialists, EU Projects sessions, Bring your Questions Sessions	Audio-immersive lecture room – the audience had to wear a wireless headset to hear the Faculty on stage Industry slots were not made available for sale
Sarajevo Multi-topic Lecture Room	250	General Cardiology Track (1 day - Saturday) General Cardiology for Nurses and Allied Professionals Track (1 day - Sunday) Bring your Questions Sessions, CPC Chair Sessions	The 2 tracks were simultaneously translated from English to Spanish using the Odiho system
Zagreb Multi-topic Lecture Room	250	International Journal sessions, EHJ Track (1 day - Saturday), Bring your Questions Sessions, CPC Chair Sessions	

Room Name	Capacity	Structure	Comments
Tallinn Multi-topic Lecture Room	250	ESC Named Lectures, Award Sessions, Awards Ceremony, WHF Oration Lecture, CPC Chair Sessions	Industry slots were not made available for sale
Global Stage	100	Official Joint Sessions with Affiliated Cardiac Societies, Joint Sessions between NCS & ACS ***All Sessions Live-streamed***	Audio-immersive lecture room – the audience had to wear a wireless headset to hear the Faculty on stage
Science Boxes 1 to 5	80 seats each	Oral Abstracts Sessions – live via Zoom	5 Science Boxes & 4 Clinical Case Corners : audio-immersive rooms – the audience had to wear a wireless headset to hear the Faculty on stage
Clinical Case Corners 1 to 4	80 seats each	Clinical Case Sessions – live via Zoom	
Moderated ePoster stations 1 to 12	Standing	12 Moderated ePoster Stations for presentation organised by Main Topic	
Ex-change Circles 1 to 5	Standing	ePoster Rounds	

2.2 Schedule Overview

The programme was spread over four days from Friday 29 August until Monday 1 September.

Grid remarks for 2025:

- 1 multi-topic lecture room Astana (300 seats) has been added next to the Main Auditorium to welcome the Ask the Trialists Sessions.
- No Industry slots in the Main Auditorium, Astana & Tallinn lecture rooms (2 multi-topic lecture rooms)
- On Monday 1st September, due to the 'ESC Special Session: The Heart and Society', the Satellite Symposium in the lecture room Algiers has been moved to 12:40 – 13:40 and the 2 following ESC Sessions of this lecture room moved to 14:00 – 15:15 and 15:30-16:30.
- The last session slot in the Main Auditorium 15:15-16:15 has been cancelled (Hot Line 11).

Friday 29 August		
	Main Auditorium	9 topic lecture rooms + 6 multi-topic lecture rooms + Digital Health Stage
08:15 - 09:45	ESC Session 90 min	ESC Session 90 min
09:45 - 10:00	**15 min break**	
10:00 - 10:45		Industry slots 45 min
10:45 - 11:00	**15 min break**	
11:00 - 12:00	ESC Session 60 min	ESC Session 60 min
12:00 - 12:15	**15 min break**	
12:30 - 13:30		Industry slots 60 min
13:30 - 13:45	**15 min break**	
13:45 - 15:00	ESC Session 75 min	ESC Session 75 min
15:00 - 15:15	**15 min break**	
15:15 - 16:00		Industry slots 45 min
16:00 - 16:15	**15 min break**	
16:15 - 17:15	*Inaugural session preparation*	ESC Session 60 min
17:30 - 18:30	**Inaugural session**	

Monday 1 September		
	Main Auditorium	9 topic lecture rooms + 6 multi-topic lecture rooms + Digital Health Stage
08:15 - 09:45	ESC Session 90 min	ESC Session 90 min
09:45 - 10:00	**15 min break**	
10:00 - 10:45		Industry slots 60 min
10:45 - 11:00	**15 min break**	
11:00 - 12:00	ESC Session 60 min	ESC Session 60 min
12:00 - 12:05	**5 min break**	
12:05 - 13:00	ESC Special Session: The Heart and Society	Industry slot 60min Algiers 12:40 – 13:40
13:30 - 13:45	**15 min break**	
13:45 - 15:00	ESC Session 75 min	ESC Session 75 min Algiers 14:00-15:15
15:00 - 15:15	**15 min break**	
15:15 - 16:15	ESC Session	ESC Session 60min Algiers 15:30-16:30

Saturday 30 August & Sunday 31 August		
	Main Auditorium	9 topic lecture rooms + 6 multi-topic lecture rooms + Digital Health Stage
08:15 - 09:45	ESC Session 90 min	ESC Session 90 min
09:45 - 10:00	**15 min break**	
10:00 - 10:45		Industry slots 45 min
10:45 - 11:00	**15 min break**	
11:00 - 12:00	ESC Session 60 min	ESC Session 60 min
12:00 - 12:15	**15 min break**	
12:30 - 13:30		Industry slots 60 min
13:30 - 13:45	**15 min break**	
13:45 - 15:00	ESC Session 75 min	ESC Session 75 min
15:00 - 15:15	**15 min break**	
15:15 - 16:00		Industry slots 45 min
16:00 - 16:15	**15 min break**	
16:15 - 17:15	ESC Session 60 min	ESC Session 60 min
17:15 - 17:30	**15 min break**	
17:30 - 18:30	ESC Session 60 min	ESC Session 60 min

Global Stage

Global Stage has a different schedule, without any Industry slot, with a greater amplitude to accommodate more sessions, from 07:15 to 19:45.

2 types of sessions on Global Stage:
60-minute sessions: Official Joint Sessions
45-minute sessions: Cardiac Societies Sessions (Joints between NCS/ACS)

Friday 29 August	
08:15 - 09:15	Official Joint Session 60 min
09:15 - 09:30	*15 min break*
09:30 - 10:15	Cardiac Societies Session 45 min
10:15 - 10:30	*15 min break*
10:30 - 11:15	Cardiac Societies Session 45 min
11:15 - 11:30	*15 min break*
11:30 - 12:15	Cardiac Societies Session 45 min
12:15 - 12:30	*15 min break*
12:30 - 13:30	Official Joint Session 60 min
13:30 - 13:45	*15 min break*
13:45 - 14:30	Cardiac Societies Session 45 min
14:30 - 14:45	*15 min break*
14:45 - 15:30	Cardiac Societies Session 45 min
15:30 - 15:45	*15 min break*
15:45 - 16:30	Cardiac Societies Session 45 min
16:30 - 16:45	*15 min break*
16:45 - 17:30	Cardiac Societies Session 45 min
17:30 - 18:30	-

Saturday 30 August & Sunday 31 August	
07:15- 08:00	Cardiac Societies Session 45 min
08:00 - 08:15	*15 min break*
08:15 - 09:15	Official Joint Session 60 min
09:15 - 09:30	*15 min break*
09:30 - 10:15	Cardiac Societies Session 45 min
10:15 - 10:30	*15 min break*
10:30 - 11:15	Cardiac Societies Session 45 min
11:15 - 11:30	*15 min break*
11:30 - 12:15	Cardiac Societies Session 45 min
12:15 - 12:30	*15 min break*
12:30 - 13:30	Official Joint Session 60 min
13:30 - 13:45	*15 min break*
13:45 - 14:30	Cardiac Societies Session 45 min
14:30 - 14:45	*15 min break*
14:45 - 15:30	Cardiac Societies Session 45 min
15:30 – 15:45	*15 min break*
15:45 - 16:45	Official Joint Session 60 min
16:45 - 17:00	*15 min break*
17:00 - 17:45	Cardiac Societies Session 45 min
17:45 - 18:00	*15 min break*

Monday 1 September	
07:15- 08:00	Cardiac Societies Session 45 min
08:00 - 08:15	*15 min break*
08:15 - 09:15	Official Joint Session 60 min
09:15 - 09:30	*15 min break*
09:30 - 10:15	Cardiac Societies Session 45 min
10:15 - 10:30	*15 min break*
10:30 - 11:15	CANCELLED
11:15 - 11:30	*15 min break*
11:30 - 12:15	Cardiac Societies Session 45 min
12:15 - 12:30	*15 min break*
12:30 - 13:30	Official Joint Session 60 min
13:30 - 13:45	*15 min break*
13:45 - 14:30	Cardiac Societies Session 45 min
14:30 - 14:45	*15 min break*
14:45 - 15:45	Official Joint Session 60 min
15:45- 16:00	*15 min break*
16:00 - 16:45	Cardiac Societies Session 45 min

Research Gateway & Discovery Pole

In order to optimise the number of sessions for Abstract and Clinical Case presentations, the programme ran throughout the day in Research Gateway & Discovery Pole during the four days of the congress.

Research Gateway:

- **Oral Abstracts sessions** – from 08:15 until 18:00 (until 16:45 on Friday – 15:30 on Monday)
  60-minute sessions with a 15-minute break in between
- **Moderated ePosters sessions** – from 08:15 until 18:00 (until 17:00 on Friday – 16:00 on Monday)
  45-minute sessions with a 15-minute break in between
- **e-Poster Rounds** – from 08:15 until 18:00 (from 09:15 on Friday and Monday / until 17:00 on Friday and 14:00 on Monday)
  45-minute session with a break of 15 to 75 minutes
- **Clinical Case sessions** – from 08:15 until 18:00 (until 16:45 on Friday – 15:30 on Monday)
  60-minute sessions with a 15-minute break in between

Discovery Pole:

- **Full-day Paper Posters display** (approximately 200 paper posters per day) – from 08:15 to 18:00 (until 17:15 on Friday and 16:00 on Monday)
  Discussion time with an expert Discussant during morning, lunch and afternoon breaks.

Schedule overview – 5 Science Boxes & 4 Clinical Case Corners

Friday 29 August	
08:15 - 09:15	Abstract / Clinical Case Session 60 mins
09:15 - 09:30	*15-mins break*
09:30 - 10:30	Abstract / Clinical Case Session 60 mins
10:30 - 10:45	*15-mins break*
10:45 - 11:45	Abstract / Clinical Case Session 60 mins
11:45 - 12:00	*15-mins break*
12:00 - 13:00	Abstract / Clinical Case Session 60 mins
13:00 - 13:15	*15-mins break*
13:15 - 14:15	Abstract / Clinical Case Session 60 mins
14:15 - 14:30	*15-mins break*
14:30 - 15:30	Abstract / Clinical Case Session 60 mins
15:30 - 15:45	*15-mins break*
15:45 - 16:45	Abstract / Clinical Case Session 60 mins

Saturday 30 August & Sunday 31 August	
08:15 - 09:15	Abstract / Clinical Case Session 60 mins
09:15 - 09:30	*15-mins break*
09:30 - 10:30	Abstract / Clinical Case Session 60 mins
10:30 - 10:45	*15-mins break*
10:45 - 11:45	Abstract / Clinical Case Session 60 mins
11:45 - 12:00	*15-mins break*
12:00 - 13:00	Abstract / Clinical Case Session 60 mins
13:00 - 13:15	*15-mins break*
13:15 - 14:15	Abstract / Clinical Case Session 60 mins
14:15 - 14:30	*15-mins break*
14:30 - 15:30	Abstract / Clinical Case Session 60 mins
15:30 - 15:45	*15-mins break*
15:45 - 16:45	Abstract / Clinical Case Session 60 mins
16:45-17:00	*15-mins break*
17:00-18:00	Abstract / Clinical Case Session 60 mins

Monday 1 September	
08:15 - 09:15	Abstract / Clinical Case Session 60 mins
09:15 - 09:30	*15-mins break*
09:30 - 10:30	Abstract / Clinical Case Session 60 mins
10:30 - 10:45	*15-mins break*
10:45 - 11:45	Abstract / Clinical Case Session 60 mins
11:45 - 12:00	*15-mins break*
12:00 - 13:00	Abstract / Clinical Case Session 60 mins
13:00 - 13:15	*15-mins break*
13:15 - 14:15	Abstract / Clinical Case Session 60 mins
14:15 - 14:30	*15-mins break*
14:30 - 15:30	Abstract / Clinical Case Session 60 mins

Schedule overview – 12 Moderated ePoster Stations

Friday 29 August	
08:15 - 09:00	Moderated ePosters 45 mins
09:00 - 09:15	*15-mins break*
09:15 – 10:00	Moderated ePosters 45 mins
10:00 - 10:15	*15-mins break*
10:15 - 11:00	Moderated ePosters 45 mins
11:00 - 11:15	*15-mins break*
11:15 - 12:00	Moderated ePosters 45 mins
12:00 - 12:15	*15-mins break*
12:15 - 13:00	Moderated ePosters 45 mins
13:00 – 13:15	*15-mins break*
13:15- 14:00	Moderated ePosters 45 mins
14:00 - 14:15	*15-mins break*
14:15 - 15:00	Moderated ePosters 45 mins
15:00 - 15:15	*15-mins break*
15:15 - 16:00	Moderated ePosters 45 mins
16:00 - 16:15	*15-mins break*
16:15 - 17:00	Moderated ePosters 45 mins

Saturday 30 August & Sunday 31 August	
08:15 - 09:00	Moderated ePosters 45 mins
09:00 - 09:15	*15-mins break*
09:15 – 10:00	Moderated ePosters 45 mins
10:00 - 10:15	*15-mins break*
10:15 - 11:00	Moderated ePosters 45 mins
11:00 - 11:15	*15-mins break*
11:15 - 12:00	Moderated ePosters 45 mins
12:00 - 12:15	*15-mins break*
12:15 - 13:00	Moderated ePosters 45 mins
13:00 – 13:15	*15-mins break*
13:15- 14:00	Moderated ePosters 45 mins
14:00 - 14:15	*15-mins break*
14:15 - 15:00	Moderated ePosters 50 mins
15:00 - 15:15	*15-mins break*
15:15 - 16:00	Moderated ePosters 45 mins
16:00 - 16:15	*15-mins break*
16:15 - 17:00	Moderated ePosters 45 mins
17:00 – 17:15	*15-mins break*
17:15 – 18:00	Moderated ePosters 45 mins

Monday 1 September	
08:15 - 09:00	Moderated ePosters 45 mins
09:00 - 09:15	*15-mins break*
09:15 – 10:00	Moderated ePosters 45 mins
10:00 - 10:15	*15-mins break*
10:15 - 11:00	Moderated ePosters 45 mins
11:00 - 11:15	*15-mins break*
11:15 - 12:00	Moderated ePosters 45 mins
12:00 - 12:15	*15-mins break*
12:15 - 13:00	Moderated ePosters 45 mins
13:00 – 13:15	*15-mins break*
13:15- 14:00	Moderated ePosters 45 mins
14:00 - 14:15	*15-mins break*
14:15 - 15:00	Moderated ePosters 50 mins
15:00 - 15:15	*15-mins break*
15:15 - 16:00	Moderated ePosters 45 mins

Schedule overview – 5 ex-Change Circles

Friday 29 August	
09:15 - 10:00	e-Poster Rounds 45 mins
10:00 - 10:15	*15-mins break*
10:15 - 11:00	e-Poster Rounds 45 mins
11:00 - 12:15	*75-mins break*
12:15 - 13:00	e-Poster Rounds 45 mins
11:45 - 12:00	*15-mins break*
12:00 - 13:00	e-Poster Rounds 45 mins
13:00 - 13:15	*15-mins break*
13:15 - 14:00	e-Poster Rounds 45 mins
14:00 - 14:15	*15-mins break*
14:15 - 15:00	e-Poster Rounds 45 mins
15:00 – 16:15	*75-mins break*
16:15 - 17:00	e-Poster Rounds 45 mins

Saturday 30 August & Sunday 31 August	
08:15 - 09:00	e-Poster Rounds 45 mins
9:00 - 10:15	*75-mins break*
10:15 - 11:00	e-Poster Rounds 45 mins
11:00 - 12:15	*75-mins break*
12:15 - 13:00	e-Poster Rounds 45 mins
13:00 - 14:15	*75-mins break*
14:15 - 15:00	e-Poster Rounds 45 mins
15:00 - 16:15	*75-mins break*
16:15 - 17:00	e-Poster Rounds 45 mins
17:00 - 17:15	*15-mins break*
17:15 - 18:00	e-Poster Rounds 45 mins

Monday 1 September	
09:15 - 10:00	e-Poster Rounds 45 mins
10:00 - 10:15	*15-mins break*
10:15 - 11:00	e-Poster Rounds 45 mins
11:00 - 11:15	*15-mins break*
11:15 - 12:00	e-Poster Rounds 45 mins
12 :00 - 13 :15	*75-mins break*
13:15 - 14:00	e-Poster Rounds 45 mins

2.3 Call for Science 2025

Abstracts

Total of 8 958 submissions received => +4% versus 2024

Abstracts	
# submitted	**8,958**
# accepted	**5,850**
# accepted withdrawn	703
# No-shows	214
# presented	4,933

Slight increase in terms of abstract submissions. However, the CPC Chair wanted to accept more abstracts to be more inclusive and increase global participation:

- In 2025, + 1,400 accepted abstracts compared to 2024
- Acceptance rate of 65% versus 52% in 2024
- Cut-off grade of 6.4 versus 6.7 in 2024: quality not impacted

To accommodate +1,400 abstracts, 2 Moderated ePoster Stations have been added in the Research Gateway (12 in total versus 10 in 2024). A new format of sessions has been created 'ePoster Rounds' taking place in the 5 Ex-change Circles. Paper Posters have also been re-introduced in the Discovery Pole.

Abstracts - Top 10 Submission countries

- China is the top submitter country, for the 2nd year, with 10% of all submissions
- Portugal is back in the top 10 (less submissions in 2024)
- Brazil 1st time in the top 10 submitter countries

Country	# submitted abstracts	# accepted abstracts
1. China	1,004	722
2. Japan	781	534
3. USA	668	476
4. Italy	522	383
5. Germany	457	359
6. UK	451	316
7. Spain	448	274
8. Portugal	273	152
9. Brazil	267	137
10. Denmark	237	196

Clinical Cases

Record submissions number => +28% versus 2024

Clinical Cases	
# submitted	**1,817**
# accepted	**551 (+187 versus 2024)**
# accepted withdrawn / No-shows	65
# presented	486

According to the significant increase of clinical case submissions and great interest for the delegates and young community onsite, a 4th Clinical Case Corner has been added in the Research Gateway to accept more submissions and accommodate more sessions.

Clinical Cases - Top 10 submission countries

Country	# submitted clinical cases
1. United States of America	196
2. Italy	124
3. India	107
4. Mexico	104
5. Spain	98
6. Romania	79
7. Brazil	70
8. Türkiye	70
9. UK	70
10. Philippines	66

Late-breaking Science

Record submissions number => +50% versus 2024

Submission type	#Submitted	#Accepted
Late-Breaking Clinical Trial	202	94, among which **40** accepted in Hot Lines
Clinical Trial Update	105	42, 1 accepted in Hot Lines
Registry, Cohort, Observational & Epidemiological Studies	245	46
Basic & Translational Late-Breaking Science	75	10
Total	**627**	**192**

2.4 Programme Overview

1,267 Sessions in the programme

- **219** scientific sessions (Bring your Questions, Clinical Case Management, Great Debates, Guidelines in Practice, Official Joint sessions, Practical Seminars, Special Sessions, Symposia)
- **926** Abstract & Clinical Case sessions
- **17** sessions on the New 2025 ESC Guidelines & Documents
- **10** Hot Line sessions + **29** Ask the Trialists
- **28** Late-Breaking Science sessions
- **7** Press Conferences (1 ESC Guidelines and Documents + 6 dedicated to trials presented in Hot Lines)
- **31** Cardiac Societies Sessions (Global Community)

Session overview in more details:

Scientific and Educational programmes	219
Bring your Questions	10
ESC Named Lectures	6
Great Debates	22
Guidelines in Practice	6
Clinical Case Management	8
Official Joint Session	29
International Journal & EHJ sessions	12
Practical Seminar	18
Special Session	6
Symposium	97
WHF sessions *1 joint WHF/PASCAR + 1 joint WHF/WHO + 1 joint WHF/APSC + 1 Joint WHF/IASC & PAHO + WHF Oration Lecture and Global Grants*	5

Abstract and Clinical Case programme	926
Abstract Sessions	145
Advances in Science	25
Award Sessions	11
Moderated ePosters	442
e-Poster Rounds	106
Clinical Case Sessions	115
Paper Posters	4 sessions dividedin 82 subsessions

ESC New Guidelines Programme	17
Guidelines Overview	1
New ESC Guidelines	5
Ask the Guidelines Task Force	5
Guidelines in Practice	5
Levels of evidence for ESC Guidelines	1

Late-Breaking Science Programme	67
Hot Line	10
Ask the Trialists	29
Late-Breaking Science	28

Press Conferences	7

Cardiac Societies Sessions - Global Community	31

Programme tracks

- **Spotlight of the Congress: Global Health**
  As we explore cardiology beyond borders, the spotlight is 'Global Health', highlighting the shifting role of cardiovascular disease within the broader global health landscape. A total of 50 sessions covering all topic of the cardiology field focused on emerging threats and novel opportunities, addressing health disparities while leveraging new treatments, and adapting to healthcare environments worldwide.

NEW

- **NEW TRACK! New Horizons in Cardiology Track**
  This track has been created to showcase cutting-edge diagnostic and therapeutic approaches that are revolutionising cardiovascular medicine through 31 sessions.
- **Digital Cardiology and Artificial Intelligence Track**
  The name of this track has been updated in 2025 from 'Digital Health Track' to 'Digital Cardiology and Artificial Intelligence Track' to reflect the growing role of artificial intelligence in the field.
  A total of 21 sessions were related to Digital Cardiology and AI across all topics.



- **Clinical Evidence Track**
  This track has been integrated in 2023 as 'Clinical Implementation Track'. It has been renamed this year as 'Clinical Evidence Track' to showcase the clinical value of the programme and illustrate clinical applications through "practical sessions", i.e. Guidelines in Practice, Practical Seminars.
  55 scientific sessions have been identified and tagged as part of this track.
- **Cardiometabolic Track**
  The 'Obesity Track' has been integrated in 2024 and extended to 'Cardiometablic track' in 2025 to explore the interplay of obesity, diabetes, dyslipidaemia, and hypertension, and their impact on cardiovascular health through 25 sessions in the programme.

- **General Cardiology for Physicians, Technicians and General Practitioners**
  4 sessions (1-day track on Saturday) organised in collaboration with the ESC Council for Cardiology Practice and the Spanish Society of Cardiology. These 4 sessions were simultaneously translated from English to Spanish via Odiho.
- **General Cardiology for Nurses and Allied Professionals**
  4 sessions (1-day track on Sunday) organised in collaboration with the Association of Cardiovascular Nursing and Allied Professions and the Spanish Nursing Association in Cardiology. These 4 sessions were simultaneously translated from English to Spanish via Odiho.
- **Young Community Track**
  A Young Community Track has been created by the ESC Young Cardiovascular Professionals Committee tagging sessions particularly relevant for the young to better guide them throughout the congress. A total of 45 sessions were part of this track in addition to the 27 clinical case sessions designed by the ESC Committee for Young Cardiovascular Professionals.
- **Includes a patient perspective Track**
  The patient track has been maintained with 18 sessions to provide global patient experiences and new insights to strengthen care in pressured health systems.

New formats / New sessions

- **Individual sessions for the Ask the Trialists**
  In contrast to last year's format where several trials were grouped and discussed within a single session, this year each trial was allocated its own dedicated 20-min session. Each trialist had the opportunity to invite up to 2 co-investigators on stage. This format was successful and sessions ran smoother.



- **Discovery Pole / Paper Posters**
  Selected abstracts showcasing novel scientific discoveries and methodological advances have been presented as paper posters at the dedicated Discovery Pole. Posters were displayed for a full day, with structured discussions between the presenter and one expert discussant scheduled during morning, lunch and afternoon breaks, encouraging interactive exploration of pioneering research.



- **ePoster Rounds – New abstract session format**
  The ePoster Rounds featured 5 ePosters on 5 dedicated screens. Presenters delivered concise presentations of their key findings, followed by interactive discussions facilitated by expert discussants. This innovative format fosters dynamic exchanges and enhances inclusivity, enabling broader engagement, active dialogue, and deeper exploration of the latest scientific discoveries.



Focus on the 2025 New ESC Guidelines & Documents programme: 17 sessions

Date	Session Timing	Title	Room location
29/08/2025	08:15 - 09:45	2025 ESC Guidelines and Document overview	Madrid
	13:45 - 15:00	2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease	Madrid
	16:15 - 17:15	2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease: Ask the Task Force	Damascus
30/08/2025	11:00 - 12:00	Guidelines in Practice: 2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease	Tbilisi
	13:45 - 15:00	2025 ESC Guidelines for the Management of Myocarditis and Pericarditis	Madrid
	16:15 - 17:15	2025 ESC Guidelines for the Management of Myocarditis and Pericarditis: Ask the Task Force	Damascus
	16:15 - 17:15	What counts as convincing? Revisiting levels of evidence for ESC Guidelines	Budapest
	17:30 - 18:30	Guidelines in Practice: 2025 ESC Guidelines for the Management of Myocarditis and Pericarditis	Tbilisi
31/08/2025	11:00 - 12:00	2025 Focused Update of the 2019 ESC/EAS Guidelines for the Management of Dyslipidaemias	Madrid
	13:45 - 15:00	2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy	Madrid
	16:15 - 17:15	2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy: Ask the Task Force	Damascus
	17:30 - 18:30	2025 Focused Update of the 2019 ESC/EAS Guidelines for the Management of Dyslipidaemias: Ask the Task Force	Damascus
	17:30 - 18:30	Guidelines in Practice: 2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy	Algiers
01/09/2025	11:00 - 12:00	Guidelines in Practice: 2025 Focused Update of the 2019 ESC/EAS Guidelines for the Management of Dyslipidaemias	Algiers
	11:00 - 12:00	2025 ESC Consensus Statement on Mental Health and Cardiovascular Disease	Madrid
	13:45 - 15:00	2025 ESC Consensus Statement on Mental Health and Cardiovascular Disease: Ask the Task Force	Damascus
	15:30 - 16:30	Guidelines in Practice: 2025 ESC Consensus Statement on Mental Health and Cardiovascular Disease	Algiers

Focus on the Hot Lines programme in the Main Auditorium (Madrid): 10 sessions featuring 40 trial & 1 meta-analysis presentations.

Date	Start Time	Session Title	Title	Last Name	First Name	Country
29/08/2025	11:00:00	HOT LINE 1	POTCAST – a Randomized Controlled Trial of Arrhythmia prevention using targeted plasma potassium levels in ICD Patients	Jons	Christian	Denmark
			AMALFI: Active Monitoring for Atrial Fibrillation	Bowman	Louise	UK
			DIGIT-HF: Digitoxin in Patients with Heart Failure and Reduced Ejection Fraction	Bavendiek	Udo	Germany
			DOUBLE-CHOICE: Anesthesia strategies and self-expanding valve types for TAVI	Abdel-Wahab	Mohamed	Germany
30/08/2025	08:15:00	HOT LINE 2	DAPA ACT HF-TIMI 68: Dapagliflozin in Patients Hospitalized for Acute Heart Failure	Berg	David	USA
			VICTOR: Vericiguat Global Study in Participants with Chronic Heart Failure	Zannad	Faiez	France
			VICTOR: Vericiguat Global Study in Participants with Chronic Heart Failure and VICTORIA: Vericiguat Global Study in Subjects with Heart Failure with Reduced Ejection Fraction	Butler	Javed	USA
			ODYSSEY-HCM: Mavacamten in nHCM	Desai	Milind	USA
			MAPLE-HCM: aficamten vs metoprolol in oHCM	Garcia-Pavia	Pablo	Spain
30/08/2025	11:00:00	HOT LINE 3	REBOOT-CNIC: betablockers after infarction with LVEF greater than 40%	Ibanez	Borja	Spain
			THE BETAMI-DANBLOCK TRIAL: Randomized Discontinuation of Beta-Blockers After Myocardial Infarction	Atar	Dan	Norway
			REBOOT/BETAMI/DANBLOCK/ CAPITAL-RCT: Beta-Blockers after MI with Mildly Reduced EF (an IPD meta-analysis)	Rossello	Francisco Javier	Spain
			REFINE ICD: Efficacy of ICD therapy in higher risk post-MI patients with better-preserved LV function	Exner	Derek	Canada

Date	Start Time	Session Title	Title	Last Name	First Name	Country
30/08/2025	16:15:00	HOT LINE 4	BaxHTN – Efficacy and safety of the aldosterone synthase inhibitor baxdrostat in patients with uncontrolled or resistant hypertension	Williams	Bryan	UK
			KARDIA-3: Zilebesiran as Add-on Therapy in Adults with Hypertension and Established Cardiovascular Disease or at High Cardiovascular Risk	Pagidipati	Neha	USA
			Olezarsen in patients with hypertriglyceridemia at high cardiovascular risk: the Essence-TIMI 73b trial	Bergmark	Brian	USA
			VICTORION-Difference study: Inclisiran-based strategy vs standard of care	Landmesser	Ulf	Germany
30/08/2025	17:30:00	HOT LINE 5	DANCAVAS 2: Screening and intervention to prevent cardiovascular disease and death	Diederichsen	Axel Cosmus Pyndt	Denmark
			PREVENT-MINS trial:Ivabradine for Prevention of Myocardial Injury After Noncardiac Surgery	Szczeklik	Wojciech	Poland
			ABC-AF study - a randomised controlled study of personalised treatment to reduce stroke or death in atrial fibrillation	Oldgren	Jonas	Sweden
			HI-PRO: Apixaban for Extended Treatment of Provoked Venous Thromboembolism	Piazza	Gregory	USA
31/08/2025	08:15:00	HOT LINE 6	SWEDEPAD 1 and 2: Impact of drug-coated devices in patients with peripheral arterial disease	Falkenberg	Marten	Sweden
			The PULSE randomized controlled trial	De Filippo	Ovidio	Italy
			The AQUATIC trial	Gilard	Martine	France
			The DUAL-ACS Trial: Duration of DAPT in ACS	Newby	David	UK
			OPTION-STEMI: Timing of complete revascularization during index hospitalization in patients with STEMI and multivessel disease	Ahn	Youngkeun	Korea (Republic of)

Date	Start Time	Session Title	Title	Last Name	First Name	Country
31/08/2025	16:15:00	HOT LINE 7	NEO-MINDSET: Early withdrawal of aspirin after percutaneous coronary intervention for acute coronary syndrome	Lemos	Pedro	Brazil
			TAILORED-CHIP: Tailored Antiplatelet Therapy for Complex High-Risk PCI	Park	Duk-Woo	Korea (Republic of)
			TARGET-FIRST: Early aspirin discontinuation after PCI in acute MI patients	Tarantini	Giuseppe	Italy
			DAPT-SHOCK-AMI trial, Cangrelor in cardiogenic shock.	Motovska	Zuzana	Czechia
31/08/2025	17:30:00	HOT LINE 8	ALONE-AF: Discontinuing long-Term oral anticoagulation after successful atrial fibrillation ablation	Joung	Boyoung	Korea (Republic of)
			BEAT PAROX AF: a randomized comparison of PFA vs RFA	Jais	Pierre	France
			CUVIA: digital twin-guided rotor ablation for persistent atrial fibrillation	Kim	Daehoon	Korea (Republic of)
01/09/2025	08:15:00	HOT LINE 9	PARACHUTE-HF: Randomized trial comparing sacubitril/valsartan with enalapril in patients with HFrEF caused by chronic Chagas cardiomyopathy	Lopes	Renato	USA
			HELP-MI SWEDEHEART – Randomised H. pylori screening after MI	Hofmann	Robin	Sweden
			Project MHYH: One-Year Results	Crawford	Thomas	USA
			IMPACT-BP Implementation of a Combination Intervention for Sustainable Blood Pressure Control in rural South Africa	Gaziano	Thomas Andrew	USA
01/09/2025	13:45:00	HOT LINE 10	NEWTON-CABG CardioLink-5: Evolocumab and Saphenous Vein Graft Patency	Verma	Subodh	Canada
			TACSI: Dual or single antiplatelet therapy after CABG in patients with acute coronary syndrome	Jeppsson	Anders	Sweden
			The TOP-CABG trial	Yuan	Xin	China
			OPINION Trial: 1-Year Outcomes	Wang	Yang	China

Trials related activities:

- **40** trials & 1 meta-analysis got an ESC TV interview
- **27** trials got a Press Conference (grouped in 6 Press Conferences)
- **29** trials got an Ask the Trialists session (20-min sessions) based on Q&A with the audience in the lecture room Astana (300 seats):

Date	Session Timing	Title
29/08/2025	13:30 – 13:50	Ask the Trialists - POTCAST
	14:00 – 14:20	Ask the Trialists - AMALFI
	14:30 – 14:50	Ask the Trialists - DIGIT-HF
	15:00 – 15:20	Ask the Trialists - DOUBLE-CHOICE
30/08/2025	10:45 – 11:05	Ask the Trialists - DAPA ACT HF-TIMI 68
	11:15 – 11:35	Ask the Trialists - VICTOR
	11:45 – 12:05	Ask the Trialists - ODYSSEY-HCM
	12:15 – 12:35	Ask the Trialists - MAPLE-HCM
	13:45 – 14:05	Ask the Trialists - REBOOT-CNIC
	14:15 – 14:35	Ask the Trialists - BETAMI-DANBLOCK
	17:30 – 17:50	Ask the Trialists - BaxHTN
	18:00 – 18:20	Ask the Trialists - VICTORION
31/08/2025	08:15 – 08:35	Ask the Trialists - KARDIA-3
	08:45 – 09:05	Ask the Trialists - Essence-TIMI 73b
	09:15 – 09:35	Ask the Trialists - DANCAVAS 2
	09:45 – 10:05	Ask the Trialists - ABC-AF study
	10:45 – 11:05	Ask the Trialists - SWEDEPAD 1 and 2
	11:15 – 11:35	Ask the Trialists - DUAL-ACS
	11:45 – 12:05	Ask the Trialists - AQUATIC
	12:15 – 12:35	Ask the Trialists - OPTION-STEMI
	17:30 – 17:50	Ask the Trialists - NEO-MINDSET
	18:00 – 18:20	Ask the Trialists - TAILORED-CHIP
01/09/2025	08:15 – 08:35	Ask the Trialists - DAPT-SHOCK-AMI
	08:45 – 09:05	Ask the Trialists - ALONE-AF
	09:45 – 10:05	Ask the Trialists - CUVIA-PRR
	10:45 – 11:05	Ask the Trialists - PARACHUTE-HF
	11:15 – 11:35	Ask the Trialists - HELP-MI SWEDEHEART
	15:15 – 15:35	Ask the Trialists - TACSI
	15:45 – 16:05	Ask the Trialists - NEWTON-CABG



ESC Special Session with His Majesty King Felipe VI: The Heart and Society

This special session took place on Monday 1 September from 12:05 to 13:15 in the main Auditorium, Madrid, and was live-streamed for the online audience.

This session aimed to emphasise on global leadership and commitment to cardiovascular health, highlighting the importance of public health policy, educational efforts, and societal support.

Thomas F. Lüscher, ESC President, introduced the session with a Welcome Address highlighting the ESC's 75th anniversary and this year's congress Spotlight 'Global Health'. He celebrated scientific progress and called for continued collaboration and innovation.

The Welcome Address was followed by presentations from two distinguished speakers: **Valentín Fuster** delivered a talk entitled '*The importance of the heart around the world*' and **Mónica García Gómez, the Spanish Minister of Health** spoke on '*Global Leadership and Commitment to Cardiovascular Health*'.

The session continued with the speech by **His Majesty King Felipe VI** who highlighted the global challenge of cardiovascular health. He recognised ESC Congress as a place for dialogue and exchange, appreciating participants' efforts in pushing knowledge across borders. He also stressed out that knowledge, when contributing to progress, should have no borders and called for international cooperation in science and health.

2.5 Contributors in the programme

Programme contributors are Invited Faculty (Chairpersons, speakers, discussants and jury members), Abstract/Clinical Case Presenters and Patients.

Focus on patients:
15 patients from the ESC Patient Forum contributed to the programme. They all had a dedicated time of presentation (12 to 15 minutes) to share their experience and testimonials.
4 patients, members of the Guidelines Task Force, also took part in the Ask the Task Force sessions as part of the panel on stage (no patient involved in the 2025 Focused Update of the 2019 ESC/EAS Guidelines for the Management of Dyslipidaemias)

6,059 contributors in the programme for a total of **9,370** roles held from **110** countries.

Region	Persons	Persons in %	Roles	Roles in %
ESC	3,773	62%	6,158	65.5%
Asia Pacific	1,432	23.5%	1,885	20%
North America	586	10%	926	10%
South & Central America	239	4%	351	4%
Africa (non ESC)	29	0.5%	50	0.5%
Grand Total	**6,059**		**9,370**	

Faculty overview

1,852 invited Faculty in the programme from **85** countries for **3,609** roles held.

Region	Persons	Persons in %	Roles	Roles in %
ESC	1,420	77%	2,864	79%
Asia Pacific	212	11%	385	11%
North America	147	8%	235	7%
South & Central America	58	3%	93	2%
Africa (non ESC)	15	1%	32	1%
Grand Total	**1,852**		**3,609**	

Top 15 countries represented in invited Faculty:

Country	Persons	Roles
1. UK	208	468
2. Italy	177	348
3. USA	175	318
4. Germany	152	339
5. Spain	102	194
6. Netherlands (The)	96	183
7. Switzerland	81	178
8. Poland	63	111

Country	Persons	Roles
9. France	57	109
10. Sweden	49	97
11. Belgium	47	93
12. Denmark	46	82
13. Greece	41	75
14. Brazil	33	53
15. Austria	32	73

The Gender Policy in terms of number of women among invited Faculty is in line with the number of last year **42.5%** (versus 43% in 2024 – record year). **46%** (versus 50% in 2024) of the programme roles were held by women (the target was 40% women and 60% men).

Gender	Persons	Persons in %	Roles	Roles in %
Female	787	42.5%	1675	46%
Male	1,065	57.5%	1934	54%
Grand Total	**1,852**		**3,609**	

Presenters overview

4,254 abstract and clinical case presenters in the programme from **102** countries for **5,426** presentations.

Region	Persons	Persons in %	Roles	Roles in %
ESC	2,427	58%	3,139	58%
Asia Pacific	1,243	29%	1,534	28%
North America	384	9%	494	9%
South & Central America	187	4%	242	5%
Africa (non ESC)	13	0%	17	0%
Grand Total	**4,254**		**5,426**	

Top 15 countries represented in Presenters:

Country	Persons	Presentations
1. Japan	465	532
2. China	356	474
3. Italy	329	421
4. USA	304	408
5. Germany	292	355
6. UK	261	336
7. Spain	211	297
8. Denmark	156	184
9. Netherlands (The)	142	162
10. Sweden	124	143
11. Brazil	116	161
12. Switzerland	107	140
13. Australia	92	120
14. Korea (Republic of)	92	115
15. Poland	90	106

2.6 Session attendance overview (onsite & online) – Lecture Rooms

Top 20 attended sessions in the programme.

New ESC Guidelines and Hot Lines are among the most attended sessions.
According to conducted surveys, Great Debates remain a popular format very appreciated by delegates (comes 3rd after Guidelines & Hot Lines).

Global Community sessions are well attended by the online audience.

Session Title	Session Type	ONSITE Attendance	LIVE views (N/A = Not Applicable	On-demand views Congress days	Session Date	Session timing	Room with capacity
2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease	New ESC Guidelines	**4,400**	**1,594**	766	29/08	13:45 - 15:00	Madrid (3,000 pax)
2025 ESC Guidelines and Document overview	New ESC Guidelines	**4,200**	**2,172**	**1,522**	29/08	08:15 - 09:45	Madrid (3,000 pax)
2025 ESC Guidelines for the Management of Myocarditis and Pericarditis	New ESC Guidelines	**3,900**	**1,429**	365	30/08	13:45 - 15:00	Madrid (3,000 pax)
2025 Focused Update of the 2019 ESC/ EAS Guidelines for the Management of Dyslipidaemias	New ESC Guidelines	**3,705**	**1,551**	310	31/08	11:00 - 12:00	Madrid (3,000 pax)
HOT LINE 1	Hot Line	**3,650**	**1,401**	894	29/08	11:00 - 12:00	Madrid (3,000 pax)
HOT LINE 3	Hot Line	**3,390**	**1,342**	488	30/08	11:00 - 12:00	Madrid (3,000 pax)
HOT LINE 2	Hot Line	**3,008**	**1,850**	916	30/08	08:15 - 09:45	Madrid (3,000 pax)
2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy	New ESC Guidelines	**2,400**	**1,044**	93	31/08	13:45 - 15:00	Madrid (3,000 pax)
HOT LINE 4	Hot Line	**2,360**	**1,167**	491	30/08	16:15 - 17:15	Madrid (3,000 pax)
2025 ESC Consensus Statement on Mental Health and Cardiovascular Disease	New ESC Guidelines	**1,550**	**776**	88	01/09	11:00 - 12:00	Madrid (3,000 pax)
HOT LINE 7	Hot Line	**1,500**	**941**	190	31/08	16:15 - 17:15	Madrid (3,000 pax)
HOT LINE 6	Hot Line	**1,200**	**1,628**	431	31/08	08:15 - 09:45	Madrid (3,000 pax)

Session Title	Session Type	ONSITE Attendance	LIVE views (N/A = Not Applicable	On-demand views Congress days	Session Date	Session timing	Room with capacity
Management of syncope: from pills to wires	Practical Seminar	**1059**	**N/A**	100	29/08	11:00 - 12:00	Paris (900 pax)
Guidelines in Practice: 2024 ESC Guidelines for the Management of Persistent Atrial Fibrillation	Guidelines in Practice	**823**	**580**	89	30/08	11:00 - 12:00	Paris (900 pax)
Great Debate: first line management for cardiogenic shock	Great Debates	**670**	**N/A**	9	29/08	11:00 - 12:00	Baku (400 pax)
Therapeutic strategies for HFpEF	Advances in Science	**627**	**N/A**	200	29/08	13:45 - 15:00	Baku (400 pax)
The therapeutic conundrum in HFpEF - Joint session with the International Society of Cardiovascular Pharmacotherapy (ISCP)	Official Joint Session	**585**	**N/A**	69	30/08	11:00 - 12:00	Baku (400 pax)
Diagnosing HFpEF: who, how, and what?	Symposium	**563**	**524**	36	31/08	13:45 - 15:00	Baku (400 pax)
Late-Breaking Clinical Science: therapeutic innovations in heart failure	Late-Breaking Science	**528**	**512**	90	31/08	11:00 - 12:00	Baku (400 pax)
HOT LINE 5	Hot Line	**512**	**890**	248	30/08	17:30 - 18:30	Madrid (3,000 pax)

2.7 Programme and session attendance overview (onsite & online) – Research Gateway & Discovery Pole

Abstract and Clinical Case programme overview

Session type	Room	# Sessions	# Presentations
Award Sessions	Lecture Rooms Best Clinical Cases Awards Session : Clinical Case Corner 1	11	40
Advances in Science	Lecture Rooms	25	79
Oral Abstract Sessions	Science Boxes (1-5)	145	783
Moderated ePosters	Moderated ePoster Stations (1-12)	442	3014
e-Poster Rounds	Ex-Change Circles (1-5)	106	410
Paper Posters	Discovery Pole	4 sessions divided in 82 sub-sessions	614
Clinical Cases	Clinical Case Corner (1-4)	115	486
	Grand Total	926	5426

- All presented abstracts and clinical cases were consultable on the online Research Gateway via the congress platform.
- Sessions taking place in the Science Boxes and Clinical Case Corners were available online live via Zoom.
- All ePosters presented at the 12 Moderated ePoster Stations were also consultable on two dedicated screens right next to the stations providing delegates access to all ePosters of the day.





Session attendance overview (onsite & online)

Top 10 attended Abstract sessions (Science Boxes – 80 seats):

Title	Onsite Attendance (80 seats)	Live Broadcast views (Zoom)	Date	Start Time
Therapeutic advances in amyloid cardiomyopathy	**230**		31/08/2025	10:45:00
Changing face of lipid-lowering therapy	**180**		29/08/2025	09:30:00
What's new for GLP-1 agonist and SGLT2 inhibitor cardiovascular pharmacotherapy?	**172**		29/08/2025	14:30:00
Intensive sport: is it good for your heart?	**170**		30/08/2025	13:15:00
Heart disease in pregnancy: new therapeutic opportunities	**142**		29/08/2025	12:00:00
Infarct-related cardiogenic shock and mechanical circulatory support	**135**		30/08/2025	09:30:00
Nutrition and heart disease	**130**		29/08/2025	12:00:00
Optimal management of acute heart failure	**130**		31/08/2025	13:15:00
Refining efficacy and safety of lipid-lowering pharmacotherapy	**127**		31/08/2025	12:00:00
Optimising revascularisation in acute coronary syndromes	**124**		31/08/2025	12:00:00



Top 10 attended Moderated ePoster sessions:

Title	Onsite Attendance	Room location	Date	Start Time
Cardiotoxicity and protection: from bench to bedside	**115**	Station 12	31/08/2025	09:15:00
Understanding prognosis in heart failure	**69**	Station 4	29/08/2025	15:15:00
Treatment of transthyretin amyloidosis	**69**	Station 8	01/09/2025	11:15:00
Risk factors (1)	**69**	Station 10	29/08/2025	10:15:00
Artificial intelligence in cardiology: transforming ECG analysis for precision care	**68**	Station 8	29/08/2025	10:15:00
Molecular mechanisms and metabolic remodelling in heart failure	**61**	Station 11	30/08/2025	10:15:00
Chronic kidney disease and acute kidney injury	**61**	Station 4	29/08/2025	12:15:00
Multidisciplinary care in heart failure	**60**	Station 3	31/08/2025	09:15:00
Drugs, devices, and diagnostics in heart failure	**60**	Station 4	29/08/2025	10:15:00
Ventricular assist devices and heart transplantation	**58**	Station 3	29/08/2025	10:15:00



Focus on the Clinical Case programme in Clinical Case Corner 1

Organised by the ESC Young Cardiovascular Professionals Committee, the clinical cases in the Clinical Case Corner 1 were presented in Interactive, voting sessions to engage the audience and stimulate participation.

Under the leadership of this Committee, these sessions have been well coordinated in advance with the Chairpersons of the session for presentation and MCQs review as well as validation of the Key Learning points of each case presented. Voting was coordinated via the Mobile App feature.

Top 10 attended clinical case sessions from the Clinical Case Corner 1:

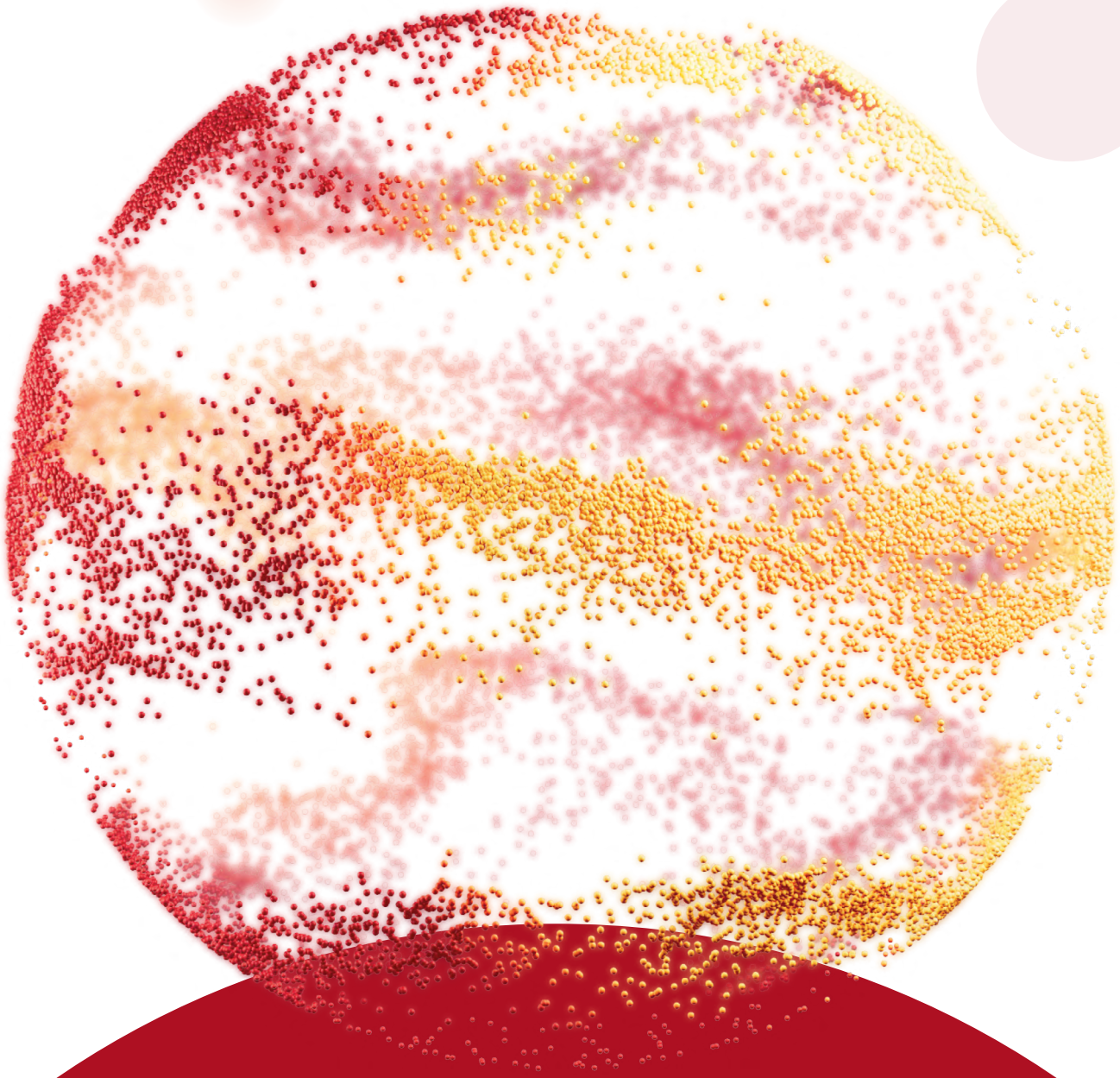
Title	Onsite Attendance (80 seats)	Live Broadcast views (Zoom)	Date	Start Time
Chronic coronary syndromes	**182**		29/08/2025	12:00:00
Unmasking SCAD: challenges in diagnosing and managing spontaneous coronary artery dissection	**160**		30/08/2025	10:45:00
Sports and cardiomyopathies	**160**		31/08/2025	13:15:00
MINOCA: diverse diagnoses behind a shared presentation	**120**		29/08/2025	13:15:00
Cases with the European Heart Journal - Case Reports Editors	**96**		31/08/2025	12:00:00
Bradycardia and pacing	**88**		30/08/2025	09:30:00
Investigation of ventricular arrhythmias and sudden death	**86**		31/08/2025	10:45:00
Investigating endocarditis	**85**		29/08/2025	10:45:00
Beyond atherosclerosis: uncommon causes of acute coronary syndromes	**83**		29/08/2025	09:30:00
Secondary hypertension	**78**		30/08/2025	14:30:00



Top 10 attended clinical case sessions from the Clinical Case Corner 2 & 3:

Title	Onsite Attendance (80 seats)	Live Broadcast views (Zoom)	Date	Start Time
Mastering complexity: advanced techniques and bailout strategies in high-risk PCI	**210**		29/08/2025	10:45:00
Challenging cases in cardiac implantable devices	**119**		30/08/2025	12:00:00
Rare and unusual cases of cardiomyopathies and heart failure (2)	**113**		30/08/2025	09:30:00
Challenges in cardio-oncology (1)	**104**		30/08/2025	12:00:00
Rare and unusual cases of cardiomyopathies and heart failure (1)	**102**		29/08/2025	10:45:00
Challenges in heart failure: rare cases	**98**		29/08/2025	09:30:00
Challenges in heart failure: inflammation, infections, and beyond	**98**		29/08/2025	12:00:00
Cardiac conditions in pregnancy	**94**		29/08/2025	09:30:00
Diagnostic challenges in ventricular arrhythmias	**92**		29/08/2025	13:15:00
Unmasking the underlying cause: cardiogenic shock in the young and the unexpected	**90**		31/08/2025	12:00:00





3. Attendance & Participation Statistics

3.1 Background information

Registration Process & Registration Fees

Registrations could be made through the ESC website and My ESC account. It was the same process to register for the onsite event or the online event.

Accredited Press could register for free. Faculty were registered for free as were ESC Board Members and a selection of ESC Volunteers holding an active role during the congress. Reduced fees were available for Abstract and Case Presenters, Nurses & Allied Professionals, Undergraduate Medical Students and delegates from Low or Lower Middle-Income countries. ESC Professional Members received a discount on registration. Fellows of the ESC (FESC) received free entry to the congress.

During the booking journey, participants could purchase entry to the social event "Hola Madrid", and register for the partner event RISE@ESC Congress. It was also possible to register at the venue onsite.

For the first time the ESC provided public transportation tickets to all delegates.

Registration Fees

	ONSITE in Madrid * Early fee until 31 May	ONSITE in Madrid * Late fee until 31 July	ONSITE in Madrid * Last minute fee until 1 September	ONLINE ONLY ** Until 1 September
Standard Fee	€940	€1,155	€1,240	€285
ESC Professional Members and Fellows of the ESC				
Fellow of the ESC (FESC)	Complimentary for FESC in good standing. However, you must register before attending.			
ESC Professional Member	€800	€1,040	€1,115	€245
ESC Professional Member In training Eligibility	€660	€925	€990	€200
ESC Professional Plus Member	€470	€580	€620	€145
ESC Professional Member Nurse or Allied Professional	€360	€485	€555	€110
ESC Professional Member Abstract or Case presenter	€360	€485	€555	Not available
Special Fees				
Practising in a low and lower-middle income country	€360	€485	€555	€110
Undergraduate medical student	€125	€185	€240	€110

Day Tickets				
Day ticket - Standard Fee	€525	€625	€730	Not available
Saturday 30 August - Special Track for Nurses and Allied Professionals (ESC Professional Members and ACNAP members only)	€100	€125	€160	Not available
Sunday 31 August - Special Track for general practitioners or emergency personnel	€100	€125	€160	Not available

**Onsite fee: including 21% Spanish VAT*

***Online fee: excluding VAT - VAT is applied based on the country of order*

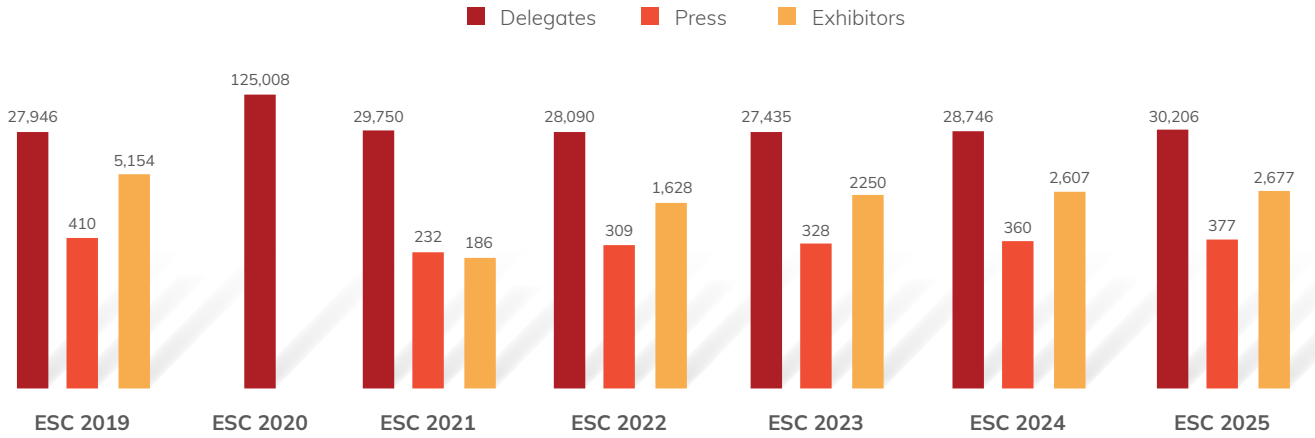
Group bookers bought access codes for their invitees to be validated by the delegates themselves. The process followed a timeline operating in full respect of the French Anti-Gift regime. Group Bookers were charged the same as the "Standard Fee". Exhibitors could purchase additional badges for €200 (including tax). They were also managed using the Access Code system and followed a timeline operating in full respect of the French Anti-Gift regime.

3.2 Key registration figures

Total attendance compared with previous years

		Participant Type			Total Participants
		Delegates	Press	Exhibitors	
ESC Congress 2025	Online	4,408	129		4,537
	Onsite Madrid	25,798	248	2,677	28,723
	Online & Madrid	30,206	377	2,677	**33,260**
ESC Congress 2024	Online	5,066	128		5,194
	Onsite London	23,680	232	2,607	26,519
	Online & London	28,746	360	2,607	**31,713**
ESC Congress 2023	Online	6,086	137		6,223
	Onsite Amsterdam	21,349	191	2,250	23,790
	Online & Amsterdam	27,435	328	2,250	**30,013**
ESC Congress 2022	Online	11,105	150		11,255
	Onsite Barcelona	16,985	159	1,628	18,772
	Online & Barcelona	28,090	309	1,628	**30,027**
ESC Congress 2021	Online	29,750	232	186	**30,168**
ESC Congress 2020	Online (Free)	125,008			**125,008**
ESC Congress 2019	Onsite Paris	27,946	410	5,154	**33,510**

Participation ESC Congress 2019 - 2025



ESC 2022 and ESC 2023 Hybrid congresses, online and onsite. For ESC 2022, 61% of delegates participated onsite and in 2023 the percentage increased to 78%, in 2024 82% of delegates participated onsite, in 2025 this percentage increased to 86%.

Geographical participation (delegates)

Top 50 Country or Region break down

Table 1. Top 50 by **Onsite** Registration

Rank Onsite	Country or Region	Total
1	United States of America	**1,636**
2	Germany	**1,507**
3	United Kingdom of Great Britain and Northern Ireland	**1,300**
4	Italy	**1,215**
5	Spain	**1,019**
6	Japan	**851**
7	Switzerland	**762**
8	Netherlands (The)	**725**
9	Argentina	**716**
10	Brazil	**643**
11	China	**618**
12	Denmark	**577**
13	Sweden	**562**
14	Mexico	**524**
15	France	**523**
16	Romania	**511**
17	Poland	**486**
18	Australia	**434**
19	Belgium	**399**
20	Philippines	**385**
21	Austria	**355**
22	Greece	**351**
23	Portugal	**322**
24	Norway	**322**
25	Canada	**312**
26	Turkiye	**283**
27	Czechia	**279**
28	Korea (Republic of)	**256**
29	Iraq	**253**
30	Ireland	**252**
31	Saudi Arabia	**247**
32	Israel	**228**
33	Egypt	**227**
34	Pakistan	**218**
35	India	**214**
36	Serbia	**208**
37	Morocco	**193**
38	Hungary	**191**
39	Dominican Republic	**184**
40	Algeria	**178**
41	Bangladesh	**167**
42	Bulgaria	**165**
43	Finland	**160**
44	Tunisia	**160**
45	Indonesia	**155**
46	Taiwan	**150**
47	Slovakia	**148**
48	Georgia	**145**
49	Hong Kong	**139**
50	Singapore	**127**

Table 2. Top 50 by **Online** Registration

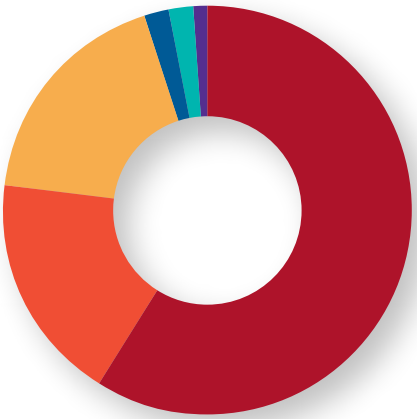
Rank Onsite	Country or Region	Total
1	United Kingdom of Great Britain and Northern Ireland	**440**
2	Germany	**426**
3	Switzerland	**284**
4	Netherlands (The)	**210**
5	Poland	**166**
6	United States of America	**161**
7	Romania	**144**
8	Austria	**122**
9	Italy	**115**
10	Australia	**92**
11	Mexico	**90**
12	Portugal	**89**
13	Russian Federation	**84**
14	Brazil	**79**
15	Belgium	**68**
16	Spain	**60**
17	India	**59**
18	Japan	**53**
19	Ukraine	**53**
20	Canada	**49**
21	Bulgaria	**49**
22	Sweden	**48**
23	France	**48**
24	Greece	**48**
25	Thailand	**47**
26	Armenia	**46**
27	Ireland	**41**
28	Czechia	**39**
29	Egypt	**37**
30	Viet Nam	**36**
31	United Arab Emirates	**35**
32	China	**34**
33	Finland	**34**
34	Norway	**33**
35	Slovenia	**33**
36	Hong Kong	**32**
37	Singapore	**32**
38	Denmark	**30**
39	Philippines	**29**
40	Croatia	**27**
41	Lithuania	**26**
42	Myanmar	**25**
43	Korea (Republic of)	**24**
44	Peru	**24**
45	Slovakia	**23**
46	Argentina	**22**
47	Saudi Arabia	**22**
48	Israel	**21**
49	Hungary	**21**
50	Taiwan	**21**

Table. 3. Top 50 by total Registrations **onsite & online**.

Shows the rank for total participation followed by their online and onsite ranking.

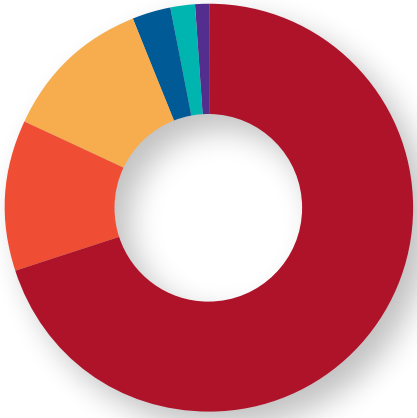
Rank Total	Rank Onsite	Rank Online	Country or Region	Onsite	Online	Grand Total
1	2	2	Germany	1,507	426	**1,933**
2	1	6	United States of America	1,636	161	**1,797**
3	3	1	United Kingdom of Great Britain and Northern Ireland	1,300	440	**1,740**
4	4	9	Italy	1,215	115	**1,330**
5	5	16	Spain	1,019	60	**1,079**
6	7	3	Switzerland	762	284	**1,046**
7	8	4	Netherlands (The)	725	210	**935**
8	6	18	Japan	851	53	**904**
9	9	46	Argentina	716	22	**738**
10	10	14	Brazil	643	79	**722**
11	16	7	Romania	511	144	**655**
12	11	32	China	618	34	**652**
13	17	5	Poland	486	166	**652**
14	14	11	Mexico	524	90	**614**
15	13	22	Sweden	562	48	**610**
16	12	38	Denmark	577	30	**607**
17	15	23	France	523	48	**571**
18	18	10	Australia	434	92	**526**
19	21	8	Austria	355	122	**477**
20	19	15	Belgium	399	68	**467**
21	20	39	Philippines	385	29	**414**
22	23	12	Portugal	322	89	**411**
23	22	24	Greece	351	48	**399**
24	25	20	Canada	312	49	**361**
25	24	34	Norway	322	33	**355**
26	27	28	Czechia	279	39	**318**
27	26	54	Turkiye	283	18	**301**
28	30	27	Ireland	252	41	**293**
29	28	43	Korea (Republic of)	256	24	**280**
30	35	17	India	214	59	**273**
31	31	47	Saudi Arabia	247	22	**269**
32	33	29	Egypt	227	37	**264**
33	29	78	Iraq	253	5	**258**
34	32	48	Israel	228	21	**249**
35	34	61	Pakistan	218	13	**231**
36	36	53	Serbia	208	19	**227**
37	42	21	Bulgaria	165	49	**214**
38	38	49	Hungary	191	21	**212**
39	37	98	Morocco	193	2	**195**
40	43	33	Finland	160	34	**194**
41	39	81	Dominican Republic	184	4	**188**
42	40	89	Algeria	178	3	**181**
43	45	55	Indonesia	155	18	**173**
44	41	79	Bangladesh	167	5	**172**
45	49	36	Hong Kong	139	32	**171**
46	47	45	Slovakia	148	23	**171**
47	46	50	Taiwan	150	21	**171**
48	51	25	Thailand	123	47	**170**
49	44	67	Tunisia	160	9	**169**
50	48	58	Georgia	145	16	**161**

Onsite registrants
Region



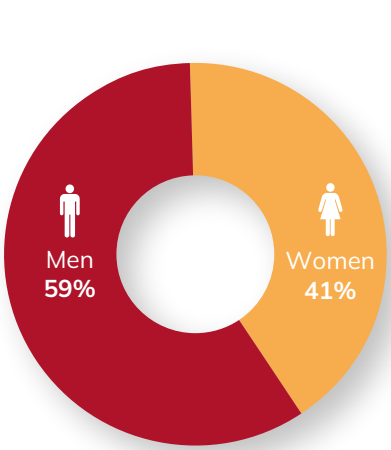
- **59%** ESC Member Countries
- **18%** America
- **18%** Asia
- **2%** Oceania
- **2%** Unknown
- **1%** Africa
- **%** Europe (Other non ESC)

Online registrants
Region

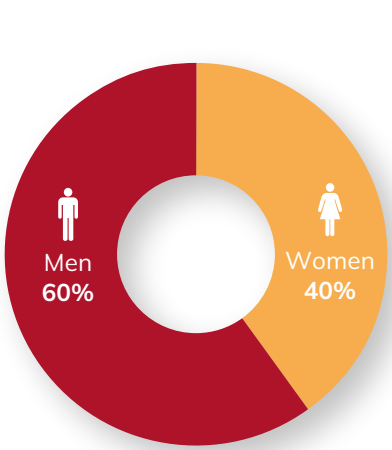


- **70%** ESC Member Countries
- **12%** Asia
- **12%** Americas
- **3%** Unknown
- **2%** Oceania
- **1%** Africa
- **%** Europe (Other non ESC)

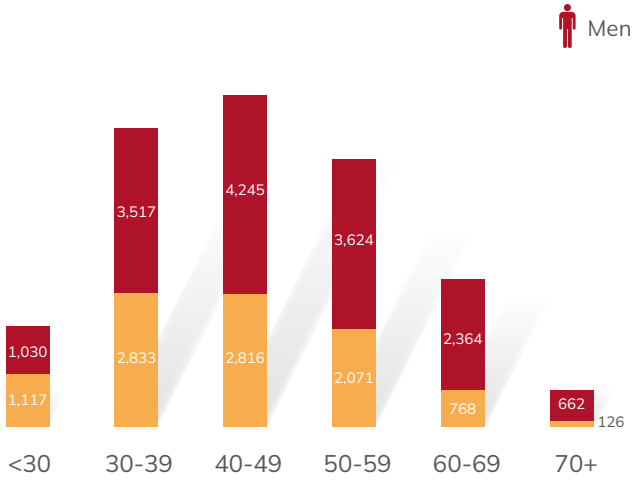
Gender of **onsite** participants



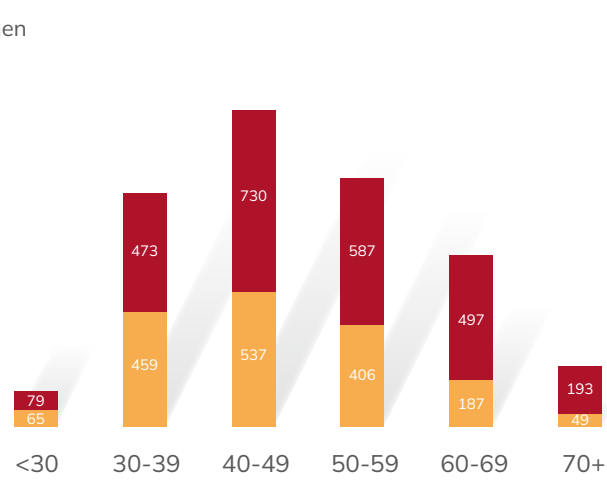
Gender of **online** participants



Onsite participants Age and gender



Online participants Age and gender



These stats are for PARTICIPANTS - people who actually were badged in (onsite) or logged into to the digital platform and watch live or OD content on congress dates (online)
A delegate can be both an online participant and an onsite participant

Participants - Top 20 professions	Onsite participants		Online participants		All participants	
Physician Cardiologist - Clinical Cardiologist	8,862	35,0%	4,457	39,5%	10,605	36,4%
Physician Cardiologist - Interventional	2,995	11,8%	1,254	11,1%	3,365	11,5%
Other - Industry Representative	2,695	10,6%	882	7,8%	2,902	9,9%
Physician Cardiologist - Heart Failure	1,159	4,6%	570	5,1%	1,320	4,5%
Physician Cardiologist - Imaging	1,009	4,0%	585	5,2%	1,223	4,2%
Physician Cardiologist - Electrophysiologist	962	3,8%	486	4,3%	1,114	3,8%
Physician (non-cardiologist) - Internal Medicine	927	3,7%	461	4,1%	1,091	3,7%
Unknown	947	3,7%	262	2,3%	1,022	3,5%
Other - Other	910	3,6%	362	3,2%	1,015	3,5%
Physician Cardiologist - Acute Cardiac Care	523	2,1%	197	1,7%	579	2,0%
Physician (non-cardiologist) - Other Specialty	431	1,7%	183	1,6%	475	1,6%
Physician Cardiologist - Scientist Researcher	390	1,5%	135	1,2%	411	1,4%
Other - Other Healthcare Profession	371	1,5%	156	1,4%	410	1,4%
Allied Professional - Scientist/ Biomedical Scientist	343	1,4%	100	0,9%	365	1,3%
Physician (non-cardiologist) - General Practitioner / Family Medicine	300	1,2%	139	1,2%	352	1,2%
Nurse - Nurse	309	1,2%	71	0,6%	320	1,1%
Allied Professional - Pharmacist	223	0,9%	112	1,0%	260	0,9%
Physician Cardiologist - Prevention & Rehabilitation	210	0,8%	92	0,8%	243	0,8%
Physician Cardiologist - Adult Congenital Heart Disease	175	0,7%	67	0,6%	201	0,7%
Physician (non-cardiologist) - Endocrinologist	132	0,5%	67	0,6%	150	0,5%

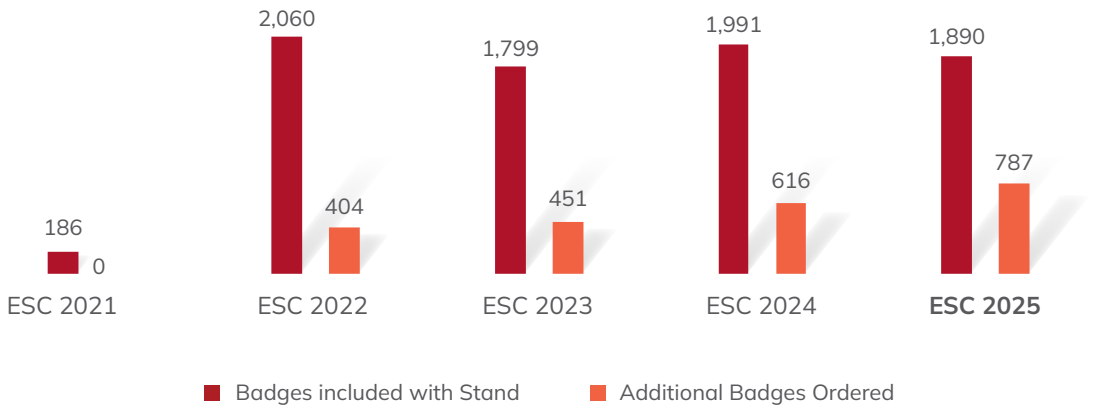
Participants - Top 20 primary specialties	Onsite participants		Online participants		All participants	
Interventional Cardiology	3,014	11,9%	1,293	11,5%	3,392	11,6%
Chronic Heart Failure	2,695	10,6%	1,408	12,5%	3,162	10,8%
Basic Science	2,172	8,6%	781	6,9%	2,440	8,4%
Unknown	2,157	8,5%	732	6,5%	2,357	8,1%
Echocardiography	1,370	5,4%	868	7,7%	1,749	6,0%
Risk Factors and Prevention	1,392	5,5%	662	5,9%	1,607	5,5%
Acute Coronary Syndromes	1,294	5,1%	520	4,6%	1,456	5,0%
Arrhythmias-General	1,076	4,2%	572	5,1%	1,272	4,4%
Hypertension	1,015	4,0%	363	3,2%	1,151	3,9%
Pharmacology and Pharmacotherapy	958	3,8%	406	3,6%	1,085	3,7%
Cardiovascular Disease in Primary Care	857	3,4%	286	2,5%	973	3,3%
Acute Heart Failure	766	3,0%	346	3,1%	893	3,1%
Acute Cardiac Care	728	2,9%	370	3,3%	864	3,0%
Coronary Artery Disease Chronic	723	2,9%	322	2,9%	857	2,9%
Atrial Fibrillation	396	1,6%	184	1,6%	441	1,5%
Valvular Heart Disease	341	1,3%	192	1,7%	409	1,4%
Device Therapy	324	1,3%	195	1,7%	409	1,4%
Cardiac Magnetic Resonance Imaging	296	1,2%	207	1,8%	381	1,3%
Rehabilitation and Sports Cardiology	276	1,1%	139	1,2%	326	1,1%
Cardiovascular Disease in Special Populations	284	1,1%	102	0,9%	317	1,1%

3.3 Exhibitor Registration

Exhibitors received an allocation of badges with their stand package. They could purchase additional badges for €200 including tax. The process followed timeline that operated in full respect of the French Anti-Gift Regime.

Badge Type	Additional badges ordered	Included with stand	Total
Scientific	0	547	**547**
Standard	787	1,343	**2,130**
All Exhibitor Badges	**787**	**1,890**	**2,677**

Exhibitor badges ordered compared to previous years

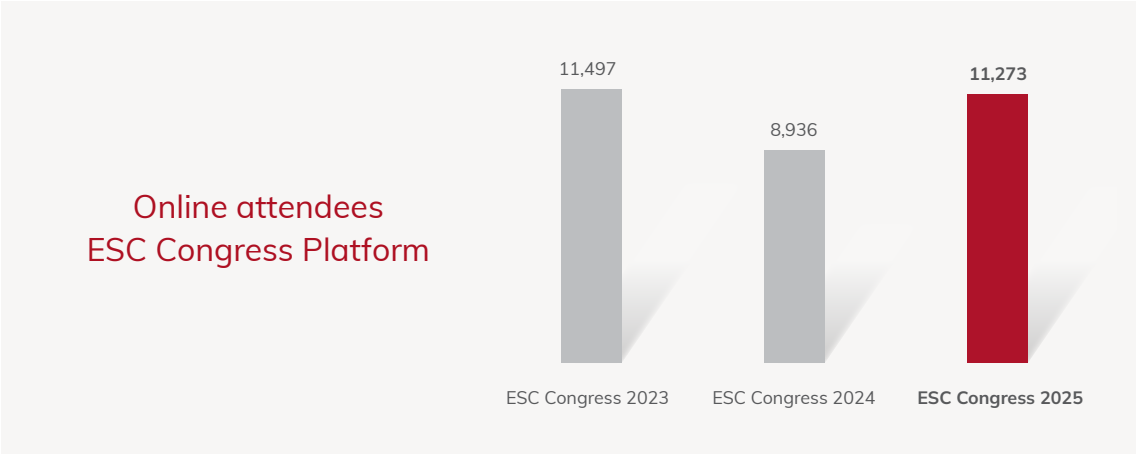


Top 10 badge orders from major sponsors

Industry partner	General Exhibitor Access Code Onsite Free	Scientific Exhibitor Access Code Onsite Free	General Exhibitor Access Code Onsite Paying	Grand Total
GE Healthcare	34	15	110	**159**
PHILIPS INTERNATIONAL B.V.	25	9	106	**140**
Bayer AG	40	18	42	**100**
AstraZeneca UK Ltd	29	8	55	**92**
Novartis Pharma AG	29	13	40	**82**
Novo Nordisk A/S	63	17	0	**80**
Siemens Healthineers AG	15	5	60	**80**
Medtronic International Trading SARL	25	8	37	**70**
Daiichi Sankyo Europe GmbH	30	13	24	**67**
Boehringer Ingelheim International GmbH	38	14	6	**58**

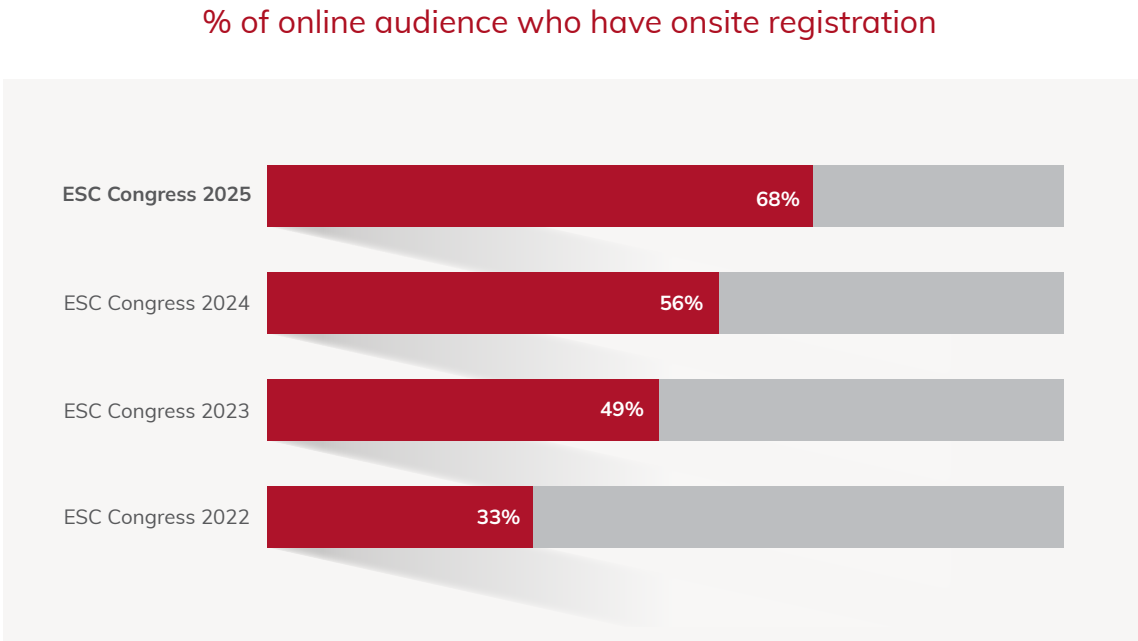
3.4 Online congress platform usage and attendee behaviour

- **11,273 Online attendees** (the number of unique delegates who accessed the online congress platform on congress dates and consumed scientific content live and/or on-demand).



- **68% of online attendees were onsite registered delegates** who were accessing the online platform during congress dates (2024: 56%).

This continues a trend post COVID of an increasing share of online audiences comprised of onsite registered delegates.



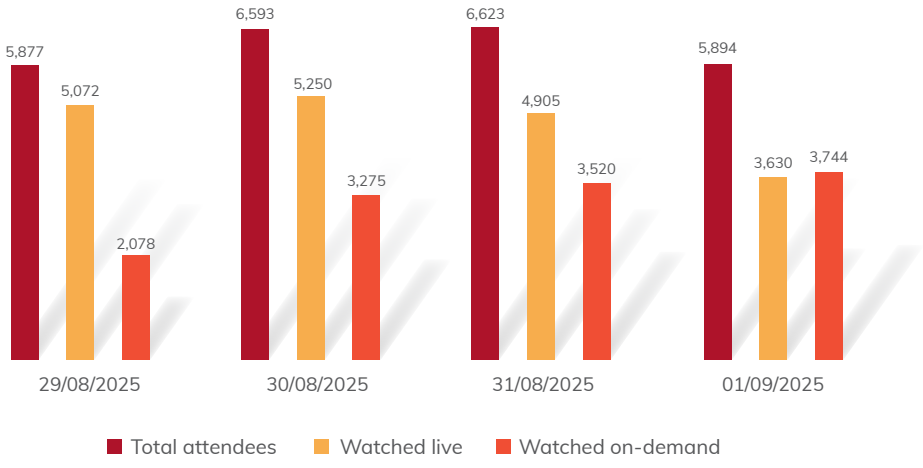
- **58,997 people visited the congress platform** pages during the congress dates, with 11,273 online attendees.

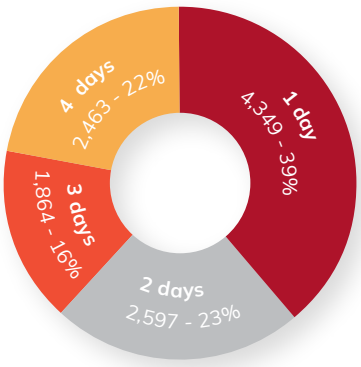
	29/08/2025	30/08/2025	31/08/2025	01/09/2025	Unique total
Attendees[1]	5,877	6,593	6,623	5,894	**11,273**
Visitors[2]	27,728	23,285	21,126	19,491	**58,997**

[1] *Attendees - This is the number of online attendees – people who have logged into the platform and watched live and/or on-demand content.*
[2] *Visitors - This is everybody who visited the congress platform. They may not necessarily have logged in to watch live or on-demand content.*

- On average, **4,714 unique attendees watched live content online each day** (2024: 4,254), and **3,154 attendees watched on-demand content each day** (2024: 2,793)
- **8,807 unique attendees (78% of online audience) watched live content** over the course of the online event (2024: 76%)
- **7,207 (64%) unique attendees watched on-demand content** over the course of the online event (2024: 66%)

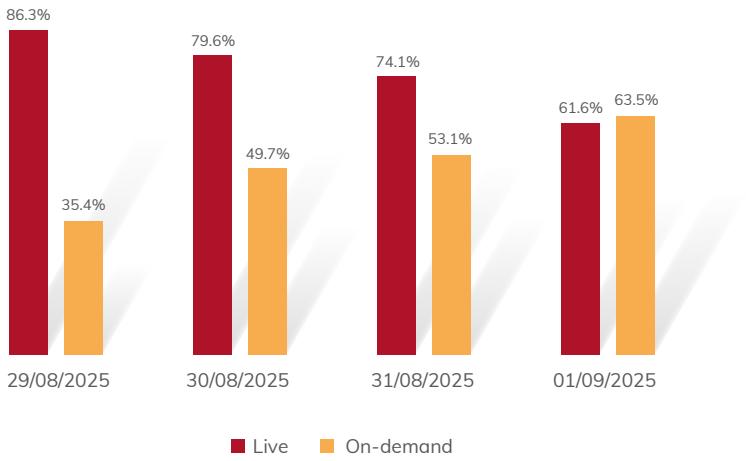
Daily attendance





Engagement

The chart below shows the percentage of the daily attendees who consumed live and/or on-demand content (86.3% of the day 1 attendees watched live content, 35.4% watched on-demand content. 79.6% of the day 2 attendees watched live content, 49.7% watched on-demand content etc...)



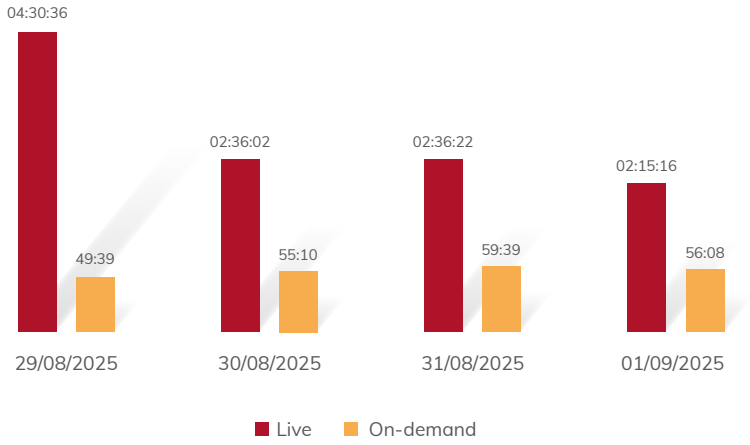
This is essentially the same as 2024, with only 1 point difference across every metric.

- **2:59 hours** – the average time online attendees spent watching live content each day (2024: 2:42 hours)
- **55 minutes** – the average time online attendees spent watching on-demand content each day (2023: 52 minutes)
- **6:31 hours** – the average time online attendees spent watching live content across the 4 days (2023: 6:05 hours)
- **1:37 hours** - the average time online attendees spent watching on-demand content across the 4 days (2023: 1:30 hours)

We see an increase in all engagement metrics across the board compared to ESC Congress 2024.

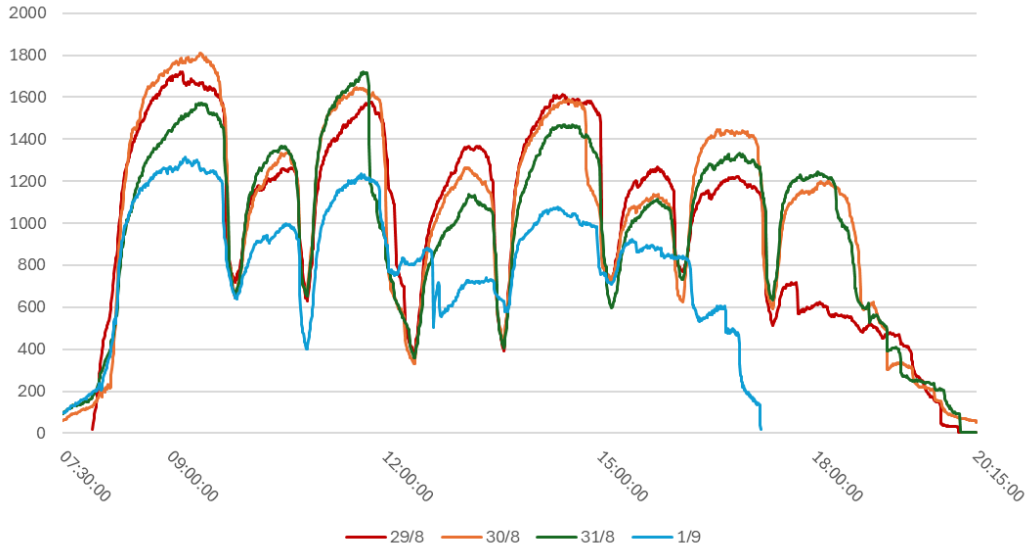
The chart below shows the average time spent by a delegate watching live and on-demand content each day .

Average view time / delegate



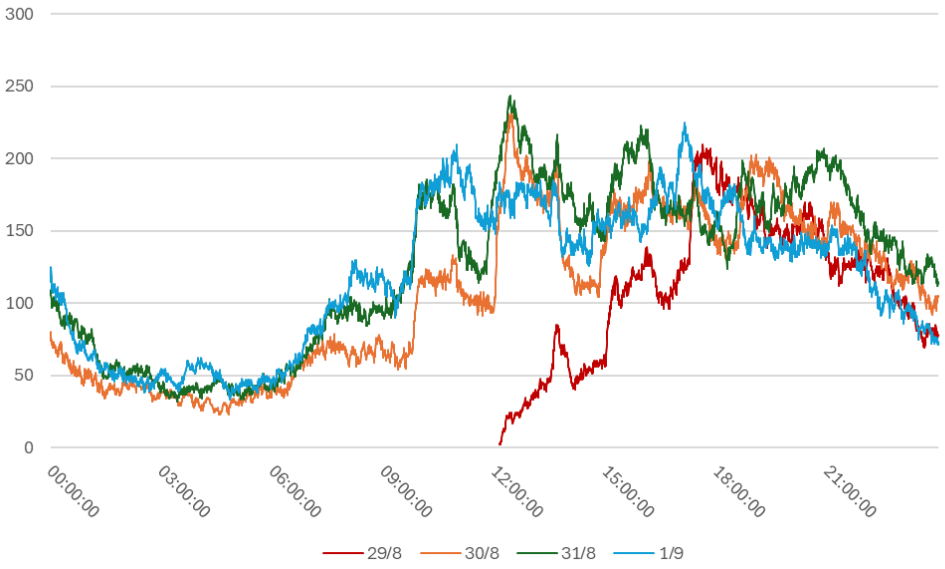
The chart below shows the number of attendees watching live sessions online throughout the course of ESC Congress.

Attendees watching live sessions



Peak viewership for live broadcast sessions came at 09:25am in the morning of day 2 of congress, with 1,812 unique attendees were watching online concurrently (2024: day 1 09:21am, 1851 viewers)

Attendees watching on-demand content



Peak viewership for on-demand content was at 12:26pm on day 3 of the congress, with 244 concurrent users watching on-demand content (2024: day 4 1:42pm, 252 viewers)

Top 20 sessions consulted on the online platform

Rank	Session number	Session name	Live unique viewers	On-demand unique viewers
1	1000	2025 ESC Guidelines and Document overview	2,172	1,522
2	1011	HOT LINE 2	1,850	916
3	1004	2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease	1,594	766
4	1010	HOT LINE 1	1,401	894
5	1015	HOT LINE 6	1,628	431
6	1005	2025 Focused Update of the 2019 ESC/ EAS Guidelines for the Management of Dyslipidaemias	1,551	310
7	1012	HOT LINE 3	1,342	488
8	1003	2025 ESC Guidelines for the Management of Myocarditis and Pericarditis	1,429	365
9	1013	HOT LINE 4	1,167	491
10	1018	HOT LINE 9	1,336	154
11	5500	ESC Special Session: The Heart and Society	993	207
12	5000	Inaugural session	962	235
13	1014	HOT LINE 5	890	248
14	1001	2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy	1044	93
15	1016	HOT LINE 7	941	190
16	6501	ESC TV Morning Show - Friday 29 August 2025	804	304
17	1017	HOT LINE 8	821	190
18	183	Atrial fibrillation and heart failure: double jeopardy	518	469
19	6510	Cardiology Toolbox - Genetics for cardiologists	858	101
20	107	HFrEF treatment: where are we and where are we going?	427	520

As usual, Guidelines and Hotlines sessions dominate the most popular sessions watched online.

Online congress platform user demographics

11,237 online attendees from 154 countries/territories logged onto the congress platform during congress dates. (2024: 147 countries)

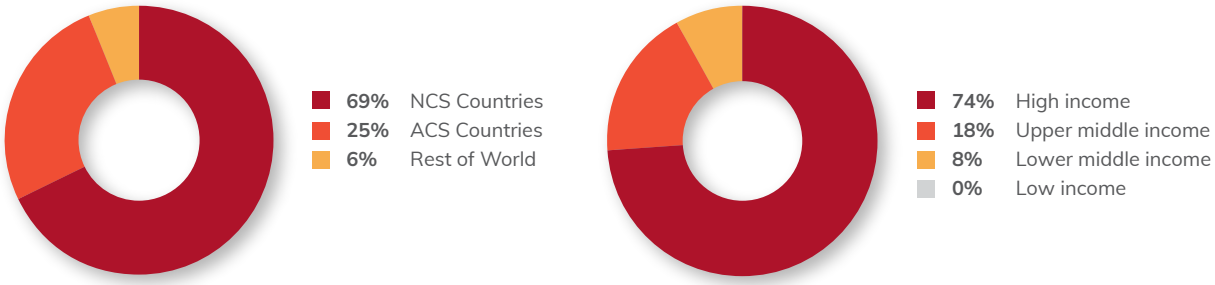
68% from National Cardiac Society countries (2024: 68%)

25% from Affiliated Cardiac Society countries (2024: 26%)

6% from rest of world countries (2024: 7%)

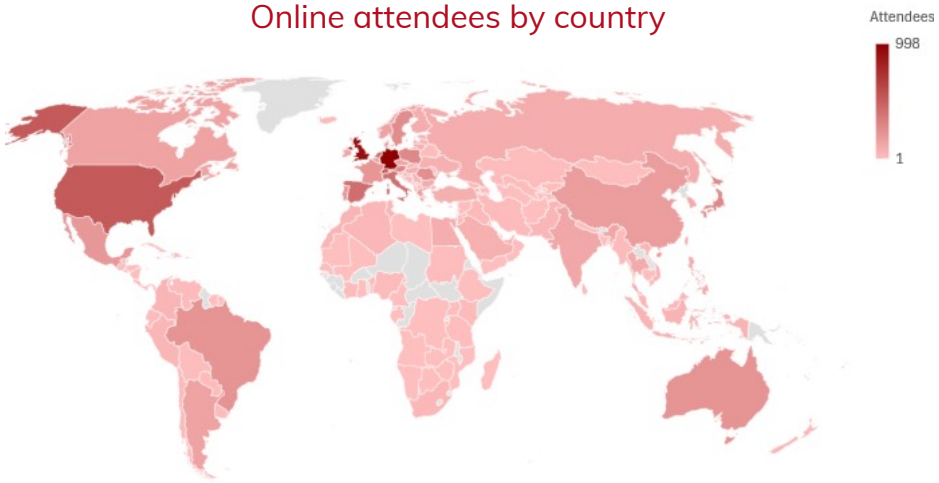
Rank	Top 10 countries	Participants	% of total participants
1	Germany	998	8.9%
2	United Kingdom	921	8.2%
3	Switzerland	569	5.0%
4	United States of America	527	4.7%
5	Spain	419	3.7%
6	The Netherlands	418	3.7%
7	Italy	415	3.7%
8	Japan	285	2.5%
9	Poland	284	2.5%
10	Austria	283	2.5%

Delegates by ESC region and by country income level



Again, there is very little change here compared to previous years.

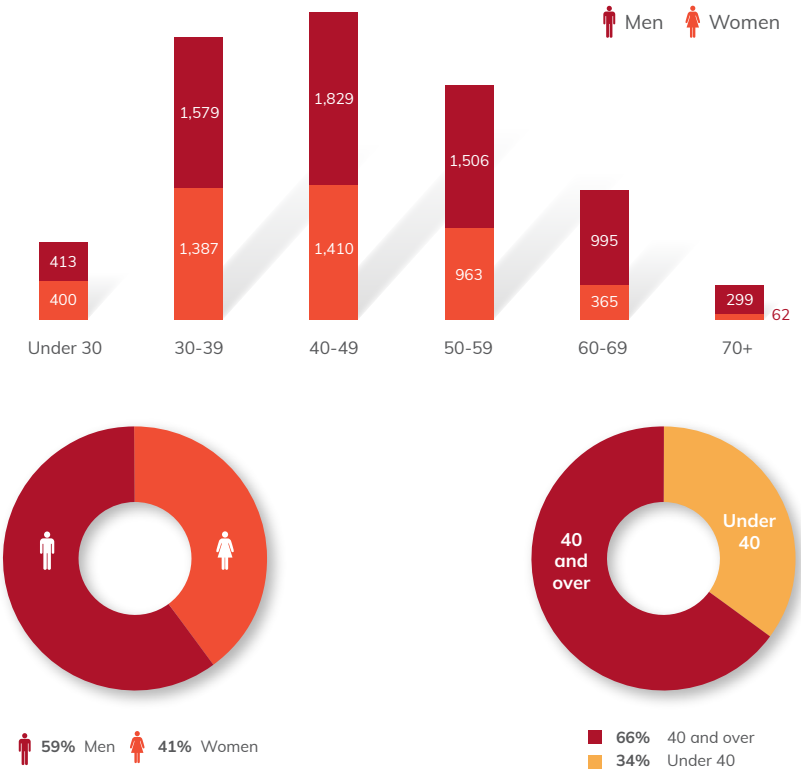
Online attendees by country



There has been little change in the nationality of online attendees, with only Spain (as host country), and Poland replacing Romania and France in the top 10 list of countries compared to 2024.

- **46.3** – average age of online attendees (2024: 45.6, 2023: 45.1)
- **34%** of online attendees under 40 (2024: 35%, 2023: 39%)
- **41%** of online attendees were women (2024: 40%, 2023: 39%)

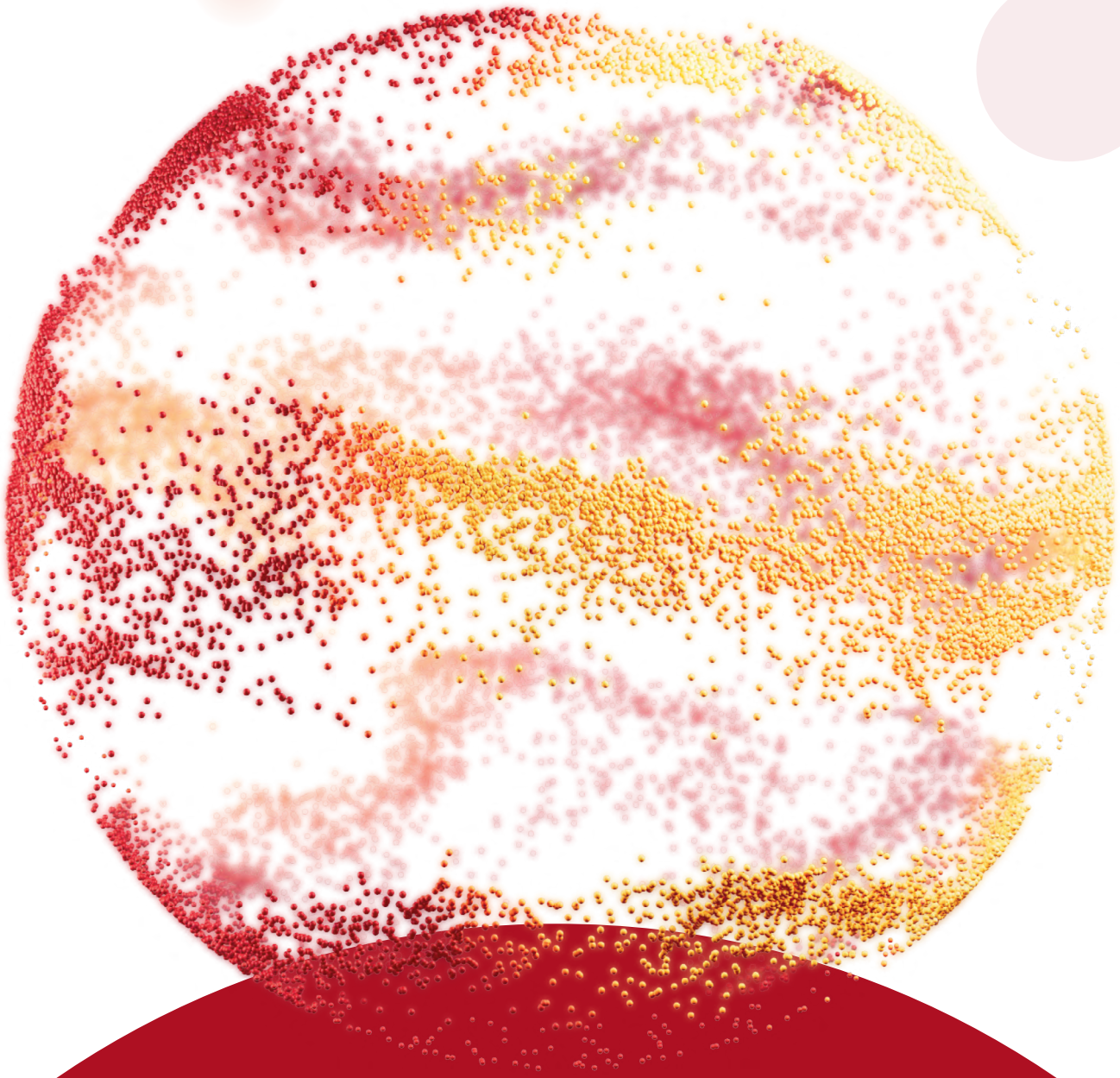
Age and gender of online attendees



The demographics of the audience has barely changed compared to 2024, with a 1% increase in the share of women attendees (2024: 40%) and a 1% decrease in the share of under 40 attendees (2024: 35% under 40)

- **60%** of online attendees were practicing cardiology physicians (2024: 59%, 2023: 56%)
- **15%** of online attendees were students or in training (2024: 17%, 2023: 19%)

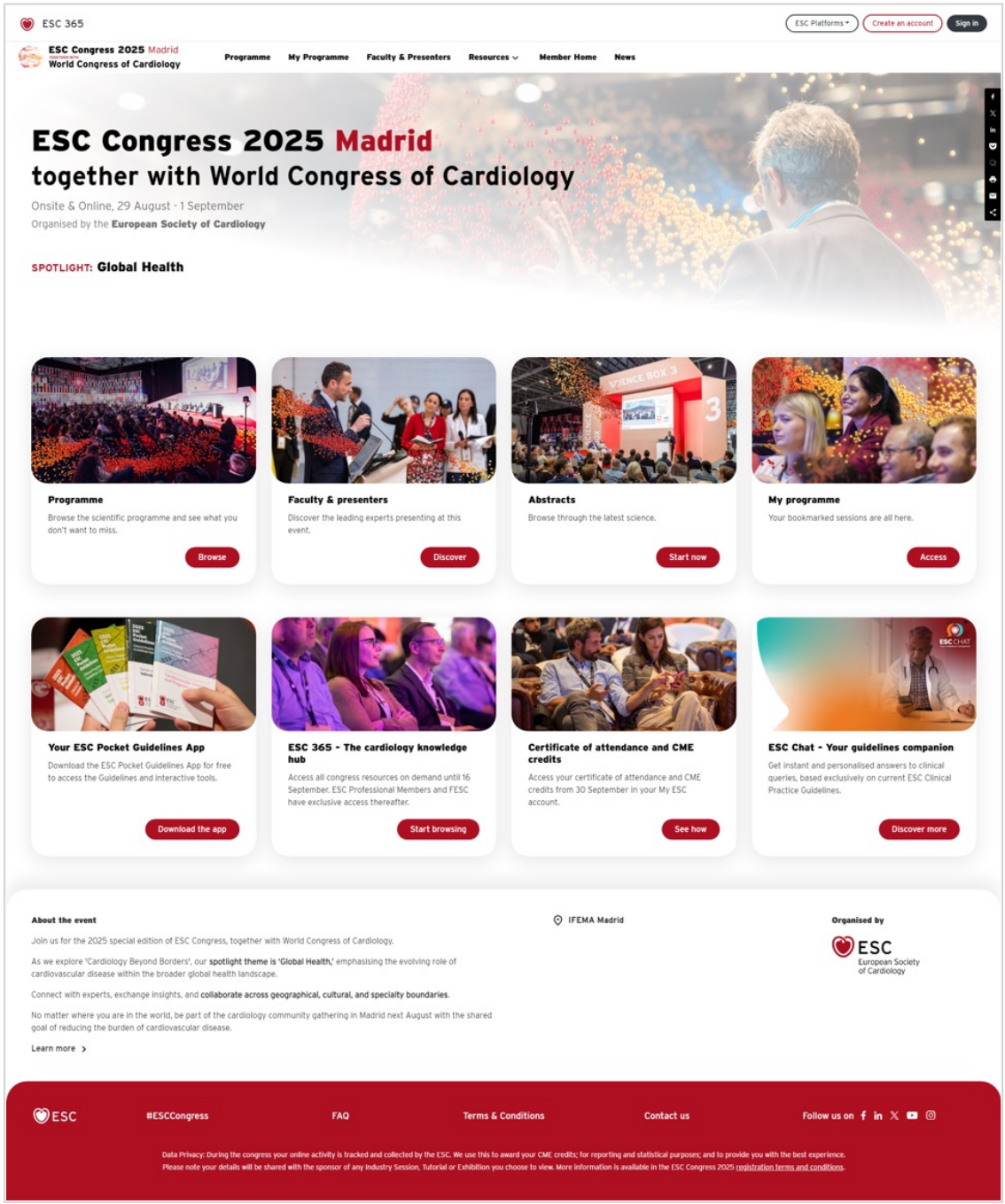
	Stage in career					Grand Total	
	Unknown	Student	In training	Practicing	Retired		
Unknown	10	176	66	5	5	**262**	2.3%
Allied Professional	0	14	32	356	6	**408**	3.6%
Nurse	0	3	6	112	1	**122**	1.1%
Other	0	49	132	1,326	24	**1,531**	13.6%
Physician (non-cardiologist)	0	24	184	821	22	**1,051**	9.3%
Physician cardiologist	0	52	983	6,780	71	**7,886**	70.0%
Grand Total	**10** 0.1%	**318** 2.8%	**1,404** 12.5%	**9,411** 83.5%	**130** 1.2%	**11,273**	



4. Platform and Functionalities

4.1 Congress Online Platform

The design is the same as in 2024.



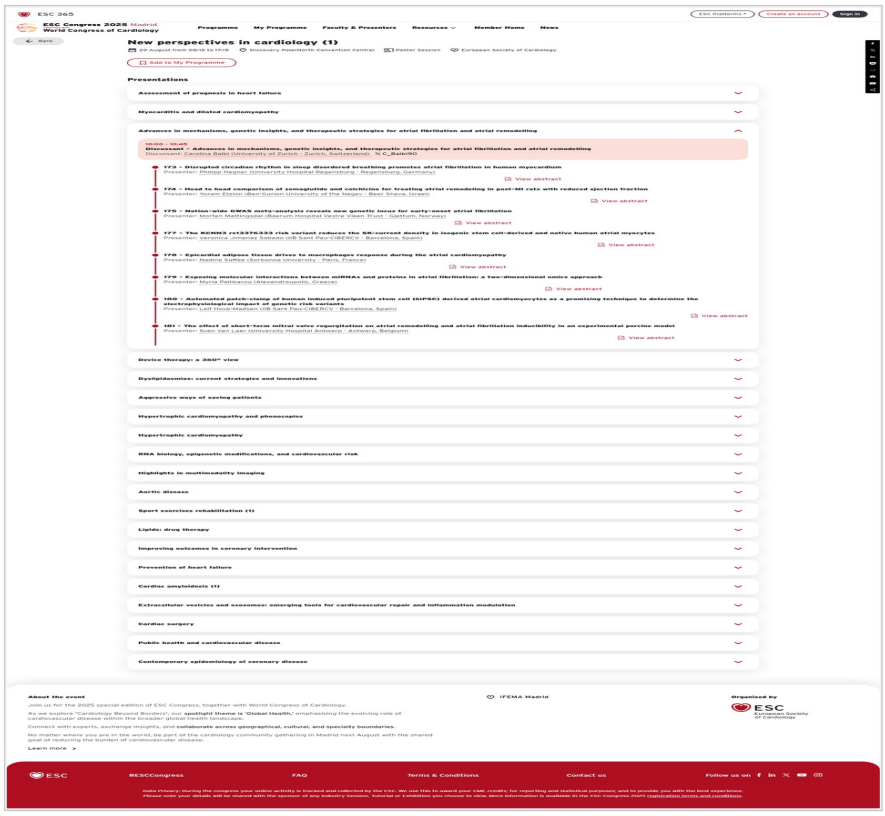
Novelties in 2025

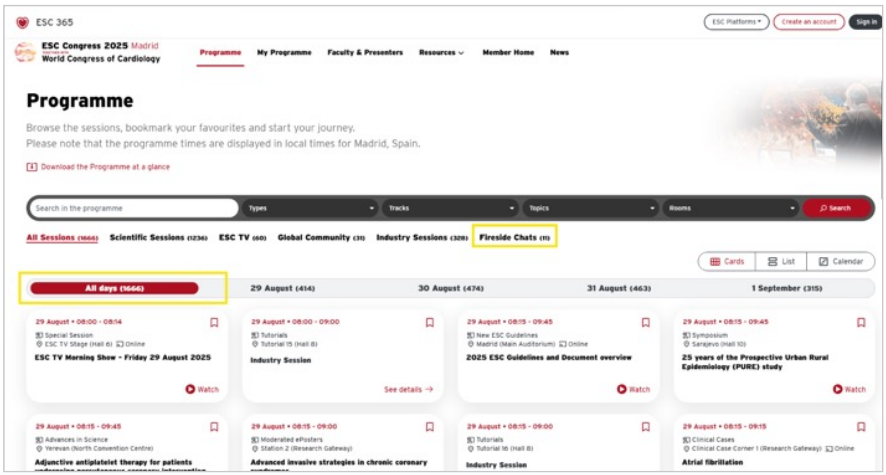
Programme

- Add an “all days” filter sorted by relevancy in the search
- Add “Fire side chat” filter
- Display subsessions for posters

Resources

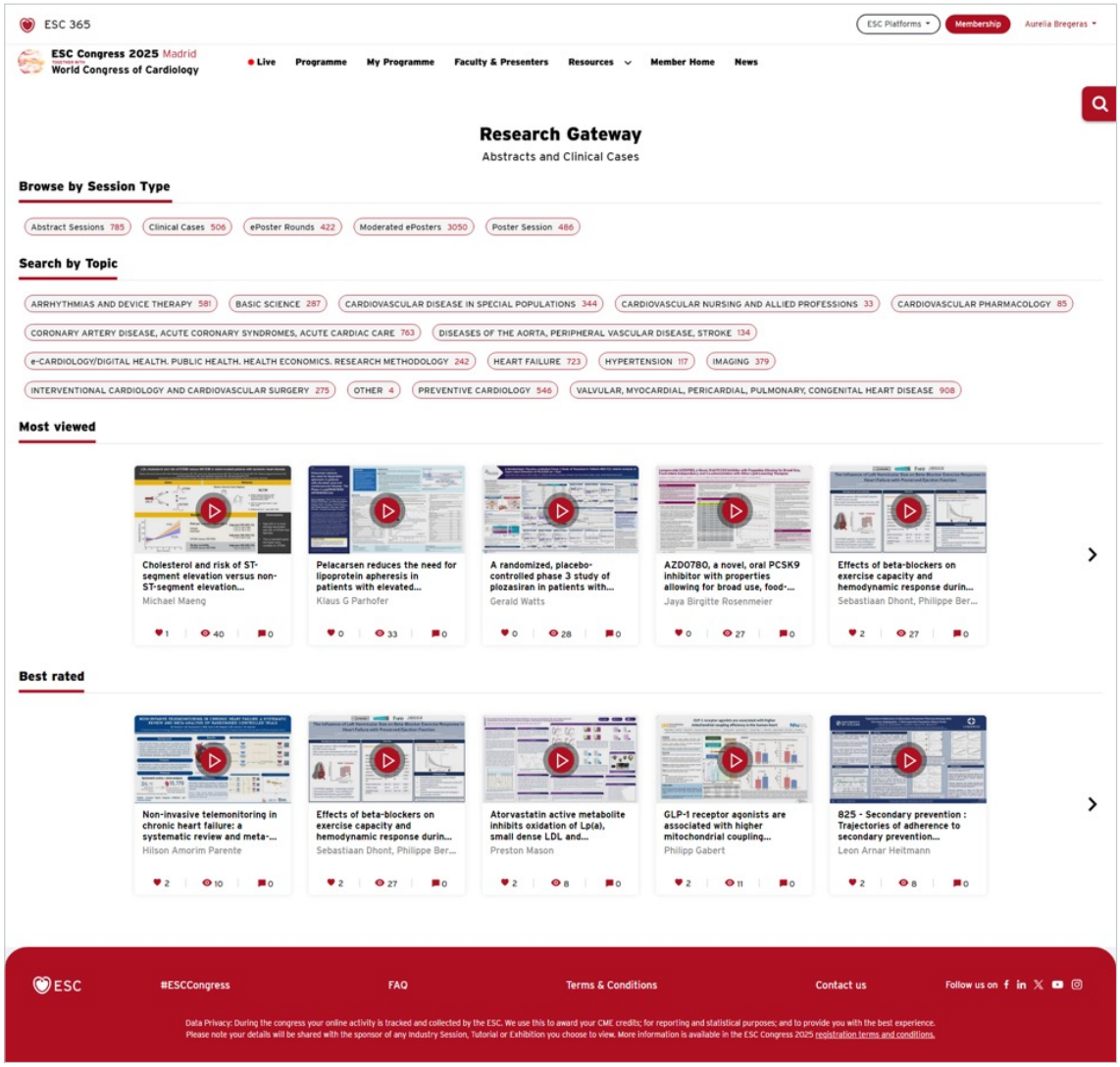
- A link to “slides” in ESC 365 has been added
- Member Home
  - Back in the main navigation menu (last year was placed as a sub menu within “community”)





Research Gateway

The research gateway allowed online attendees to view all abstracts, clinical cases and the latest scientific content. Attendees were able to browse by session type or topic or simply search for the content they wished to see. Onsite, delegates were able to consult the research gateway through consultation stations as well as meet and interact with presenters during the moderated poster sessions running throughout the day. This online section is managed by the same partner managing the onsite Research Gateway for full coherence of the onsite and online delegate experience.



Congress News

The Congress News section was open to all and allowed the ESC to drive traffic to the event thanks to the daily newsletters. It allowed for a 'window' into the congress and encouraged visitors who were not yet registered to do so to access the full content. Here, visitors could find news articles covering key sessions presented at ESC Congress.

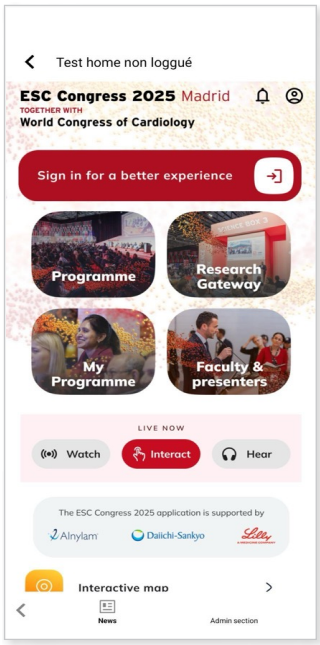


4.2 Mobile App

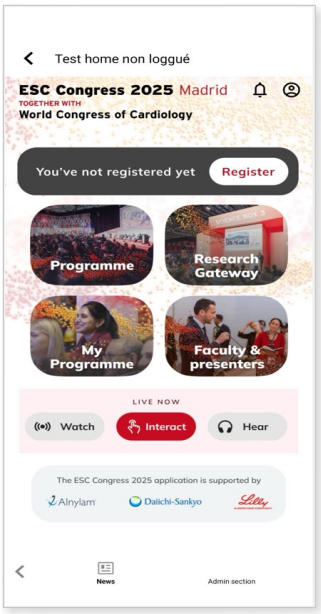
For ESC Congress 2025, the mobile app was launched early July and allowed onsite participants to:

- **Programme:** Browse the programme and sync their bookmarked sessions with the online platform.
- **Registration:** Print their badge at the registration self-print stations with a QR code
- **Interactivity:**
  - Take part in interactive sessions (no login)
  - Evaluate the speakers and some industry sessions
- **Partners:** Browse the exhibitor and partner lists
- **Map:** Locate rooms and stands in the congress center
- **Push notifications:** Be informed of upcoming events/sessions taking place during ESC Congress and sponsor sessions

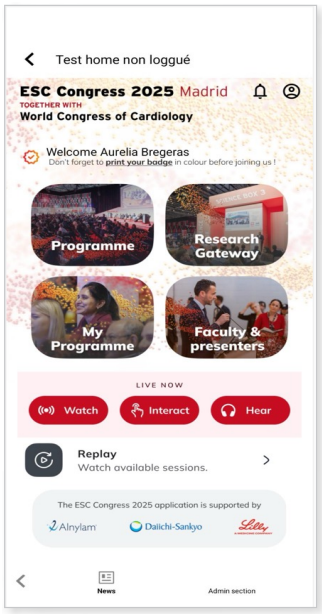
Not signed in



Signed in but not registered



Registered



NEW this year

New in 2025

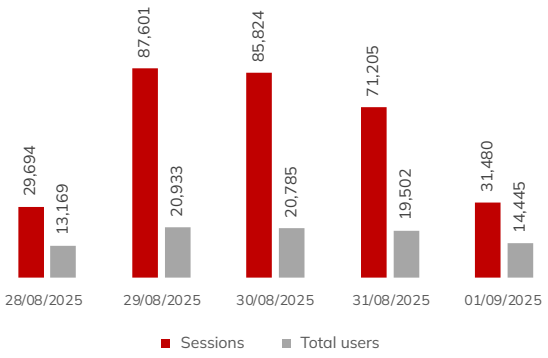
- Increased incitation to login
- Improved technical responsiveness
- Clear mention of the delegate registration status and different content available
- Interactive map with way finding
- Content
  - Attendance guide: divided in three sections to guide users (before, during and after the congress)
  - Link to congress news page

Usage during congress days

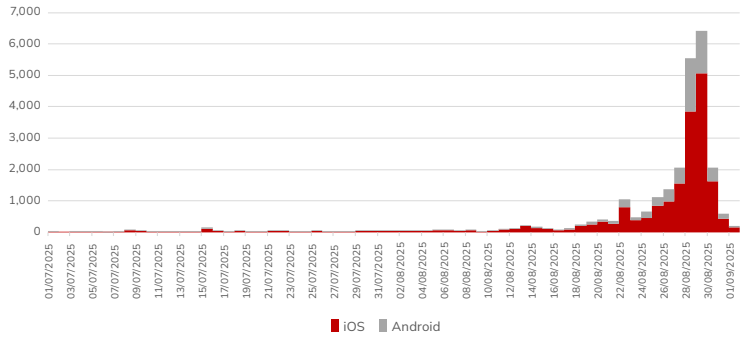
Day	Sessions	Total users
Thursday, 28 August	29,694	13,169
Friday, 29 August	87,601	20,933
Saturday, 30 August	85,824	20,785
Sunday, 31 August	71,205	19,502
Monday, 1 September	31,480	14,445
	30,5804	**25,474**

Avg sessions / user: 12,0

ESC Congress 2025 mobile app
Daily sessions and users

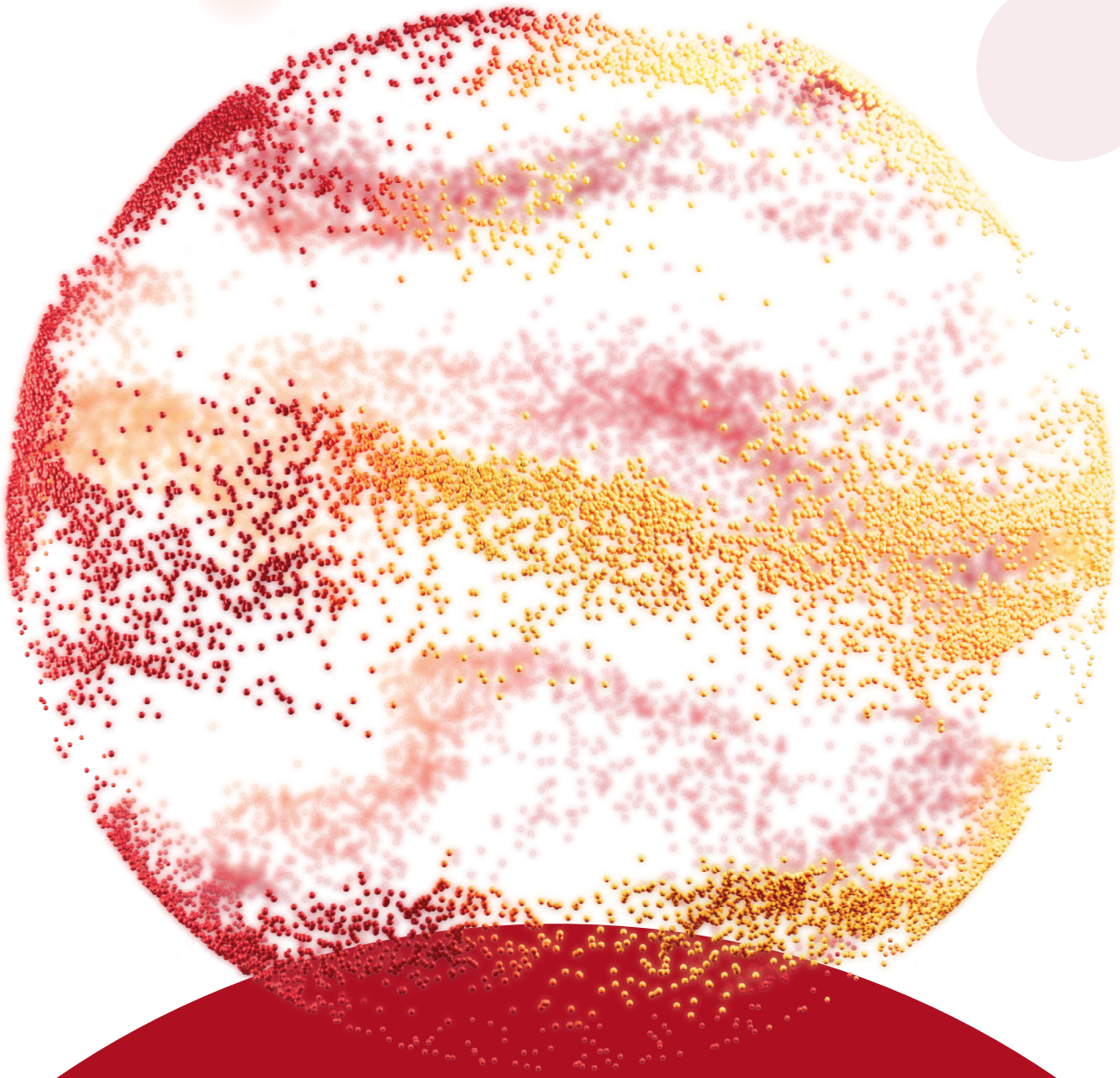


ESC Congress 2025 mobile app
Daily downloads



Top 20 app pages by views

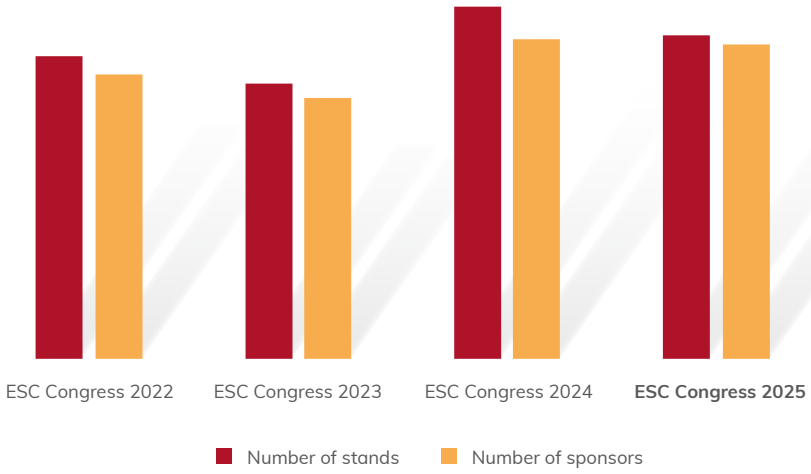
Title of event	Screen views
Programme	242,047
My Programme	210,401
Interactive map	107,909
Welcome	96,625
Watch live - For registered delegates	51,899
Programme	41,175
My Congress	38,907
Maps	32,927
Faculty and Presenters	31,818
Presenters	24,267
Research Gateway	22,028
Sign in	17,940
Home	16,638
Faculty	16,518
Access resources via ESC 365	14,464
Useful info	13,324
HOT LINE 2	13,204
Downloadable map	12,744
HOT LINE 3	12,569

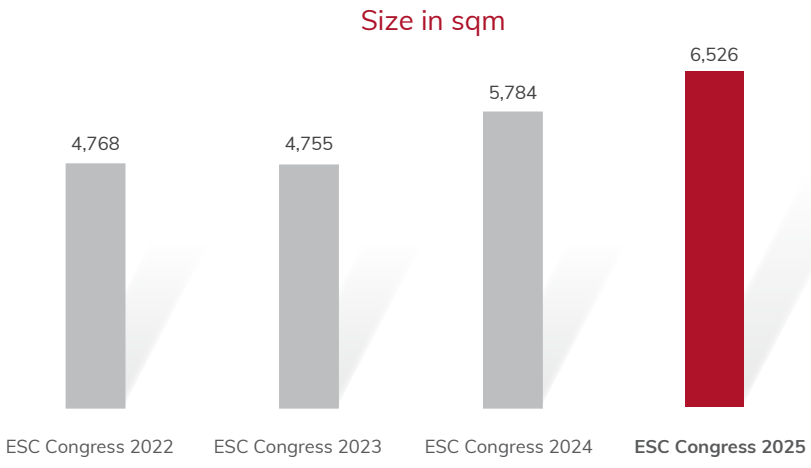


5. Industry

5.1 Exhibition





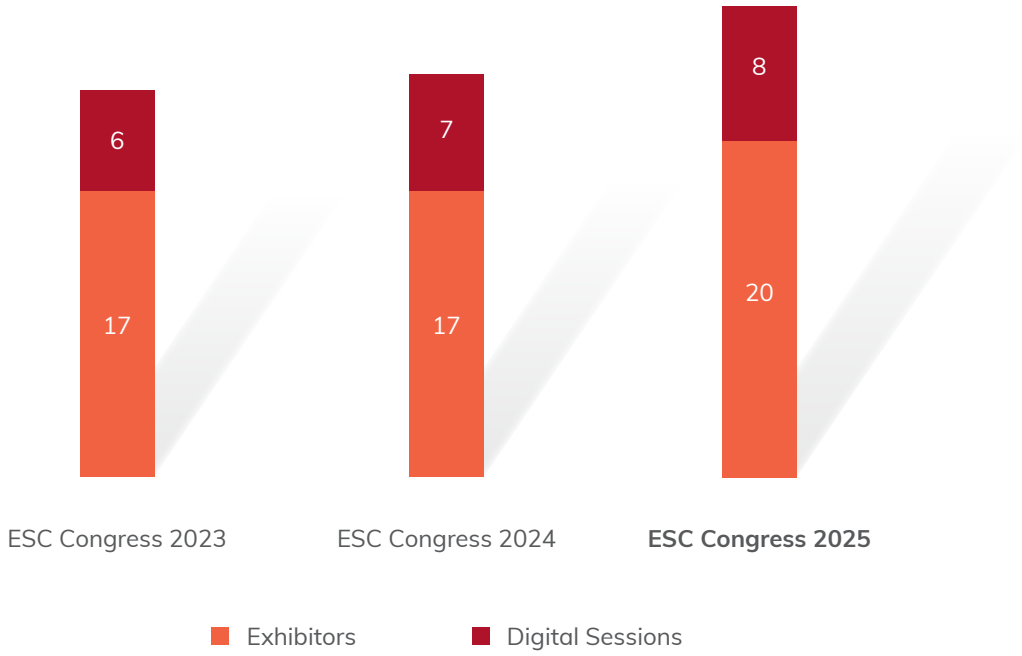


This year, the exhibition was divided into two separate halls, East and West, both surrounded by the Science including the Digital Health Exhibition & stage, Tutorials, Meetings rooms, and a Lecture Room to attract and create traffic flow of delegates.

In line with our ongoing sustainability efforts, carpet was not used on the Exhibition flooring this year; however, Sponsors provided mixed feedback due to the poor quality of the floor.

Despite this, the positive atmosphere in the halls remained unaffected. The exhibition once again proved to be a fantastic space for delegates and sponsors to connect and exchange.

Digital Health Area (DHA)



5.2 Industry Sponsored Sessions



66 Onsite-live streamed Satellite Symposia
45 Satellite Symposia of 45 minutes and 21 of 60 minutes.

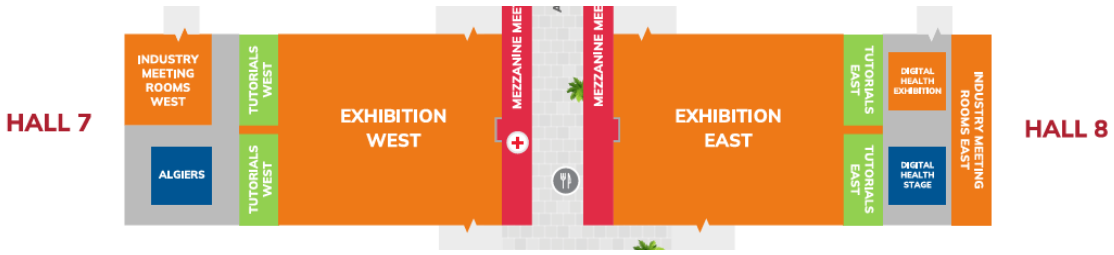
Satellite Symposia per time slot			
	10:00	12:30	15:15
Friday 29 August	7	7	7
Saturday 30 August	7	7	7
Sunday 31 August	7	7	7
Monday 1 September	2	1	-

Total live viewers = live viewers online and onsite

Date	Time slot	Sessions	Avg. of onsite attendees	Avg of Live streamed viewers	Avg of total attendance
Friday, August 29, 2025	10:00 12:30 15:15	7 7 7	368 755 458	419 335 298	**787** **1,090** **756**
Saturday, August 30, 2025	10:00 12:30 15:15	7 7 7	561 762 409	393 285 315	**954** **1,047** **725**
Sunday, August 31, 2025	10:00 12:30 15:15	7 7 7	463 670 226	383 258 243	**846** **927** **469**
Monday, September 1, 2025	10:00 12:30	2 1	252 346	531 413	**782** **759**

18 Onsite Tutorials

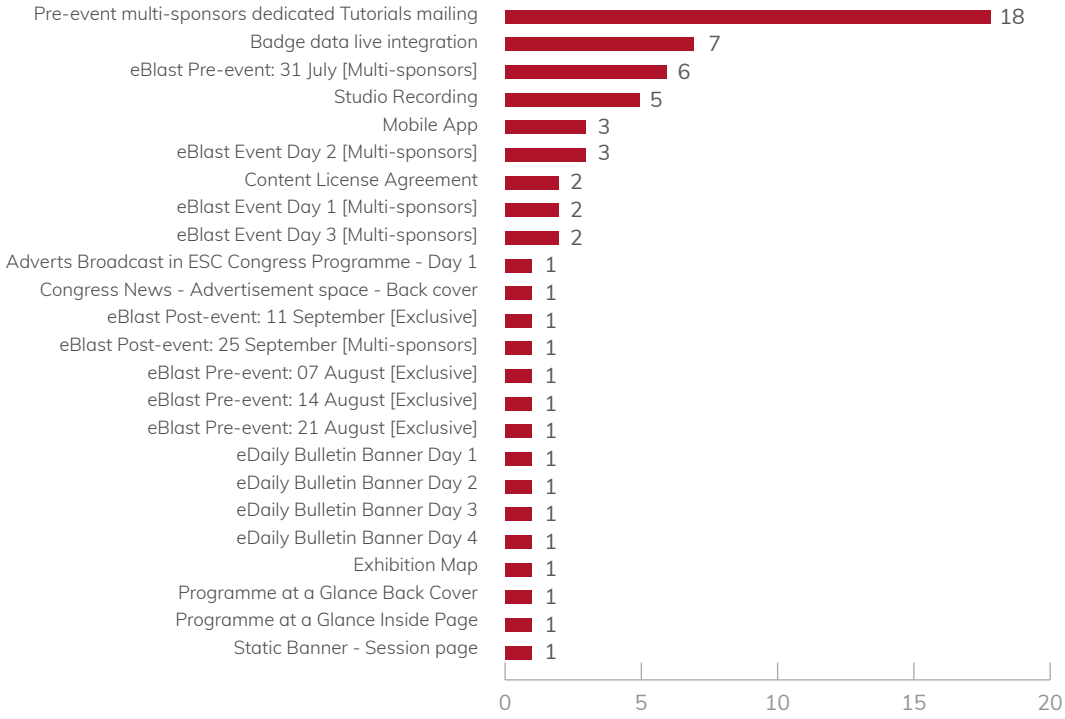
- 1 Tutorials By the Day
- 5 Tutorials Connect +
- 12 Tutorials (regular)



Tutorials this year were located both in the East and West part of the Exhibition, room surface was 80m² for regular room, and 100m² for Connect+.

5.3 Sponsorship

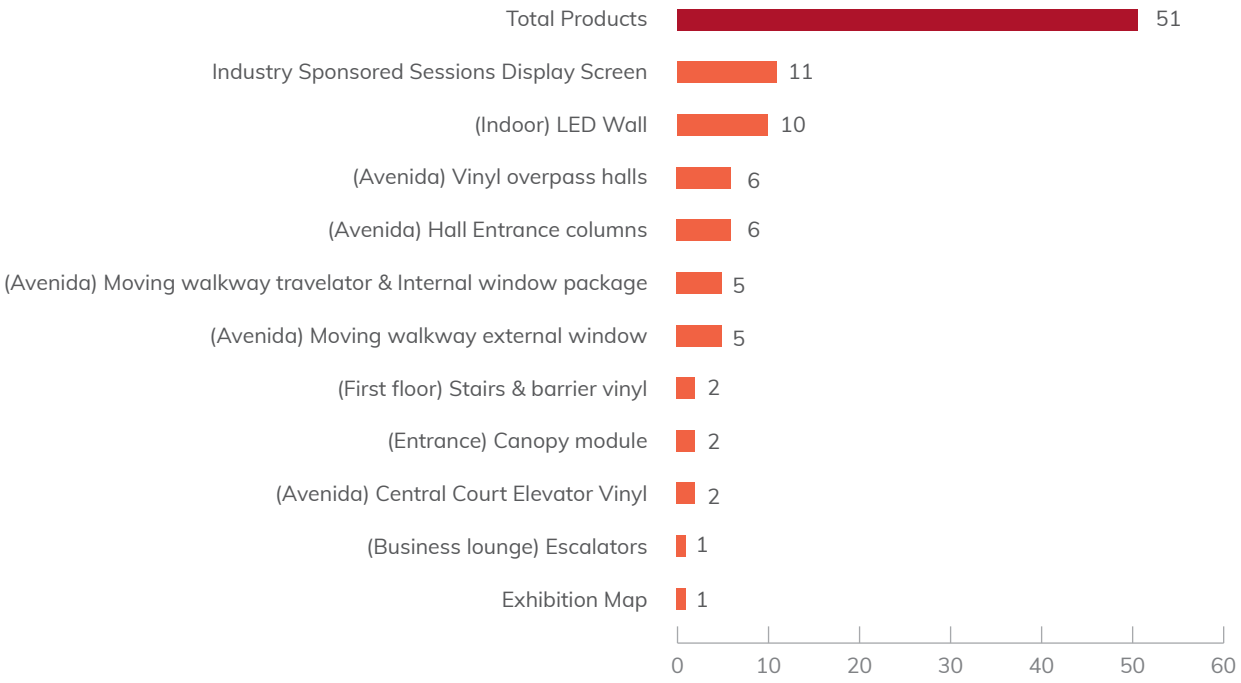
ESC Congress 2025 Sponsorship (no onsite advertising)



Product	Quantity
Pre-event multi-sponsors dedicated Tutorials mailing	18
Badge data live integration	7
eBlast Pre-event: 31 July [Multi-sponsors]	6
Studio Recording	5
Mobile App	3
eBlast Event Day 2 [Multi-sponsors]	3
Content License Agreement	2
eBlast Event Day 1 [Multi-sponsors]	2
eBlast Event Day 3 [Multi-sponsors]	2
Adverts Broadcast in ESC Congress Programme - Day 1	1
Congress News - Advertisement space - Back cover	1
eBlast Post-event: 11 September [Exclusive]	1
eBlast Post-event: 25 September [Multi-sponsors]	1
eBlast Pre-event: 07 August [Exclusive]	1
eBlast Pre-event: 14 August [Exclusive]	1
eBlast Pre-event: 21 August [Exclusive]	1
eDaily Bulletin Banner Day 1	1
eDaily Bulletin Banner Day 2	1
eDaily Bulletin Banner Day 3	1
eDaily Bulletin Banner Day 4	1
Exhibition Map	1
Programme at a Glance Back Cover	1
Programme at a Glance Inside Page	1
Static Banner - Session page	1

5.4 Onsite advertising

ESC Congress 2025 Onsite Advertising



Onsite advertising	Quantity
Industry Sponsored Sessions Display Screen	11
(Indoor) LED Wall	10
(Avenida) Vinyl overpass halls	6
(Avenida) Hall Entrance columns	6
(Avenida) Moving walkway travelator & Internal window package	5
(Avenida) Moving walkway external window	5
(First floor) Stairs & barrier vinyl	2
(Entrance) Canopy module	2
(Avenida) Central Court Elevator Vinyl	2
(Business lounge) Escalators	1
Exhibition Map	1

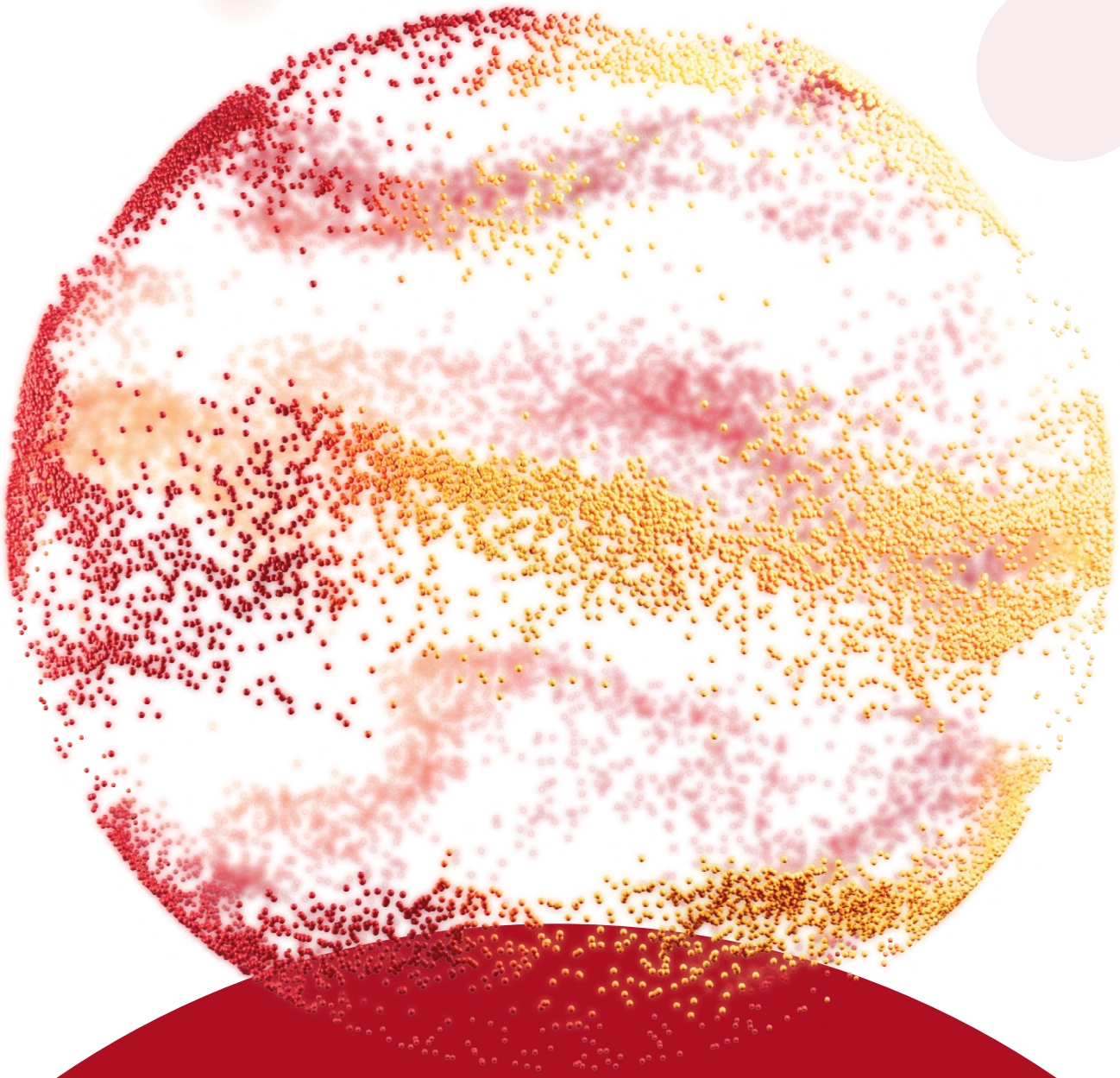




5.5 Meeting Rooms

The ESC sold various meeting room set-ups to allow exhibiting companies or non-exhibitor industry-sponsored session designers to organise different meeting formats within the venue during congress hours. All the meeting rooms existed, none were built.

- **Total of 39 meeting rooms (30 & 40 pax) :**
  - 22 meeting rooms in South Gallery
  - 16 meeting rooms & 1 business lounge in North Gallery



6. ESC TV

6.1 Project presentation

As per last year, there were three different types of recording areas:

- ESC TV Stage, for all the major sessions – see below
- ESC TV Connect, a TV-like studio to record videos for during and after congress use and rented to external customers/partners
- ESC TV Backstage, for embargo content, ESC Snacks and some promotional videos



ESC TV Stage

A welcoming, energetic, creative content production area featuring special guest talks, panel debates, discussions, conversations, professional development lectures, quizzes and more to enhance the delegate experience.







ESC TV Connect

This format launched in 2023 was upgraded this year to record high-quality videos in a TV-like studio. Audience was allowed for specific recordings. This area was for ESC business units use as well as industries and partners.







ESC TV Backstage

Brings our audience up close and allows a connection with the speakers, Hot Lines presenters and ESC Guidelines chairs who give quick insight through a single person testimonial style recording to camera.





Many different types of videos were produced – the vast majority were branded as an ESC TV programme:

- **45 videos recorded on the ESC TV Stage**
  - **ESC TV Morning Show** (4), a 14-min TV talk show style discussion designed to give background information on sessions of high interest that will occur during that day. 'ESC TV Morning Show' can be regarded as a teaser for the highlights of the day to follow.
    Session outline: two moderators welcome two guests for quick insights into why delegates should attend the sessions and information on what it is they will learn.
  - **Cardiology Toolbox** (4), 45-min session with clinically relevant topics and information designed to deepen clinical knowledge and enhance clinical skills. Whether the delegates are early in their career or a seasoned specialist, these sessions are the go-to resource for refining their clinical edge.
    Session outline: one session chair and four speakers for each 'Cardiology Toolbox' session.
  - **ESC TV Conversations** (4), 20-min session. It is a two-three person 'intimate, coffee talk' discussion on specific topics related to the field of cardiovascular medicine in the broadest sense. These talks are non-scripted.
    Session outline: one host and one to two guests for each 'ESC TV Conversations' session.
  - **Made Easy** (4), a 45-minute session designed to deepen attendees' clinical and/or scientific knowledge. They are highly didactic: complex topics, clear explanations.
    Session outline: one session chair and three speakers for each 'Made Easy' session.
  - **ESC TV Roundtable** (7), a 45-minute session with clinically relevant topics and information designed to deepen knowledge on a wider range of topics and enhance clinical or personal skills.
    Session outline: one or two moderators with four to five discussants. The flow of the conversation is controlled by the chairpersons who will introduce the guests and then guide and animate the discussion.
    It includes three special sessions
    - '75 years of the ESC, presidential perspectives' with ESC Past Presidents
    - 'Cardiovascular screening: local actions, global impact' – Advocacy session on CV screening
    - 'From policy to patients: the national cardiovascular health plans' – Advocacy session on CV health plans

- **Cutting to the Core** (4), a 45-min session designed to sharpen your understanding where it counts: at the core. The aim is to aim to provide attendees with a general overview of the condition including common investigations and treatments that are required to manage/care for these patients in a general cardiology/cardiovascular setting.
  Session outline: one or two session chairs and three speakers for each 'Cutting to the Core' session.
- **'EU Projects' or EuroHeart sessions** (4)
  - DataTools4Heart in action: towards global, trustworthy, and interoperable AI in cardiology
  - Imaging in cardio-oncology (RESILIENCE project)
  - The rationale (and pain) of a clinical trial with new software to tackle comorbidities in AF (EHRA-PATHS)
  - Monitoring of contemporary care of ACS in Europe – the EuroHeart interactive platform
- **Quizzes and games** (8)
  - The Great (Interactive) Cardiac Imaging/Cardiology Extravaganza (2): quiz organised by Stephan Achenbach
  - The ESC Grand Summer Quiz (1): quiz organised by Mark Westwood and JP Carpenter
  - 'Jeopardy!' - ESC Global Cardiology Edition (1): based on US renowned TV show. One host, three teams of two contestants and two judges.
  - What's that rhythm: quiz organised by Philipp Sommer and Martin Manninger
  - Ready, set, cook!: a dynamic, first-of-its-kind live cooking competition that brings together medical science, culinary arts, and patient advocacy in an entertaining and educational format. Three teams of two cardiologists compete in a fast-paced culinary challenge to create the most delicious, budget-friendly, and heart-healthy meal—within just 20 minutes and under €20.
  - Ready, set go!: a fun way to learn exercises that can be taught to patients
  - The QUIZtory of cardiology: quiz organised by Fielder Camm and Jean-Jacques Monsuez
- **Special sessions** (2):
  - Solving global health in 30 minutes: an AI hackathon
  - Cardiology in Africa today: challenges, innovations, and lessons for the world
- **Day in Focus, by ESC TV Today** (4), a 25-min session where we wrap up the events of each congress day.
  Session outline: one ESC TV Today host and one ESC TV Today editorial team member and two to three invited guests discussing the daily highlights.

- **29 videos recorded on the ESC TV Connect**
  - 7 EU Projects
  - 3 Meet the Gold Medallist
  - 3 Industry partners
  - 1 Commercial partner (PocketIn - China)
  - 15 for ESC business units
- **63 videos recorded on the ESC TV Backstage**
  - 47 Hot Lines and Guidelines interviews
  - 5 ESC Snacks
  - 11 for ESC business units

Overall, a total of **137 videos were produced**.

6.2 Videos dissemination

The videos were available either/or the following channels:

- Streamed on the ESC Congress platform (channel 7): almost everything happening on the ESC TV Stage was streamed except for a few (industry sessions were streamed instead). All sessions highlighted in red in the table 1 are the sessions that were streamed. None of the ESC TV Connect, nor ESC TV Backstage content was streamed.
- As VOD files, on the ESC Congress platform: until 16 Sept. to all congress delegates
- As VOD files, on ESC 365: available as of 17 Sept. to ESC Professional Members and FESC
- 'ESC TV Morning Show' were also streamed live in the different lecture rooms in the congress centre
- 'ESC TV Snacks' are videos to be disseminated on Social Media channels only

None of the videos were posted on the ESC YouTube channel.

Table 1: ESC TV – Content streamed

Time	Friday 29 Aug.	Saturday 30 Aug.	Sunday 31 Aug.	Monday 1 Sep.
08:00 – 08:14	ESC TV Morning Show	ESC TV Morning Show	ESC TV Morning Show	ESC TV Morning Show
08:14 – 08:30	*Break*	*Break*	*Break*	*Break*
08:30 – 09:15	Cardiology Toolbox Genetics for cardiologists	Cardiology Toolbox AI for advancing clinical practice	Cardiology Toolbox Clinical trial design	Cardiology Toolbox Communicating is caring
09:15 – 09:30	*Break*	*Break*	*Break*	*Break*
09:30-09:50	ESC TV Conversations Global truths: combating misinformation in cardiac health	ESC TV Conversations Can the world afford the future of cardiology?	ESC TV Conversations Mindful cardiologists: integrating mental health into cardiac care	ESC TV Conversations Global cardiology in the 21st century: does diversity matter?
09:50-10:00	*Break*	*Break*	*Break*	*Break*
10:00-10:45	Made Easy Series AI and big data	Made Easy Series Revascularisation strategies	Made Easy Series Gender disparities	Made Easy Series Anti-inflammatory therapies
10:45-11:00	*Break*	*Break*	*Break*	*Break*
11:00-11:45	ESC TV Roundtable Cardiovascular screening: local actions, global impact	ESC TV Roundtable Making global cardiology sustainable for all	ESC TV Roundtable The future of artificial hearts	ESC TV Roundtable Surviving on the edge – the heart in extreme conditions
11:45-13:00	*Break*	*Break*	*Break*	*Break*
13:00 – 13:30	The Great (Interactive) Cardiac Imaging Extravaganza	What's that rhythm? (Quiz)	The Great (Interactive) Cardiology Extravaganza	The QUIZtory of cardiology
13:30 – 13:45	*Break*	*Break*	*Break*	*Break*

Time	Friday 29 Aug.	Saturday 30 Aug.	Sunday 31 Aug.	Monday 1 Sep.
13:45-14:30	Cutting to the Core Atrial fibrillation	Cutting to the Core Chronic coronary syndrome	Cutting to the Core Hypertension	Cutting to the Core Right heart catheterisation
14:30-14:45	*Break*	*Break*	*Break*	*Break*
14:45-15:15	DataTools4Heart in action: towards global, trustworthy, and interoperable AI in cardiology	Imaging in cardio-oncology	The rationale (and pain) of a clinical trial with new software to tackle comorbidities in AF	Cardiology in Africa today: challenges, innovations, and lessons for the world
15:15-15:30	*Break*	*Break*	*Break*	*Break*
15:30-16:15	ESC TV Roundtable 75 years of the ESC, presidential perspectives	ESC TV Roundtable From policy to patients: the national cardiovascular health plans	ESC TV Roundtable Monitoring of contemporary care of ACS in Europe: the EuroHeart interactive platform	ESC TV Roundtable Weight loss breakthroughs: promise, perils, and global realities
16:15-16:30	*Break*	*Break*	*Break*	*Break*
16:30-17:15	The ESC Grand Summer Quiz	'Jeopardy!' - ESC Global Cardiology Edition	Solving global health in 30 minutes: an AI hackathon	Day in Focus, by ESC TV Today (25min)
17:15-17:35	Break (Inaugural session)	*Break*	*Break*	
17:35-18:20		Ready, set, cook!	Ready, set, go!	
18:20-18:45		*Break*	*Break*	
18:45 – 19:10	Day in Focus, by ESC TV Today	Day in Focus, by ESC TV Today	Day in Focus, by ESC TV Today	

6.3 ESC TV analytics

ESC TV analytics - Online streaming and onsite attendance

Analysed period: 29 August – 1 September 2025 included.
Data is ordered by number of online unique viewers on the overall analysed period.

Table 2: ESC TV analytics – Online streaming and onsite attendance

Video Title	Host(s) and guest(s)	Date	No. of live unique viewers	Onsite attendance (avg)
ESC TV Morning Show - Friday 29 August 2025	**Emma Svennberg, Carlos Aguiar** Rohan Wijesurendra, Wojciech Wojakowski	29/08/2025	**793**	**25**
ESC TV Morning Show - Saturday 30 August 2025	**Emma Svennberg, Carlos Aguiar** Eva Prescott, Jeanette Schulz-Menger	30/08/2025	**468**	**7**
Made Easy Series - Anti-inflammatory therapies	**Tomasz Guzik, Lina Badimon** Paul Ridker, Francois Roubille, Davide Capodanno	01/09/2025	**457**	**180**
ESC TV Morning Show - Sunday 31 August 2025	**Emma Svennberg, Carlos Aguiar** Boyoung Joung, Julie De Backer	31/08/2025	**451**	**9**
Day in Focus by ESC TV Today - Monday 1 September 2025	**Nicolle Kraenkel, Carlos Aguiar, Stephan Achenbach** Tomasz Guzik, Mirvat Alasnag, Renato Lopes	01/09/2025	**443**	**15**
Day in Focus by ESC TV Today - Sunday 31 August 2025	**Davide Capodanno, Susanna Price, Perry Elliott** Alaide Chieffo, Pedro Lemos, Konstantinos Koskinas	31/08/2025	**402**	**10**
ESC TV Morning Show - Monday 1 September 2025	**Emma Svennberg, Carlos Aguiar** Luis Eduardo Echeverria, Christi Deaton	01/09/2025	**393**	**10**
Day in Focus by ESC TV Today - Saturday 30 August 2025*	**Steffen Petersen, Emer Joyce** Milind Desai, Jonas Oldgren, Carlo Di Mario	30/08/2025	**380**	**20**
Day in Focus by ESC TV Today - Friday 29 August 2025	**Emma Svennberg, Rick Grobbee** Theresa McDonagh, Albertino Damasceno	29/08/2025	**241**	**-**
The QUIZtory of cardiology	**Valeria Paradies** Jean-Jacques Monsuez, Fielder Camm	01/09/2025	**233**	**150**
The ESC Grand Summer Quiz	**Mark Westwood, John-Paul Carpenter** Sarah Moharem, Omar Chehab, Filip Zemrak, Holly Morgan	29/08/2025	**204**	**130**
ESC TV Conversations - Global truths: combating misinformation in cardiac health	**Steen Dalby Kristensen** Shelley Wood, Inga Drossart	29/08/2025	**189**	**56**
ESC TV Conversations - Can the world afford the future of cardiology?	**Alexander Carter** Zainab Dakhil, Dorairaj Prabhakaran	30/08/2025	**185**	**50**

Video Title	Host(s) and guest(s)	Date	No. of live unique viewers	Onsite attendance (avg)
ESC TV Conversations - Global cardiology in the 21st century: does diversity matter?	**Victoria Johnson** Liesl Zuhlke, Yasmina Bououdina	01/09/2025	**135**	**40**
ESC TV Conversations - Mindful cardiologists: integrating mental health into cardiac care	**Maggie Simpson** Sarah Jungnickel, Hector Bueno	31/08/2025	**131**	**50**
Cardiology Toolbox - Genetics for cardiologists	**Perry Elliott** Jacob Tfelt-Hansen, Maryam Kavousi, Axel Verstrael, Anna Dominiczak	29/08/2025	**118**	**38**
ESC TV Roundtable - Weight loss breakthroughs: promise, perils, and global realities	**Eva Prescott** Albertino Damasceno, Antonia Sambola, Martha Gulati	01/09/2025	**118**	**15**
Cutting to the Core - Atrial fibrillation	**Tomasz Jadczyk, Cheryl Teres** Panteleimon Papakonstantinou, Boldizsar Kovacs, Yanushi Dullewe Wijeyeratne	29/08/2025	**116**	**105**
'Jeopardy!' - ESC Global Cardiology Edition*	**Todd Villines** Yasmina Bououdina/Magdy Abdelhamid Aleksandra Gasecka/Elena Romero Dorta Mariana Brandao/Mario Iannaccone Mirvat Alasnag, Victoria Delgado	30/08/2025	**110**	**100**
ESC TV Roundtable - Surviving on the edge: the heart in extreme conditions	**Viviana Maestrini** Juhani Junttila, Sanjay Sharma Fielder Camm	01/09/2025	**107**	**40**
Cutting to the Core - Chronic coronary syndrome	**Aleksandra Gasecka, Andrew Chapman** Giulia Botti, Alejandro Travieso, Mario Iannaccone	30/08/2025	**105**	**80**
Cutting to the Core - Right heart catheterisation	**Antonio Cannata,** Juan Luis Gutierrez-Chico Kenneth Chew, Henrike Arfsten, Stephan Rosenkranz	01/09/2025	**98**	**80**
ESC TV Roundtable - Cardiovascular screening: local actions, global impact	**David Preiss** Francesco Cosentino, Ana Abreu, Richard Mindham	29/08/2025	**92**	**64**
Ready, set, cook!*	**Antonio Cannata, Roberto Ferrari, Adriana Urbina Pena** Marta Izabela Kaluzna-Oleksy/ Oliver Ian Brown Philip Moons/ Roberto Pedretti Michal Hawranek/ Paolo Manca Paul McGreavy, Caius Ovidiu Mersa, Xenia Pitsilli Kyriacou	30/08/2025	**91**	**70**
Cardiology Toolbox - Clinical trial design	**Eva Prescott** Lars Lund, Roxana Mehran, Peter Juni, Stuart Pocock	31/08/2025	**83**	**50**
Cardiology in Africa today: challenges, innovations, and lessons for the world	**Pasquale Maffia, Rania Hammami** Nombulelo Magula, Bamba Gaye, Azza Farrag, Albertino Damasceno	01/09/2025	**81**	**30**

Video Title	Host(s) and guest(s)	Date	No. of live unique viewers	Onsite attendance (avg)
Cutting to the Core - Hypertension	**Stefan Busnatu, Isabella Sudano** Svetlana Mosteoru, Eugene Yang, Konstantinos Tsioufis	31/08/2025	**75**	**70**
Cardiology Toolbox - Communicating is caring	**Leonie Klompstra** Catriona Jennings, Volkmar Falk, Izabella Uchmanowicz, Bart Scheenaerts	01/09/2025	**72**	**10**
Solving global health in 30 minutes: an AI hackathon*	**Fleur Tjong, Folkert Asselbergs** Nico Bruining/Renate Schnabel Bart Scheenaerts/Mattias Van Heetvelde Sven Van Laer/Anja Hennemuth	31/08/2025	**59**	**40**
Ready, set, go!	**Silvia Castelletti** Harald Jorstad/ Isabella Sudano Elena Cavarretta/Carlos Aguiar David Niederseer/Marina Ostojic	31/08/2025	**54**	**10**
ESC TV Roundtable - The future of artificial hearts	**Isabel Goncalves** Rabea Hinkel, Katrin Streckfuss-Boemeke, Rogier Veltrop, Ruxandra Christodorescu	31/08/2025	**53**	**40**
ESC TV Roundtable - Making global cardiology sustainable for all	**Massimo Piepoli** Paul Dendale, Khung Keong Yeo, Frances Varian, Chiara Bucciarelli-Ducci	30/08/2025	**47**	**60**
Cardiology Toolbox - AI for advancing clinical practice	**Sandy Engelhardt** Anja Hennemuth, Sandy Engelhardt, Kevin O'Gallagher, Julia Mascherbauer	30/08/2025	**23**	**50**
What's that rhythm? (Quiz)	**Philipp Sommer, Martin Manninger** Andrea Sarkozy, Boldizsar Kovacs, Yanushi Dullewe Wijeyeratne, Tomasz Jadczyk	30/08/2025	**Not streamed**	**450**
The Great (Interactive) Cardiology Extravaganza	**Stephan Achenbach**	31/08/2025	**Not streamed**	**300**
The Great (Interactive) Cardiac Imaging Extravaganza	**Stephan Achenbach**	29/08/2025	**Not streamed**	**260**
Made Easy Series - AI and big data	**Nico Bruining** Isabella Kardys, Rohan Khera, Lukasz Koltowski	29/08/2025	**Not streamed**	**200**
Made Easy Series - Revascularisation strategies	**Patrick Myers** Khaled Al-Shaibi, Wouter Oosterlinck, Juan Luis Gutierrez-Chico	30/08/2025	**Not streamed**	**150**
DataTools4Heart in action: towards global, trustworthy, and interoperable AI in cardiology	**Nico Bruining** Xenia Puig, Cristian Izquierdo Morcillo, Machteld Johanna Boonstra	29/08/2025	**Not streamed**	**70**
ESC TV Roundtable - 75 years of the ESC, presidential perspectives	**Shelley Wood** Fausto Pinto, Barbara Casadei, Panagiotis Vardas, Roberto Ferrari, Michel Komajda, Guenter Breithardt, Thomas Luescher	29/08/2025	**Not streamed**	**70**

Video Title	Host(s) and guest(s)	Date	No. of live unique viewers	Onsite attendance (avg)
Imaging in cardio-oncology	**Borja Ibanez** Andrea Moreno Arciniegas, Javier Sanchez-Gonzalez, Ana Devesa	30/08/2025	**Not streamed**	**70**
ESC TV Roundtable - From policy to patients: the national cardiovascular health plans	**Hector Bueno** Susanna Price, Przemyslaw Piotr Mitkowski, Michal Vrablik, Richard Mindham	30/08/2025	**Not streamed**	**70**
Made Easy Series - Gender disparities	**Mirvat Alasnag** Alessia Gimelli, Harriette Van Spall, Amam Mbakwem	31/08/2025	**Not streamed**	**70**
The rationale (and pain) of a clinical trial with new software to tackle comorbidities in AF	**Hein Heidbuchel** Emma Svennberg, Michiel Rienstra	31/08/2025	**Not streamed**	**55**
ESC TV Roundtable - Monitoring of contemporary care of ACS in Europe: the EuroHeart interactive platform	**Lars Wallentin** Barbara Casadei, David Erlinge, Eva Prescott, Mamas Mamas	31/08/2025	**Not streamed**	**40**

*Note: * these sessions started 20min late*

Due to its quite isolated position, the onsite attendance was globally less important compared to previous years. A central position, 'in the way/passage' is a key of success.

Regarding online audience, 33 ESC TV sessions were streamed in 2025, vs 30 in 2024. Here also, ESC TV content streamed was less popular than in 2024. It's now in 5th, while it was 3rd in 2024.

Table 3: ESC TV analytics – ESC 365 viewership

Channel	Live viewers	Average per session	Median per session
Channel 1	27,529	983	947
Channel 2	9,845	339	302
Channel 3	9,827	364	304
Channel 4	7,245	268	221
Channel 5	6,560	243	213
Channel 6	5,220	193	173
Channel 7 (all)	8,108	193	125
Channel 7 (excl. industry content)	**6,607 (-33%)**	**201 (-43%)**	**118 (-57%)**
Channel 8	15,326	365	359

**without Industry sessions*

ESC TV analytics – ESC 365

Analysed period: 29 August until 21 September 2025 included.
Data is ordered by number of Total VOD views during the period

Table 4: ESC TV analytics – ESC 365 viewership

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Stage	**ESC TV Morning Show** - Friday 29 August 2025	278	180	**458**
ESC TV Stage	**Cardiology Toolbox** - Genetics for cardiologists	103	122	**225**
ESC TV Stage	**Day in Focus by ESC TV Today** - Monday 1 September 2025	0	224	**224**
ESC TV Stage	**Day in Focus by ESC TV Today** - Sunday 31 August 2025	110	40	**150**
ESC TV Stage	**Made Easy Series** - AI and big data	56	88	**144**
ESC TV Stage	**Cutting to the Core** - Atrial fibrillation	50	84	**134**
ESC TV Stage	**Day in Focus by ESC TV Today** - Saturday 30 August 2025	58	61	**119**
ESC TV Stage	**The Great (Interactive) Cardiac Imaging Extravaganza**	65	47	**112**
ESC TV Stage	**Made Easy Series** - Anti-inflammatory therapies	14	96	**110**
ESC TV Stage	**Cutting to the Core** - Chronic coronary syndrome	45	56	**101**
ESC TV Stage	**ESC TV Morning Show** - Saturday 30 August 2025	69	30	**99**
ESC TV Stage	**Cutting to the Core** - Right heart catheterisation	0	90	**90**
ESC TV Backstage	**Interview** – 2025 ESC Guidelines for the Management of Myocarditis and Pericarditis	0	87	**87**
ESC TV Stage	**The ESC Grand Summer Quiz**	34	53	**87**
ESC TV Stage	**ESC TV Roundtable** - Weight loss breakthroughs: promise, perils, and global realities	0	86	**86**
ESC TV Stage	**Cutting to the Core** - Hypertension	19	63	**82**

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Stage	**What's that rhythm? (Quiz)**	35	47	**82**
ESC TV Stage	**ESC TV Conversations** - Global truths: combating misinformation in cardiac health	31	41	**72**
ESC TV Stage	**Cardiology Toolbox** - Clinical trial design	19	46	**65**
ESC TV Backstage	**Interview** – 2025 Focused Update of the 2019 ESC/EAS Guidelines for the Management of Dyslipidaemias	0	64	**64**
ESC TV Stage	**ESC TV Morning Show** - Sunday 31 August 2025	33	29	**62**
ESC TV Stage	**Cardiology Toolbox** - AI for advancing clinical practice	14	47	**61**
ESC TV Stage	**Imaging in cardio-oncology**	24	35	**59**
ESC TV Stage	**Made Easy Series** - Revascularisation strategies	22	36	**58**
ESC TV Stage	**ESC TV Morning Show** - Monday 1 September 2025	13	44	**57**
ESC TV Backstage	**Interview** – 2025 ESC/EACTS Guidelines for the Management of Valvular Heart Disease	0	55	**55**
ESC TV Connect	**Update on sudden cardiac death: current landscape and challenges in sudden cardiac death prevention** *(EU Project - PROFID)*	11	39	**50**
ESC TV Backstage	**Interview** – 2025 ESC Guidelines for the Management of Cardiovascular Disease and Pregnancy	0	44	**44**
ESC TV Stage	**The QUIZtory of cardiology**	10	34	**44**
ESC TV Stage	**ESC TV Roundtable** - Cardiovascular screening: local actions, global impact	20	22	**42**
ESC TV Stage	**ESC TV Conversations** - Mindful cardiologists: integrating mental health into cardiac care	15	26	**41**
ESC TV Stage	**The Great (Interactive) Cardiology Extravaganza**	15	25	**40**
ESC TV Stage	**Ready, set, cook!**	14	25	**39**
ESC TV Stage	**ESC TV Conversations** - Can the world afford the future of cardiology?	18	21	**39**

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Stage	**ESC TV Roundtable** - Making global cardiology sustainable for all	18	21	**39**
ESC TV Stage	**'Jeopardy!'** - ESC Global Cardiology Edition	13	25	**38**
ESC TV Backstage	**Interview** – TACSI	6	31	**37**
ESC TV Stage	**Cardiology Toolbox** - Communicating is caring	5	31	**36**
ESC TV Stage	**Made Easy Series** - Gender disparities	7	27	**34**
ESC TV Stage	**DataTools4Heart in action: towards global, trustworthy, and interoperable AI in cardiology**	16	18	**34**
ESC TV Stage	**Cardiology in Africa today: challenges, innovations, and lessons for the world**	0	33	**33**
ESC TV Stage	**ESC TV Conversations** - Global cardiology in the 21st century: does diversity matter?	2	27	**29**
ESC TV Stage	**Ready, set, go!**	3	25	**28**
ESC TV Stage	**ESC TV Roundtable** - The future of artificial hearts	11	16	**27**
ESC TV Stage	**ESC TV Roundtable** - Surviving on the edge: the heart in extreme conditions	4	22	**26**
ESC TV Stage	**ESC TV Roundtable** - Monitoring of contemporary care of ACS in Europe: the EuroHeart interactive platform	6	20	**26**
ESC TV Connect	**A cloud risk stratification platform for cardiovascular disease and depression** *(EU Project - To_Aition)*	3	22	**25**
ESC TV Stage	**Solving global health in 30 minutes: an AI hackathon**	4	21	**25**
ESC TV Connect	**Pathways that save lives: redesigning cardiovascular care across Europe** (EU Project - EuroHeartPath project)	0	21	**21**
ESC TV Backstage	**Interview** – REBOOT-CNIC	11	6	**17**
ESC TV Backstage	**Interview** – NEWTON-CABG	2	14	**16**

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Connect	**The Dorian Gray project: advanced technological solutions for bridging cardiovascular disease and cognitive decline** *(EU Project – Dorian Grey)*	0	15	**15**
ESC TV Stage	**The rationale (and pain) of a clinical trial with new software to tackle comorbidities in AF**	4	11	**15**
ESC TV Backstage	**Interview** – TOP-CABG	4	11	**15**
ESC TV Connect	**Real-world evidence and the GREG initiative: bridging regulation and data innovation in cardiology** *(EU Project - GREG)*	3	11	**14**
ESC TV Backstage	**Interview** – DIGIT-HF	5	9	**14**
ESC TV Stage	**ESC TV Roundtable** - From policy to patients: the national cardiovascular health plans	7	7	**14**
ESC TV Backstage	**Interview** – 2025 ESC Consensus Statement on Mental Health and Cardiovascular Disease	0	13	**13**
ESC TV Backstage	**Interview** – DAPA ACT HF-TIMI 68	3	10	**13**
ESC TV Backstage	**Interview** – REBOOT/BETAMI/ DANBLOCK/CAPITAL-RCT	4	9	**13**
ESC TV Backstage	**Interview** - POTCAST	1	11	**12**
ESC TV Connect	**CARDIOCARE: An interdisciplinary and patient-oriented eHealth approach for assessing the efficacy of behavioral and psychological interventions on cardiotoxicity, intrinsic capacity and QoL** *(EU Project, CARDIOCARE)*	0	10	**10**
ESC TV Backstage	**Interview** – OPINION	0	10	**10**
ESC TV Backstage	**Interview** – AMALFI	2	8	**10**
ESC TV Backstage	**Interview** – BaxHTN	0	9	**9**
ESC TV Backstage	**Interview** – HELP-MI SWEDEHEART	2	7	**9**

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Backstage	**Interview** – MAPLE-HCM	4	5	**9**
ESC TV Backstage	**Interview** – NEO-MINDSET	6	3	**9**
ESC TV Backstage	**Interview** – DUAL-ACS	8	1	**9**
ESC TV Stage	**ESC TV Roundtable** - 75 years of the ESC, presidential perspectives	0	8	**8**
ESC TV Connect	**NextGen: Accelerating Cardiovascular Science and Research through Federated Omics** *(EU Project - NexGen)*	0	8	**8**
ESC TV Backstage	**Interview** – ODYSSEY-HCM	2	6	**8**
ESC TV Backstage	**Interview** – VICTOR	4	4	**8**
ESC TV Backstage	**Interview** – OPTION-STEMI	1	6	**7**
ESC TV Backstage	**Interview** – DOUBLE-CHOICE	2	5	**7**
ESC TV Backstage	**Interview** – ALONE-AF	2	5	**7**
ESC TV Backstage	**Interview** – REFINE-ICD	1	5	**6**
ESC TV Backstage	**Interview** – KARDIA-3	1	5	**6**
ESC TV Backstage	**Interview** – PARACHUTE-HF	1	5	**6**
ESC TV Connect	**Meet the Gold Medallist** - Lars Kober	3	3	**6**
ESC TV Stage	**Day in Focus by ESC TV Today** - Friday 29 August 2025	4	2	**6**
ESC TV Backstage	**Interview** – AQUATIC	4	2	**6**
ESC TV Backstage	**Interview** – DAPT-SHOCK-AMI	1	4	**5**
ESC TV Backstage	**Interview** – DAPT-SHOCK-AMI	1	4	**5**
ESC TV Backstage	**Interview**– VICTORION	1	4	**5**
ESC TV Backstage	**Interview** – BETAMI-DANBLOCK	2	3	**5**

Location	Video Title	VOD views (congress)	VOD views (post-congress)	TOTAL VOD views
ESC TV Backstage	**Interview** – VICTOR and VICTORIA	3	2	**5**
ESC TV Backstage	**Interview** – TAILORED-CHIP	3	2	**5**
ESC TV Backstage	**Interview** – PULSE	1	3	**4**
ESC TV Backstage	**Interview** - IMPACT-BP	1	3	**4**
ESC TV Backstage	**Interview** – SWEDEPAD 1 and 2	3	1	**4**
ESC TV Backstage	**Interview** – BEAT PAROX AF	3	1	**4**
ESC TV Backstage	**Interview** – CUVIA-PRR	0	3	**3**
ESC TV Backstage	**Interview**– Project MHYH	0	3	**3**
ESC TV Backstage	**Interview** – Essence-TIMI 73b	1	2	**3**
ESC TV Backstage	**Interview** – PREVENT-MINS	1	2	**3**
ESC TV Backstage	**Interview** – ABC-AF	0	2	**2**
ESC TV Backstage	**Interview** – DANCAVAS 2	1	1	**2**
ESC TV Backstage	**Interview** – TARGET-FIRST	1	1	**2**
ESC TV Backstage	**Interview** – HI-PRO	0	1	**1**
ESC TV Connect	**Meet the Gold Medallist** - Roxana Mehran	0	0	**0**
ESC TV Connect	**Meet the Gold Medallist** - Ulrich Sigwart	0	0	**0**

Notes:

- *EU Project videos are open to all (not behind any paywall).*
- *Day in Focus – Friday – available online on Saturday afternoon*

ESC TV analytics – Social Media

Analysed period: 26 August until 4 September included.
Please refer to the communication section for detailed data.

6.4 Communication and promotion

ESC TV programme was promoted through different channels:

- Programme at a glance
- Signage
- Daily e-bulletins
- Social Media through Instagram stories

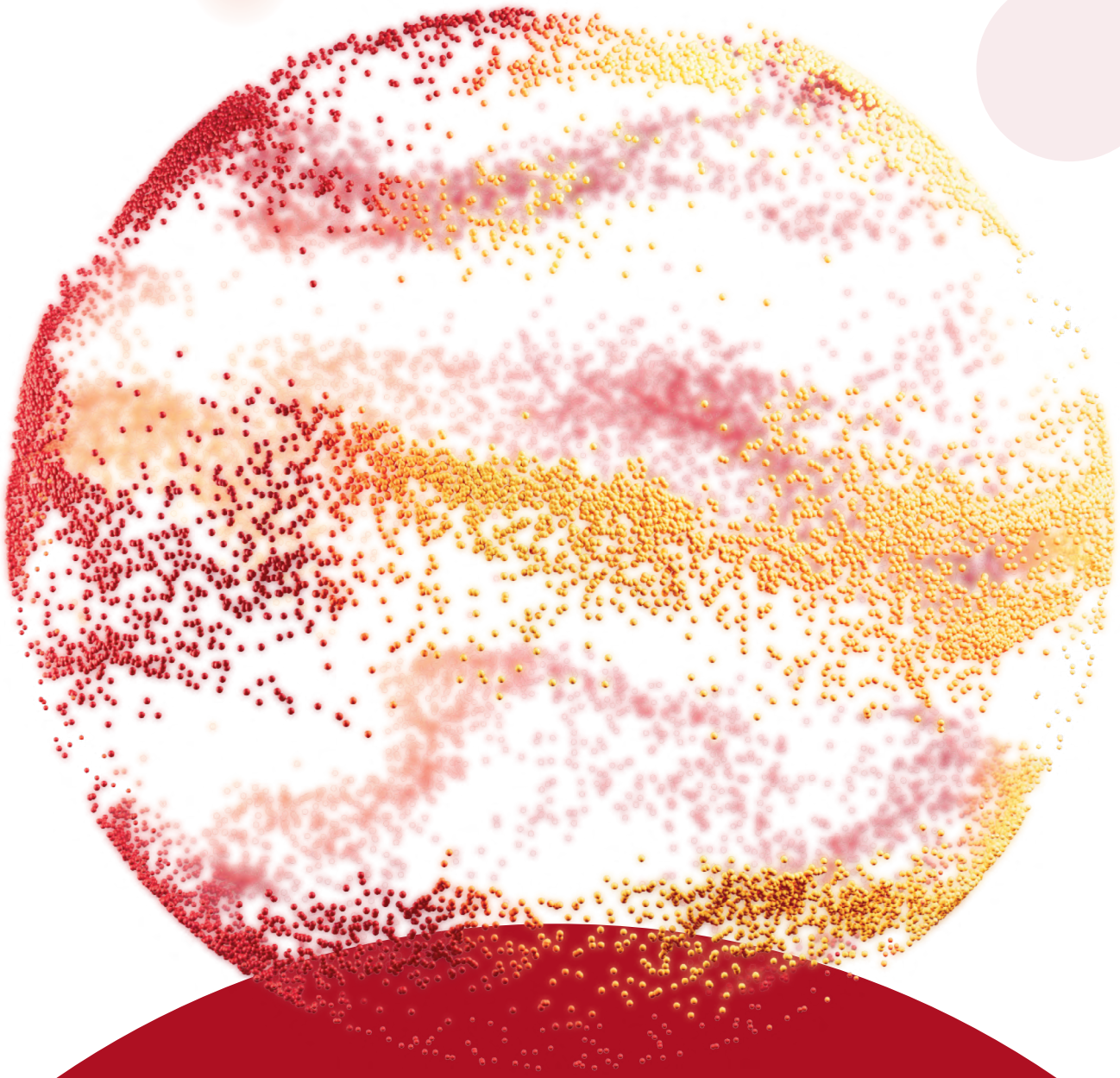












7. Communication

7.1 Promoting ESC Congress

The communications for ESC Congress 2025 together with World Congress of Cardiology adopted a comprehensive, data-driven omnichannel strategy, designed to maximise delegate registrations, broaden geographical reach, and tailor messaging to diverse audiences.

The approach also ensured visibility for the ESC's milestone 75th anniversary, with this year's congress theme Cardiology Beyond Borders and a partnership with World Congress of Cardiology.

The campaign was divided into four main phases; each aligned with the delegate journey and congress milestones:

- **Phase One: Launch & Call for Science (October - March)**
  Focused on abstract and clinical case submissions, building anticipation and setting the foundation for audience engagement.
- **Phase Two: Scientific Programme & Early Fee Savings (March - May)**
  Focused on driving delegate registrations and increasing event awareness, highlighting saving deadlines, building excitement around the Scientific Programme, the key themes of the congress and the RISE and Holá Madrid events.
- **Phase Three: Registration Push and Late-Breaking Science (June - August)**
  Highlighted the release of Late-Breaking Science and Guidelines, maximised registration through deadline-driven messaging, and promoted the full congress experience, including CME credits and online participation.
- **Phase Four: During and after the congress**
  Sustained engagement by highlighting daily science and key sessions, while extending the impact through post-event resources and wider community outreach.

Throughout the campaign, the communications contained personalised secondary messages for different segments, including the benefits and the advantages for ESC Professional Members, FESC and tailored content driven messaging for the young communities ensuring that every audience segment found relevant value in participation.

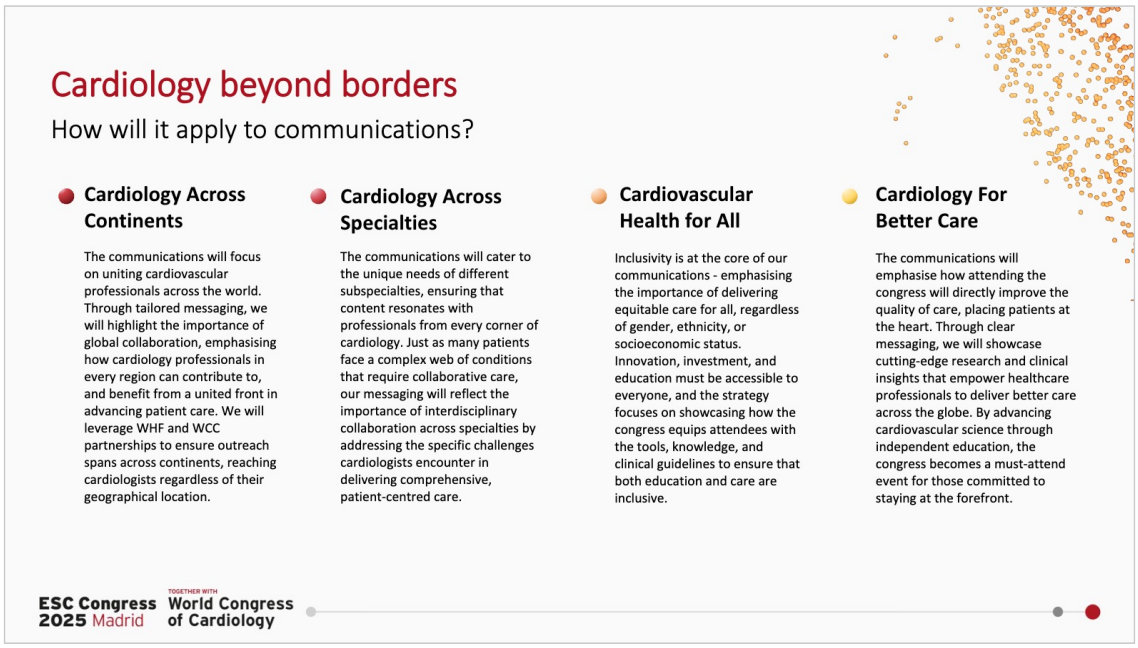
Each phase was underpinned by clear objectives, defined target audiences, and a tailored communications mix, ensuring maximum resonance and impact.

Communications Objectives

- **Maximise delegate registrations** by deploying a targeted, data-driven omnichannel strategy that **broadens the geographical reach and tailors messaging for diverse regions and audiences.** Leverage congress communications to grow Membership through regular upselling.
- Promote **inclusivity** to drive both in-person and online attendance, aligning with the ESC's commitment to being a warm, welcoming society where **diversity** is our strength.
- **Exceed 2024 scientific submissions**. Encourage time-poor cardiology professionals to submit their science, increasing the volume of high-quality submissions through targeted outreach.
- **Expand congress awareness and visibility.** Leverage brand equity of the WHF and WCC, to boost brand and congress recognition across multiple audience segments and geographical locations.
- **Successfully communicate key themes.** Showcase the congress as a scientific hub and a platform for global collaboration, leveraging partnerships with the WHF and the WCC.
- **Increase congress engagement.** Encourage delegates to engage with the congress throughout its entire four-day duration.

The Focus in 2025

- **The theme of Cardiology Beyond Borders**, with communications and congress content designed to enable seamless knowledge-sharing across regions, cultures, and specialties.
- **Spotlight on Global Health**, addressing regional challenges such as climate change and unequal access to care, while promoting interdisciplinary collaboration.
- **Collaboration with the World Heart Federation**, strengthening global policy and aligning with patient priorities to reinforce international impact.
- **Celebrating 75 years of the ESC**, highlighting the society's growth from its beginnings to a global leader in cardiovascular science and education.
- **Opportunities to connect and network with faculty**, presenters, fellows, committee members, experts, and peers from across the globe.
- **The congress experience beyond science**, highlighting networking, interactivity, cultural exchange, and the immersive opportunities that make ESC Congress unique, as well as state of the art tech to support onsite learning experience.
- **Enhanced digital experience**, ensuring access for those unable to attend in person while supporting onsite delegates with flexible, on-demand learning.
- **Peer-to-peer communications**, leveraging the influence of Board members, Fellows of the ESC, faculty, and national societies to extend reach and credibility.
- **Audience segmentation and personalisation**, ensuring tailored communications and targeted messaging that resonate with distinct audiences.
- **Enhanced benefits for ESC Professional Members**, with tailored messaging emphasising registration savings and exclusive on-site experiences.



Key Metrics - 11 December 2024 (online services open) – 1 September 2025 (congress end)

632,766 'ESC-Congress/Registration' Page Views
1,762,882 'ESC-Congress/' Page Views
5,137,298 Impressions and **287,938** Clicks on Google Ads
2,193,136 Impressions and **12,220** Clicks on LinkedIn Campaign Manager
5,249,295 Impressions and **40,132** Click on Meta Ads

Webpage	2024	2025
	Page views	Page views
ESC-Congress/Registration	616k	633k
ESC-Congress/	406k	1.7 M

Membership	2024	2025
"Best Deal" *	5,381	5,362
New members	3,380	3,904

Platform	2024		2025	
	Total Impressions	Total Clicks	Total Impressions	Total Clicks
LinkedIn Campaign Manager	2,538,771	18,935	2,193,136	12,220
Google Ads	230,294	2,958,213	5,137,298	287,938
Meta Ads	-	-	5,249,295	40,132

**Best deal' sales ESC Congress 2025 Registration and ESC Pro membership bought on the same day.*

Pre-Launch (August 29 – 10 December 25)

August 2024:

- The official launch of ESC Congress together with World Congress of Cardiology, happened during ESC Congress 2024.



November 2024:

- On 26 November priority hotel booking and congress introduction emailer was sent to FESC.
- The launch video was presented during the Industry Launch meeting.

December 2024:

- ESC Congress 2025 together with World Congress of Cardiology soft launch, with web pages, online services, and the call for abstracts opening on 11 December. This was supported by the launch video, emails, newsletters, journal placements, social media, and the promotional tool kit page, ensuring wide visibility across audiences.

Phase One (December to March) – Call for Science

Objectives:

- **Build anticipation** around ESC Congress 2025 by highlighting the prestige and career-enhancing opportunities of presenting.
- **Drive abstract and clinical case submissions** by promoting key deadlines across multiple channels and audience segments.
- **Ensure clear and consistent communication** of milestones, including the opening of online services and the call for science.
- **Extend reach** through the World Heart Federation partnership, newsletters, and peer-to-peer messaging to reinforce the congress's global relevance.

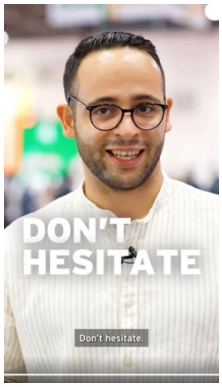
Tactics:

- Utilise dynamic creative assets, including the **congress launch video, countdown visuals, and research gateway imagery** to highlight deadlines and maximise reach.
- Apply audience segmentation (Under/Over 40s, FESC, HODs/Managers) with **tailored calls to action** focused on career recognition, leadership, and team achievement.
- Activate **peer-to-peer communications** through Board members, FESC, CPC members, and national societies, supported by promotional toolkits to extend credibility and reach.
- Partner with the World Heart Federation to **reinforce the spotlight on Global Health** and extend the call for science to wider international audiences.
- **Layer ESC Professional Member benefits** into messaging, linking the prestige of presenting with early access and savings.
- **Drive engagement around key milestones** such as the Online Services launch, CPC Meeting, and abstract and clinical case submission deadlines.
- **Leverage ESC channels**, including My ESC News, community newsletters, eTOCs, and European Heart Journal adverts to sustain visibility and reinforce the submission call.

Communications:









Phase Two (March to May) – Scientific Programme & Early Fee Savings

Objectives:

- **Drive early registrations** by highlighting the 31 May fee deadline and associated savings.
- Position ESC Professional Membership as valuable, underlining both financial benefits and enhanced congress experience.
- **Drive awareness and showcase the unique value** of the 2025 programme, highlighting new tracks, updated Guidelines, Late-Breaking Science, and additional events like the RISE event and Hola Madrid.
- **Drive awareness and visibility with targeted** digital advertising campaigns across Google and social media.
- **Emphasise the benefits of attending beyond science**, including networking, debates, and collaborative opportunities across specialties and regions.
- **Deliver segmented and personalised communications** that speak to the needs of different career stages, specialties, and regions, with a focus on trainees and L&MIC delegates.

Tactics:

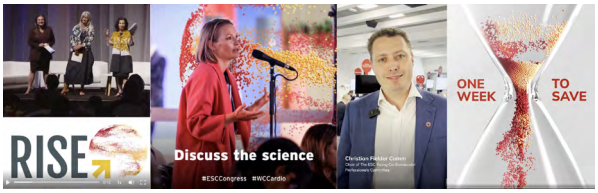
- Introduce the Scientific Programme through **video content, reels, and stories, showcasing new tracks, updated Guidelines, and expert faculty** to build anticipation.
- **Leverage Board, CPC members, and FESC** through peer-to-peer communications and toolkits to amplify credibility and extend reach.
- Promote new programme features, including the **RISE event and Hola Madrid**, with dedicated campaigns across email, web, and social media.
- Highlight the 31 May early fee deadline with **countdown creatives**, urgency messaging, and targeted pushes across email, newsletters, and website.
- Expand awareness through paid digital campaigns on Google and social media, **reinforcing deadlines and driving traffic to registration**.
- Consistently layer **ESC Professional Member benefits** into messaging to reinforce value and encourage membership.

Key Milestones:

Publication of the Preliminary Programme, Launch Networking Event, opening of Late-Breaking Science submissions (26 March), Abstract Selection Meeting at the European Heart House (16–17 April), Abstract Results Announcement (May), and the 31 May Early Fee Deadline.

Communications:





Phase Three (June – August) – Registration Push and Late-Breaking Science

Objectives:

- Maximise registrations by leveraging the release of **Late-Breaking Science, Guidelines, and the full Scientific Programme**.
- **Balance the promotion of onsite and online** participation, while underlining the benefits of the in-person congress experience.
- Position the congress as more than science, **highlighting opportunities for delegates to connect, share experiences, and engage beyond the programme**.
- **Reinforce inclusivity** by targeting specific segments such as trainees, L&MIC delegates, and under-represented groups with tailored offers.
- **Highlight the breadth and four-day nature** of the programme, encouraging delegates to fully commit to the congress.
- **Drive urgency** ahead of the late fee deadline (31 July) through countdown campaigns and deadline-led messaging.
- **Expand reach and capture** undecided audiences with targeted paid advertising on Google and social media.

Tactics:

- Highlight Hot Lines, Late-Breaking Science, and new ESC Guidelines through **targeted email campaigns, animations, and video assets** to position them as central programme highlights.
- Showcase the breadth of the congress experience, from **networking and legends sessions to RISE and Hola Madrid**, still framing ESC Congress as more than science.
- **Reinforce urgency** with late fee countdown campaigns, using web sliders, newsletters, and deadline-led messaging to drive final conversions ahead of 31 July.
- Deliver segmented communications tailored to **over 40s, under 40s, FESC, Professional Members, nurses, GPs, and L&MIC delegates**, addressing distinct motivations and barriers.
- **Promote online congress access** with dedicated campaigns emphasising inclusivity and on-demand learning for delegates unable to travel.
- **Extend reach through paid digital campaigns** on Google and LinkedIn, amplifying awareness and reinforcing registration deadlines.
- Equip Board, CPC, and FESC members with **peer-to-peer messaging and toolkits** to expand credibility and word-of-mouth promotion.
- Consistently integrate **Professional Member benefits into communications**, highlighting exclusive pricing, resources, and onsite advantages.

Key Milestones:

Deadline for Late-Breaking Science submissions (6 June), Late-Breaking Science results released (end of June/early July), publication of the full Scientific Programme, communications around the congress “experience” highlighting specific activities, and the 31 July late fee deadline.

Communications:



Lead Up to Congress and during Congress

Objectives:

- **Drive engagement** during congress with daily highlights, Late-Breaking Science, and key track communications tailored to onsite and online audiences.
- **Extend momentum** beyond congress by promoting lasting access to materials, resources, and professional development opportunities.
- **Encourage full participation** across all four days by sharing real-time updates, recaps, and guidance on how to maximise the congress experience.
- **Drive registrations** by placing a stronger emphasis on online registration in the final weeks, while continuing to highlight the value of attending onsite.
- Sustain momentum from earlier phases with **last-minute campaigns** designed to maximise registrations and secure strong participation both online and onsite.
- Raise awareness of special events, including the **CV Health Check and policy round tables and the exceptional 75-year anniversary gift** – the presence of His Majesty King Felipe VI and the Spanish Minister of Health.
- Disseminate key messages from major scientific sessions including ESC Guidelines, Hot Lines and selected abstracts
- Celebrate our community :)

Tactics:

- **Deliver attendance guides** with tailored recommendations for both onsite and online delegates, helping them navigate the programme and maximise their experience.
- Share daily roundups, news, and recaps via **eDaily emails and social media**, highlighting Late-Breaking Science, Guidelines, and key sessions in real time.
- Promote **diversity, inclusivity, and sustainability themes** consistently across communications, reinforcing ESC's long-term commitments.
- Equip **social media ambassadors and peer-to-peer networks** with content to amplify reach and highlight congress moments across different communities.
- Provide restricted **complimentary online access** to extend visibility to wider audiences.
- Coordinate **press activities and web updates** to ensure the timely dissemination of congress news to global media and external audiences.
- Support final wrap-up with congress platform closure communications and cross-promotion of resources available for ongoing use.
- Omni-channel messaging to drive attendance of the **Special Session with the Spanish Health Minister and King**.
- Creation of **visual summaries, dissemination of video content and posting of simultaneous publications from across the ESC Journal Family.**
- **Coordination of volunteer ambassador teams** to create and post content, as we well as omnichannel disseminatin of photography and community focussed messageing.



Digital Paid Media

Aims and Objectives:

- Utilise paid advertisements across search, display and social media to enhance awareness of ESC Congress 2025 beyond organic marketing activity.
- Through paid amplification, generate ESC Congress registrations for all ticket types, either matching or improving on registrations for ESC Congress 2024.
- Maximise the paid media budget across Google ads and social media channels.
- Explore the use of re-targeting advertising to supplement promotion to an existing audience.

Google Ads

Four campaigns were launched between May and September 2025, building on the proven success of the 2024 activity. The campaigns included global search ads, location-specific search in Spain, worldwide display ads, and a dedicated retargeting campaign.

Search campaigns focused on onsite and online registrations, with **location-specific ads** highlighting the onsite experience, while display and retargeting ads extended awareness and registration messaging to a wider audience.

LinkedIn Campaign Manager

The **LinkedIn marketing strategy** was divided into multiple campaign groups, each aligned to specific objectives and carefully segmented by audience type. Campaigns included awareness and retargeting for both in-person and online registrations, a lookalike audience campaign to extend reach, and a video campaign spotlighting the Scientific Programme.

This structured approach ensured messaging was tailored to different stages of the registration journey, from initial awareness to conversion. Retargeting ads reinforced engagement with users who had already interacted with earlier campaigns, while lookalike targeting expanded visibility to new but highly relevant audiences. The inclusion of both **static imagery and video assets** allowed for greater variety in creative execution, ensuring relevance across formats.

Meta Ads

Meta campaigns focused on three key streams: in-person awareness, online awareness, and video promotion of the Scientific Programme. **Targeting combined ESC National Cardiac Societies with interest-based filters such as cardiology, science, and frequent international travellers**, supported by Meta's "advantage detailed targeting" to expand reach.

The campaigns used a mix of static imagery, carousels, and video assets to showcase the value of both the onsite and online experience. This ensured visibility across key regions and audiences, reinforcing core congress messages and driving engagement throughout the campaign period.

7.2 During Congress: Driving Participation

Engaging delegates throughout the four days of ESC Congress 2025 remained a priority, with communications designed to maintain momentum, highlight key science, and encourage active participation across sessions and activities.

- **11 eDaily emails** were delivered each morning and evening, showcasing daily highlights, session reminders, and must-see activities.
- **Social media coverage** across the weekend captured the atmosphere of the congress, spotlighted key science, and encouraged delegates to engage both onsite and online.

Tomorrow promises inspiration and discovery



"It's a real honour to welcome you here in Madrid for ESC Congress 2025, held together in collaboration with the World Congress of Cardiology.

Over the next few days, we will journey through the latest and greatest in cardiovascular medicine, cutting-edge science, bold ideas, practical breakthroughs and stimulating debates. Beyond the science, this congress is about networking, learning from each other and creating new collaborations and friendships, and leaving here inspired to do more for our patients."

Thomas F. Lüscher, ESC President 2024–2026

Social Media: Engaging The Community

Objectives:

- **Sustain momentum and engagement** across all four days of the congress through real-time coverage.
- **Highlight key features** of the Scientific Programme, from Hot Lines and Guidelines to interactive sessions, ensuring visibility of must-see content.
- **Showcase the full delegate experience**, including networking, faculty highlights, and the onsite atmosphere, to reflect the breadth of ESC Congress.
- **Encourage ongoing conversation** and sharing by amplifying posts from Ambassadors, faculty, and attendees.

Organic social media played a pivotal role in bringing the congress to life via digital platforms. Content was deployed across Instagram, Facebook, LinkedIn, and X, with daily posts, strategically crafted as 'scientific', 'experiential' and 'corporate'. These were delivered through a variety of tactics: visual summaries, KOL insights 'snacks' and 'reels', straightforward posts on new ESC scientific output and Simultaneous Publications, and stories designed to capture the energy of the event and extend reach beyond Madrid.

Coverage focused on both science and experience. Hot Line sessions, abstract results, and key programme highlights were paired with posts that showcased the community aspect of networking, faculty presence, and the congress environment. This balance helped maintain engagement throughout the full four days.

Performance data shows strong response across platforms, particularly for short-form video and reels, which consistently achieved higher interaction rates. Daily highlights and recap content proved effective in encouraging participation onsite and driving online engagement, ensuring that the congress conversation extended well beyond the physical venue.

Executive summary and headlines:

- Several months of prior preparation with Social Media Chair to prepare the below coverage among ESC social media team and the various volunteers involved in social media activities:
- **46 Social Media Ambassadors** - Topic Ambassadors nominated by ESC communities live-posted during sessions; Guidelines Ambassadors nominated by Social Media Lead received embargoed content to prepare posts in advance. Four of the Ambassadors were part of and represented the ESC Patient Forum.
- **6 #ESCmotions Reporters** - Coverage focused on congress experience/feeling onsite
- **5 #ESCsnacks** - Convivial discussion videos with KOLs exchanging on selected Hot Lines; 1 of them included ESC Patient Forum participation, using the new Consensus as basis for discussion
- **38 Hot Line Visual Summaries** delivered compared to 29 in 2023. These assets continuously appear in the top 3 best posts across all ESC Social Media channels during the congress, with significant engagement.
- **3 New Guidelines, 1 Focused Update, 1 Consensus** posted individually across all SoMe channels
- **Four Reels:** 2 on Guidelines (two speakers each); 1 for the RISE event with event Faculty; 1 with Congress Chair
- **55 Simultaneous Publications** posted individually on the ESC Journals X account

Social Media Onsite activities

46 Social Media Ambassadors across 14 topics

The participation will involve **live posting from a few sessions per day**, as per their interest, expertise and availability.
This year it's the first edition where the live posting is not focused on just the X channel; but also, to **LinkedIn and Bluesky**.

Conclusion

In summary, our onsite social media activities at **#ESCCongress** generated strong engagement and visibility.
Visual summaries and ESC Guidelines achieved the **highest impressions**, confirming their value as impactful formats for our audience.
Instagram consistently delivered the strongest results across all activities, highlighting its role as the most effective platform for driving reach and interaction.

These insights will guide us in refining our strategy and continuing to expand the impact of ESC communications.

Our Social Media Ambassadors were most active on **X and LinkedIn**, contributing to visibility on these platforms. In contrast, performance on Bluesky was very poor, with low engagement even on our own posts—suggesting we should reconsider our presence on this channel. These insights will help us refine our future strategy and focus on platforms where our impact is greatest.

Reputation management monitoring was in place, and feedback during the congress remained entirely positive, with no negative comments or interactions observed.

Followers' growth from 25 August to 4 September

Facebook: **+ 2,330** followers. Total number of followers: 281,752
LinkedIn: **+ 2,028** followers. Total number of followers: 158,461
Twitter: **+ 532** followers. Total number of followers: 149,353
Instagram: **+ 2,235** followers. Total number of followers: 111,806

7.3 ESC Congress – 75th Anniversary

The ESC Exchange area, the ESC Shop and all our corporate messaging and across all channels focused on our **75 year celebration**. The messaging focused on:

- Key milestones from the last 75 years (the past)
- Major launches for this year (the present)
- Our strategic priorities (the future)

The narrative, visual approach and special edition logo were a continuation of the 75-year anniversary campaign launched at ESC Spring Summit in March and was literally brought to life during through the AI generated 75-year anniversary video during the Inaugural session. The speeches from His Majesty King Felipe VI and the Minister for Health also acknowledged this major milestone.

In our 75th year we highlighted the launch of:

- **ESC Chat** – Your Guidelines Companion
- **Two new journals:** *EHJ – Vascular and Structural Heart Disease* and *EHJ – Cardio-oncology*
- **Two new congresses:** ESC Cardio-oncology Congress and ESC Digital and AI Summit

We also highlighted our efforts to support environmental sustainability.







7.4 The Intersession Slideshow



Used to bridge the gap between each session, the purpose is to provide a visual narrative that enhances the overall congress experience. This dynamic presentation includes short videos and slides to enhance the overall congress experience and deliver key messages.

This year's ISS was designed to be part of the 75th anniversary campaign with an interactive quiz on the ESC's history. Key ESC products were included to honour contractual sponsorship agreements such as ESC 365, as well as new products such ESC Chat, VHD Journal.

Link to: The Intersession Slideshow

7.5 CV Health Check

Know your numbers!

Prior to ESC Congress the objective was to raise awareness of the CV Health Check and how this is part of the EU's CV Health Plans across Europe and beyond. Onsite, the primary goal was to:

- Raise awareness of the opportunity to get your CV Health Check and 'know your numbers' for CV risk
- Raise awareness of the ease and efficacy of early detection through screening and
- To convert delegates who took the test, to 'ambassadors' for CV Health Plans by posting on their own social media channels using #CVHealthForAll.

An omnichannel approach was used with multiple articles across email, congress news, social media, the intersession slide and mobile app news pushes leading to a dedicated webpage. Media were also invited to attend. **A total 1,289 tests were delivered onsite.**

During ESC Congress

Several high-profile UK journalists took part in a VIP testing experience and met with ESC Advocacy Chair Susanna Price to talk about the early detection and other CV health issues including vaping which ultimately generated excellent coverage across high profile mainstream media.

A series of video interviews with delegates and policy makers were recorded to tell the story of the need for early detection were recorded. This will be deployed after ESC Congress.











7.6 Press report

Press office at IFEMA

At ESC Congress, the press area is very much **“an event within the event,”** complete with its own press conferences, working areas, and interview rooms. The team, along with the three hosts, provided the best possible experience for members of the media.

This year we had **382 press registrations**, of which 246 were onsite and 136 online. (365 registrations in 2024, 410 in 2019).

The space in Madrid was well received by onsite journalists, and the dedicated built-in location for press conferences was particularly appreciated. We did, however, receive some feedback regarding the limited number of interview rooms, even though more were provided this year compared with the previous edition.

ESC Congress in Madrid also marked the **third hybrid experience for journalists, combining onsite and digital press activities**. This format enables direct interaction with presenters and colleagues, whether in Madrid or working remotely.

The Exclusive web page for accredited press was updated throughout the congress. We shared **embargoed material, visual summaries, and even a record-breaking number of 197 studies that were published simultaneously in leading scientific journals** (86 in 2023 and 112 in 2024).

Today’s journalists are under immense pressure to cover the vast scientific programme. The demands placed on journalists today were perfectly illustrated by a reporter from *The Times*, who produced **eight articles in just four days**.

Supporting journalists as a key audience with practical tools is essential: photography, videos, and expert guidance on which science to follow, can directly enhance their success, and in turn, our visibility. This guidance should take the form of accessible **“tip sheets”** compiled by our volunteers highlighting the **“must-see”** sessions across various topics.

For example, this year, **Professor Price encouraged UK journalists** to attend a session on prevention and vaping. It led to a series of impactful articles in the mainstream media.



The built-in press conference room was spacious and well-appreciated.



British journalists interviewing Susanna Price at CV Health Check.

Media Coverage





We collected **9,790 articles** and reached the most influential medical and mainstream news outlets, such as the BBC, The Guardian, El Pais, CNN and Medscape.

- 9,790 mentions in 62 countries and 42 languages
- Over 300 media requests answered

The top ESC Congress topics in the media were:

- **Top Mainstream news outlets:** Yahoo, MSN, Associated Press, Guardian, BBC news, Daily Mail, CNN, ABC US, Infobae, NBC, Fox News, The Sun, CBS, La Razon, La Stampa, El Tiempo, The Independent.
- **Top medical press:** Drugs, Medscape, PharmaStar, TCTMD, Healio, HCP Live, La santé au Quotidien, Salute Domani, News Medical, Science Magazine, MedSci.

Press Conferences

- **6 Hot Line press conferences**
- **1 ESC Guidelines press conference**

To better manage the **growing number of Hot Lines** each year, the Congress Programme Chair and Communicaiton Media lead introduced a new approach to press releases and press conferences. As part of this "red carpet treatment," a **selected number of Hot Lines were chosen for press conferences**. Holding **two press conferences per day** proved to be a an optimal balance, giving journalists time to attend sessions andwrite their stories.

However, streamlining press conferences **did not improve attendance**, in particular of the mainstream media. In order to make these important trials make **bigger impact in mainstream publications** (and in turn increase awareness of ESC Congress and the ESC), we should revisit the format to be more bespoke to their needs.

All seven press conferences were broadcasted live (vs nine in 2024) and the recordings were available for the press after. The best attended press conferences onsite were the first three press conferences.

	Time	Chairs	Attendance
HL1	28 August 15-16 :30	Professor Jose Luis Merino	17 onsite 9 online
HL2 & HL3	29 August 13:00-14:30	Professor Filippo Crea	25 onsite, 11 online
Guidelines	29 August 12:00 to 13:00	Professors Ulf Landmesser and Stefan James	17 onsite, 10 online
HL4 & HL5	29 August 15:00-16:30	Professor Isabel Gonçalves	16 onsite, 7 online
HL6	30 August 12:00-13:30	Professor Dan Atar	14 onsite, 5 online
HL7 & HL8	30 August 14:30-16:00	Dr. Carlos Aguair	16 onsite, 7 online
HL 9 & HL10	31 August 14:30-16:00	Professor Dan Atar	12 onsite, 6 online



For the first time this year we organised a special ESC Guidelines press Q&A session with all Guidelines task force chairs present. It included no presentations, only discussion, and was well received.

Press releases

Final selection of ESC press releases was confirmed in June 2025 by the Communication Committee's Media Relations Group . To ensure wide media coverage, especially by mainstream news outlets (The Sun, CNN, The Times etc.), selected lifestyle and prevention studies to complement Hot Line trials. The group also conducted final reviews of all press releases.

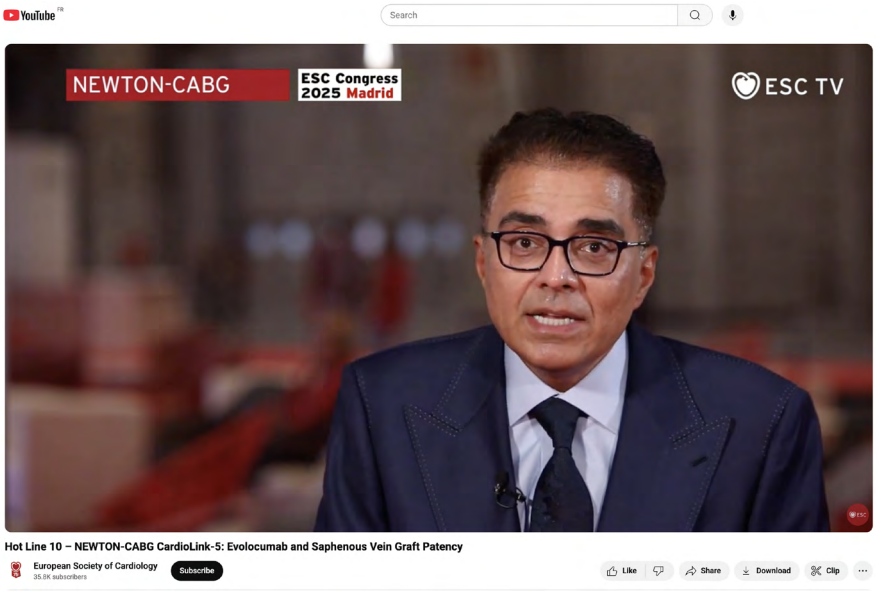
A total of 56 press releases were issued during ESC Congress 2025 (vs. 52 in 2024).

- 3 Media Alerts
- 41 Hot Line press releases (1 joint)
- 5 Abstract-based press releases
- 5 Guidelines press releases
- 1 Best of press release

NEW

New in 2025 : Video dissemination

To provide a richer multimedia press package, all ESC TV backstage interviews with Hot Line presenters were shared this year on the ESC News LinkedIn page, the ESC YouTube channel, and the exclusive media webpage.



Hot Line videos on YouTube (as of 05/09/25):

- 41 videos reached 14.5K views and 180 hours of watch time.
- Most viewed: IMPACT-BP (1.3K) and KARDIA-3 (1.1K).
- For more details, stats are available via ESC YouTube credentials.

ESC News LinkedIn (27/08–present):

- 105K impressions and 1K reactions across 20 posts.
- Top post: Guidelines – 42,638 impressions.
- Hot Line posts combined: ~47K impressions.

NEW

New in 2025 : Press badges and camera tags

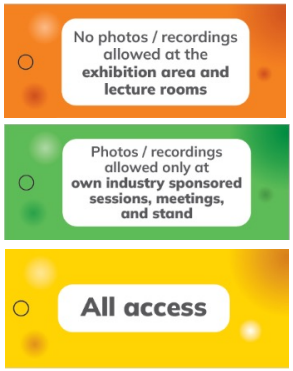
Press badges

This year we made two new changes to the badges.

1) The media outlet is now visible on the badges
2) Journalists who are not also healthcare professionals (HCPs) have this status clearly indicated on their badge, which means they do not have access to the exhibition area.







Camera tags

The exhibitors today arrive at our congresses with full camera crews. It was essential to provide clear, visible tags to all cameramen to avoid confusion. Distribution of tags was done in collaboration with the registration team and the industry team.

Special session : His Majesty King Felipe VI

The visit of His Majesty King Felipe VI required special attention from the press office.

- Media were invited to attend the session. The photographers and videographers were also invited to follow the congress tour after the session.
- Media invited by the Palace were welcomed at the press area and provided with the appropriate badges.
- Coverage was wide-spread across Spanish media outlets but was of less interest to medical and international media.



7.7 Congress News

To further engage delegates during ESC Congress, the ESC Congress daily newspaper is produced and printed onsite, to ensure the dissemination of key information during the four-day event. Whilst meticulous planning happens prior to the event, a large proportion of reactive content is included to ensure the papers stay relevant and meaningful.







Production Team

- **Dan Atar** – Editor-in-Chief; Jasper Boeddinghaus, Isabel Goncalves, Amina Rakisheva, Nicola Ryan, Erik Raffenbeul – Editors
- **5 ESC staff & agency support**

Distribution

- Number of pages:
  - Friday: eight pages
  - Saturday-Sunday: 12 pages
  - Monday: No print edition
- **20,000 printed copies (6K+7K+7K): the same as in 2024.**

There were no leftovers on either day – copies were all distributed by 10:30 (by 10:00 on day 1).

- Publications displayed in different locations in dedicated racks in the Registration area, Lounge and Exchange Area, FESC and ESC Professional Members Lounge, Research Gateway and by the Main Auditorium as well as 3 racks along the boulevard.
- Four dedicated host(esse)s distributing printed copies from 07:30 until there were no copies left.

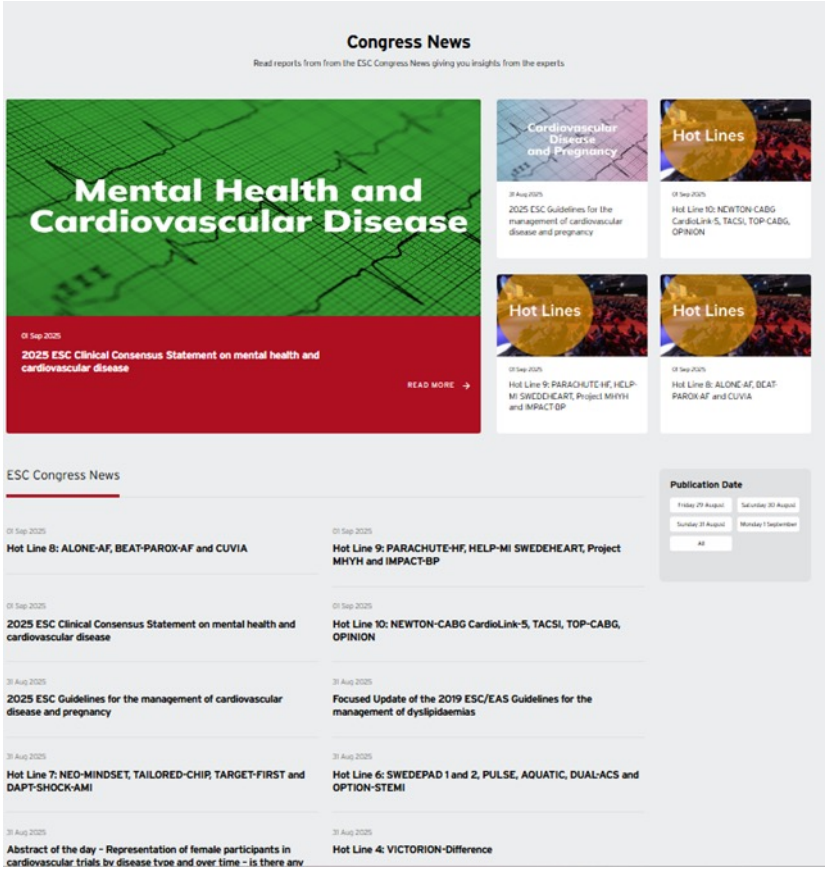
Content

- **3** Industry ads (half-page)
- **22** ESC ads
- **43** Articles
  - *4 corporate articles*
  - *9 'people' articles (Named Lecturers and Gold Medalists)*
  - *30 scientific articles (6 online only articles on Sunday 31, August and Monday, 1 September*
- Non-scientific articles – (6)
  - *One Image of the Day presented each day*
  - *One clinical case corner presented each day*
  - *6 online only articles on Sunday 31, August and Monday, 1 September*

Web Traffic

Analysed period 29 August – 16 September

All ESC Congress News articles are published on a dedicated webpage.



Overall views of all congress news **webpage**.

- **Page views: 47,226** vs 47,980 in 2024

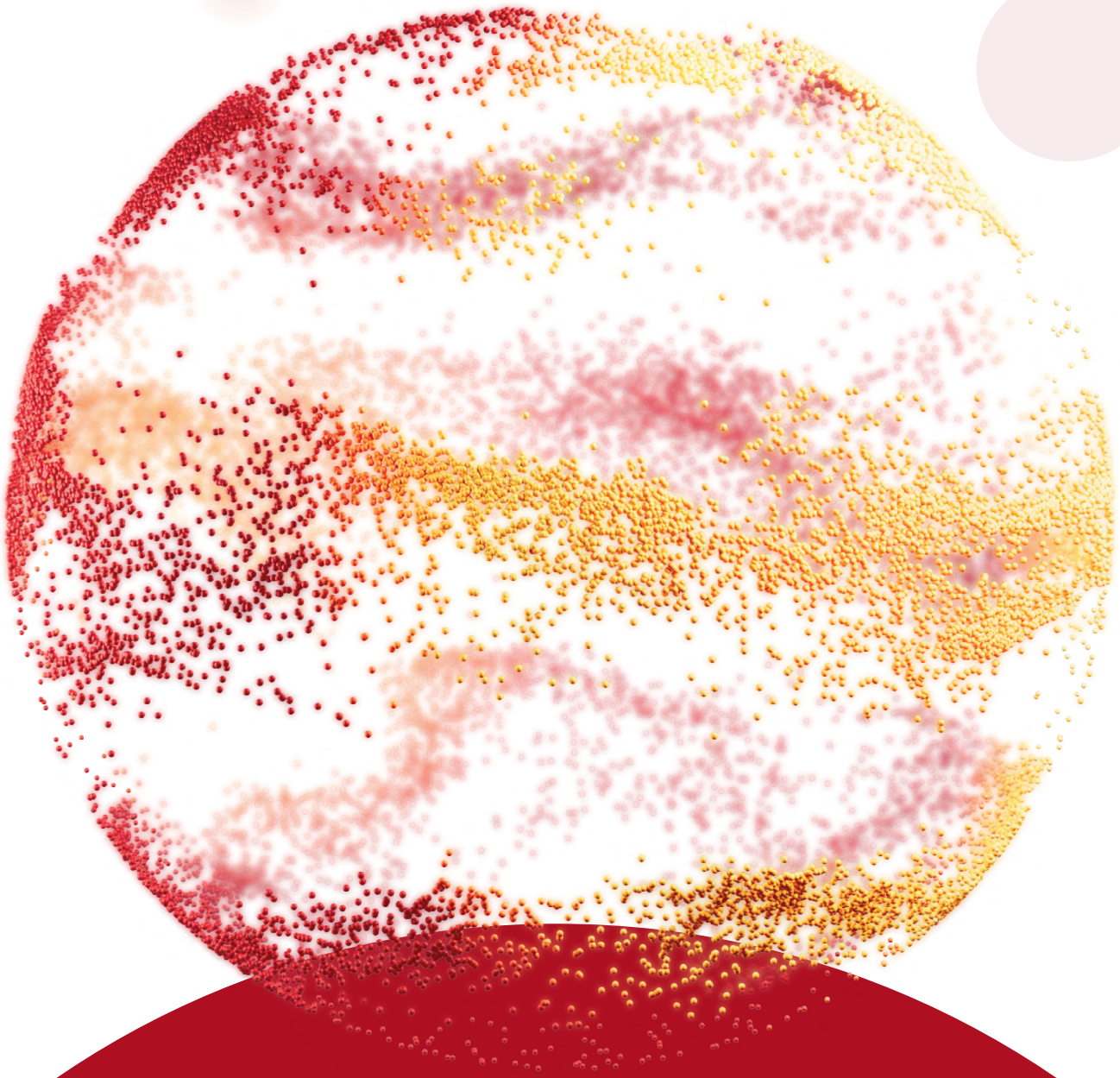
Promotion of the online articles will continue in September and October.

Top 10 articles by page view

Congress News page	Page views
/2025-esc-guidelines-for-the-management-of-myocarditis-and-pericarditis	1,692
/2025-esc-eacts-guidelines-for-the-management-of-valvular-heart-disease	1,572
/hot-line-8-alone-af-beat-parox-af-and-cuvia	1,062
/2025-esc-guidelines-for-the-management-of-cardiovascular-disease-and-pregnancy	899
/2025-esc-clinical-consensus-statement-on-mental-health-and-cardiovascular-disease	768
/can-cmr-based-myocardial-viability-assessment-be-used-to-guide-revascularisation	742
/hot-line-9-parachute-hf-help-mi-swedeheart-project-mhyh-and-impact-bp	712
/focused-update-of-the-2019-esc-eas-guidelines-for-the-management-of-dyslipidaemias	676
/hot-line-10-newton-cabg-cardiolink-5-tacsi-top-cabg-opinion	670
/hot-line-3-reboot-betami-danblock-capital-rct-meta-analysis	604

Recommendations for ESC Congress 2026

Recommendation for number of print copies in 2026 are based on the same number of onsite delegates. However, this should be flexible and determined at the last minute based on the number of registered delegates on-site.



8. Market Research

8.1 Market research overview

A. Onsite interviews

A series of short quantitative interviews with delegates were undertaken by five interviewers in the following areas:

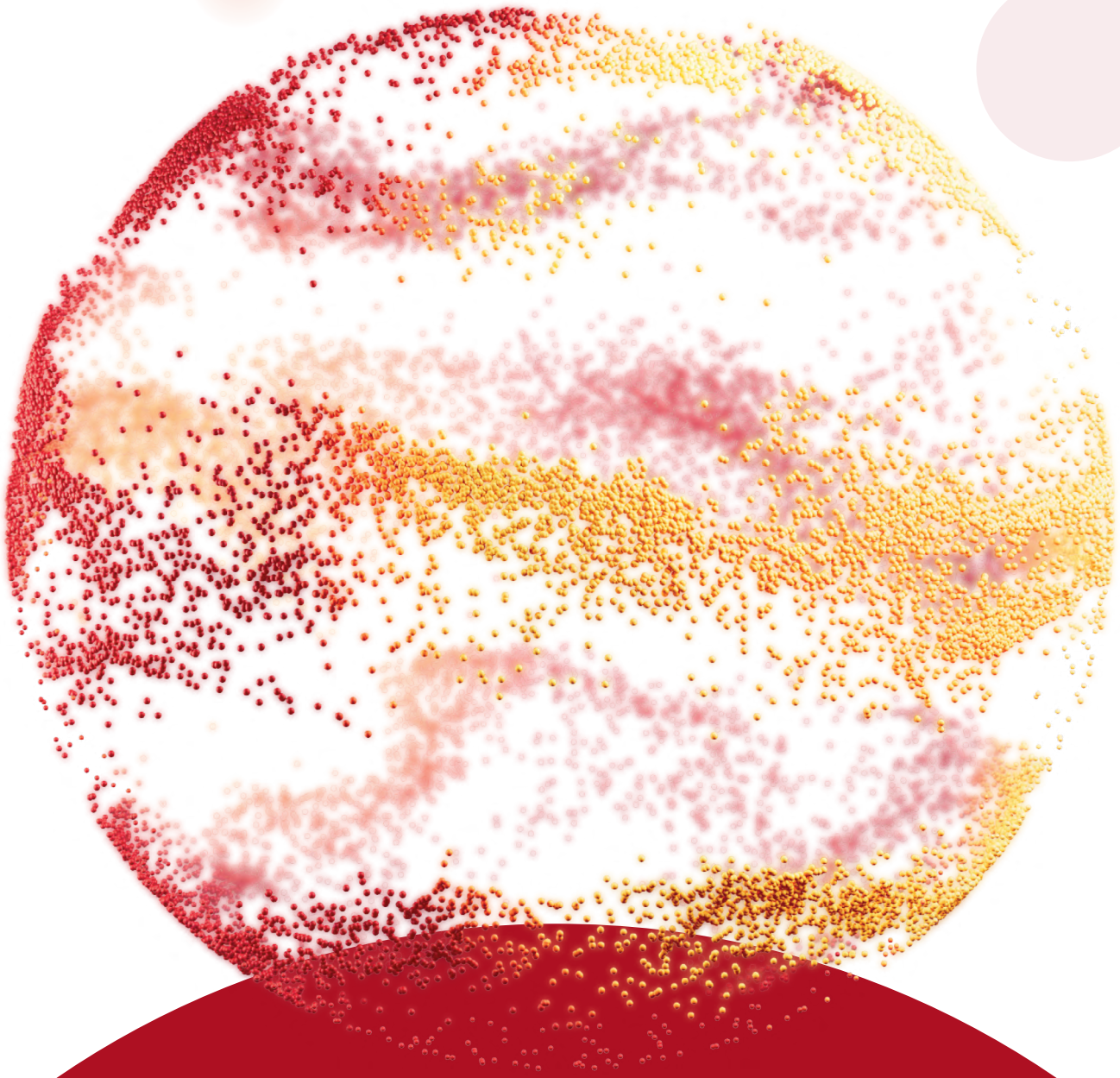
- **Research Gateway:** about delegates and presenters' satisfaction in the Research Gateway area.
- **Discovery Pole:** about delegates and presenters' satisfaction in the Discovery Pole area.

B. Post-congress survey

- Launch: This survey was sent via email on September 2, 2025.
- Audience: All registered delegates.
- Total number of respondents: 3,013 out of 30,353 recipients (response rate: 9.92%).
- Survey completion rate: 68%

Key insights ESC Congress 2025 Highlights

- **Overall Satisfaction:**
  - 86% of delegates rated the Congress as "Great," marking the highest overall satisfaction since the Paris edition.
  - This result is statistically significantly higher than the 2024 edition, which had 83% "Great" ratings.
- **Net Promoter Score (NPS):**
  - The event achieved a strong NPS of +69, confirming its success.
  - This is the second-highest NPS recorded, just behind the 2019 Paris event (+73).
- **Satisfaction by Attendance Mode:**
  - Onsite delegates: 87% "Great" satisfaction, NPS of +69.
  - Online delegates: 86% "Great" satisfaction, NPS of +72.
  - Notably, satisfaction levels between onsite and online participants have leveled up, reflecting a uniformly positive experience across formats.
- **As last year, the happiest delegates were the FESC, the delegates from Latin America, Industry sponsored individuals and general cardiologists.**



9. RISE @ ESC Congress 2025

The RISE conference returned for its third edition in partnership with The European Society of Cardiology, alongside the ESC Congress in Madrid. RISE 2025 Program Directors Directors Dr. Roxana Mehran, Dr. María Rubini, and Dr. Liesl Zühlke addressed women's underrepresentation in leadership roles in both academic and clinical settings, creating an agenda that inspired attendees to "Lead by Design."

Experts from the world of business and medicine shared their expertise and practical tips on topics including negotiation, conflict resolution, mentorship and more.

What is RISE @ ESC Congress 2025?

The RISE Conference is a full-day programme focused on bringing women physicians together with the organisations that represent them for a dynamic day of professional development. RISE was developed to provide women across medical specialties with an opportunity to build non-clinical skills that are critical to career advancement.

The 2025 programme has once again spotlighted the critical theme of leadership, equipping participants with insights into the challenges and opportunities specific to their global regions. Attendees explored innovative strategies for success, gain invaluable mentorship opportunities, and strengthen their professional networks through the ever-expanding Women As One community. A reception for all RISE faculty and attendees was held immediately following the conference to further support networking.

RISE @ ESC Congress 2025 took place on Thursday, 28 August from 8:30 to 17:30 at the IFEMA Madrid (North Convention Centre). Registration was open to physicians specialising in cardiology and cardiovascular subspecialties. Registration was separated from ESC Congress registration and was open on a first-come first-served basis.

RISE @ ESC Congress 2025 Registration included:

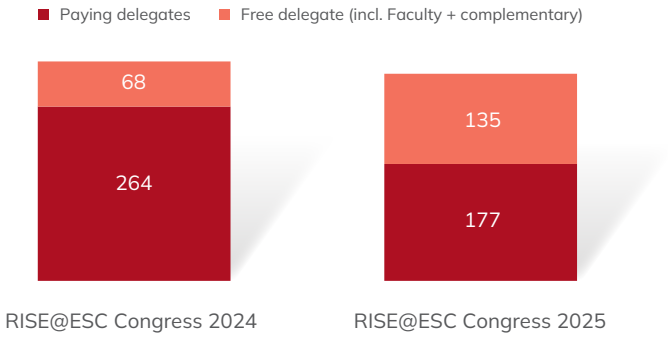
- Full access to all sessions throughout the day
- Meals, including continental breakfast, buffet lunch, and one coffee break
- Admission to the post-conference reception, featuring cocktails and hors d'oeuvres
- An attendee tote bag with conference materials

Registration fees:

- Early fee until 31 May: €125
- Late fee from 1 June: €150 (VAT included)

Participants breakdown:

- Total participants:
  311 in Madrid this year vs
  332 in London 2024
- **59** countries represented
  (Top 3: USA, Germany, UK)
- **81.99%** women
  7.72% men
  10.29% other



RISE@ESC CONGRESS 2025 PROGRAMME:

8:00am – 8:30am
Registration and Breakfast
8:30am – 8:35am
Welcome Remarks
MC Dr. Sarah Birkhoelzer and RISE Program Directors Dr. Roxana Mehran, Dr. María Rubini and Dr. Liesl Zühlke.
8:35am – 8:45am
Opening Remarks and RISE Partnership
Jean-François Riffaud, European Society of Cardiology and Borjana Pervan, World Heart Federation.
8:45am – 9:35am
House of Cardiology Roundtable – Working Together to Put Gender Equity Front and Center
This session will explore how leading societies in cardiovascular medicine can support and elevate the work of women physicians.
Moderators: Dr. Roxana Mehran and Dr. María Rubini
Participants: Dr. Chris Kramer (American College of Cardiology); Prof. Thomas Lüscher (European Society of Cardiology); Dr. Athena Poppas (World Heart Federation); Dr. Stacey Rosen (American Heart Association).
9:35am – 10:30am
Heart Talk with the Global Community – Solutions in Practice
In this session, we'll hear from working physicians about the unique challenges facing women in cardiology in their region of the globe, and discuss targeted solutions and opportunities for growth.
Moderator: Dr. Barbara Casadei
Participants: Dr. Carla Agatiello (South America); Dr. Nouf Alanazi (Middle East); Dr. Dipti Itchhaporia (North America); Prof. Vijay Kunadian (Europe); Dr. Sarita Rao (Asia); Dr. Liesl Zühlke (Africa).
10:30am – 10:45am
Morning Coffee Break
10:45am – 12:15pm
Situational Strategies for Success: Live Coaching Session with Actors
An interactive session addressing three unique kinds of leadership: managing up, managing down, and managing across. Attendees will use live polling functions to report specific professional challenges they are facing, and an executive coach will do a live role-play session addressing some of the most commonly reported concerns.
Facilitator: Milly Sinclair, Executive Coach
12:15pm – 1:30pm
Lunch Symposia
Attendees will be able to choose to attend one of two available symposia.

- **Championing Women's Heart Health: A Call to Action, sponsored by Medtronic**
  Hear from a panel of experts as they explore inclusive clinical trial designs and the unmet needs in women's heart health and discuss a community-wide call to action on how we can each play a role in transforming care for women around the world.
  Panelists: Dr. Kendra Grubb, Dr. Pam Rajendran Taub, and Dr. Joanna Wykrzykowska.
- **Advancing Gender Equity In Cardiology for Medical Professionals and Patients, sponsored by Daiichi Sankyo.**
  The session will explore how industry can actively support women in academia and clinical practice; building visibility and leadership through peer collaboration and personal branding and the importance of gender-specific approaches in CVD prevention and treatment.
  Speakers: Professor Lina Badimon, Dr. Leticia Fernandez Friera, Professor Vijay Kunadian, and Neil Johnson. Moderated by Dr. Julia Brandts.

1:30pm – 3:30pm
Speed Mentoring sessions
Featuring a diverse panel of accomplished senior leaders in cardiovascular medicine, this dynamic session connects participants one-on-one with experienced mentors for focused, high-impact conversations designed to provide personalized guidance on career advancement and navigating challenges. Participants will rotate through multiple brief mentoring conversations, gaining diverse perspectives and actionable insights from leaders who understand the unique journey of women cardiologists. Mentors will share contact information for ongoing support beyond the conference.
Faculty: Dr. Carla Agatiello; Dr Shrilla Banerjee; Dr. Barbara Casadei; Dr. Irene Fernandez-Ruiz; Dr. Alessia Gimelli; Dr. Jennifer Mieres; Dr. Athena Poppas; Dr. Clara Saldarriaga; Dr. Antonia Sambola; Dr. Nancy Sweitzer; Dr. Liesl Zühlke.
3:30pm – 3:45pm
Coffee Break

RISE@ESC CONGRESS 2025 PROGRAMME:

3:45pm – 4:30pm
Industry Panel
A discussion on how industry can support gender equity on a regional and global scale.
Moderator: Dr. Dipti Itchhaporia
Participants: Dr. Jeanine Cordova, Global Medical Director, Obesity Team, Amgen; Dr. Kendra Grubb, VP and CMO of Structural Heart, Medtronic; Dr. Carol Pitcher-Towner, SVP, Head of Development Programmes, Alnylam Pharmaceuticals; Doris Pommi, SVP, Cardiovascular Care, Siemens Healthineers.

4:30pm – 5:15pm
The Anatomy of a Great Manuscript
Journal editors from the Lancet, NEJM, EHJ, and more will answer questions on how to maximize the impact of published scientific research.
Moderator: Dr. Faiez Zannad
Participants: Dr. Kirsten Bibbins-Domingo (JAMA); Flavia Geraldes (The Lancet); Dr. Alessia Gimelli (European Heart Journal); Dr. Joseph Hill (Circulation); Dr. Jane Leopold (New England Journal of Medicine); Dr. Gregory Lim (Nature Reviews Cardiology); Dr. Sonia Muliyil (The Lancet).

Evening Session

5:15pm – 5:30pm
Closing Remarks and Future Steps Forward
RISE Program Directors: Dr. Roxana Mehran, Dr. María Rubini and Dr. Liesl Zühlke

RISE @ ESC Congress 2025 Scientific Programme

The RISE programme was independent from the ESC Congress 2025 programme.

- The Speaker Service Centre was adapted to fit with the event (available from Thursday morning)
- Faculty were able to upload their presentation directly through our RISE contact and it was then sent to CYIM prior to the congress along with the scheduling. Onsite, CYIM staff were present in the lecture room directly for the last-minute changes
- The HQ located above the registration was available for faculty members to access a seating area where refreshment breaks were offered
- Resources will be available after the congress on 365
- No accreditation
- The event was held in lecture room, with a capacity of 350 persons in a Cabaret style

