



**Downtown
Europe**
Congress
Organisers



ESC
European Society
of Cardiology

Proposal

Professional Conference
Organization Services

CardioGenomics 2024

Prepared by
Benoît Dubuisson



Client : European Society of Cardiology

Date : 06-07/12/2024

Location : Antwerp

Venue : Kloosters van de Grauwzusters



About Us

Downtown Europe, a Brussels-based Professional Congress Organizer and part of Europa Group, is eager to work with the European Society of Cardiology for the CardioGenomics Conference 2024. Our affiliation with Europa Group, known for high-profile cardiology events like EuroPCR and PCR London Valve, positions us as a preferred partner for organizing impactful cardiology conferences both in Belgium and internationally.

Our mission, "Creating Value, Powering Engagement, and Maximizing Impact" aligns with the goals of the European Society of Cardiology. We understand the significance of your conference in advancing cardiology research and practice. Our expertise in managing and coordinating all aspects of such events ensures their success and broadens their reach.

We focus on creating value by leveraging our extensive experience in cardiology events, ensuring that every aspect of the conference is managed with precision. Our approach to powering engagement involves using interactive methods to keep the audience captivated and foster a collaborative spirit. Ultimately, our goal of maximizing impact aims to extend the influence of your conference, making it a catalyst for innovation and progress in the field of cardiology.

We look forward to the opportunity to help you contribute to the sharing of knowledge to offer better treatments for patients.

+33

Rock Solid Years
Organizing
Impactful Events

46

Countries we
operated in
including 3
continents

+400

Unique events
designed,
organized and
delivered

+100k

Participants we
gathered to foster
meaningful
connections

Visit our website : www.downtowneurope.be

References

Downtown Europe brings to the European Society of Cardiology a proven track record of success in organizing cardiology conferences, underscored by our direct involvement

with key industry benchmarks like EuroPCR and PCR London Valve. Our expertise in this specialized field is not just about managing events but about fostering environments where groundbreaking cardiology research and collaboration can thrive.

Our history of collaboration with prominent cardiology events serves as a strong reference point, highlighting our capability to manage, coordinate, and elevate conferences to achieve maximum impact and engagement.

This experience positions us uniquely to handle the intricate details and high standards expected by the cardiology community.

PCR Courses

Some figures of our complex and international congresses

Since 1991

12.000 pax

50 sessions

+3.000 cases

130 partners

Join Us!

14-17 May 2024 Paris

EURO PCR

Since 2010

3.600 pax

15 sessions

+1.000 cases

20 partners

BE PART OF IT!

24-26 November 2024 London

PCR london valves

The Heart Team Course - focus on transcatheter therapies for aortic heart diseases

Belgium Hearth Rhythm Meeting

Some figures of the flagship Belgian Congress in Rhythmology

Since 1994

800 pax

12 sessions

+150 cases & abstracts

50 partners

F. Sacher

SCAR

Belgian Society of Cardiology Congress

Some figures of the annual Congress of the BSC

5 Editions

1200 pax

20 sessions

+170 cases & abstracts

70 partners

SCAR

SCAR

International Congress of Adhesive & Aesthetic dentistry

Some figures of the CIDAE 2022 Congress

Since
2022

1400
pax

17
sessions

30
speakers

70
partners



Project Overview

The project centers on a conference aimed at elevating genetic and genomic literacy among healthcare professionals, specifically targeting the cardiology community across Europe. This initiative seeks to integrate genomic insights into cardiology, thereby enriching patient care through advanced knowledge and practices.

Scheduled to take place in Antwerp—chosen partly due to its connection with one of the chairs—the conference aims to create a national impact while focusing on a very local audience, particularly young cardiologists.

Key Objectives

- Developing a digital showcase for genomic medicine that aligns with the European Society of Cardiology (ESC) strategy, ensuring that the latest advancements and insights in genomic medicine are accessible to the cardiology community.
- Providing a platform for cardiologists to share and present their work within the genomics field, highlighting the intersection of cardiology and genomics and fostering a deeper understanding of its implications for patient care.
- Encouraging collaboration among various stakeholders in genomic medicine to promote a multidisciplinary approach to healthcare, ensuring a comprehensive understanding and application of genomic insights in cardiology.

Project Team and Roles



Benoit Dubuisson
Managing Director



Chloé Drèze
Project Manager



Matthias Masini
Project Coordinator



Marie Rouyet
Project Assistant

Leadership, Quality & Risk Management (Managing Director or Deputy)

The Managing Director or his/her Deputy will be primarily responsible for overseeing Leadership, Quality & Risk Management aspects of the project. This role is pivotal in setting the strategic direction, ensuring high standards of quality are maintained, and identifying and mitigating risks throughout the project's lifecycle. The occupancy for this role in the project is substantial, reflecting the importance of leadership and oversight in achieving the project's objectives. Key responsibilities include, financial management, strategic planning, quality assurance policies, risk assessment and management, and leadership in decision-making processes.

Project Management (Project Manager)

The Project Manager plays a critical role in the execution and day-to-day management of the project. This includes planning, execution, monitoring, and closing of all project-related activities. The Project Manager will ensure that the project meets its deadlines, stays within budget, and achieves the desired outcomes while adhering to quality standards. The percentage of occupancy attributed to the Project Manager signifies the extensive involvement required in coordinating tasks, managing team dynamics, and communicating with stakeholders. Responsibilities cover budget management, project planning, team management, stakeholder communication, and ensuring the project aligns with the strategic goals set by the leadership.

Project Coordination (Project Coordinator & Assistant)

The Project Coordinator supported by the Assistant supports the Project Manager and the by handling administrative tasks, facilitating communication, and ensuring smooth operations. This role is crucial for maintaining project organization and assisting in the management of schedules, resources, and documentation. The occupancy percentage for the Project Coordinator reflects the supportive yet essential nature of the role, ensuring that project activities proceed efficiently and effectively. Key duties involve task

scheduling, resource allocation, documentation control, and serving as a liaison among project stakeholders.

Each role has been carefully defined to ensure a balanced distribution of responsibilities, enabling effective management and execution of the project. By delineating the percentage occupancy for the Managing Director or Deputy, Project Manager, and Project Coordinator, we demonstrate a structured approach to project governance, ensuring that each segment of the project receives the attention and expertise required to succeed.

Project Scope

In outlining the operational aspects of this project, we've identified key components based on our understanding of the requirements for the conference focused on enhancing genetic and genomic literacy among healthcare professionals in cardiology.

Below, we detail the products and services included within the scope of the project, as well as clarifying aspects and information that fall outside our project parameters.

Operational aspects of the conference

- Adapting an existing visual identity according to ESC guidelines, including the meeting's name, year, and a representation of the destination (Antwerp skyline), while adhering to Medtech compliance by avoiding photography.
- Managing logistics from invitations to the scientific program, ensuring a seamless experience for attendees.
- Implementing a strategy for sponsor engagement, acknowledging the trend away from traditional stands and providing basic facilities for those who do exhibit.
- Arranging accommodation for faculty and nucleus members and providing booking links for participants.
- Overseeing venue management from contract negotiations to invoicing, ensuring the venue—Klooster van de Grauwzusters—is aptly prepared and managed for the event's needs.
- Managing Abstracts (+/-60)
- Coordinating the Event Secretariat
- Handling all financial aspects and payments to suppliers

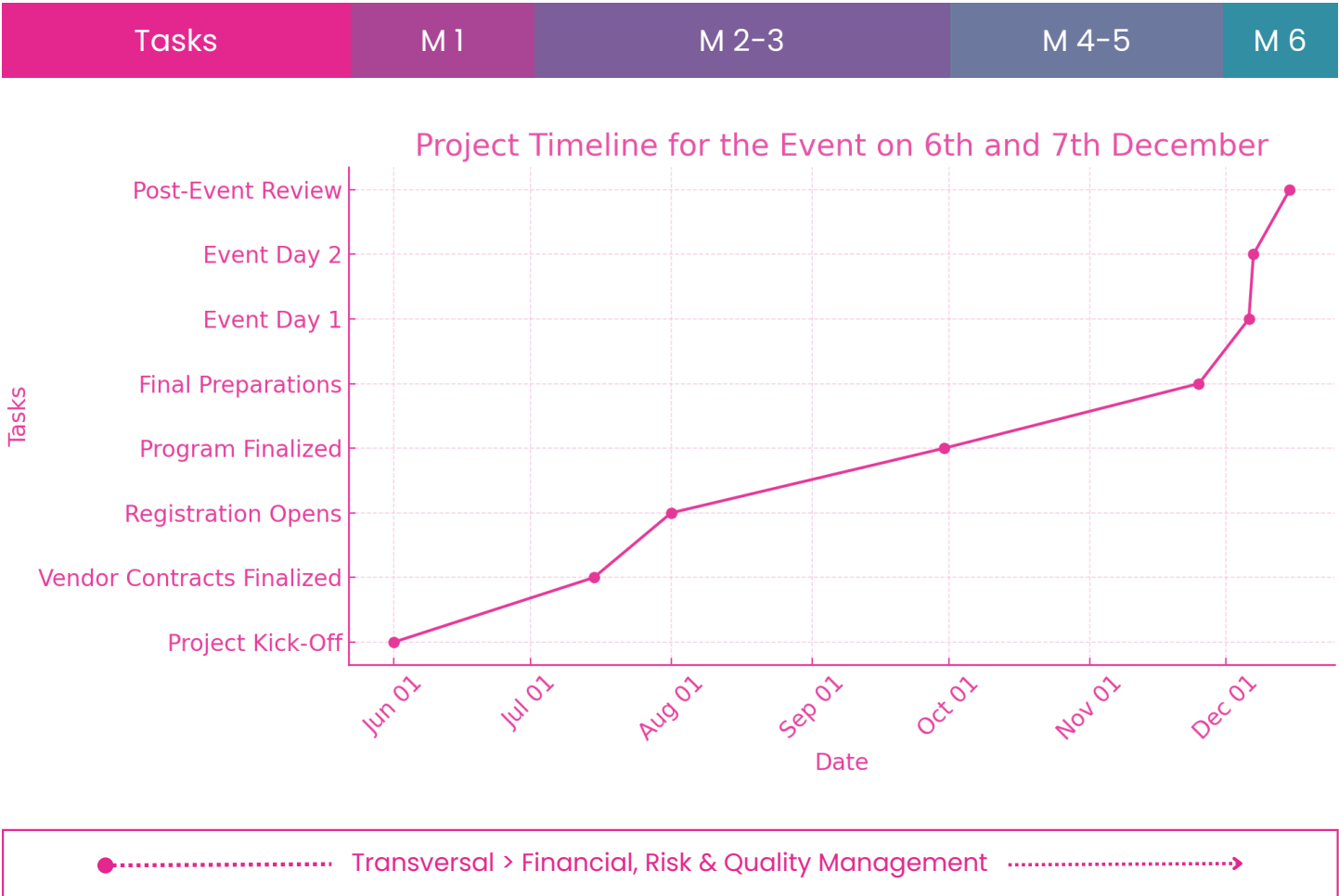
Out of Scope (To be quoted)

- Mdeon Compliance & Visa Requirements
- SME Credits & Grant Management
- Scientific Programme building
- Event Promotion
- Sponsoring Sales
- Conference Report

- Speakers Identification

Project Timeline

Here's an example of visual timeline of the project workload leading up to the event on the 6th and 7th of December. This timeline includes key milestones such as the project kick-off, finalization of vendor contracts, opening of registration, finalization of the program, final preparations, the event days, and the post-event review. Each task is plotted according to its scheduled date, providing a clear overview of the project's progression towards the event. A more detailed Project Master Plan and Timeline will be implemented for the conference after the kick-off meeting. Our Team is ready to start working on the project as from mid-april 2024.



Project Methodology

To demonstrate our capability as the best partner for the European Society of Cardiology in organizing a landmark scientific conference, we propose a comprehensive methodology that aligns with the unique needs of a cardiology-focused event.

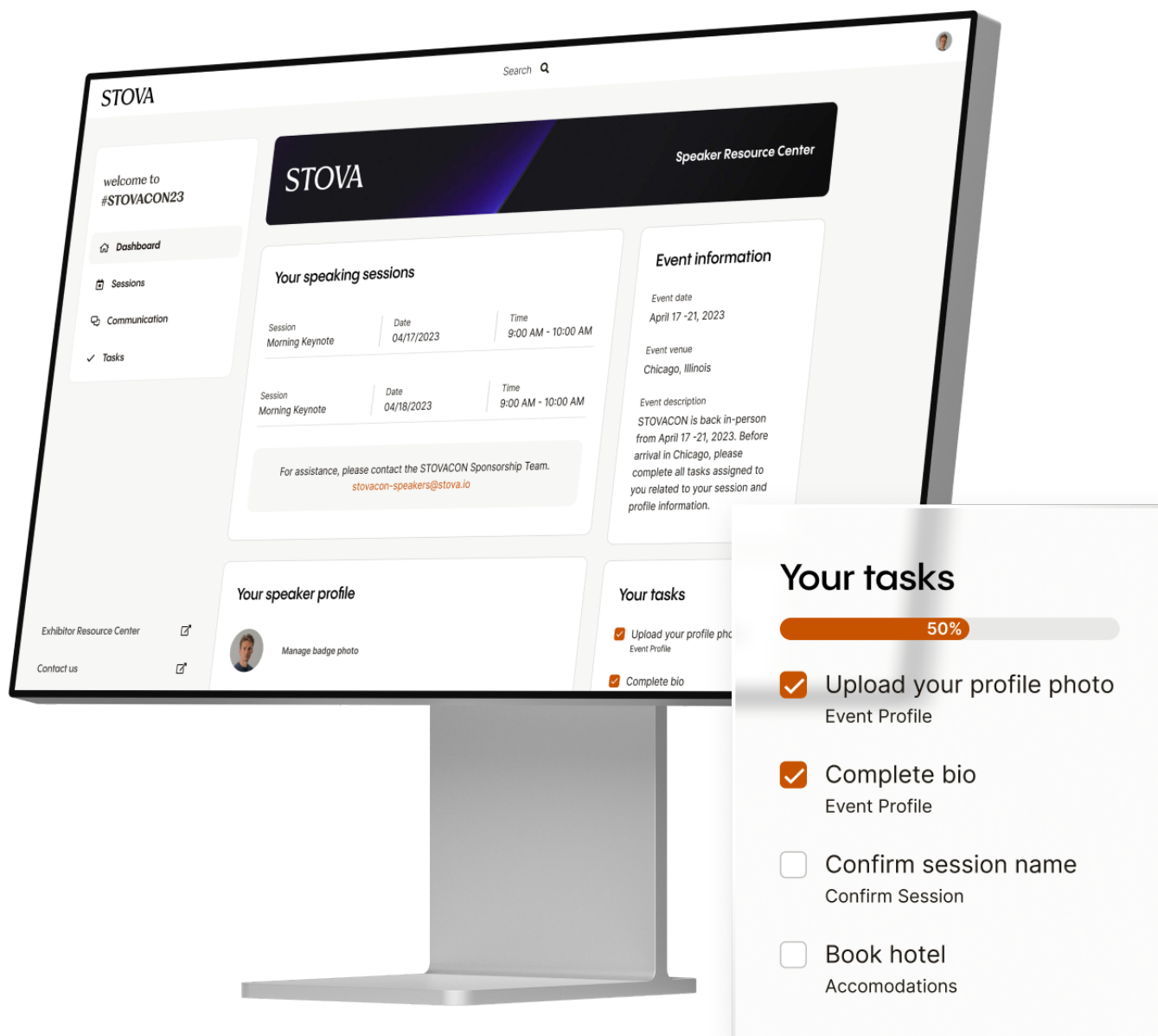
Transversal Coordination

We will provide a dedicated Project Manager to oversee all aspects of your event's organization, both before, during, and after it takes place. This includes attending progress meetings every two weeks until one month before the event and then every week closer to the event, monitoring the budget with provision of regular financial updates (every two months until September then every two weeks as of December), and offering expert advice to ensure the event's success. She will serve as your main contact, handling all activity coordination and deliverables outlined in the contract, and will centralize requests to streamline communication and prevent any unnecessary messages.

Furthermore, she will proactively identify potential issues and deadlines, conducting risk management to minimize any problems or their effects. Quality assurance will be a priority, with thorough checks on all deliverables. Her proactive approach aims to significantly reduce the organizational load on the ESC, ensuring a smoothly executed event.

Speakers & Faculty Management

We will utilize a personalized management system for each speaker and faculty member, including a dedicated liaison for direct communication. Our approach involves scheduling regular check-ins, managing travel and accommodation logistics, and providing a comprehensive speaker's kit that includes guidelines, schedules, and technical requirements to ensure they are fully prepared and supported. Our proposal include the management of up to 30 speakers.



Scientific Programme

We will collaborate with the ESC and scientific committee to curate the programme, using a data-driven approach to analyze past attendee feedback for topic and speaker selection (information should be provided by the ESC). Our team will assist the ESC to design interactive sessions, including live Q&A, panel discussions (if any), to facilitate deeper engagement and learning. We will manage the session timelines, ensuring a seamless flow and maximizing audience retention. The cost of the live Q&A is to be quoted separately as part of the event budget.

Abstracts Management

We will deploy an online submission portal (We use Stova) with clear guidelines and criteria for submissions, streamline the review process with a double-blind peer review system, and offer real-time support for submitters facing technical issues. Our communication strategy includes timely updates for accepted and rejected submissions, along with constructive feedback for improvement. Our proposal include the

management of up to 70 abstracts. The abstract management platform license is to be quoted separately as part of the event budget.

Visual identity

We will conduct a creative briefing session to align the conference's visual identity with the ESC's mission and values while ensuring it resonates with the cardiology community. This involves adapting logo, themes, and a cohesive look for all support and promotional materials, from the conference website to on-site signage, ensuring brand consistency across all touchpoints and based on your existing visual identity and the [ESC brand guidelines](#). Visuals will be MedTech Compliant. Our proposal include one adaptation to this year and up to 10 variants/supports for the visual identity adaptation.



Partners Management

For Partners Management, once the European Society of Cardiology has successfully secured partners and sponsors for the conference, we will take over to ensure a smooth and effective collaboration. We will draft and manage contracts for each partner and sponsor, handle all invoicing related to sponsorships. we will oversee all logistical aspects of their involvement. This includes allocating exhibition space, managing setup and teardown schedules, and providing support for any on-site needs. During the conference, our team will be the main point of contact for all partners and sponsors. It is known that the sponsors will be provided a table and two chairs. Sponsors/partners will be responsible to bring their visuals and promotional materials.

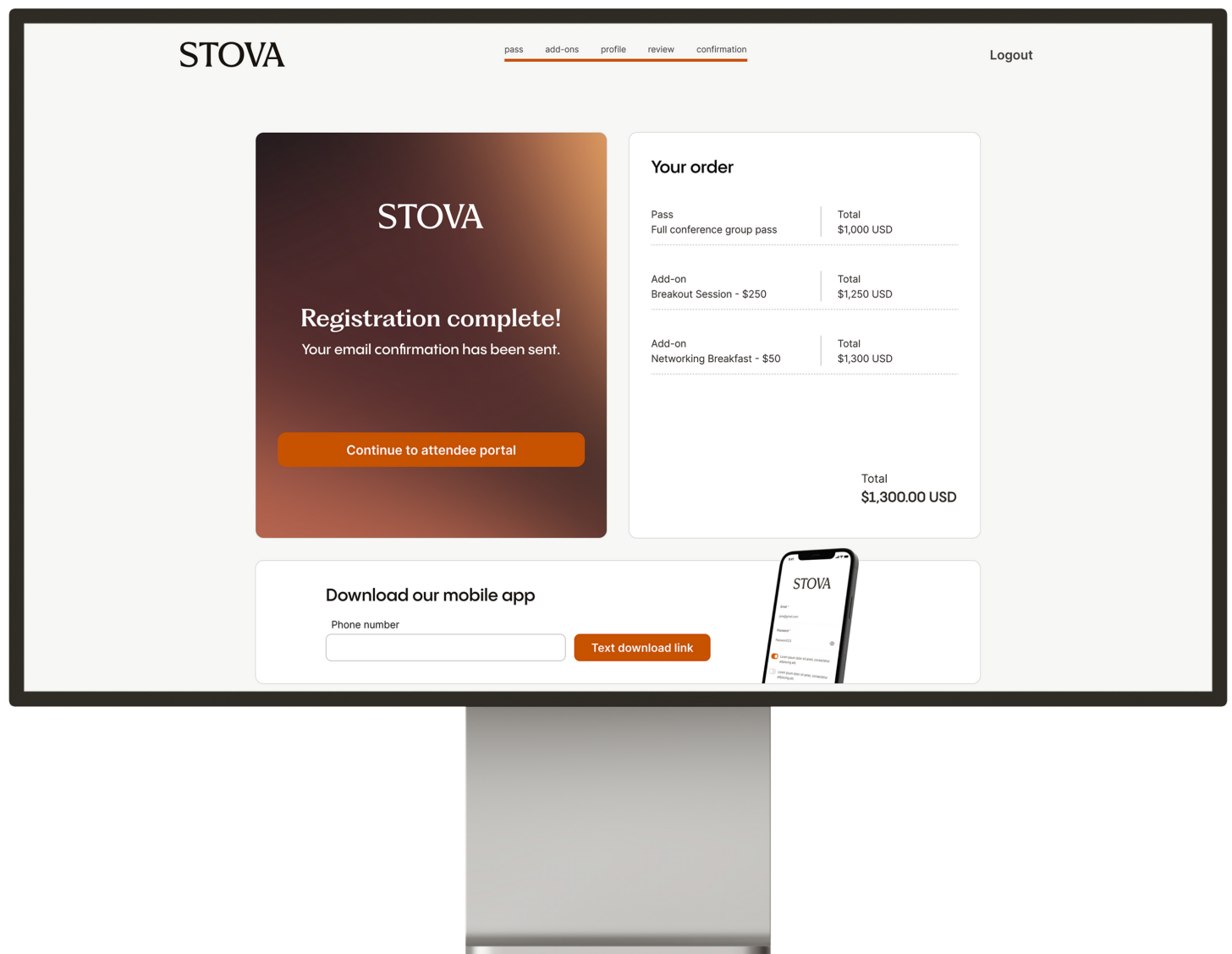
Registration

We will present a comparative table of three GDPR-compliant tools we are used to working with and, therefore, for which we can guarantee reliability to manage

registrations. The platforms we have in mind are state-of-the-art and industry leading tools that can include different registration categories as per your needs. A dedicated section can be created to display all the material (recordings, slides,...).

Once the ESC made its selection, we will configure the tool based on your input and update it regularly. Updates will take place weekly until the month before the event, then bi-weekly until two weeks before and daily as of 15 days before the event. We will grant you access to back-office registration database in order to extract the registration list and initiate the exchanges with registered participants. Our offer includes an maintenance period of the website of 3 months after the event's date. After that, we will send you all the material so that it can be published on a website of your choice or we can keep the registration platform live based on additional hosting/update fees.

Our fee covers the set-up, maintenance and update of the platform you would select, as well as a market search in case the tools we are proposing do not convince you or to give a comparative approach of what is available on the market so you can compare. The platform license is to be quoted separately as part of the event budget.



Accommodation Management

We will negotiate with hotels near the venue to secure a block of rooms at various price, ensuring accessibility and comfort for all attendees. Our online booking system will allow participants to view options, book directly at negotiated rates, and receive instant confirmation. We will monitor accommodation allocations and adjust based on real-time demand.

Venue Management

As the venue has been confirmed by the host chair, we will conduct a thorough site inspection to ensure the venue meets all requirements for space, accessibility, and technology. We will develop detailed floor plans for exhibition area (if any), poster sessions, and catering, ensuring optimal traffic flow and attendee comfort. Our team will coordinate all vendor contracts and on-site services, including security, cleaning, and catering, adhering to the highest standards.



Social Events

To organize the faculty or conference dinner, we will start by selecting a venue that aligns with the European Society of Cardiology's standards for elegance and accessibility. Our team will negotiate the best possible terms, focusing on quality, location, and cost. Once a venue is chosen, we'll handle all logistics, from menu selection to seating arrangements, ensuring the dinner reflects the conference's prestige. Special attention will be given to dietary requirements to cater to all guests. Throughout, we'll coordinate closely with the

venue to manage setup, decorations, and any AV needs, guaranteeing an exceptional experience for all attendees.

Audio Visual Management

Our team will work with our local AV partner and the venue to design a comprehensive AV plan that includes the latest technology for presentations, such as high-definition screens since scientific content is to be presented, professional sound systems. We will conduct a technical rehearsal with speakers, ensuring compatibility and confidence in using the AV equipment. Our on-site AV team will be available to address any immediate technical issues, ensuring a professional presentation quality. The AV equipment and team is to be quoted separately as part of the event budget.



Event Secretariat & HelpDesk

Our offer covers individual care to up to 120 registered participants, exchange of information through a GDPR compliant registration platform as of launch of the registration and until the financial close of the conference. Our approach to helpdesk management works in three steps:

1. Creation of a dedicated mailbox

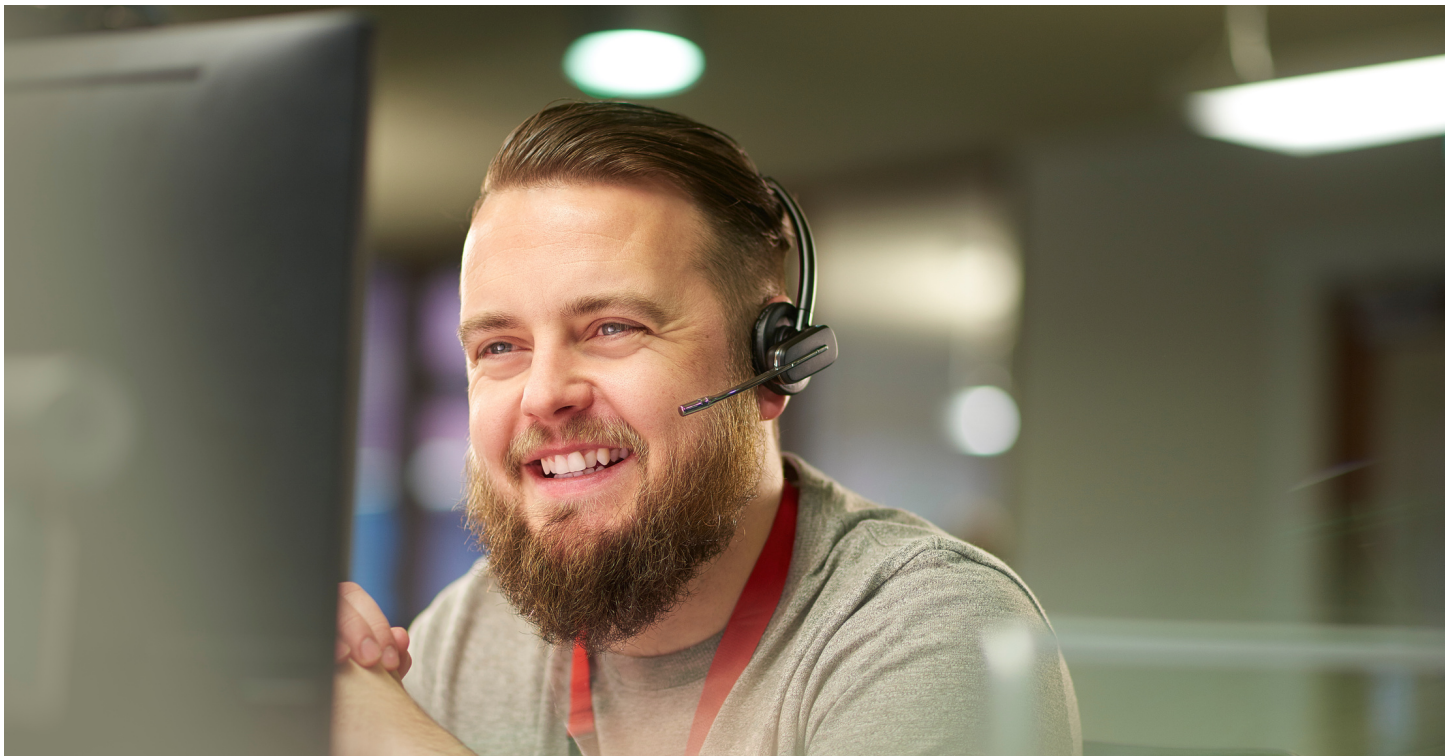
At the launch of the project, a dedicated functional mailbox (cardiogenomics2024@downtowneuropa.be) will be created so that it can be included as the contact point for participants questions as of the invitation stage.

2. Management of the dedicated mailbox

The mailbox will be managed on a daily basis by our event executive who will be the participants main contact point. In order to be able to provide answers to the questions raised, he will need to receive a clear briefing from you. Any questions related to content will be centralized and flagged for your attention s so that you are not spammed. Personalized care will be paid to each request so that every participant feels in good hands and knows we are at their disposal. We guarantee an answer rate within 48 working hours and within 24 working hours as of 1st November 2024.

3. Availability on phone and WhatsApp

In addition to email exchanges, participants can also call us to a dedicated number during working hours. This hotline will be extended to 24/24 as of the day before the event and until its end so that participants can find support at any step of their journey.



On-site Support

Our onsite management strategy is streamlined for efficiency, focusing on critical aspects from setup to dismantling. Our team, including the Project Manager and Project Coordinator, will be integral from the earliest setup stages through to the final dismantling.

We will organize a technical rehearsal towards the end of setup day, with additional briefing sessions for early-arriving speakers to familiarize them with the stage and session proceedings. If speakers arrive late, we'll schedule these briefings as needed. The Project Coordinator will manage speaker schedules to ensure timely and informative briefings.

Onsite, we will actively support the conference partners and sponsors during by offering hands-on assistance with their setup and dismantling. Our dedicated team will be available to help navigate the logistics, from directing sponsors to their designated areas

to providing immediate assistance with any setup challenges. We'll ensure a seamless process by closely coordinating entry and exit schedules, managing space allocations, and facilitating any required services or equipment. Throughout the event, our focus will be on ensuring that all partners and sponsors experience a hassle-free and efficient setup and dismantling process, allowing them to concentrate on their participation in the event.

The Project Manager will be the main point of contact for speakers, managing a dedicated mailbox for logistical queries, providing her mobile number for immediate access, and offering personalized onsite assistance. She will lead the briefing sessions, ensuring speakers are well-prepared.

On event days, our team will be the first on-site for setup and final checks. We'll facilitate communication between ESC and suppliers, managing staff briefings, ensuring service quality, addressing any issues promptly, and acting as the timing manager to keep the event on schedule. We'll use agreed-upon signals, like a bell, to indicate session starts, enhancing the event flow.

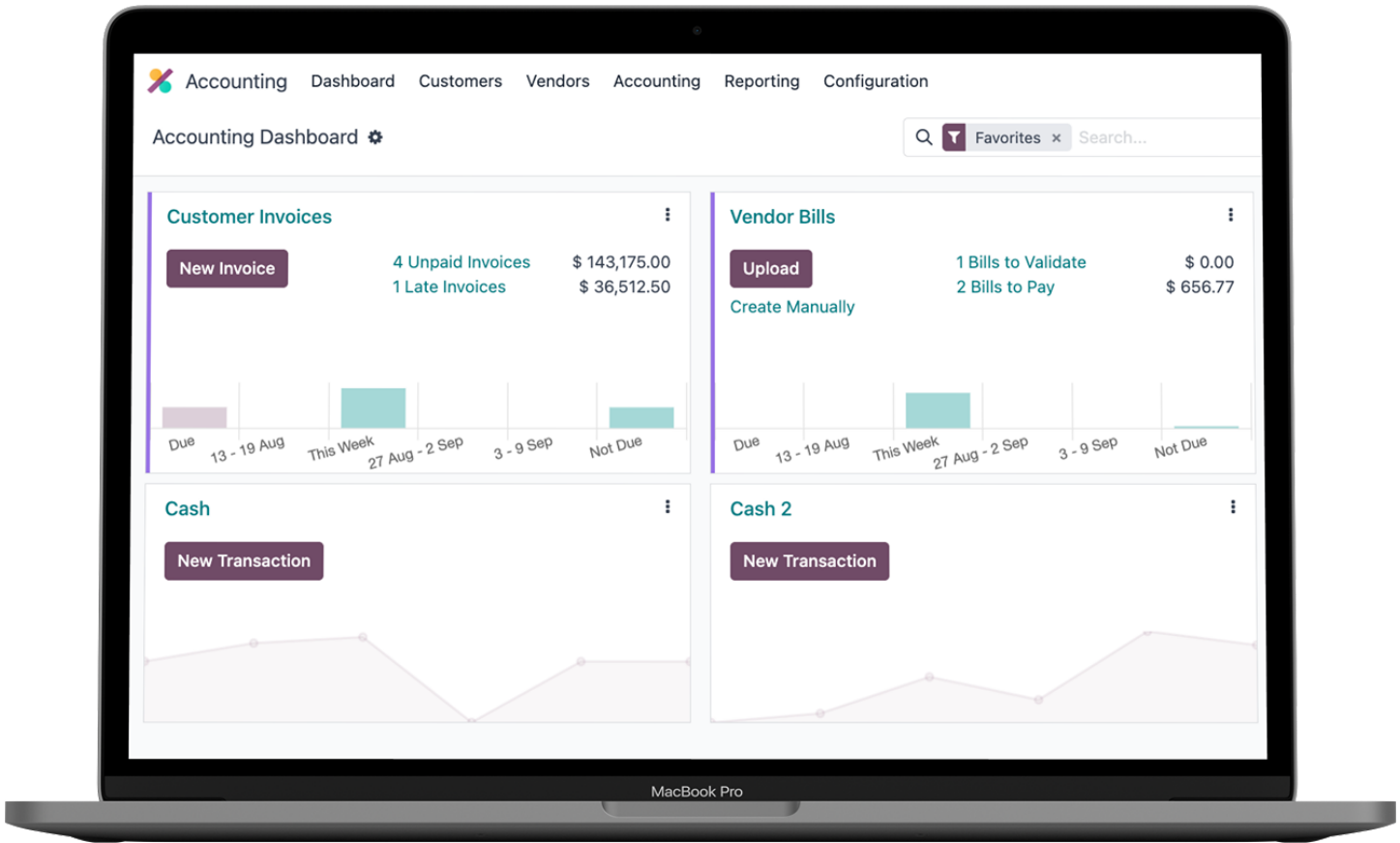


Financial Management

We will implement a comprehensive financial management system, where we take responsibility for all income and expenditure related to the conference. This involves overseeing the entire conference budget, from initial estimates through to final reconciliation. Our tasks will include managing payments to all suppliers, handling invoicing for conference fees, sponsorships, and any other revenue streams, as well as ensuring that all financial activities are recorded and reported with transparency.

In this financial model, we will work closely with the European Society of Cardiology to ensure that all revenues and costs are accurately accounted for. Our goal is to maximize the financial health of the conference, applying rigorous cost control measures and identifying opportunities for revenue enhancement. Should the conference generate a surplus, the proceeds will be transferred to the ESC. Conversely, in the event of a deficit, the ESC will be responsible for covering the shortfall.

Our approach ensures that the ESC is fully informed and engaged in the financial performance of the conference, providing regular updates and forecasts. The management fee for our services will be fixed, offering clear and straightforward value to the ESC. This model reflects our commitment to financial stewardship, aiming to deliver a successful, impactful, and financially viable event for the European Society of Cardiology.



Project Resources

PCO Management Fee

Profile	Management Fee
Managing Director	750 €
Project Manager	4.400 €
Project Coordinator	4.500 €
Project Assistant	3.500 €
Financial Management	1.500 €
Total excluding VAT	14.650 €

Vendors Fees

To ensure vendor fees are accurately included in the budget for the event, we will first gather and scrutinize all vendor quotes, ensuring they align with the event's objectives and offer value for money.

These fees will then be integrated into the detailed event budget, maintaining transparency and clarity in cost breakdowns. We'll present this consolidated budget to the ESC for review, working closely with them to validate each expense. This process ensures that all vendor fees are agreed upon by the ESC before any commitments are made, aligning our financial planning with their expectations and event goals.

Company Information

Downtown Europe SRL

Address : Av. AJ Slegers 397 – 1200 Brussels

VAT & Company Registry : BE 0493 930 693

Annual Gross Turnover : 3.500.000,00 €

Number of employees : 8

Years of activity : 1991 – present

Areas of Operation : Worldwide

Ownership : Europa Group SAS

Corporate Social Responsibility Program in place : WeCare

Sustainability Initiatives in place : Ecodynamic Enterprise, WeCare

Professional Certifications : IAPCO Certified, ISO 9001 (Europa Group)

Industry Acknowledgement : Visit.Brussels, Visit Flanders, Visit Wallonia



www.downtowneurope.be