

# **PUBLIC EVENT 2017**

## **ESC Congress 2017 - Barcelona**

Speaker

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# Location

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- **Dates:** From Saturday 26 August am to Monday 28 August pm (opening hours from 10h00 to 19h30)
- **Location:** City Centre – Arc de Triomph

- **Partners:**

Impulsen:



Organitzen:



Col·laboren:

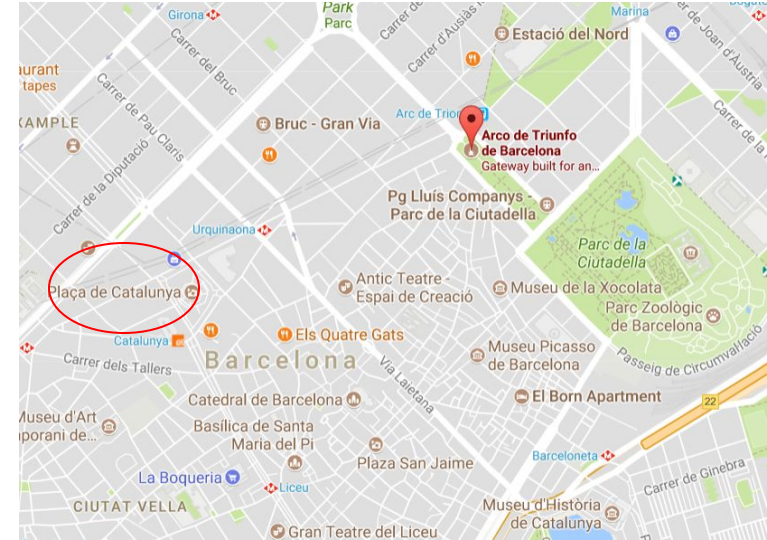
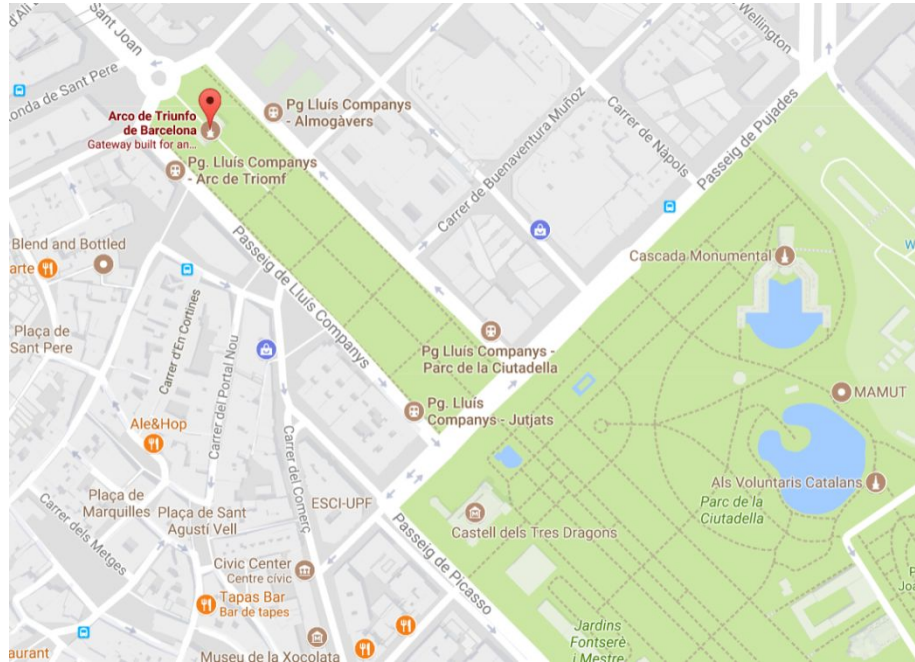


Amb el recolzament:



# Location : Arc de Triomf

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Around 20/25 from the congress venue

[www.escardio.org](http://www.escardio.org)

Speaker

# Activities

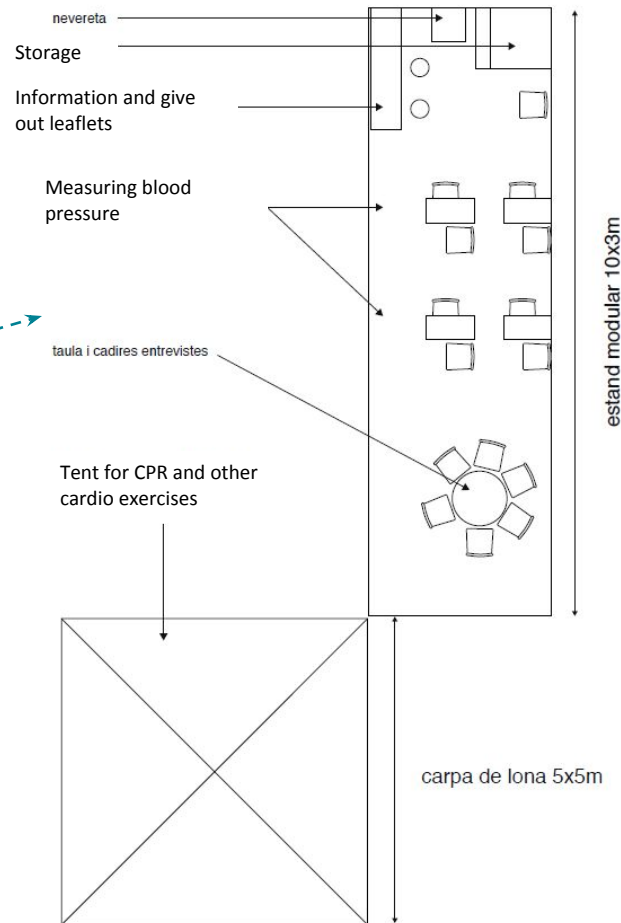
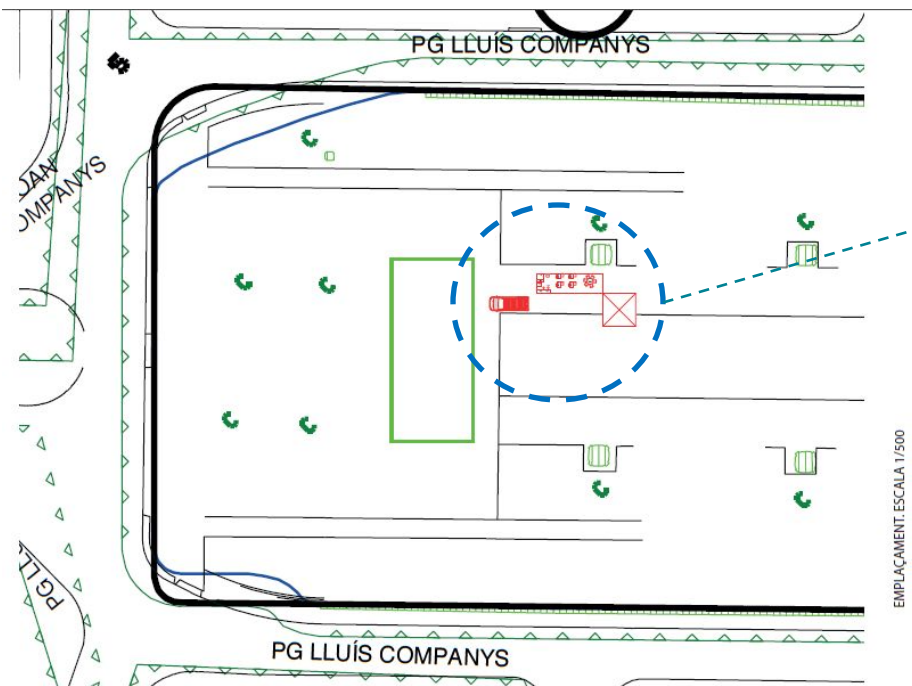
- Stations/tents with an app (computer + printer) to define health profile and evaluate cardiovascular risk. These stations will be managed by staff from Roche Diagnostics.
- Other stations will be measure sugar levels and blood pressure. These will be managed by pharmacists.
- At the other end there will be a natural fruit juice bar and with information and promotion benefits of Mediterranean cuisine and healthy lifestyle.
- There will also be several workshops for CPR and good practices for using the portable defibrillator managed by SEM (Emergency Medical Service)
- Nearby an area for Zumba sessions taking place on Sunday and Monday pm 18h45 (Emmanuelle Perez from the ESC Staff will be the instructor for these sessions). Other activities could also be held here.

Finally a flash mob will take place on Saturday 26<sup>th</sup> at 13h00 and at 19h00 (professional dancers with participation of the public under the supervision of a choreographer

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# Activities

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# Promotional material

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- **PRINTING :**
- **● Brochures 4+4 colors on coated 135g paper cross folded**
- **Balloons to give to the children**
- **T-Shirts (for volunteers, dancers, hostesses)**
- *Note: leaflets of the World Heart Day will also be distributed (Linda to bring them along on Saturday).*

# Brochure



## Barcelona, ciutat cardiosaludable

Impulsor:



Organitzador:



Col·laborador:



Amb el patrocinio:



### Pel que fa al cor...

### Cuidar-se, millor que curar-se

#### Cuina saludable, menja saludable

La nostra dieta, la mediterrània és perfecta ja que és molt sana i equilibrada:

- Menja fruites i verdures cada dia, i no oblidis els llegums i els fruits secs.
- Pren peix 3 cops a la setmana. El peix blau és el més saludable ja que ens aporta els famosos àcids grassos omega3, tan beneficiosos per a la salut del nostre cor.
- Evita la sal tant com puguis
- L'alcohol amb moderació. Una copa de vi al dia és bona per al cor.

#### Fes exercici

Practicar exercici físic regularment és molt saludable per al cor i per al nostre organisme en general. La duració i intensitat apropiades dependran de les condicions particulars de cada persona i, per tant, el millor és preguntar-li al teu metge de capçalera, però és gairebé segur que caminar 30 minuts cada dia és bo per a tothom.

#### Evita els factors de risc

- No fumis! Ho saps de sobra. No hi ha cap bona raó per a fer-ho.
- Evita l'obesitat, però també el sobrepès! Les persones amb sobrepès, tot i que no arriben a ser obesas, tenen el seu pes corporal per sobre del que es considera òptim segons el seu índex de massa corporal (IMC).
- Fes-te controls preventius de sucre, colesterol i hipertensió. Són els principals enemics del teu cor.



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# Visual of stand structure

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# Photo call

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# Concept

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# Healthy Food

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# Flash Mob

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# Activities

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CPR



Zumba / Fitness sessions



[www.escardio.org](http://www.escardio.org)

# Inaugural of the Public Event

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- **Saturday 26 September** (*Onsite on Saturday morning presence of Linda and Ilaria arriving around 10h30*)
- **At 11h00 arrival of the group of cyclists (cardiologists) who have cycled to Barcelona for the ESC Congress from Switzerland** (Linda will give out Tshirts that we have prepared for them)
- **Inaugural at 11h30**
- **Presence:**
  - From ESC : Professor Jeroen Bax – ESC President
  - From the City: Presence still to be confirmed : Ms Dolors Montserrat (Minister for Health, social services and equality) - **Mr Gerardo Pisarello (First deputy mayor of Barcelona) or Mr Collboni (Deputy Mayor) or someone from Catalan Health Ministry**
  - Christoph Tessmar Director Barcelona Convention Bureau
  - Local organiser: Professor Josep Brugada
- **Welcome address from Professor Brugada, Professor Bax , from the city to be defined when we have final confirmation of who will definitely be present.** (*Mics and Speakers available*)
- **Chema Martinez (a well known Spanish long-distance runner who has also represented Spain at the Olympics twice) will symbolically offer an external defibrillator (provided by Philips to the Olympic Stadium) to the city to continue with the campaign "barcelona cardioprotected city"**
- **Professor Brugada will take Professor Bax and local representative to visit the different areas of the public event.**
- **Pictures taken with the group of cyclists**
- **Professor Bax departure for the Fira around 12h15/12h30.**
- **Press coverage: Presence of local press. Barcelona Salud will film and record the inaugural. ESC photographer will also be present.**



# Potential Special Event

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## Monday 28 August

- Hopefully Visit of a few FCBarcelona football players (still to be confirmed by Professor Brugada).

# Legacy

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- Permission has been requested from the municipality to place a commemorative plaque of ESC 2017 in the gardens of the Parc de la Ciutadella (annexes to the Parc del Arc del Triomph, where the Public Event will take place). Still pending: waiting for the answer.

# Contacts

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Contact person from Barcelona Salud:

Javier Vilda (logistics) & Ignacio (Press coordination)

•Contact persons onsite:

Javier Vilda and Professor Brugada

•Activities (Zumba...) :

Mr Toni Corral

(Company supplying the stand structures and the equipment, for the . Handle the signage and brochures and helping Javier to coordinate all the teams and people involved in the event)

+34 606 849 804

+34 931 797 287

[tcorral@kminsky.com](mailto:tcorral@kminsky.com)

•Cyclists:

TBC