

# 17<sup>th</sup> APHRS Scientific Sessions post event report



# Overview



26 – 29 September  
Four days  
Two plenary sessions  
131 concurrent sessions



3080 delegates registered  
53 countries

Top five countries

- Australia
- Japan
- United States
- South Korea
- China



2 plenary sessions  
131 concurrent sessions  
998 program engagements  
458 speakers

Emphasis on new Guidelines



1249 total abstract  
submissions received.

1,188 regular abstract  
submissions.

61 late breaking abstract  
submissions received



Three social functions  
One koala

# Committee

## • AUSTRALIA & NEW ZEALAND

- Prashanthan Sanders
- Jonathan Kalman
- Peter Kistler
- Rajeev Pathak
- Melissa Middeldorp
- Christopher Semsarian
- Jeroen Hendriks
- Martin Stiles
- Han Lim
- Belinda Gray
- Julia Isbister
- Andreas Pflaumer
- Eddy Kizana

## ASIA PACIFIC

- S MokaddasHossain– Bangladesh
- Sofian Johar– Brunei Darussalam
- PichmanilKhmao– Cambodia
- Andy Wai-Kwong Chan– Hong Kong
- Vanita Arora- India
- SunuBudhi Raharjo– Indonesia
- Takashi Kurita- Japan
- BoyoungJoung– Korea
- Abdul Raqib Abd Ghani – Malaysia
- NarantuyaDavaakhuu– Mongolia
- Nwe Nwe – Myanmar
- Aamir Hammed Khan– Pakistan
- Gladys Ruth S. David- Philippines
- SweeChong Seow– Singapore
- ManuraLekamwattege- Sri Lanka
- YennJiang Lin– Taiwan
- Ton That Minh– Vietnam

## NORTH AMERICA

- Roopinder Sandhu
- UshaTedrow
- William Sauer
- Tina Baykaner
- Suneet Mittal

## EUROPE

- Dominik Linz
- EmmaSvennberg
- Isabel Deisenhofer

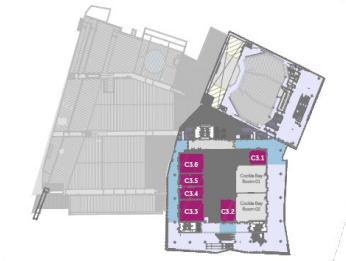
# Venue

Spaces used for APHRS 2024 are highlighted on the floorplans

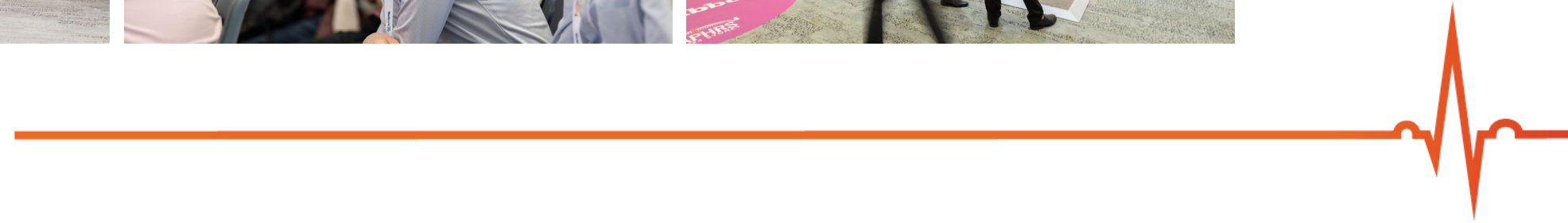
LEVEL 2



LEVEL 3



LEVEL 4



# New initiatives for 2024

## **Simultaneous publication option**

Simultaneous publication for up to 7 journals: JACC, CAE, HR, Europace, EHJ, JAMA, Jama Cardiology

## **Best of AsiaPacific journal sessions**

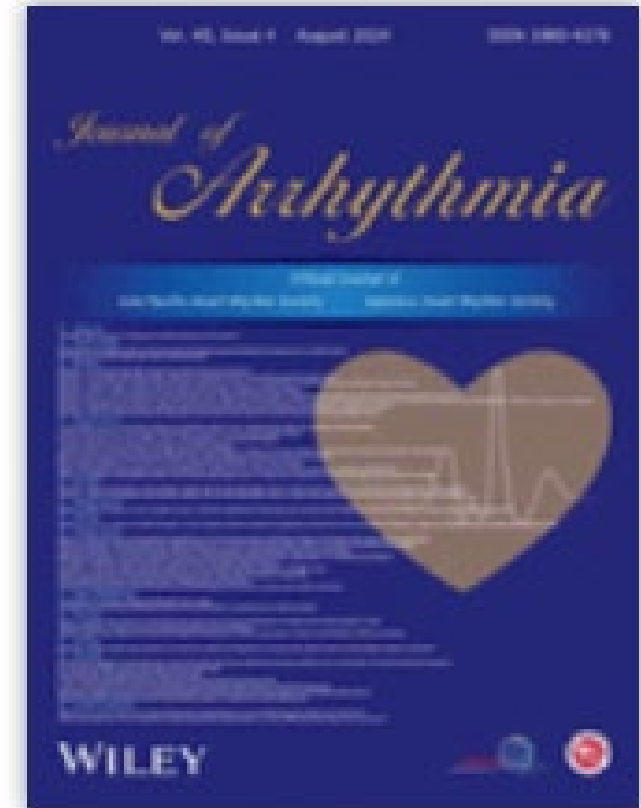
Sessions highlighting the contributions from the Asia Pacific region to the following journals:

JACC, Heart Rhythm Journal, European Heart Journal, Europace, Journal of Arrhythmia, JAMA, Circulation: Arrhythmia and Electrophysiology, Journal of Interventional Cardiac Electrophysiology, Journal of Cardiovascular Electrophysiology

## **Special issue of the Journal of Arrhythmia**

Editors: Prashanthan Sanders, Boyoung Joung, Dominik Linz, Roopinder Sandhu

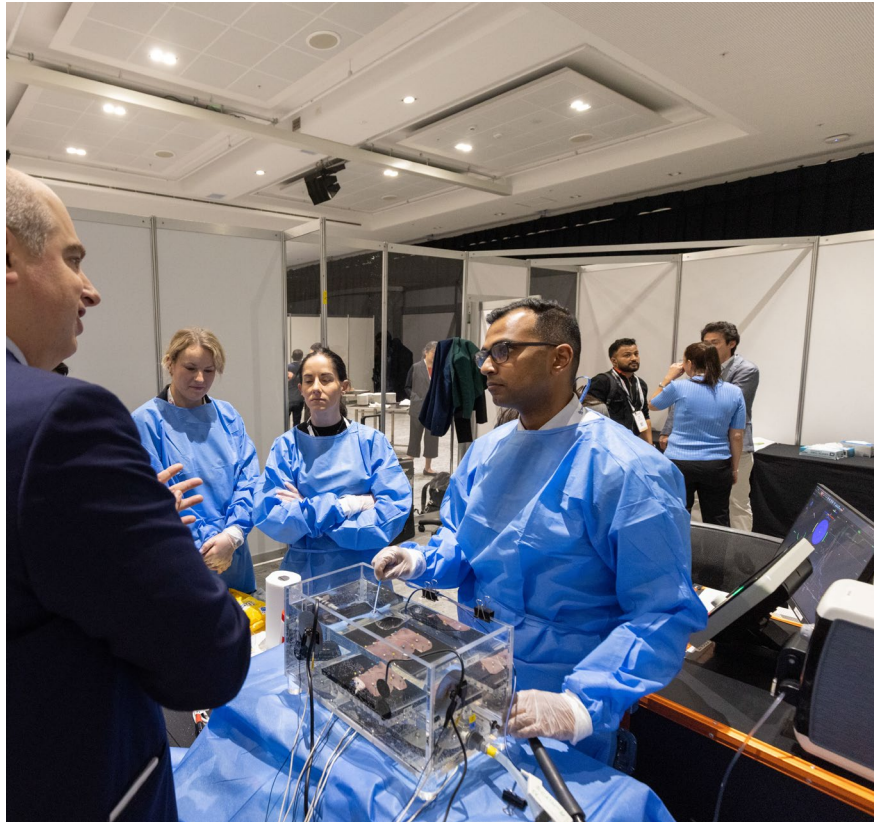
All abstracts presented and manuscripts



# New initiatives for 2024

## Hand-on sessions

Inclusion of special hands-on learning sessions as part of the event: spaces given to all partners, and they were encouraged to bring in technologies where they could run small group tutorial sessions.



# New initiatives for 202454

**Silent theatres in exhibition hall**



# New initiatives for 2024

Nature Reviews Cardiology Session With Simultaneous publication

## CS1. Nature Reviews Cardiology Session: AF Burden in the Asia-Pacific Region

Friday, September 27, 2024 at 8:30 AM CST 1h 30m Pymont Theatre

### Presentations in this session

Chair

**PRASHANTHAN SANDERS:**  
Australia 8:30 AM-10:00 AM 1h 30m [View biography](#)

Chair

**HUNG FAT TSE, MD, PhD:**  
University of Hong Kong, Hong Kong, Hong Kong 8:30 AM-10:00 AM 1h 30m

Chair

**ERDIE FADREGUILAN:**  
Philippines 8:30 AM-10:00 AM 1h 30m [View biography](#)

#### AF burden in Bangladesh

**S MOKADDAS H. HOSSAIN SR., A P M SOHRABUZZAMAN, BAREN CHAKRABORTY, ABDUZ ZAHER:**  
Labaid Cardiac Hospital, Dhaka, Bangladesh 8:30 AM-8:40 AM 10m

#### Epidemiology of AF in Malaysia

**ABDUL RAQIB ABD GHANI:**  
Malaysia 8:40 AM-8:50 AM 10m

#### STEPS Noncommunicable Disease Risk Factors Survey : what we have learnt of AF burden in Mongolia?

**NARANTUYA DAVAAKHUU:**  
Mongolia 8:50 AM-9:00 AM 10m [View biography](#)

#### Growing burden of AF in the Asia-Pacific region - how does it compare to the rest of the world?

**CHRISTOPHER WONG, MBBS, PhD:**  
Centre for Heart Rhythm Disorders, Australia 9:40 AM-9:50 AM 10m

#### Prevalence and risk of atrial fibrillation in China: Anational cross-sectional epidemiological study

**H. He:**  
Renmin Hospital of Wuhan University, China 9:10 AM-9:20 AM 10m

#### Burden of AF in Japan

**KOICHI INOUE:**  
Sakurabashi Watanabe Hospital, Japan 9:20 AM-9:30 AM 10m

#### Epidemiology of AF in Thailand: COOL AF registry

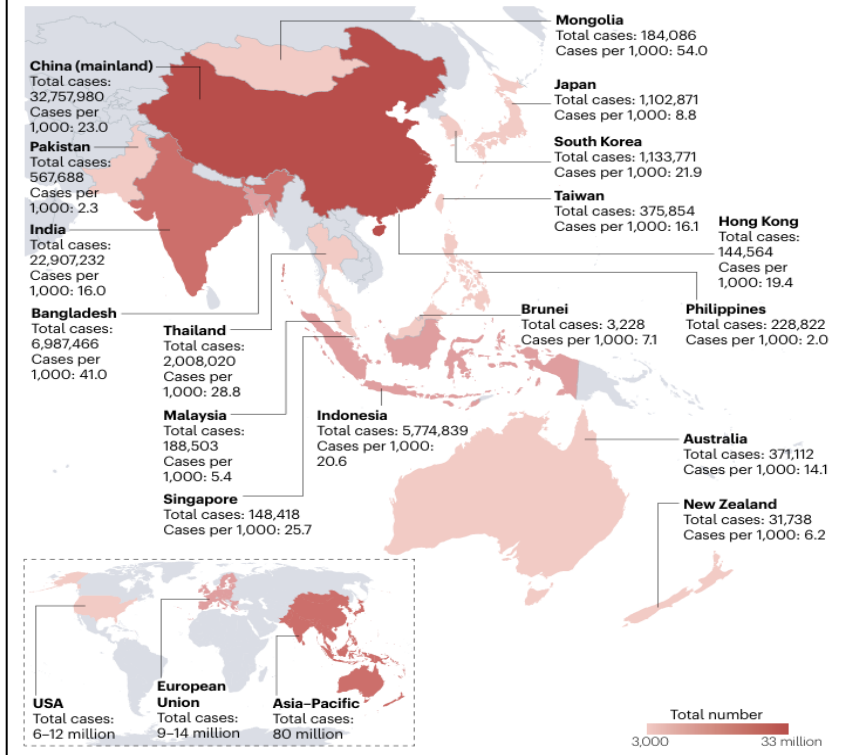
**THORANIS CHANTRARAT:**  
Phramongkutklao College of Medicine, Thailand 9:30 AM-9:40 AM 10m

#### AF epidemiology in Korea

**EUE-KEUN CHOI:**  
Internal Medicine, Seoul National University Hospital, Seoul, Korea, Republic of. 9:00 AM-9:10 AM 10m

## The burden of atrial fibrillation in the Asia-Pacific region

Christopher X. Wong, Hung Fat Tse, Eue-Kuen Choi, Tze-Fan Chao, Koichi Inoue, Katrina Poppe, Eugene Tan, Yoga Yuniadi, Erdie Fadreguilan, Sofian Johar, Ngai Yin Chan, Narayan Namboodiri, S. Mokaddas Hossain, Huang He, Thoranis Chantrarat, Abdul Raqib Bin Abd Ghani, Narantuya Davaakhuu, Nwe Nwe, Ghazala Irfan, Minh That Ton, Rohan Gunawardena & Prashanthan Sanders



# New initiatives for 2024

Webinar of HRS and EHRA Joint Sessions

HRS TV



# Registration statistics

Afghanistan	1	Hong Kong, SAR of China	77	Russia	1
Argentina	1	India	96	Saudi Arabia	3
Australia	630	Indonesia	122	Singapore	110
Austria	2	Israel	14	South Korea	198
Bangladesh	4	Italy	6	Spain	3
Belgium	2	Japan	406	Sri Lanka	5
Brazil	1	Kazakhstan	3	Sweden	1
Brunei Darussalam	5	Kuwait	1	Switzerland	1
Cambodia	21	Malaysia	96	Syrian Arab Republic	1
Cameroon	1	Mexico	2	Taiwan	148
Canada	8	Mongolia	2	Thailand	86
China	251	Nepal	1	Turkey	1
Czech Republic	2	Netherlands	8	United Arab Emirates	1
Denmark	1	New Zealand	59	United Kingdom	19
Egypt	1	Oman	4	United States	306
Finland	3	Pakistan	7	Unknown	204
France	5	Philippines	71	Vietnam	62
Germany	14	Poland	2	<b>TOTAL</b>	<b>3080</b>

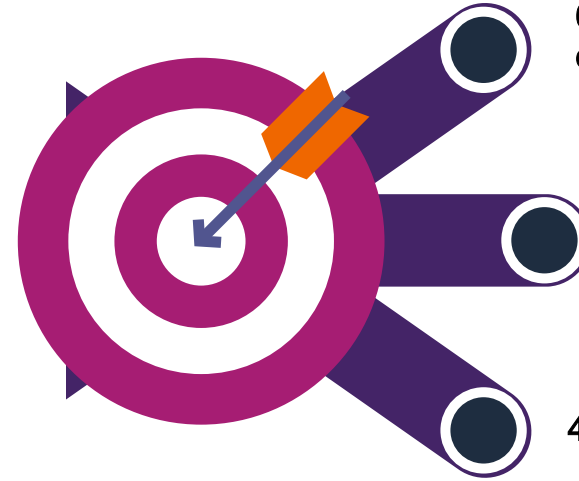
# Marketing

The objective of the digital marketing campaign for the **Asia Pacific Heart Rhythm Society (APHRs) Scientific Sessions 2024** was to drive abstract submissions and registrations to the event in Sydney, Australia.

The multichannel campaign included a dynamic, research-based strategy that was comprised of EDMs, social media, digital advertising and push notifications, which contributed **52% of overall website traffic**.

Users were most active on Meta, with over **46,000 clicks on ads**. The push notifications campaign attracted **1,285 subscribers** and were seen over **9,000 times**. This generated **662 direct leads** to the website.

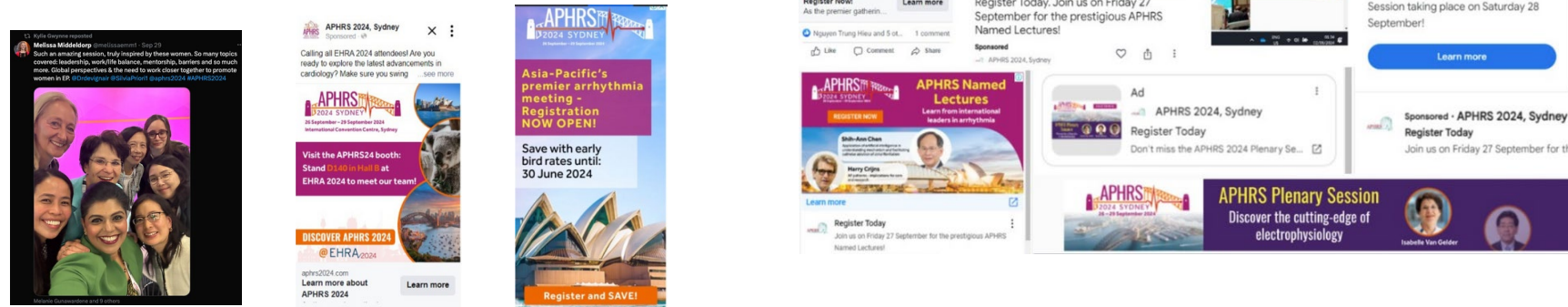
The success of the APHRs 2024 digital campaign helped contribute to an over **3,000 delegates**, **458 speakers**, and an incredible **1,249 abstract submissions** from all over the world - which was **212% above target**.



**65,000 website leads** driven by digital marketing

**47% average emailer open rate** (industry average 18.2%)

**4,160,152 digital Ad impressions**



# Overview of marketing campaign results



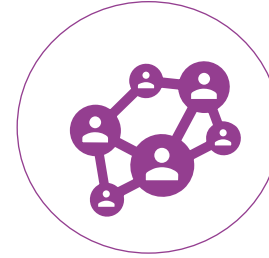
**16,000**

Digital ad clicks  
impressions



**65,000**

website leads driven by  
digital marketing



**4M+**

Digital ad impressions



**40%**

Average open rate  
(18-22% industry open  
rate)



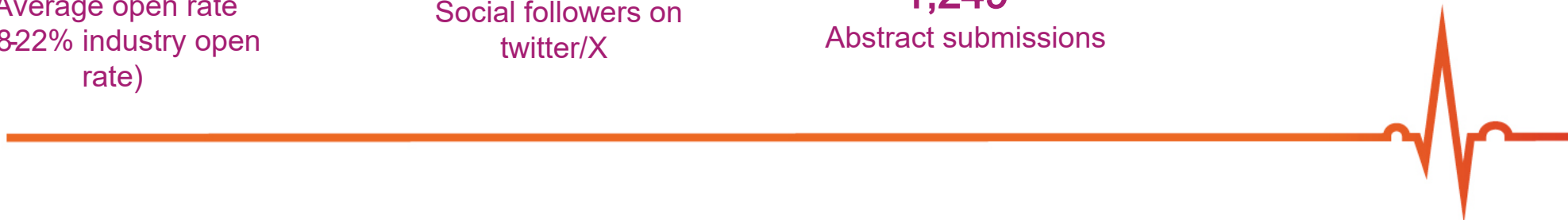
**688**

Social followers on  
twitter/X



Drove  
**1,249**

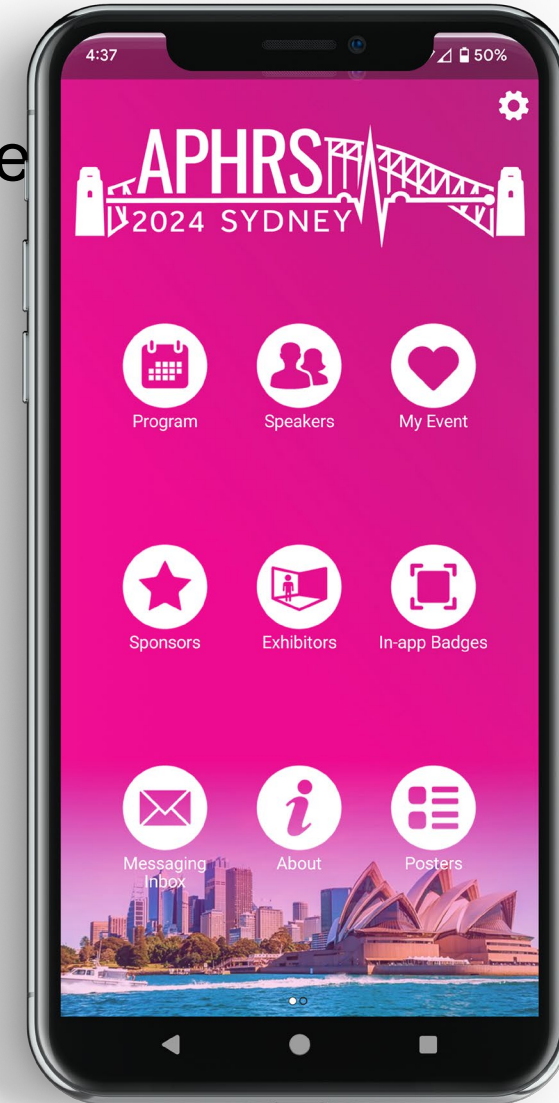
Abstract submissions



# Event mobile application

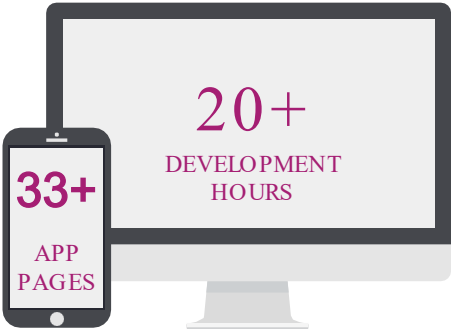
The APHRS 2024 App provided delegates with the latest program information, speaker information, event details, sponsor and exhibitor information, messaging service and poster information.

The app was an essential part of the onsite experience, allowing delegates to create their own personal APHRS24 journey.



# Website and event app engagement summary

## Distribution



1,743 Downloads



490 Downloads



63% Logged In

## Engagement



28%

Allowed  
Messaging  
(logged in)



147

Messages  
sent



14

Comments



1

Images

### TOP PAGES

1. Program (25,020)
2. Speakers (7,136)
3. My Event (7,110)

## Exhibitors

1,197  
LEADS

885  
(46%)

CAPTURED PROFILES

88

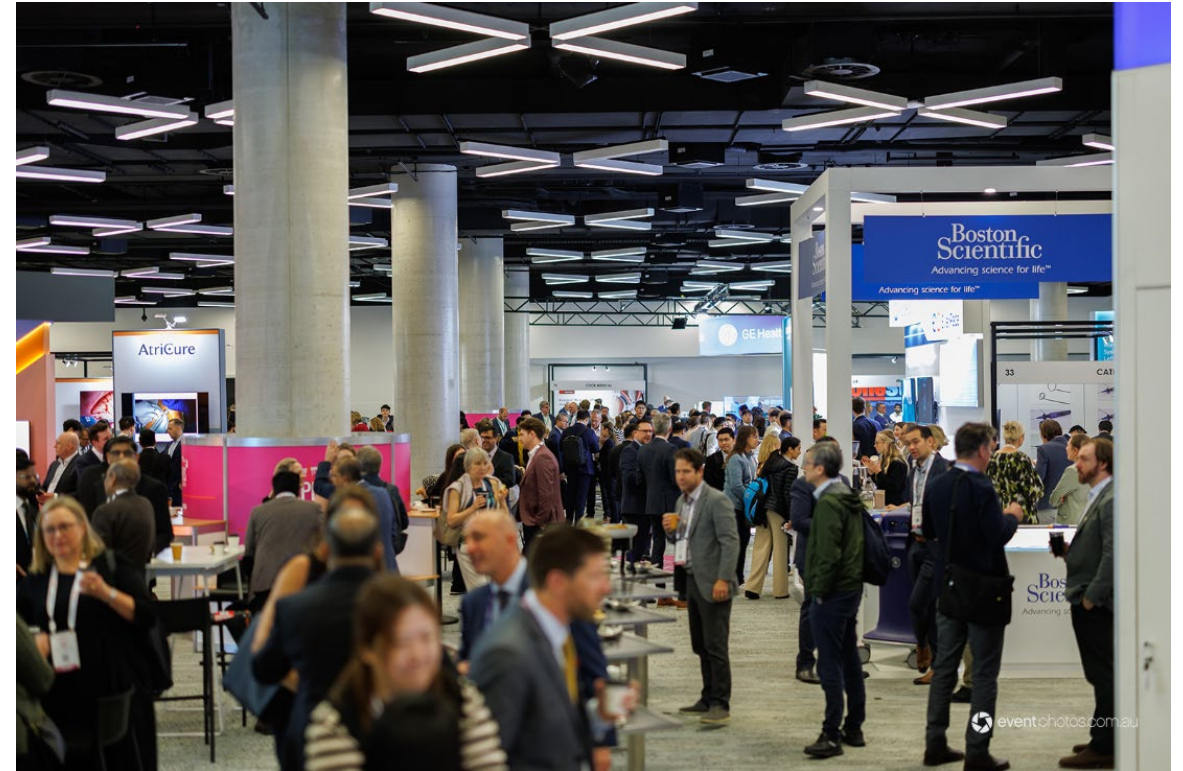
(23 Exhibitors)

EXHIBITOR TEAM MEMBERS

# Sponsorship and exhibition summary

Our 2024 Sponsors and exhibitors were an integral part of APHRS 2024. They created dynamic activations and sessions for our delegates to enjoy throughout the event. Exhibitors created an ambient and warm space that encouraged networking and new business partnerships. While our partners put together daily sessions including a hands-on element found in the Parkside Ballroom. These sessions include Mapping sessions, Innovation Walk & faraview Focus, EnSite™ X Learning Pod, Experience AVEIR™ VR Leadless Pacemaker and Low-Fluoroscopy with ICE.

We would like to thank our sponsors and exhibitors for their support at APHRS 2024.



# Sponsors

Platinum sponsor

**Medtronic** 75  
years

Gold sponsor

 **Abbott**

Silver sponsors

**Johnson & Johnson**  
MedTech

**Boston  
Scientific**  
Advancing science for life™



# Exhibitors



# Government support



business  
events  
**sydney**



# Sponsorship and exhibition sales

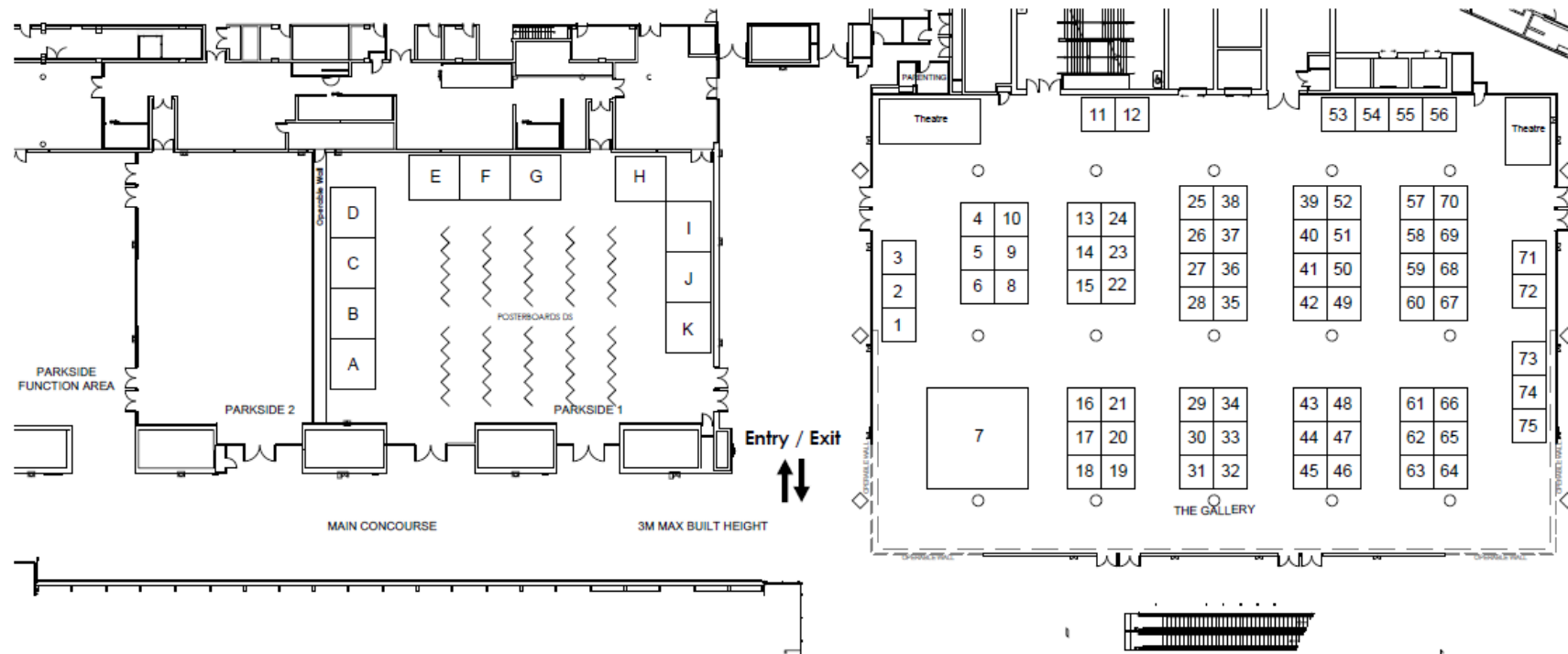
Company	Level	Amount inc GST
Medtronic	Platinum	USD580,000
Abbott	Gold	USD440,000
Boston Scientific	Silver	USD300,000
BiosenseWebster	Silver	USD360,000
Biosense Webster Malaysia	Educational	USD15,000
AtriCure Asia Pacific Pte Ltd	Exhibitor	USD36,000
Everpace(ShanghaiMicroPortEP Medtech Co Ltd)	Exhibitor	USD18,000
Japan Lifeline Co., Ltd.	Exhibitor	USD18,500.00
Biotronik	Exhibitor	USD54,000.00
Seers Technology Co., Ltd	Exhibitor	USD18,500.00
GE Healthcare	Exhibitor	USD18,000.00
Rooti	Exhibitor	USD18,500.00
Cook Medical	Exhibitor	USD9,250.00
iSignal	Exhibitor	USD18,000.00
Bittium	Exhibitor	USD9,750.00
APT Medical Inc	Exhibitor	USD9,750.00
Device Technologies	Exhibitor	USD9,750.00
CathRX	Exhibitor	USD9,250.00
OctagosHealth	Exhibitor	USD9,750.00
Micropace	Exhibitor	USD9,750.00



# Exhibition Floorplan

## APHRs 2024

ICC Sydney - Convention L2 - Parkside 1 & The Gallery  
27th -29th September, 2024



# Industry partner program– pre-event workshops

Medtronic	Abbott	Boston Scientific	Biosense Webster
<p>0800 – 1000</p> <p><b>The Unknown EGM</b></p> <p><i>Kenneth Ellenbogen, Jonathan Kalman, Ray S</i></p>	<p>0900 – 1300</p> <p><b>Conduction System Pacing Workshop</b></p> <p><i>David Foo, Matthew O'Connor, Ajit Thachil, Debabrata Bera, Devi Nair, Paul Ryu, Kim Tae Hoon</i></p>	<p>1000 - 1200</p> <p><b>CSP with SSPG- Optimizing Your Practice</b></p> <p><i>Scott Olsen, Tomos Walters, Lili Liu, Ron Killins</i></p>	<p>1400 – 1600</p> <p><b>How to optimize your workflow in various EP procedures– learn from the experts</b></p> <p><i>Henry Huang, Sandeep PrabhMasateru Takigawa, Saurabh Kumar, Akiko Ueda</i></p>
<p>1030 – 1500</p> <p><b>Conduction System Pacing Summit</b></p> <p><i>Kenneth Ellenbogen, Robert Kowal, Rajeev Pathak, Shunmuga Sundaram Ponnusamy Pugazhendh Vijayaraman Weijian Huang, Seow Swee Chong, Vincent Deen, Uwais Mohamed, Paul ValRyzin</i></p>	<p>1300 – 1630</p> <p><b>EP Workflow Tutorials: From Visualization, Mapping to Ablation</b></p> <p><i>Karen Philips, Sheng Xia, Takanori Yamaguchi, Rakesh Gopinathannair, Ffa Chung, Mansour Razminia, Ajita Kanthan, Dale Yoo, ChKeong Ching</i></p>	<p>1330 – 1700</p> <p><b>Fundamentals of PFA</b></p> <p><i>Joe Fitzgerald, Brendan Koop, Kars Neven, Kenneth Stein, Wei Lo, Andrea Natale</i></p>	
	<p>1400 – 1700</p> <p><b>Elevating Leadless Pacing in Asia with AVEIR™ Leadless Pacemakers</b></p> <p><i>Wei Hua, Hongxia Niu, Yangang Su, Yongmei Hu, Qiang Xie, Tingbo Jiang, Lin Tong, Rahul Doshi, Jinqiu Liu, Jinying Zhang, Xingbin Liu, Ikutaro Nakajima, Jeffrey Fung, Xuebin Li, Zhaohui Qiu, Rahul Doshi</i></p>		



# Industry partner program– Friday lunch symposiums

Medtronic	Abbott	Boston Scientific	Biosense Webster
<p>1215- 1315</p> <p><b>Progress of Conduction System Pacing (CSP)– Where are we in 2024?</b></p> <p><i>Pugazhendhi Vijayaraman, Xingbin Liu, Seow Swee Chong, Robert Kowal, Weijian Huang, Shunmuga Sundaram Ponnusamy, Koh Keng Tat, Ronpichai Chokesuwattanaskul, Saravanan Krishinan, Narayanan Namboodiri, Soyoung Lee, Mark TsKin Tam</i></p>	<p>1215 - 1315</p> <p><b>Latest in CSP using StyleDriven Leads</b></p> <p><i>Akira Mizukami, Shunmuga Sundaram Ponnusamy, Rajeev Pathak, Chi Keong Ching, Pugazhendhi Vijayaraman, Ajit Thachil,</i></p>	<p>1215 - 1315</p> <p><b>PFA Your Way</b></p> <p><i>Minglong Chen, Andrea Natale, Boris Schmidt, Ignacio Garcia Bolao</i></p>	<p>1215 - 1315</p> <p><b>Optimize without Compromise Advancing your AF workflow with QDOT MICRO</b></p> <p><i>Han Lim, Yoshihide Takahashi, Hyungsob Park, Ashley Nisbet</i></p>
<p>1215 - 1315</p> <p><b>Cardiac Ablation Innovation– Pioneering from Cyro to Pulsed Field Ablation Focusing on Single Shot</b></p> <p><i>Hui-Nam Pak, Jonathan Kalman, Karl Kuck, Bradley Knight, Josef Kautzner</i></p>			



# Industry Partner Program - Saturday Lunch Symposiums

Medtronic	Abbott	Boston Scientific	Biosense Webster
<p>1215 - 1315</p> <p><b>A New Era of Leadless Pacing</b>  <i>Arisara Suwanagool, Saravanan Krishinan, Meg LeVasseur, Myungjin Cha, Ahliyah Ibrahim, Sofian Johar, Yubin Long Cheng</i></p>	<p>1215 - 1315</p> <p><b>Advancement in Atrial Fibrillation Ablation</b>  <i>Minglong Chen, Young Hoon Kim, Chi Keong Ching, Haris Haqqani, Sri Sundaram, Yoshihide Takahashi</i></p>	<p>1215 - 1315</p> <p><b>Practical Considerations for PFA Procedures</b>  <i>Kazuhiro Satomi, Wei Lo, Melanie Gunawardene, Oussama Wazni, Devi Nair, Andrea Natale</i></p>	<p>1215 - 1315</p> <p><b>What you should know about PFA- Lesion Science and Clinical Applications</b>  <i>Peter Kistler, Yasuo Okumura, Rajeev Pathak, Tushar Sharma</i></p>
<p>1215 - 1315</p> <p><b>Beyond Shocks: Now and the Future of ICD and CRTD</b>  <i>Suneet Mittal, T.S. Kler, Gilbert Florentino, Kohei Ishbashi, Ki Hong Lee, Joseph-Sat Chan, Abdul Raqib bin Abd Ghani, David Foo</i></p>			



# Industry Partner Program Breakfast and Evening Symposiums

Medtronic	Abbott
<p>Friday 27 September 2024 0730 – 0830 <b>Aurora EVICD</b> <i>Ian Crozier, Joseph Ysun Chan, Uwais Mohamed</i></p>	<p>Friday 27 September 2024 0730 – 0830 <b>Atrial fibrillation ablation workflow optimization</b> <i>Azlan Hussin, Jonathan Choi, Mansour Razminia, Yasuharu Matsunaga, Lee, Dale Yoo</i></p>
<p>Saturday 28 September 2024 1705 - 1805 <b>Innovative Technology in Arrhythmia Management</b> <i>Shu Zahng, Dejjia Huang, Swee Chong Seow, Wei Xu, Qim Liu, Zuoying Hu, Huimin Chu, Xiaolin Xue, Xingbin Liu, He Huang, Yizhou Xu, Yongmei Hu, Yumei Xue, Yuanning Xu, Yuquan He, Yaxun Sun, Xueying Chen, Shufeng Li, Lang He, Xiaofeng Hou, Xia Sheng, Wenqi Pan, Feng Ze, Xudong Xie, Jun Li, Genqing Zhou, Zhongbao Ruan, Long Wang</i></p>	<p>Saturday 28 September 2024 1705 - 1805 <b>Revolutionizing Pacing with AVEIR Leadless Pacemaker</b> <i>Wei Hua, Michio Ogano, Vivek Reddy, Devi Nair, Ajita Kanthan, Mark Tam, Raed Sweidan</i></p>
<p>Saturday 28 September 2024 1705 – 1805 <b>From RF to PF, the Recent Advances in Catherter Ablation</b> <i>Cao Jiang, Minglong Chen, Usman Siddiqui, Boris Schmidt, Devi Nair, Cao Jiang</i></p>	



# Program– APHRS 2024 snapshot

**Preprogram**  
1 day

**Main program**  
3 days

9 sponsored  
workshops

2 plenary  
sessions

140  
concurrent  
sessions

18 industry  
symposiums

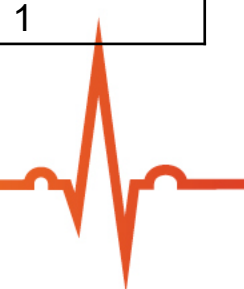
# Program– abstract statistics

- 1243 submissions received
  - 1156 accepted into program (incl no-shows/ withdrawn)
- Presented within program
  - 118 oral presentations
  - 100 moderated poster presentations
  - 724 standard poster presentations
- 695 individual abstract speakers  
(many of whom had multiple presentations)

# Program– abstract country breakdown

Country	No of submissions
Japan	211
Australia	141
China	109
Indonesia	88
India	84
South Korea	82
United States	75
Unknown	67
Malaysia	58
Taiwan	57
Singapore	22

Country	No of submissions
Vietnam	21
Hong Kong, SAR of China	15
Italy   Kazakhstan   Philippines   Thailand   United Kingdom	11
Korea, Republic of   New Zealand	9
Korea   Pakistan	7
Sri Lanka	6
Cambodia	5
Oman	4
Brunei Darussalam   Canada   Israel	3
Bangladesh   Czech Republic   Germany   Nepal	2
Egypt   Kuwait   Mongolia   Poland   Russia   Sweden   Switzerland	1



# Program– invited speakers / chairpersons

- 622 invited speaker presentations  
(342 individual speakers)
- 440 chairperson roles  
(293 individual chairpersons)
- Entitlements offered to speakers:
  - 1 x fulltime registration
  - Accommodation for up to 3 nights at the event hotel
  - Travel expenses up to set AUD value (range between 500 – 15,000)
- Entitlements offered to chairs:
  - 1 x fulltime registration





# Social functions



- **Thursday 26 September**

The **APHRS Welcome Reception** including Best Poster presentations was held in the Pymont Theatre Foyer, International

Convention Centre Sydney. It featured a native animal display that was particularly popular with our international visitors.

- **Friday 27 September**

The **Faculty Dinner** took place at Doltone House Jones Bay Wharf. Guests enjoyed a boat transfer to the venue, which included scenic stops to view the Sydney Opera House and the Sydney Harbour Bridge along the way.



- **Saturday 28 September**

The **Cocktail Reception** was held on the penultimate evening of the program in the Grand Ballroom of the ICC Sydney, with guests honouring award recipients

