

Agenda for press conference

Heart Failure 2009 Press Conference

To be held on Saturday, May 30 at 14:30, room 1

PRESS CONFERENCE

1/ Prof Ponikowski Chair and Moderator

To chair press conference, make general introduction (HFA, ESC, HF09), present speakers, highlight acute HF

2/ Prof Harding

Presentation of ISHR and "Human embryonic stem cell-derived cardiomyocytes: are they the real thing?"

3/ Prof McMurray

- Implications of obesity and diabetes epidemic for HF
- Late breaking trials
- Brief introduction on Telemonitoring

4/ Prof Dickstein

To promote patient website, especially launching of French version of *www.heartfailurematters.org*

5/ Prof Komajda

To present French sessions, highlight French contribution, speakers and topics of particular interest to French journalists:

- Apprendre aux patients à reconnaître les signes d'alerte

PRESS RELEASES

- **Launching of www.heartfailurematters.org in French – Prof Trochu**
- **Tele monitoring – Prof Cleland**
- **New biomarkers – Prof Ponikowski**
- **Apprendre aux patients à reconnaître les signes d'alerte – Prof Ferenc Follath**
- **La diététique un paradoxe français – Helene Guibert-Hériteau**
- **Acute HF – Marco Metra**

PRESS KIT INCLUDES

- **Set of all press releases**
- **HF 2009 Programme**
- **Background info on HFA**
- **Info on Heart Failure 2010**
- **Brochure for HeartFailureMatters.org**
- **Brochure on ESC**
- **Plan of building highlighting press room**
- **Who to contact for more info or to find a spokesperson**