



We've said it before. We even pushed on ISE to make this happen: ISE was too big for 3 days and moves to a 4 day format.

That change in format should be old news by now—but here is the real question: How will you spend that extra day?

If you are an exhibitor, it's easy...you'll spend that day with customers. Yes, we believe Day 4 will have an aggressive turnout.

Sure, there will be first-time visitors as the gravity of ISE 2016 pulls harder and harder on any company in EMEA engaged in the dozen or so of important product categories. And, of course, the more Europeans at ISE, the more Americans and Asians will come.

But how will you spend that fourth day?

Besides the free attendee parking, ISE itself is organizing some special events like the future-defining Closing Keynote and the win a drone competition.

And then there will be the exhibitor-organised initiatives.

How to Spend Day 4 at ISE 2016

Written by Bob Snyder
29. 01. 2016

We think the most important point is not to waste that 4th day by inflating your usual rounds of meetings with your traditional vendors.



Keep your usual jam-packed 3-day schedule. Then invest that extra day in your future: explore a new area of business. Whatever your business is today, the pro AV business is going wider. You need to go wider with it.

Maybe it's drones...or smart building... residential... outdoor DOOH...room scheduling...augmented reality... Whatever it is, use the tools on the ISE website to plan out Day 4.

Take the day to invest in how to grow your business beyond incremental growth. Let's make Day 4 "Future Day..."

Friday's Closing Keynote at ISE 2016 will be given by **Dr. Michio Kaku**, one of the world's leading scientific figures. Start with his vision of the future and then use the day to find your future.

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His keynote will begin at 09:00, half an hour before the show opens on Friday 12 February. See you there. We'll be the guys in the front row taking notes.

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