

## **Brian Solis Opening Keynote at ISE 2025**



Globally acclaimed digital analyst, author, and visionary Brian Solis will take the stage at ISE 2025 on Tuesday 4 February to present the Opening Keynote. Known for his profound insights into the intersection of technology, business, and culture, Solis will share his vision on how the pro AV and systems integration industry can change and innovate through the latest developments in artificial intelligence (AI).

Solis, Head of Global Innovation at cloud-based platform ServiceNow, was named a 'Top AI Leader' for 2024 by Rethink Retail, recognising him as pioneer of AI integration. He is also well-known as an author of over 60 industry-leading research publications and eight best-selling books exploring disruptive trends, corporate innovation, business transformation and consumer behaviour. His body of research has studied (and predicted) digital's impact on business and society and has helped companies and industries change and innovate with purpose and positive outcomes.

As next year's ISE evolves with exciting new features, a reimagined content programme, and a strong focus on AI, Solis' keynote address is set to be an essential destination for attendees eager to discover why now is the time for business leaders to rethink their organisations for an AI-defined future. In his ISE 2025 Opening Keynote, Solis will explore the future of tech development driven by AI, the opportunities, and challenges for the pro AV and systems integration business and the role each of us plays in shaping the future. He will delve into why automation has become the standard rather than the objective, why augmentation is the key to setting businesses apart, and how leaders can cultivate the mindset needed to unlock the potential of becoming an AI-first, exponentially growing organisation. The keynote will also address industry pain points such as inertia, business contact loss and outdated systems, providing solutions that restore

connections and drive progress.

Brian Solis said: “I’m beyond excited and also inspired to explore the possibilities AI creates for pro AV and systems integration leaders. While there’s a ton of uncertainty and challenges ahead, I prefer to see the future through an optimistic lens. Together we’ll learn how to find clarity in the unknown and lead the way for everyone to follow. See you in Barcelona!”

Mike Blackman, Managing Director of Integrated Systems Events, added, “We are thrilled to announce that Brian Solis will be joining us as our Opening Keynote speaker. AI is a key topic for the world’s systems integration and audiovisual industry, throwing up enormous opportunities and challenges. Brian’s expertise in the field as a futurist and business leader places him in a unique position to share his insights with our ISE community.”

The ISE 2025 Opening Keynote given by Brian Solis will take place on Tuesday 4 February. Join the ISE 2025 to experience cutting-edge technology with all your senses, grasp countless opportunities, push the boundaries of possibility, and boost your own career. Be inspired by Brian Solis and other industry experts and explore the future of pro AV and systems integration.

Register Today: Registration for ISE 2025 is now open. Early registration is advised to ensure plenty of time to arrange any necessary visas. To register, visit the website below.

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