News Release

Almo Professional A/V’s First E4 Evolution
Attended Virtually by More Than 1,400 Participants

E4v Content and AVIXA CTS Renewal Units Available
to Registered Attendees Through May 31, 2020

Philadelphia, PA — May 28, 2020 — Last week, Almo Professional A/V, the Pro A/V industry’s most dynamic distributor, successfully unveiled the first E4 Evolution (E4v), a set of predominantly live, regionally-focused virtual learning events that are part of the award-winning E4 Experience.

Attended virtually by more than 1,400 participants, the three E4vs (West Coast, Central, East Coast) included live sessions worth AVIXA CTS Renewal Units (RUs) delivered by the industry’s most sought-after presenters who tackled hot topics such as UCC, dLED, projection and eSports. E4v also included daily live lunchtime panels led by NSCA executives to discuss business tips for optimizing recovery. All live sessions have been recorded and are accessible to registered attendees (with the ability to still earn CTS RUs) through May 31, 2020.

View a press release on the E4v.

“The E4v format was a planned expansion to our in-person E4 Experience and designed to reach more regions – it was expedited somewhat due to the pandemic,” explained Melody Craigmyle, vice president of marketing and communications for Almo Corporation. “Participation during each E4v far exceeded our expectations. The excitement that was generated by this virtual formula proved that we are still able to provide the industry with the knowledge and connections needed to keep AV professionals thriving regardless of the circumstances.”

According to Gary Kayye, founder, rAVe Publications, "I was honored to deliver two live keynotes at the first virtual E4v. I know a lot of companies have been doing pre-recorded events, webinars and trainings but, Almo did it right - live. So, the feedback from the attendees was immediate and in real-time.”

“The first Almo E4v was a welcome and innovative approach to bringing the traditional Almo E4 experience into the current situation," added Jonathan Brawn, principal, Brawn Consulting and 2020 AVIXA Educator of the Year. “The E4v was an excellent experience; it gave us real-time interaction with
both the vendors and the Almo team. As a presenter, it was a great platform that allowed me to educate a larger audience than I normally enjoy at regional events.”

“The E4 Experience always has top-quality CTS education and the E4v was no exception,” said Patrick Whipkey, director, USAV. “We received great timely content on four topics that all of our members want to learn about.”

About the E4v
As the next evolution in live educational experiences, the E4v is designed to help integrators and resellers evolve and thrive by providing critical trends and business content delivered by the industry’s most sought-after presenters and worth AVIXA CTS Renewal Units. The E4vs also provide the opportunity to chat live with sponsoring manufacturers and local Almo sales representatives. For more information, go to www.e4evolution.com.

About Almo Professional A/V
Almo Professional A/V is the nation’s largest professional audio visual distributor with forward-thinking product integration, training and education, managed services, and technical support capabilities. With highly skilled sales and business development manager teams, reseller education programs, distribution centers across the U.S. and carefully chosen product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level.

Almo Professional A/V is a division of Almo Corp., the nation’s leading independent distributor of consumer electronics, major appliances, furniture and housewares. For more information about Almo Professional A/V, please call 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on LinkedIn at to www.linkedin.com/company/almopro, Twitter at to www.twitter.com/almoproav and on Facebook at www.facebook.com/almoproav.

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