

10 Tips for attending 2015 International CES

*From Holland Cooke, covering CES for Talkers magazine and several hundred radio stations.
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1. PLAN-AHEAD.

Draft a grid-shaped schedule before you head to Las Vegas.

If you've attended before, you know why.

First CES? Whatever you're expecting, it's more and bigger...massive and mind-boggling.

It'll be info-overload if you try to wing it. Especially if you're jet-lagged.

At cesweb.org, click "Conference," then peruse "Super Sessions" and "Keynotes."

(Any-of-which could feature a surprise star walk-on. Tom Hanks' Gary Shapiro impression was a scream.)

Arrive extra-early for Super Sessions and Keynotes. There'll be lines.

2. Plan-Ahead, Part Deux...

Atop the left-hand column, "Conference Program Schedule" is the whole shebang, chronologically.

"Conference Tracks" will point you toward your area of interest.

Now that you're registered, you're already being bombarded with story pitches.

Some are on-topic, and worth pre-arranging an interview.

All of that said...

3. Don't over-schedule.

You WILL happen-upon stories.

And you should over-budget Exhibit Hall time (there's 2 million square feet of it).

4. If you remember ONE of these 10 Tips, this is the one:

Wear comfortable shoes.

Hear me now, and thank me later.

5. Bring hand sanitizer. Lots of it. Germs from all over the world travel to this event.

6. Taking a cab from/to the airport? If you're staying on The Strip, save, by telling the driver "Don't take the tunnel. Take Paradise to Trop."

7. ALWAYS – repeat, ALWAYS – split aces and 8s, no matter what the dealer is showing.

And, statistically, Insurance is a sucker bet.

8. Don't over-spend on Monorail tickets. It's a darn handy way to get to the LVCC, and unlike the shuttle busses, the Monorail runs all day. But unless you're SURE you're going to get your money's worth, don't buy temptingly-discounted round-trip or all-day or multi-day fares. \$5 one-way is LOTS cheaper than a cab. As with Vegas generally, quit while you're ahead.

9. Outbound, get to the airport TWO hours early. Security lines at McCarran can be long. Enjoy free Wi-Fi while you wait.

10. During the convention, follow my real-time Tweets @HollandCooke