News Release

Cloud Conventions Creates DIY Playbook for Managing & Delivering Virtual Events

Atlanta, GA — September 14, 2021 — Cloud Conventions today released a new **Do-it-Yourself** (DIY) eBook for associations, nonprofits, and businesses designed to reduce cost and increase efficiency with a self-managed program to create and deliver a virtual conference or trade event. It's all outlined in "The DIY Virtual and Hybrid Event — Case Study," available for free to download. Cloud Conventions is a sophisticated event management platform that redefines the attendee and exhibitor experience focused on delivering virtual and hybrid events for associations and business.

"Most organizations with live events that were scheduled in 2020 and 2021 have now had the experience of staging those events virtually," said Carolyn Bradfield, CEO of Cloud Conventions. "Even though live events are returning, maintaining a virtual event option will be vital to your event strategy, even after all of the challenges of COVID have passed. To simplify and demystify the process, we created a DIY program for meeting planners that have gotten comfortable with virtual events but want to maximize their effectiveness, while managing more of the elements themselves to reduce cost and maintain more control."

The cost and effort to add virtual options to complement a live event or as a stand-alone event has been overwhelming for many organizations with limited staff or a tight budget. Cloud Conventions' DIY Virtual Events offer a low-cost subscription to the event management platform and a step-by-step playbook to simplify planning, execution, and management. The DIY event program shows you on how to create a content and session strategy, a virtual exhibit option for sponsors, expanded attendee engagement strategies and a way to automate onboarding attendees and manage the platform. A DIY platform comes configured and organized, making it easy to brand and add other elements without technical expertise or programming.

"We generated two of our own virtual events before we began delivering virtual events to clients," added Bradfield. "We took the lessons we gained from our events and coupled them with what we learned from executing hundreds of events for other customers. We created an eBook that outlines 9 key steps for executing a successful DIY virtual event. In this eBook, we relate those steps to how we delivered Cloud Conventions 2021, a virtual trade event for the telecommunications and cloud sales channel in May 2021."

The Cloud Conventions technology platform is designed with the non-technical user in mind with self-help and user tips built into administrative routines. The platform comes with templates for email communication, virtual exhibitor booths, session and content posts, directories and pages. Customers can take advantage of built-in Zoom or BlueJeans by Verizon conferencing capabilities to broadcast video sessions and keynotes. Event planners can also use their own preferred video accounts such as Teams, GoToMeeting or GlobalMeet. Analytics and reporting are automated to give the event organizer and exhibitors a detailed view of all attendee engagement.

Click here to download: The DIY Virtual and Hybrid Event — Case Study

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About Cloud Conventions

Cloud Conventions from Convey Services is an enterprise virtual/hybrid event management platform that redefines the exhibitor and attendee experience to allow companies to provide easy access to in-depth product information, showcase their brands with graphics and videos, create calls to action and generate a larger quantity of better qualified sales leads. Used around the world for large managed events and smaller self-directed meetings, conferences and corporate kickoffs, Cloud Conventions automates exhibitors and virtual booths, delivers continuing education, manages speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Cloud Conventions supports multiple languages and currencies, internal, external and single sign-on registration, and supports all conferencing carriers and platforms. Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting https://cloudconventions.com or contacting info@cloudconventions.com or call 888-975-1382.

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