News Release

Cloud Conventions Launches Online Resource Center for Virtual Event Managers
Strategies & Tactics to Convert a Live Event to Virtual

Atlanta, GA — July 27, 2020 — Cloud Conventions, a full featured virtual tradeshow, conference and event technology solution today launched an Online Resource Center to guide future event planners and operators though the expanding world of virtual events. The Center provides strategies, best practices and ideas for effective event design to engage attendees and deliver a strong ROI to exhibitors and sponsors. Articles and eBooks outline how to set up, manage and run a world class virtual event with engaging educational and social sessions that deliver an interactive experience for both attendees and exhibitors. Cloud Conventions is a virtual event SaaS platform from Convey Services.

"Almost every event manager, show operator or association is having to learn how to manage a virtual event for the first time, we have been doing online events for years," said Carolyn Bradfield, founder of Convey. "Most event managers make the mistake of believing that a series of webinars constitutes a virtual experience that will inspire attendees. Webinars have been overused and most people are not motivated to sit through an endless stream of repetitive webinar sessions. An effective virtual experience needs a higher level of content from the event and its exhibitors, with live sessions offered alongside on-demand programs."

The Online Resource Center features the Virtual Event Playbook, a guide to the features and capabilities of the Cloud Conventions platform in addition to curated articles and videos on best practices in delivering virtual sessions, enhancing the attendee experience or managing and working with exhibitors and sponsors.

"We are constantly curating best practices from across this dynamic new industry so that event managers, even novices to the world of virtual shows, can be successful hosting their first event," added Bradfield. "Exhibitors must embrace a different strategy to capture attendee information and interact through chat, video meeting rooms, scheduled meetings or gamification. A virtual tradeshow should center around a theme or mission, offer rich content, ways to connect with exhibitors, as well as other attendees along with opportunities to socialize."

Cloud Conventions has features to promote interaction with discussion forums, opt-in attendee directories, social sessions, and live exhibitor meetings. Exhibitors can use chat, streaming video meetings, or integrated meeting calendars. They can offer 'virtual swag', show specials or promotions and give away CloudPoints™ for attendees who engage inside their booth. For more ideas on how to make a virtual event both informative and engaging, visit the Online Resource Center at CloudConventions.com.

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About Cloud Conventions

Cloud Conventions is a Virtual Trade Show and Conference Platform from Convey Services that brings new capabilities to a marketplace looking for solutions to replace the thousands of live trade shows, annual conferences and association meetings cancelled in the wake of COVID-19. Originally launched as ConveyLive, Cloud Conventions automates exhibitors and virtual booths, attendee registration, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

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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Press Contact
Bruce Ahern — (770) 580-0810
Convey Holdings
bahern@conveyservices.com