News Release

Cloud Conventions Publishes Virtual Event Playbook Series
Free eBooks Offer Strategies & Tactics for Managing Virtual Tradeshows, Conferences or Events

Atlanta, GA — July 31, 2020 — Cloud Conventions, a full featured virtual tradeshow and event technology solution today released the first in a series of eBooks entitled "How to Plan, Promote, & Deliver the Perfect Virtual Event" available for free online. If a tradeshow or association meeting is 'going virtual' for the first time to replace or enhance a live event, this eBook provides tips, hints and insight to help execute a successful show. It outlines virtual event strategies, provides successful real-life examples and details how technology can automate the process. Cloud Conventions is one of the hottest new virtual event SaaS platforms from Convey Services.

"Planning, promoting and managing attendees are still critical elements in making any event successful, but for a virtual event you have to think outside the box to create an environment that captures attention while enriching your audience," said Carolyn Bradfield, founder of Convey. "If you design your virtual event with back-to-back, hour-long webinars, or content that is not engaging, you will discover that attendees will quietly turn you off. Virtual events may be easier to attend than physical ones, but they still require a well thought out strategy, a solid platform and detailed project plan."

Virtual events have emerged as a more than viable alternative to live events because they can be executed and attended without the expense or risk of travel. Tradeshow operators, event managers and associations that depend on event revenue can keep that money flowing regardless of any disruption to travel. "How to Plan, Promote, & Deliver the Perfect Virtual Event" will help you organize and execute a virtual show, engage attendees and ensure exhibitors and sponsors have a strong ROI.

"Memorable virtual events provide interactive experiences for attendees with opportunities to connect and network, get prizes and giveaways, express their opinion, interact with vendors, and consume content live or on demand," added Bradfield. "You may not be able to completely replace the parties or entertainment an attendee experiences at a live event, but you can create new ways of making the attendee an integral part of your virtual event. Virtual Swag, virtual cocktail receptions and even online wine tastings with a live sommelier are just a few ideas that create a personal experience for everyone that attends."

For more ideas and additional eBooks 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.

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