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The pace of innovation has accelerated as never before with the hard pivot to a virtual workforce in 2020 and the introduction of new technology and tools, more automation, and faster and more efficient ways to reach the market. These changes have had profound effects on the customer experience, the workplace affecting the channel's ability to stay competitive in the marketplace. EagleTEQ partner Mike Cromwell is one of the consulting partners for the upcoming virtual channel tradeshow Cloud Conventions 2021 and will help guide attendees through new and innovative ways that companies will engage digitally in their journey to buy services and how channel sellers must adapt and change to take advantage of the new ways to relate to their buyers. In this podcast, Cromwell is joined by Carolyn Bradfield, CEO of Convey Services. Bradfield gives us an overview of the event and discusses how the program is custom made for TR readers to gain tools for the year ahead. Produced by Convey Services, in partnership with the MCI Group and EagleTEQ Advisors, Cloud Conventions 2021 takes a new approach to educate and engage its channel audience to make sure they have all the tools needed to navigate the "next normal".



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