News Release

Cloud Conventions Creates Dedicated Team to Support Virtual Events for Associations & Nonprofits
Specialized Services Support Virtual Conferences with Continuing Education

Atlanta, GA — August 5, 2020 — Cloud Conventions, a full featured virtual tradeshow and event technology solution now has a dedicated team of event managers to support virtual events and conferences for professional associations and nonprofits. Members of the new group have hands-on experience in working with associations, nonprofits and management firms to translate formerly live conferences into virtual events using the Cloud Conventions platform.

"Our goal is to show association managers that taking a live conference and making it virtual still supports their membership and benefits their sponsors," said Carolyn Bradfield, founder of Convey. "In many ways, virtual events not only satisfy the goals of associations and trade groups but exceed them in ways that live events can't. The Cloud Conventions platform engages members while drawing a larger audience who don't need to travel to participate. This delivers more revenue to the organization and better ROI to exhibitors and sponsors."

For associations, virtual events have significant advantages, with higher levels of engagement between exhibitors and members. Attendees now have the option to:

- Attend without the risk or expense of travel.
- Attend sessions live or watch recorded speakers or panel discussions online.
- Explore content from exhibitors and sponsors on-demand, not just during exhibit hours.
- Allow more people in their organization to take advantage of the conference.
- Receive continuing education credit without missing other parts of the event program.
- Network and interact with association members through social events and forums.

"Associations and trade groups often fund their entire annual budget from revenue generated by exhibitor commitments or sponsorships along with registration fees," added Bradfield. "Exhibitors and sponsors generate a larger number of sales leads as attendees interact inside the booth. There are more calls to action, since attendees can request meetings, attend demos or collect more information. Our new team helps association managers understand the benefits of a virtual event and provides support to maximize the capabilities of a Cloud Conventions virtual event."

Doctors, nurses, lawyers, engineers, CPAs, financial advisers, real estate and other professionals are required to prove participation in continuing education programs every year in order to maintain their Continuing Education (CE), Continuing Legal Education (CLE) or Continuing Medical Education (CME) certificates or licenses. Many of these professionals obtained credits during live association conferences. Now they can earn them during a virtual conference or tradeshow. Cloud Conventions automates session management, allows the use of any conferencing solution, produces the post-session speaker evaluation and can deliver a continuing education certificate to the dashboard of qualifying attendees. The platform is now fully integrated with Zoom Webinar for attendee tracking and CE compliance.

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Cloud Conventions has a unique 'Hub & Spoke' content delivery model that supports associations and trade groups who manage multiple events. The association can maintain one centralized hub site for exhibitors to add educational and marketing assets and duplicate their virtual booths to multiple regional event portals. This gains efficiency and saves time for the association, as well as the exhibitor. Pre-designed booth templates standardize the look and feel of every show, providing a consistent attendee experience and simplifying exhibitor management. Cloud Conventions is designed for the non-technical user who doesn't have HTML skills or technology training. Marketing administrators or event managers can easily navigate the platform.

For more ideas on how to make a virtual event both informative and engaging, visit the Online Resource Center at www.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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