Cloud Conventions Partners with MCI Group to Provide Virtual and Hybrid Event Solutions to Medical Organizations

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Atlanta, GA: Cloud Conventions, a virtual or hybrid event platform for businesses, and the MCI Group, a renowned worldwide event management agency, have teamed up to provide virtual and hybrid event solutions for medical organizations to support their live events. The American Thoracic Society, a nonprofit group with over 16,000 members worldwide dedicated to advancing pulmonary disease care, inaugurated its annual conference as a 100 percent virtual event in April 2021. The MCI Group was chosen as the event management partner, and Cloud Conventions was recognized as the virtual event platform. Under the supervision of the MCI Group, the Association of periOperative Registered Nurses (AORN) moved their hybrid conference to an entirely virtual event in August, driven by an extra precaution following the recent spike in COVID cases. This new virtual event will use the Cloud Conventions virtual or hybrid event platform to enlighten and engage participants and exhibitors.

"Audiences for conferences hosted by medical professional groups have unique requirements and a heightened awareness of the risks imposed by the pandemic," said Carolyn Bradfield, CEO of Convey Services, the parent company of Cloud Conventions. "Medical professionals not only want to stay up-to-date on scientific advances, but they also need to complete continuing medical education (CME) to maintain licensure. A virtual, on-demand option for engagement plus education ensures attendees have a safe environment to meet their educational needs, interact virtually with other attendees and engage live or on demand with suppliers and sponsors."

In April, 9,000 people registered for the American Thoracic Society's all-virtual conference, which featured 140 clinical and scientific sessions, 71 special networking events, and more than 3800 presenting sessions and scientific posters. On-demand and live workshops, a networking and innovation lounge, an exhibitor solutions center with in-booth sessions, product presentations, and an innovation theatre will be available from the Association of periOperative Registered Nurses.

"Striking the balance between a live and virtual event environment is a strategic decision that medical professional groups must make as they consider event design today and even more in the future," said James Kelley, Director at the MCI Group. "Our customers rely on MCI to guide them to deliver the best options that engage audiences before, during and after the event ensuring that virtual environments complement and not conflict with the on-site program."