



# News Release

## The 2021 American Thoracic Society Virtual Event A Case Study in Virtual & Hybrid Events for Medical Organizations

**Atlanta, GA — September 14, 2021** — In 2021 the American Thoracic Society hosted their annual conference as a virtual event. The ATS Virtual Conference provided both attendees and exhibitors with a virtual experience that would closely replicate the in-person environment. Download the case study for free at: **Case Study in Virtual & Hybrid Events for Medical Organizations — The story of ATS 2021**. The ATS International Conference attracts pulmonary, critical care, and sleep professionals, from those in the earliest stages of their careers to those whose research or strides in clinical care has gained them international recognition. Each year, nearly 14,000 of these professionals choose to attend, present, and learn about the latest advances, meet with colleagues from around the world, and create new collaborations and connections. It is truly where today's science meets tomorrow's care.

"The MCI Group was tapped to be the event management company for the ATS virtual event, said Carolyn Bradfield, CEO of Cloud Conventions. "MCI is a global engagement and marketing agency that creates human-centric touchpoints to unleash the power of people to deliver innovation and growth. Cloud Conventions was selected as the technology platform to manage the ATS virtual event. Our technology is an automated platform that manages everything needed to execute a flawless virtual event, trade show or conference."

### ATS Virtual Conference Goal

The virtual conference was designed around three main elements to meet the goal:

- Presentations & Sessions
- CME/MOC Education
- The Industry Solution Center for sponsors

Attendees at the ATS Virtual Conference engaged through networking events featuring experts from the medical industry, attendee-to-exhibitor real-time chat, online discussion forums and "Community" featuring searchable attendee directories, profile cards for each attendee and instant messaging between attendees. The live portion of the virtual conference was held over a five-day period, and on-demand content was made available for ninety days.

Click here to download: **Case Study in Virtual & Hybrid Events for Medical Organizations — The story of ATS 2021**

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### About Cloud Conventions

Cloud Conventions from Convey Services is an enterprise virtual/hybrid event management platform that redefines the exhibitor and attendee experience to allow companies to provide easy access to in-depth product information, showcase their brands with graphics and videos, create calls to action and generate immediate sales leads. Used around the world for large managed events and smaller self-directed meetings, conferences and corporate kickoffs, Cloud Conventions



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automates exhibitors and virtual booths, continuing education, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Cloud Conventions supports multiple languages and currencies, internal, external and single-sign on registration, and supports all conferencing carriers and platforms. Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting <https://cloudconventions.com> or contacting [info@cloudconventions.com](mailto:info@cloudconventions.com) or call 888-975-1382.

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