



# News Release

## Cloud Conventions Introduces SafetyNet to Create a Virtual Backup Plan for Live Events

Atlanta, GA — August 19, 2021 — [Cloud Conventions](#) today introduced [SafetyNet™](#), a new program to provide a virtual event backup options for associations, tradeshow, event managers or trade groups that have a live event scheduled now or in the near future. SafetyNet provides a standby virtual event platform that can be activated if needed when attendance for a live event declines or if there is a requirement to pivot to an all-virtual program. A SafetyNet platform can be brought online in a matter of days without technical support or programming. Cloud Conventions is a sophisticated event management platform that redefines the attendee and exhibitor experience with a strong focus on delivering virtual and hybrid events, regardless of size or budget.

“It seems like a repeat of 2020 as event managers, associations and other trade groups are struggling to decide if they should cancel their live event, shift to virtual or hybrid, or take other precautions to make attendees and exhibitors feel safe,” said [Carolyn Bradfield](#), CEO of Cloud Conventions. “Any group hosting live events today needs a virtual backup plan that can be activated to ensure attendees and sponsors can participate in industry sessions, continuing education and still make connections that they would miss when they can’t attend in person.”

SafetyNet maintains a low-cost Cloud Conventions virtual platform on standby behind a private login until required. It is hosted on a custom URL, is fully branded, customized and organized to host live or on-demand sessions, exhibitor and sponsor booths or provide a resource center for all event-related content. Attendees can be imported from a live event registration system and have their record transferred to SafetyNet including demographics and event access permissions. Sponsors are assigned a virtual booth template and configured to go live without technical assistance, in a matter of hours.

“Now that live events have partially returned, many groups ask themselves if virtual events are worth it, so they only focus on their in-person event, often to their detriment,” added Bradfield. “A 2020 study of 1,000 respondents, *‘Association Trends: From Disruption to Opportunity’* produced by Community Brands, details that having a virtual option for membership participation has changed from a nice-to-have to a must have. Some live events scheduled for the fall of 2021 are being abruptly cancelled due to on-going COVID risks. This is clearly an indicator that the pandemic is far from over. A SafetyNet option is the best insurance that the show will go on, no matter what.”

SafetyNet is offered for a low, setup fee to create a fully branded and configured virtual environment. If the organizer chooses to go live with a hybrid or all-virtual event, the setup fee applies to the event package. Show managers can choose as much or as little assistance from Cloud Conventions to bring their event online quickly with all the features needed to educate and engage attendees. Having a virtual option guarantees a rewarding experience for attendees, better ROI for sponsors and ensures smoother event operation for organizers. Explore SafetyNet at: <https://cloudconventions.com/page/139455/safetynet>.



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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 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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