



News Release

Cloud Conventions Releases New eBook for Associations Detailing 2021 Virtual & Hybrid Event Outlook

Atlanta, GA — September 14, 2021 — Cloud Conventions today released a new eBook exclusively for event planners of professional associations and trade groups entitled [“2021 Virtual & Hybrid Event Outlook for Associations,”](#) available free to download. It offers practical advice for associations to make their next live, hybrid or virtual event deliver the right experience for the organization, its members, and sponsors. The eBooks focuses on the business case for redefining online event experiences backed by research.

“Professionals that manage live and virtual conferences for associations struggle with how they should engage their membership now that live events are starting to return,” said Carolyn Bradfield, CEO of Cloud Conventions. “We assembled this eBook to look at research from well-respected sources to see how having virtual event options has impacted how members engage with associations before, during and after the pandemic. We look at how sponsors view their investment in virtual events, and what it tells us about how associations should plan their event strategy moving forward.”

In 2020 the pandemic forced associations to cancel in-person gatherings and pivot to everything from webinars to multi-day virtual conferences. Scrambling to offer some sort of online experience to replace the much-anticipated live conferences represented a fundamental change in the way an association and its membership connected historically. The result was a lower revenue producing virtual option that represented a huge decline in the association’s bottom line. However, the upside of virtual events, when effectively done, has been a game changer for many associations leading to increased attendance, greater member engagement and additional sponsorship revenue outside of membership or attendance fees.

“Now that live events are starting to return, associations have asked themselves if continuing virtual events are really worth it,” added Bradfield. “The 2020 study of 1,000 respondents, ‘Association Trends: From Disruption to Opportunity’ produced by Community Brands reveals that having a virtual option for membership participation has moved from a nice to have, to a must have. Recent cancellations of live events because of renewed COVID concerns scheduled for this fall is an indicator that the pandemic is far from over. Having a virtual or hybrid option still is the best insurance that the show will go on, no matter what.”

Although 2020 was disruptive, in the last several years revenue from membership dues has declined for many associations, while revenue from other sources increased, accounting for over half of the funding for a given group. “2021 Virtual & Hybrid Event Outlook for Associations” reviews the value delivered to the membership and key factors behind increased participation when doing virtual or hybrid events. Cloud Conventions is an event management platform that redefines the attendee and exhibitor experience with a strong focus on delivering virtual and hybrid events for association and nonprofit groups.

Click here to download: [2021 Virtual & Hybrid Event Outlook for Associations](#)



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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 a larger quantity of better qualified 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, delivers continuing education, manages 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 or call 888-975-1382.

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