



News Release

Virtual Wine Tastings Elevate the Cloud Conventions Virtual Event Experience Bring a Sommelier into the Attendee's Living Room

Atlanta, GA — July 30, 2020 — Tradeshows, conferences and events around the world are coming up with new ideas, like virtual wine tastings, to enhance the experience as the growing list of live shows convert to virtual in 2020 in response to COVID-19. Virtual wine tastings are the perfect ending to a day of educational sessions and sales promotions. It gives event sponsors a strategic way to get in front of an exclusive audience, promote social interaction and highlight the sponsor's connection to attendees.

"Virtual events are most successful when attendees feel like they are a part of a community and enjoy themselves in a social session after they have spent the day learning about new products and services," said Carolyn Bradfield, founder of Convey. "What could be better than an audience coming together for conversation, expert wine education and a selection of fine wines delivered to the attendee's home plus a wine tasting can be included as part of the event program."

Virtual wine tastings are underwritten by major sponsors of an event and are often directed at high-value attendees. Wine packages are shipped in advance to those registered for the tasting and can include custom wine glasses featuring the sponsor's logo. An executive of the sponsor company can act as the master of ceremony to welcome participants and special guests. The party is turned over to a wine expert or sommelier to introduce one or more of the wines. The audience then has the opportunity to discuss the wines with the group, interact with the sommelier or socialize with other attendees.

"Wine tastings are just one of the fun and unique virtual social gatherings that can make an event truly interactive and special," added Bradfield. "In addition to wine tastings, event managers are scheduling virtual cocktail parties that bring large groups together and are hosted by a sponsor who invites special guests from either the industry or well-known personalities. With a little imagination and planning any show manager can transform what might seem like a string of webinars into a memorable live event."

Cloud Conventions is one of the hottest new virtual event SaaS platforms from Convey Services. For more ideas on how to make a virtual event both informative and engaging, visit the Online Resource Center at 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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