



News Release

Local Firm Capitalizes on Growing Demand for Virtual Events & Tradeshows As COVID-19 Changes The Face Of Business

Roswell, GA — August 4, 2020 — Local technology firm, Convey Services discovered a huge new market for their online portal solutions as a result of the COVID-19 pandemic. Their online portals were originally built for sales engagement, but Convey recently introduced Cloud Conventions, a virtual event platform that is changing the way people connect at tradeshows, conferences or expositions from the comfort and safety of their home. Today the Cloud Conventions business is growing rapidly, delivering virtual events in dozens of different markets around the world.

“In the early 90s I co-founded a company in West Point, Georgia that completely reinvented the conference calling industry,” said Carolyn Bradfield, founder of Convey. “It changed how we communicated with remote teams and eliminated unnecessary travel to engage with sales groups and customers. Today, in the face of COVID, nearly every tradeshow, industry event, live sales meeting, association and trade group gathering has cancelled in 2020 and many already into next year. Even when live events return, they will never be the same as before the pandemic. Our new Cloud Conventions virtual event platform can replace a live conference and offer many advantages over live events. They better educate, provide on demand content, allow companies to exhibit and interact with attendees, while having fun.”

“I expect when live events return they will not be nearly as large, or as integral to doing business as they had been,” added Bradfield. “In the future, most live events will include a virtual component that will engage individuals who choose not to travel to attend in-person. Cloud Conventions is a sophisticated platform for exhibitors and sponsors to get their product and services message in the hands of conference attendee and achieve a stronger ROI.”

Cloud Conventions is a Software as a Service (SaaS) platform that automates exhibitors and virtual booths, manages attendee registration, organizes speaker sessions and reminders, manages email communication, while at the same time producing detailed analytics on all activity. The platform provides sponsors and exhibitors greater promotional opportunities, with a graphical display of content and marketing assets, meeting calendars, live chat and video sessions. Cloud Conventions can deliver virtual events ranging from small association conferences to large industry expos. They can be fully supported by Convey or self-managed.

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Media Note:

Carolyn Bradfield is available for live or virtual interviews.

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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