



News Release

Cloud Conventions 2021 Will Feature Five Unique Pavilions Focusing on “The Next Normal” The Telecom/Cloud Channel’s Premier Virtual Expo Returns May 12-14

Atlanta, GA — April 28, 2021 — When the Cloud Conventions 2021 virtual trade expo opens May 12-14 it will feature five unique pavilions for content and networking to address transformation in the channel due to the pandemic. Each pavilion will feature speakers, sessions, panel discussions, sponsors, and networking lounges to provide information and strategies for channel professionals in the telecom/cloud, hosted voice, connectivity, IT, managed services (MSP) and mobility industries.

“We have all been living through the evolution of the “Next Normal” as we navigate the ramifications of a virtual or hybrid workforce, the introduction of new technology into key markets, and changing buying processes in the industry,” said Carolyn Bradfield, CEO of Convey Services, the platform provider for Cloud Conventions 2021. “We organized this event around five key areas in the channel and created pavilions populated with live and on-demand content. Attendees at a channel event are no longer relegated to being just observers. They are integral to the conversation, with opportunities to connect with each other, as well as with service providers.”

The **Industry Insights** pavilion helps attendees explore new business combinations, emerging buying models, industry trends and accelerated changes. **Digital Transformation** showcases new and innovative ways for companies to engage digitally in their journey to buy services and how channel sellers can adapt and change to relate to buyers. **Corporate Wellness** addresses the personal aspects of burnout from the long-term effects of the Pandemic, ways to get in better balance and strategies to re-energize your team. **The Marketplace** features industry insiders from healthcare, restaurants, logistics, education, and professional services to focus on technologies they adopted in the past year and what they intend to use in the future. **Business Growth** provides new ways to attract customers, sell more to the ones you have, and position yourself as a trusted advisor.

“Cloud Conventions 2021 can help redefine how you think about engaging in digital changes of the channel,” added Bradfield. “We’ve incorporated motivational design to turn attendees and exhibitors into active participants and provide them with experiences that go way beyond the usual technology webinars that only present information the channel has already seen, far too many times.”

Attendance at Cloud Conventions 2021 is free to qualified industry professionals. Exhibitors and attendees can sign up at [Cloud Conventions 2021](#). Attendees can engage in forums, roundtable discussions, participate in networking events, register for prizes and access live or on-demand content. Cloud Conventions 2021 is co-sponsored by TR Publications and managed by the MCI Group. MCI Group is committed to growing the event and returning in the spring of 2022 with a live and hybrid industry expo. The Cloud Conventions 2021 expo is hosted and managed on the industry-leading Cloud Conventions virtual event platform, powered by Convey Services.



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About TR Publications

TR Publications reaches 50,000 telecom/cloud professionals from across the communications delivery community: enterprise end users, channel partners, MSPs, carriers and CLECs. It is the only publication that penetrates deeply into the core UC markets, both channel and IT management: 37,000 readers monthly by hard copy, 1,800 readers daily by online, 13,000 readers every week by eBulletin, 2,500 listeners each week by podcast. Channel readership represent the twelve largest OEM and solution providing communities, together reflecting 96% of all UC sales by revenues on equipment, services, premises, hosted, software solutions and other platforms.

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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. 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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