



News Release

Cloud Conventions 2021 Opens the Event Platform to Registered Attendees Navigate “The Next Normal” Goes Live May 12-14

Atlanta, GA — May 6, 2021 — Cloud Conventions 2021 opened its event platform today for attendees to login, explore and sign up for sessions and networking events. When the Telecom/Cloud Channel’s premier virtual expo goes live next week it will feature five unique pavilions for content and networking to address transformation in the channel brought on by the pandemic and the “Next Normal” for channel sellers, their customers, and providers. Each pavilion has speakers, panel discussions, ‘Meet the Expert’ opportunities, 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. Attendance at Cloud Conventions 2021 is free to qualified industry professionals.

“Cloud Conventions 2021 is different from any virtual event you’ve ever attended,” said Carolyn Bradfield, CEO of Convey Services, founding partner of Cloud Conventions 2021. “Our goal is to bring together familiar faces from the channel along with experts from other markets and disciplines to help redefine how you think about navigating through the complex changes brought on by the accelerated pace of digital transformation, changes in the customer buying journey, mergers and acquisitions and how the markets you sell to have changed in the past year.”

During the pre-show exploration week before the show opens, individuals can check out the agenda, register for events, find sessions and sign up to put them on your calendar. The agenda includes fun events, Cloud Coffee Corners, Lunchbox session and social hours including Comedy Night on Thursday with popular comedian Jim Gossett! The only thing needed to get into the action and the fun is to register as an attendee and gain full access to sessions, conversations, discussion forums, coffee breaks, the exhibit hall and content library.

Exhibitors and attendees sign up at [Cloud Conventions 2021](https://www.cloudconventions.com). Cloud Conventions 2021 is co-sponsored by TR Publications and managed by the MCI Group. The MCI Group is committed to delivering a powerful and meaningful tradeshow in the telecommunications and cloud channel, then returning in the spring of 2022 with a live and hybrid industry tradeshow. Cloud Conventions 2021 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



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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.

www.telecomreseller.com.



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MCI is a global engagement and marketing agency. We design human-centric solutions that unleash the power of people to deliver innovation and growth for our clients. Our offering includes live & virtual events, strategic & digital communications, consulting & community solutions. We help brands, companies, associations and not-for-profits solve their challenges, bringing their people together to shape their tomorrow. MCI is an independently owned company headquartered in Geneva, Switzerland, with a global presence in 60 offices across 31 countries.

www.mci-group.com

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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