Cloud Conventions Unveils Connected Event Networks for Virtual Conferences & Trade Shows
Proprietary Hub & Spoke Technology Manages Multiple Shows from a Single Platform

Atlanta, GA — July 15, 2020 — Cloud Conventions today unveiled new event management technology that connects multiple virtual conferences or trade shows from a centralized hub allowing events with unique identities to share a common set of exhibitors, sessions or content. This Industry-first solution allows trade associations, companies and large event operators to produce several related events from a single administrative portal that maintains and updates content or session catalogs and exhibitor booths and selectively updates portals in the network. Cloud Conventions is a full featured virtual event SaaS technology from Convey Services.

"Convey's proprietary Hub & Spoke technology has powered industry networks in telecommunications and insurance for years, connecting multiple suppliers and vendors with an indirect salesforce," said Carolyn Bradfield, founder of Convey. "Using Hub & Spoke, multiple virtual event portals can receive content and marketing assets from a centralized hub site. The event operator can deliver more value to exhibitors and sponsors and it makes it easier for exhibitors to manage their booths when they participate in more than one event. It is designed for groups planning multiple virtual events or having regional events, pop-up shows, or conferences throughout the year."

An event hub site is set up to allow exhibitors to access, setup and manage their virtual booths, changing out content and sessions easily for each networked show. The reporting engine consolidates activity reports from all the event portals for one consolidated view.

"Hub & Spoke event networks create efficiency and reduce the cost of putting on monthly, quarterly or regional events," added Bradfield. "This will be a huge help to associations that hold conferences that share the same sponsors or exhibitors. A small staff can use Hub & Spoke to manage a dozen events and maximize ROI for exhibitors and sponsors."

Cloud Conventions portals come complete with templates to set up the homepage, deliver email messaging, create attendee dashboards, set up virtual booths, customize CRM systems and databases to track attendees and exhibitors and access a full set of analytics and reporting.

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News Release

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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