



News Release

Cloud Conventions & MCI Group Partner with Medical Professionals to Deliver Virtual/Hybrid Events

Atlanta, GA — August 4, 2021 — Cloud Conventions, an enterprise virtual/hybrid event platform and the MCI Group, a leading global event management firm are partnering to deliver virtual and hybrid event solutions for medical organizations to complement their live events. The American Thoracic Society, a nonprofit organization focused on improving care for pulmonary diseases with more than 16,000 members worldwide, launched their annual conference in April 2021 as a 100% virtual event. They selected the MCI Group as its event management partner and Cloud Conventions as its virtual event platform. This August, the Association of periOperative Registered Nurses (AORN), guided by an abundance of caution from the recent surge in COVID cases, transitioned their hybrid conference to a fully virtual event under the guidance of the MCI Group. Their new virtual event will educate and engage attendees and exhibitors using the Cloud Conventions virtual/hybrid event platform.

“Audiences for conferences hosted by medical professional groups have unique requirements and a heightened awareness of the risks imposed by the pandemic,” said Carolyn Bradfield, CEO of Convey Services, parent company of Cloud Conventions. “Medical professionals not only want to stay up-to-date on scientific advances, but they also need to complete continuing medical education (CME) to maintain licensure. A virtual, on-demand option for engagement plus education ensures attendees have a safe environment to meet their educational needs, interact virtually with other attendees and engage live or on demand with suppliers and sponsors.”

The American Thoracic Society’s all-virtual conference in April brought together 9,000 registered attendees for 140 clinical and scientific sessions, 71 special networking events and over 3800 presentation sessions and scientific posters. The Association of periOperative Registered Nurses will offer on-demand and live sessions, a networking and innovation lounge, an exhibitor solutions center hosting in-booth sessions, product showcases along with an innovation theater.

“Striking the balance between a live and virtual event environment is a strategic decision that medical professional groups must make as they consider event design today and even more in the future,” said James Kelley, Director at the MCI Group. “Our customers rely on MCI to guide them to deliver the best options that engage audiences before, during and after the event ensuring that virtual environments complement and not conflict with the on-site program.”

A recent research study, “Association Trends: from Disruption to Opportunity” by Community Brands, revealed that 85% of association event professionals plan to invest more in virtual events in the next 12 months. This trend is driven by a 48% increase in members engaging more with their associations due to increased virtual options and on-demand education. The Tagoras 2020 “Virtual Conference Report” detailed that 75% of those delivering virtual events did so to reach audiences who could not otherwise attend. With the increase in COVID cases driven by variants, medical professional groups are now pressed to include virtual alternatives that are specifically geared to the industry, as they enter the busy fall conference season.

Download the Case Study: “The 2021 American Thoracic Society Virtual Event” for free at: <https://cloudconventions.com/page/135834/ats-customer-success-story>. Show organizers and event managers can learn more about Cloud Conventions by visiting <https://cloudconventions.com> and the MCI Group by visiting <http://www.mci-group.com/usa>



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About The MCI Group

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 MCI's US headquarters is in the Washington, DC area with offices in New York, Baltimore, Dallas, and Chicago. www.mci-group.com/usa

About Cloud Conventions

Cloud Conventions from Convey Services is an enterprise virtual/hybrid event management platform that redefines the exhibitor and attendee experience to allow companies to provide easy access to in-depth product information, showcase their brands with graphics and videos, create calls to action and generate immediate sales leads. Used around the world for large managed events and smaller self-directed meetings, conferences and corporate kickoffs, Cloud Conventions automates exhibitors and virtual booths, continuing education, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Cloud Conventions supports multiple languages and currencies, internal, external and single-sign on registration, and supports all conferencing carriers and platforms. 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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