Cloud Conventions Launches Community, a Platform to Strengthen Attendee/Exhibitor Engagement For Virtual Events, Tradeshows & Conferences

Atlanta, GA — December 2, 2020 — Cloud Conventions, the industry leading virtual event technology solution today expanded its capabilities by launching Community™, a new feature set designed to promote attendee/exhibitor engagement, networking and communication. Community provides a searchable attendee and exhibitor directory for connection, a message center for interactive communication or meeting requests and a one-on-one chat feature so attendees and exhibitors can open a discussion from within a booth.

"Cloud Conventions continues to pioneer new capabilities in the virtual event space with features that accelerate direct connection between sponsors, exhibitors and attendees," said Carolyn Bradfield, CEO of Convey Services, parent company of Cloud Conventions. "Our new Community platform allows attendees and exhibitors to find each other, as well as start conversations that lead to building relationships during the live portion of a virtual event and beyond."

Community is an opt-in program accessed from attendee and exhibitor dashboards within the Cloud Conventions platform. Event managers customize searchable directories by allowing specific data to appear in contact cards and enabling messaging for two-way communication. Directory access is controlled by the event host allowing exhibitors to be added to the directory based on sponsorship levels. The new Message Center within Community organizes attendee and exhibitor outreach, as well as booth chat sessions, and manages requests for meetings using Cloud Conventions' matchmaking service.

US-based attendees can choose to opt-out of directory listings and messaging. To support strict GDPR compliance, international attendees must choose to opt-in to be contacted or viewed in the directory. Opt-in attendees become visible to exhibitors when they enter their booth. Exhibitors can select an attendee and open a chat dialog with them, or the attendee can open a dialog with the booth. Cloud Conventions maintains privacy controls to comply with both CCPA and GDPR. It supports ADA requirements to accommodate people with disabilities to avoid the risk of legal repercussions based on failure to provide attendees with easy access to content and programming within a virtual event.

"Community is only one of the platform features that promote attendee engagement within Cloud Conventions," added Bradfield. "Discussion forums, social networking, roundtables and a host of options improve engagement between attendees, exhibitors and sponsors. We continue to focus on adding tools and creating opportunities to enhance attendee engagement and build value into the experience. When attendees are engaged, they stay in the event longer, are more motivated to interact with exhibitors and generate valuable sales leads."

Attendees receive message outreaches within their Community dashboard, get notified when new messages are waiting, and can access active message threads on any page inside the portal. Daily indexed emails collect and organize messages to provide a summary of each outreach and a link to go back to the Cloud Conventions-hosted event to read and respond.

Show organizers and event managers can learn more about Community by visiting https://cloudconventions.com and explore all of the Cloud Conventions solutions and attendee engagement strategies in the resource center.

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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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