

Copper Services Launches 'Convey' A New Online Knowledgebase of Business Content

New Service Provides Content and Continuing Education for Business Professionals

January 18, 2012 – Denver, Colorado — Copper Services, global provider of conferencing, online event management and business content, today announced the launch of Convey, a free business content catalog that connects professionals searching for business expertise and continuing education.

Editor's Note: Copper Services was acquired by Atlanta-based Premier Global (PGI) on August 1, 2013. The Convey technology was retained by a new company, Convey Services and continues to operate under the Convey brand.

All of the material on Convey is pre-screened to ensure that it's focused on business, is informative or educational. Content can be delivered as articles, white papers, reports, podcasts, presentations, webinars, e-books or videos. Convey features an expanding list of providers from hundreds of industries and disciplines.

"Convey creates an opportunity for professionals to market their expertise, develop a following within the market and generate revenue from their content," said Carolyn Bradfield, CEO of Copper Services (now Convey Services). "There is a huge demand among speakers, consultants, training groups and associations to independently host their content and potentially monetize it. Individuals and organizations can earn money by offering informative and educational content for sale and letting Convey manage the payment process. There are no fees to post content on Convey. A small percentage of revenue is charged only when content is sold."

Convey users can search for content by topic, industry or keyword, viewing it online or downloading it. They can register for continuing education webinars or participate in live or recorded events. Much of the content on Convey is offered for free, while some is available for purchase using a credit card.

"Convey has been described as the 'YouTube™ of Business Information,'" Bradfield added. "There are dozens of sites that mix business with consumer content; however, business professionals don't want to waste time sifting through videos of skateboarding dogs or promotional advertising to find expertise, ideas or continuing education that is relevant to them."

Providers on the Convey Platform decide if they want to offer their content for free or for purchase and define how much to charge for it. Providers can customize pricing, offer specialized discounts, develop refund policies and offer free content previews. Convey acts as the merchant to collect and manage all payments.

Convey will attract members encouraging them to create a profile, customize preferences, write reviews and store payment information. Members can specify topics of interest, industries they follow and how they want Convey or its providers to communicate with them. There is no charge to join Convey and you don't have to be a member to browse the content catalog.

Convey is a unique venue for a thought leader or a company to get noticed in the marketplace. It's a rapidly expanding knowledgebase of business insight, continuing education and professional expertise.

About Convey

Convey is a cloud-based platform that hosts and delivers content, training & events and generates revenue from subscriptions, purchases or advertising. Convey Channel Programs connect suppliers to revenue producers in indirect distribution channels providing access to product information and training, creating calls to action and driving revenue. Convey's Platform as a Profit Center (PaaPC™) generates revenue from supplier subscriptions, membership fees, advertising revenue, and ecommerce. Cloud Conventions™ are virtual expos managed entirely on the Convey platform. Unlike traditional trade shows, a Cloud Convention is easy and inexpensive to manage, can run for any length of time, requires no travel and can be attended 24/7.

Convey launched its first Channel Program in 2014 to master agents and their suppliers in the telecommunications and cloud industry and then to insurance master agency networks. Platform as a Profit Center (PaaPC) launched to the foodservice industry in 2015. The first Cloud Conventions Virtual Expo was held in March 2016 in the telecommunications and cloud space. Licensing opportunities are available in select vertical markets. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

Press Contact:

Bruce Ahern — (770) 580-0810

bahern@conveyservices.com

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