

# **Repurpose, Monetize, and Extend the Life of your Courses and Content**

By:

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Carolyn Bradfield is the CEO of Copper Services, a nationwide provider of advanced conferencing and content hosting solutions for the legal and business marketplace. For the last two decades, Carolyn has been a pioneer in the conferencing and telecommunications industry as the original co-founder of InterCall in 1991 and the founder of several other conferencing organizations including Copper Services. She has lead the industry in the development of technologies that have streamlined the call experience, added web technology to add a visual and interactive component, and new ways to connect globally at significantly reduced cost.

Under her leadership, Copper Services has invested significant development funds into content and event hosting solutions to allow a CLE provider to have an easy to manage customized hosting platform for CLE content and events. This revolutionary service called ConveyCustom provides a self-service platform to manage all graphics, website options, content, payment for CLE programs and the ability to sell programs to other CLE providers.

