



REGIONAL ENTREPRENEUR CONFERENCE

From famed country singers to former Presidents, this star-studded conference featured some of our finest work to date.

AT A GLANCE



Three-Day
Conference



Former President
in Attendance



Iconic Venues



"This project stands out as one of our most challenging and satisfying. So much preparation went into a program filled with educational sessions, networking opportunities, and once-in-a-lifetime experiences. This event is the perfect example of 'If you can dream it, Coterie Spark can produce it.'"

CANDACE HOELSCHER

Co-Founder and COO
Coterie Spark

THE PROJECT

Coterie Spark was engaged by a global association and repeat client to produce a three-day regional conference for 500 entrepreneurs in Dallas.

The conference was hosted at the Omni Dallas and included a general session, breakouts, a workshop, and evening socials. The conference theme was "Legacy by Design," which Coterie Spark set out to achieve. Every detail was meticulously conceived from the X-shaped stage to the hotel exterior displaying the conference logo for all of Dallas to see.

After each day wrapped, attendees were treated to evening socials. The conference started with a pop-art-inspired party that included popsicles, a ball pit, a live DJ, and a custom AR filter that turned attendees' faces into pop-art characters.

The second social was a backyard barbeque at The Rustic Dallas. This event included a beer burro, butt sketch artists, giant beer pong, a mechanical bull, and famed country artist Jack Ingram performing.

The last social was held on the field at AT&T Stadium, featuring keynote speaker George W. Bush. A considerable amount of time, thought, and preparation were given with such a high-profile speaker in attendance. Planning the venue layout, security, transportation, hospitality, and audiovisual were all managed by Coterie Spark.

In addition to his speech, President Bush took photos with VIPs, who were then treated to a Dallas Cowboys locker room tour and a once-in-a-lifetime opportunity to make passes and kick field goals back on the field.

Lastly, the after-party and grand finale were hosted at a Dallas landmark, Reunion Tower. Guests enjoyed panoramic skyline views of downtown Dallas—the perfect send-off to a memorable three-day gathering.