



# TECHNOLOGY SOFTWARE CONFERENCE

We produced this four-day conference in Anaheim to give our long-time client the most magical event on Earth.

## AT A GLANCE



Four-Day  
Conference



Exciting  
Networking  
Adventures



Powerful  
Educational  
Component



"I'm so proud of the team for everything they accomplished at this conference, making Anaheim like their second home as they studied the region and toured it extensively to incorporate its culture and history into the event!"

**REBECCA LOEB**  
President and CEO  
Coterie Spark

## THE PROJECT

In the last few years, Coterie Spark has produced multiple conferences for a Fleet & Transportation Technology company. Of these, our most memorable collaboration is a four-day Technology and Software conference that we produced in Anaheim. Both the scale of the conference and the experience of navigating dual client goals — education and networking — required our meticulous planning and on-site management of the conference.

To address the client's dedication to educating attendees, we strategized and programmed a general session and 300+ breakout sessions at the [Anaheim Convention Center](#). We then set out to simplify what would feel like an overwhelming number of choices for attendees and pressure on speakers by building environments that were conducive to maximizing engagement with the content. This included a custom stage for the general session with three screens to magnify the keynote speaker's message and visibility.

Offsite events for 1,700+ participants and Technology Hub management were then planned to ensure networking was a major conference element alongside the educational opportunities. Coterie Spark helped increase exposure and interactions between exhibitors and attendees by showcasing the Anaheim area. We planned a golf tournament at [Black Gold Golf Club](#); cocktail receptions each night, plus breakfast, breaks, and lunch; and a private dinner at Disneyland.

While onsite, each Coterie Spark producer strategically oversaw designated areas within the exhibit hall, breakout sessions, transportation area, general session, and offsite events. Despite being sprawled across the Convention Center and city, we were fully prepared, individually and as a team, to help our client expand the possibilities of their attendees' businesses and personal successes.