

Nationwide Market Tour



HIGH SECURITY



TIME CRUNCH



MULTIPLE LOCATIONS

A leading global financial institution partnered with Coterie Spark to plan a five-day, nine-city market tour throughout the United States with the goal of meeting with a total of 2,000 local managers in targeted regions.

Coterie Spark was engaged approximately one month prior to the tour. Given this timeframe, one of the challenges presented was finding an appropriate venue available in each city while working within the executive team's travel schedule. Attention to detail was key in the success of the tour from minute to minute: travel arrangements, specific executive needs, accommodating meeting schedule changes in each city, coordinating logistics with 45 plus vendors.

Coterie Spark organized three teams to execute the logistics for their respective cities. As the tour progressed, each meeting would bring new developments and revisions to be made. As a result of the success of the tour, an additional 10th meeting was requested to reach out to a broader management base and was planned within two weeks.

