

Annual Employment Meeting



Transportation



Attendee Engagement



Committee Management

Discover Day was an annual conference that brought 800 TDECU employees from across Texas together for professional and personal development, wellness screenings, keynote speakers, and networking. Throughout the planning process, Coterie Spark managed four committees composed of the client's employees that focused on the exhibit hall, marketing and branding, transportation, and networking.

Transportation for executives, keynote speakers, and attendees was coordinated from 10 pickup locations across Texas, requiring detailed time management and communication with volunteer bus leads and the transportation vendor. Upon arrival in Galveston, TX, guests checked into one of two hotels within walking distance of the convention center under a room block managed by Coterie Spark.

One unique challenge the Coterie Spark team had to overcome was the keynote speaker getting stuck internationally. A new keynote had to be found and all agenda and marketing materials had to be updated within 48 hours.

Other management elements included coordination of biometric screenings, meeting management and logistics, wellness activities, exhibit hall, rentals and decor, entertainment, registration staff management, food & beverage, and technical scripting.

Lastly, personal enrichment-focused exhibitors were brought in to create a common gathering area for wellness activities, such as live Zumba classes, meals, and entertainment took place.

