



BANKING CONFERENCE

A leading global financial institution partnered with Coterie Spark to plan a five-day, nine-city market tour with a stop in Denver.

AT A GLANCE



Quick
Turnaround



Intimate
Gathering



Educational
Components



"Nine cities, thousands of attendees, and only a month to prepare—that's no small feat. Our team's precision, creativity, and relentless dedication made it seamless. I couldn't be prouder of how we transformed a complex challenge into a flawlessly executed experience."

CANDACE HOELSCHER

Co-Founder and COO

Coterie Spark

THE PROJECT

A market tour can be a whirlwind for conference hosts—especially when the goal is to connect with 2,000 local banking managers across nine cities in just five days.

With only a month's notice, Coterie Spark was entrusted with orchestrating every detail of the tour: securing premier venues, coordinating seamless travel logistics, and ensuring each stop delivered the same high-caliber experience. Each city—from Denver to Birmingham, Dallas to Phoenix—demanded meticulous planning to create a unified, impactful event.

For this stop in Denver, we selected the Denver Art Museum for a dynamic half-day conference. Attendees engaged with keynote speakers, compelling video presentations, and a lively Q&A session before enjoying an exclusive networking reception with company executives.

Despite the Mile High City being one of the tour's more intimate stops, the strategic execution of venue selection, travel precision, and event flow management ensured a powerful experience. The tour was so well-received that the client expanded it to a tenth city—an encore to an already ambitious and successful endeavor.